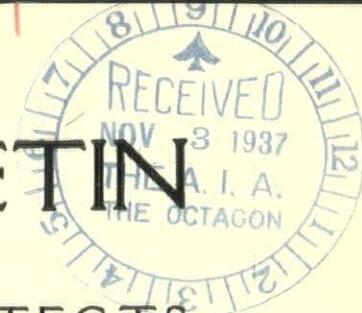


The Octagon,  
1741 New York Ave.,  
Washington, D.C.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

ANDREW R. MORISON, President  
ROBERT B. FRANTZ, 1st V-Pres.  
GEORGE F. DIEHL, 2nd V-Pres.  
CARL KRESSBACH, 3rd V-Pres.  
CORNELIUS L. T. GABLER, Sec'y.  
JOHN C. THORNTON, Treasurer  
TALMAGE C. HUGHES, Exec. Sec'y.

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
CHerry 7660

Business Manager  
E. B. FAUQUIER

### DIRECTORS

ROGER ALLEN  
WILLIAM D. CUTHBERT  
CLAIR W. DITCHY  
BRANSON V. GAMBER  
ARTHUR K. HYDE  
AMEDEO LEONE  
N. CHESTER SORESENSEN  
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)  
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the act of March 3, 1879.

Vol. 11

DETROIT, MICH., NOVEMBER 2, 1937

No. 44

### "TO BE OR NOT TO BE"

By Herbert G. Wenzell, A.I.A.

Hamlet's soliloquy comes to mind after reviewing architectural magazines dating back from 1928 to the present. I find the mass of articles and editorials dealing with the status of the architect depressing—summing up a conviction of impending and inevitable disaster, like tremors presaging an earthquake. Time after time I find articles with leading statements to the effect that the practicing architect as a species will be as extinct as the dodo bird. On the other hand I note the illustrations, and I am impressed with the positive and striking improvement in our buildings. To me this is so stimulating as to almost offset the gloom of the editorials. It convinces me that the independence of the architect is essential to progress.

I note that the efforts of the American Institute of Architects and the more active State Societies in many directions are to save the situation for the profession. Those efforts reveal just one thing, and that is the futility of the collective effort of a few thousand men to go counter to an opposition whose principles are that of business other than that of a profession—an opposition intent upon subordinating the services of the architect as a professional man.

In all of these articles and editorials there is an appeal for unified action, an attempt to arouse the average architect from a prolonged apathy. However, adversity and the culmination of chaos have failed and he remains blind to the fact that there are evidences that the practice of architecture is doddering on the brink of oblivion and that, except for a small number, it is becoming impossible to make a decent living in private practice. The events and positive tendencies of the past few years have precipitated the evidences confirming a pessimistic attitude.

What are these evidences?

In regard to Federal work, it is to be noted that no Federal buildings have been assigned to private architects since Mar. 4, 1933. In 1935 some 26 prominent architects were recruited by the Supervising Architect's office of the Treasury to act in that office as designers, directors and consultants. Of these some 20 are members of the American Institute of Architects. There is a Federal Association of Architects which has a large membership and its activities have expanded into the publication and exhibition fields.

Following the lead of Washington, States and Municipalities have adopted, or are tending to adopt, the same policy—that of setting up architectural departments subordinate to engineering within departments of Public Works. Boards of Education are evidently inclined to assimilar policy in our larger cities.

There will doubtless be extensions of Federal and State Housing Programs, but the present set-up indicates that delegation of such projects to private architects or groups of architects is not to be hoped for. In a leading article recently in the Detroit Free Press relative to the Michigan State Hospital

#### Westinghouse Engineer

#### To Address Architects On "Store Modernization"

All Michigan architects are invited to attend a talk on the subject of "Store Modernization," to be given by Mr. Alfred Paulus, Illuminating Engineer of the Westinghouse Lamp Division, Pittsburgh, Pennsylvania, in the auditorium of The Detroit Edison Company, 2000 Second Avenue, Tuesday, November 2nd, at 8:30 p. m.

Mr. Paulus is a well known authority and has had considerable experience in the field of store modernization. A special feature will be exhibits prepared by Libby-Owens-Ford and Pittsburgh Plate Glass Company, showing the newest plastics for use in store front modernization. The meeting is being sponsored by the Illuminating Engineering Society, Michigan Section. All architects are invited.

Building Program, the amount of architectural fees involved was headlined, implying that such fees are exorbitant.

In addition to this exclusion in public work no architect can be blind to the gradual but sure encroachment of other fields.

It is a fact that many large corporations, utility companies and chain stores have their own architectural and engineering departments and they not only perform services within their own organizations but that they also prepare plans for affiliated and alien interests.

It is a fact that builders in specialized industrial and commercial work do designing and engineering work as part of their service, and besides invading

(Continued on Page 11)



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;  
Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor  
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

## JESS STODDARD-GOLF CLUB DINNER-SERMON

What a combination? Well the sermon comes first—A certain person in the construction industry was lamenting to a calloused handed workman that the only way to sell was to quote a cut throat price, (you've heard such sentiments).

The workman unwise to the ways of business said, "Maybe you ain't ever tried to sell anything else."

To my mind there is a powerful sermon on selling in those words.

And now, what hooks that sermon to Jess Stoddard and a golf club dinner?

It's this way—the big wind-up dinner of the Architects, Builders' and Traders' golf outings was at Brooklands, Oct. 21 and Jess was the object of honor, it being his home course and his one hundredth birthday celebration (no, not one hundred years old—just what we said, one hundredth celebration).

Naturally at this banquet presided over by Bill Seeley, your weatherman golf chairman, there was talk of good fellowship, and that's where the connection with the sermon lies.

We would have less cut throating in the industry if every one in the industry would play golf with the Builders' and Traders' and Architects, and of course no one does that very much unless he becomes a Builder and Trader or an Architect.

So the point is that if every one in the industry belonged to the Builders and Traders Exchange or practiced architecture there would be less price cutting.

We do not say there would be any, but good fellowship would cut it down.

To put it in other words—if good fellowship is not the answer, THERE IS NO ANSWER.

The banquet was a decided success. Forensically, Jess is good and he was in good form. Besides him and Bill Seeley, the crowd listened to Herman Banbrook, president of the Builders and Traders Exchange; Clair Ditchy well known and silver tongued architect; Mason Rumney and Albert Beever and Edward Horning, ex presidents of the Exchange; Conrad Netting; Wilam Dee Little; E. J. Brunner; Frank Chapper and Bert Haberkorn.

The following were registered for dinner but did not play golf (a few paid without getting registered—sorry we can't name them)

Frank Stratton, Stratton Plastering Co.; Al. Beever, Beever Plastering Co.; Ed. Horning, Detroit Lumber Co.; E. J. Brunner, Builders' and Traders' Exchange; H. L. Kotting, Earle Equipment Co.; F. W. Morton, Morton & Morton; Bert Haberkorn, J. H. A. Haberkorn Co.; H. Culbertson, H. B. Hulbertson Co.; Thomas Murray, Huron Portland Cement Co.; E. Gornsen, Chevrolet Motor Co.; Herman Banbrook, Banbrook-Gowan Co.; Mason P. Rumney, Detroit Steel Products Co.; A. B. Johnson, N.Y.C. System; F. R. Patterson, Patterson Eng. Co.; Nelson McBride, F. J. McNight Co.; Claude Filer, John A. Mercier Brick Co.; Wm. D. Busch, John D. Busch & Sons, Inc.; B. Billett, Krieghoff Co.; David Geddes, Safway Steel Scaffolds Co.; Chas. K. Sestok, Fir-tex of Michigan; Frank Chapper, Chapper Iron Works; E. F. Zerga, Belden-Stark Brick Co.; Geo. F. Kline, Belden-Stark Brick Co.; E. J. Farr, Belden-Stark Brick Co.; C. G. Johnson, Belden-Stark Brick Co.; L. H. Harrison, Belden-Stark Brick Co.; Mr. Hager, Air-O-Cel Co.; N. Kruger, N. Kruger Co.; Conrad Netting; Geo. Montri, Jr., Kerscher Elev. Co.; Henry Mason, Ernst Fuel & Supply Co.; Ed. Schuster, Schuster Equipment Co.; Bill Pipe, Boice Bros.; R. H. Hidey, R. H. Hidey Co.; Tom Marshall, Robert Hutton Co.; B. Cluff, Frederic B. Stevens Co.; Mr. Mulder, Almont Mfg. Co.; Tony Dohmen, architect, Clair Ditchy, Architect, E. B. Fauquier, Architect's Bulletin; H. O. Nelson, Nelson Co.; Tal. Hughes, architect; Bill Goodson, Grand Rapids Plaster Co.; J. Base, J. Wade, P. Wagner, H. Merriott, Guests of Cooper Little Co.; N. Ermatinger, Nelson Co.

The following played golf and dined;

Al Brodine, Huron Portland Cement Co.,	77
Al Aldinger, Walbridge Aldinger Co.,	79
B. H. Ackles, T. B. Rayl Co.,	81
Bud Elsey, Woodville Lime Products,	82
Vaughan Ried, City Pattern Works,	87
Wm. F. Seeley Western Fireproofing Co.,	88
G. W. Scott, Ruberoid Co.,	89
John Hoppin, John Hoppin,	91
Wm. Nowicki, Schroeder Paint & Glass Co.,	92
Wm. G. Squier, Krimmel & Cruickshank, Inc.,	93
Darwin Gothro, Builders' and Traders' Exchange	94
John Whittaker, Carpenter Contractors Assoc.,	95
H. B. Sutherland, Hurd Lumber Co.,	95
J. H. Gowan, Banbrook-Gowan Co.,	96

### ACME METALON COMPANY

Manufacturers of

## METALON

THE METALIZED BUILDING UNIT

9630-9690 Greeley Ave. Detroit, Mich.  
Longfellow 5770-1-2-3

### R. E. DAILEY & CO.

**Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan  
CADillac 5980

## CLASSIFIED BUILDING TRADES

### GENERAL CONTRACTORS

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

PETER A. KOCKX & SONS—4697 Dickerson Ave., LEnox 0139, TUXedo 2-0163.

IRONITE WATERPROOFING AND RESTO-CRETE

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

### LUMBER DEALERS

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

HURD LUMBER CO.—6425 W. Ver-nor Highway, VINewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Estab-lished 1864.

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

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

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

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



Geo. Burt, Boice Bros.,	98
Wm. Restrict, Restrict Lumber Co.,	99
R. K. Westcott, Almont Mfg. Co.,	99
Glen R. Warren, Aetna Portland Cement Co.,	100
F. W. Ring, Almont Mfg. Co.,	100
Munro Aird, Aird Plastering Co.,	100
Glen Darling, N. Y. C. Lines,	100
Walter Pratt, Concrete Steel Fireproofing Co.,	101
J. A. Morris, H. B. Culbertson Co.,	101
A. K. Wheaton, G. T. R. R.,	101
J. Hemstreet, Koenig Coal & Supply Co.,	103
A. W. Hardy, Economy Blueprint Co.,	103
Wm. Dee Little, Hoskins Mfg. Co.,	104
F. C. Bagby Western Waterproofing Co.,	104
J. D. Stoddard, Detroit Testing Laboratory,	105
Bruno Kullen, Kullen Fuel & Supply Co.,	105
R. E. Dailey, R. E. Dailey & Co.,	106
Paul Sewell, Architect,	106
K. R. Lemmer, Taylor Supply Co.,	107
W. Scheifele, Leinbach Humphrey Co.,	108
A. W. Kutsche, A. W. Kutsche & Co.,	109
Bert Payne, Woodville Lime Products Co.,	111
Carl Barry, Jos. Krausmann Co.,	111
B. A. Capp, Wolverine Marble Co.,	112
Al. Schaefer,	113
Floyd Heineman, Heineman & Lovett Co.,	116
Ray T. Lyons, Ray T. Lyons Co.,	117
Geo. Montri, Kerscher Elev. Co.,	118
J. Gilleo, Shell Petroleum Co.,	121
J. Krausmann, Jos. Krausmann Co.,	125
J. Whitcomb, Jos. Krausmann Co.,	126

The ceremonies concluded with awards of prizes and the trophy cup. Immediately before presenting the prizes the election of Bill Seeley to succeed himself as golf chairman was accomplished by vociferous acclamation.

Bill immediately thought of Miss Veronica McFarland of the staff of the Exchange who thruout the season has handled all the complex record keeping, being present at every outing except one when she was on vacation. Miss McFarland took thunderous applause.

The trophy cup was won by Bud Elsie of Woodville Lime Products Co. who shot a gross of 82.

Low gross was shot by Alfred Brodine of Huron Portland Cement.

Prizes were won as follows:

First Flight—First prize, G. W. Scott; Second prize, W. G. Squier; Third prize, Wm. Nowicki.

Second Flight—First prize, F. C. Bagby; Second prize, F. W. Ring; Third prize, Glen Darling.

Third Flight—First prize, B. A. Capp; Second prize, Carl Barry; Third prize, A. Gilleo.

Clarence Manser and Frank Laucomer, formerly with Giffels & Vallet, Inc., are now engaged in the design and detailing of structural, mechanical, and conveyor work, with offices at 205 Basso Bldg., (7338 Woodward Ave.) Detroit. Phone Madison 2575. They will welcome visits from their old friends. Also are anxious to have interested manufacturers and sales offices send them catalogs and descriptive literature of their products.

### HECTOR A. PAYNE

Hector A. Payne, well known Detroit Architect, died suddenly Monday, October, 25 at his office, 702 Owen Building, Detroit.

Mr. Payne was born 56 years ago in Colborne, Ont., and came to the United States 36 years ago. For the last 13 years he lived in Detroit. He was a graduate of the Ecole de Beaux Arts of Paris, and was well known in Detroit for his work as an architect, particularly in designing theatres. Recently he was one of the group of architects engaged on the Chandler Park Federal Housing Projects. He lived at 6039 Grand River avenue. He is survived by his wife, Mrs. Elizabeth C. Payne, and a daughter, Mrs. Patricia Schoof.

### — P E L L A —

Rolscreens—Venetian Blinds  
Metal Weatherstrips—Caulking  
Double Glass Steel and Wood Sash

**Detroit Rolscreen Company**

12236—12th St.

Townsend 8-3812

### NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
RAndolph 4162 R. O. 3480 Ann Arbor 23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

### FOX THEATRE

*Held Over for a Second Week*

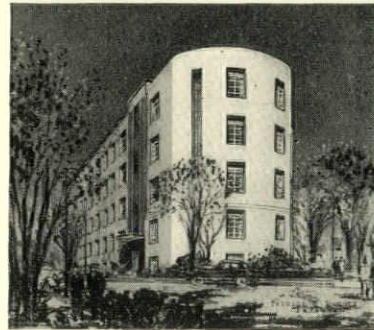
Starring RONALD COLMAN in

### "Lost Horizon"

with Edward Everett Horton, H. B. Warner, Jane Wyatt, Sam Jaffe, Margo, John Howard, Thomas Mitchell and Isabel Jewell.

### STAGE

An All-Star Revue Starring EDDY PEABODY, HELEN REYNOLDS and Her World's Champion Girl Roller Skaters, DOROTHY CROOKER, THE NONCHALANTS, THE 16 GAE FOSTER GIRLS and Other Great Acts.



999 WHITMORE RD.  
Carpeting Laid by Crowley-Milner's

### ARCHITECTS!

let

### CROWLEY-MILNER'S

### Contract Sales Dept.

... solve your floor covering problems ... Our Stocks of Nationally advertised Floor Coverings, including rubber tile, asphalt tile and cork tile, offer you a complete selection ... Any job, large or small, will secure prompt attention.

### CONTRACT SALES DEPT.

RAndolph 2400

Extension 183



## ARCHITECTURE NO LONGER FOR RICH ONLY, MAGINNIS SAYS

Architecture has ceased to be an instrument of the rich, Charles D. Maginnis of Boston, president of the American Institute of Architects, declared in a message to the Institute's members, organized in sixty-nine chapters throughout the country. Mr. Maginnis called upon architects to give professional direction to the national housing movement, and to bring good architecture to the less favored population groups. The "bureaucratic idea", he warned, threatens to limit the usefulness of the architectural profession in its efforts to improve human habitation.

"A changing world is presenting novel and critical problems which demand the immediate study of the architectural profession," Mr. Maginnis said. "In our modern society, architecture has had only a limited beneficence. The statement is familiar that only a tenth of our building is architecturally literate, with the consequence that our typical community may claim some proud oasis of beauty, but is preponderantly ugly and incoherent so as to invite question whether the measure of our culture is the one condition or the other. That the profession is, to this degree, ineffectual has always been deplored, but it has been too easily accepted as a condition beyond hope of intrinsic remedy.

"Must the architect be satisfied to be considered an instrument of the rich? We know that in the past, and under political systems less admirable than ours, architecture was not estranged from the humbler life of society. Obvious economic difficulties have accounted in the past for the detachment of the profession from this neglected enterprise. But considerations of social justice are now moving us to a more conscious feeling for the less favored of society.

"Under the initiative of government a promising beginning has been made in a great program of small housing under responsible architectural control. Other agencies are cooperating which are notably less sensitive to the need of professional direction. It is of vital importance to our profession, and at the same time an obligation of enlightened patriotism, that our relation to this great developing interest be securely and permanently established. The Institute's Committee on Housing will study the means by which the profession, under the guidance of The Institute, may adjust itself effectively to service in this new and extensive field.

"As we seek to extend the boundaries of our profession in this direction, however, we are warned of a conflicting movement which threatens seriously to limit it. This is the extension of the bureaucratic idea. So far we have confronted this issue only in our relation to the Federal Government. We must now prepare ourselves to meet the aggravating problem in our very midst.

"Legislation has been twice attempted in New York State, and actually accomplished in Connecticut, which embodies the principle that architecture can serve the public interest adequately through the incorporation of architects and draughtsmen in the general organization of public works. The implications of this menace are so unmistakable and so clearly to be combated only by local action that a large responsibility must be perceived to rest on all the chapters of The Institute.

"Nor is this situation to be effectively met by temporary political expedients. It is to be hoped that the validity of our position can be supported by realistic and convincing testimony of our superior claim upon the community. The lines of such opposition are so well indicated in the admirable enterprise of the Institute's Committee on Public Works in relation to Federal projects that all chapters of the Institute are urged to seek its counsel and acquaint themselves with the results of its study and experience.

"It would be highly agreeable to the conservative spirit of the profession if its social value needed no

### PUNCH & JUDY THEATRE

Kercheval at Fisher Road

Niagara 3898

WED.—THURS.—FRI.

NOV. 3—4—5

Robert Montgomery—Marion Davies in  
"EVER SINCE EVE"

SATURDAY

NOVEMBER 6

Jane Withers—Walter Brennan in

"WILD AND WOOLLY"

11 P. M.—Donald Woods in

"THE CASE OF THE STUTTERING BISHOP"

SUN.—MON.—TUES.

NOV. 7—8—9

Constance Bennett—Cary Grant in "TOPPER"  
with Roland Young—Billie Burke

### PRE-SHRUNK HIGH GRADE FRAMING LUMBER

DWIGHT LUMBER CO.

Vinewood 2-4500

## MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

Open 8:30 to 5:30  
Any Time by  
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.  
Tel. TEMple 1-8494 Detroit, Michigan



aid of propaganda. But in these articulate days so many interests of no less conservative habit are clamoring for the public consciousness that, if we are even to hold our present place, we have need to make the world more aware of us.

"Taking it for granted that, in spite of assault, architecture still retains its ancient validities, we are occupied only with the vital and realistic business of the place which it is to have in the new order, an interest which should engage the earnest thought of every architect in America.

"In the shifting conditions there is visible the opportunity to enlist the science of the architect to a new and more vital social purpose. Architects cannot hope that the significance of this opportunity will be more directly indicated to us by our American public. It must be clearly detected by ourselves, and the future position of our profession will largely depend upon the intelligence and address with which we meet it."

### PUBLIC INFORMATION

Of the buildings erected in this country every year the proportion designed by architects depends to a large extent on how much the public knows of what the architect is and what the architect does.

It also depends on how much the public appreciates architecture. In a recent poll of readers by a well known journal, architecture came last in order of interest in a list of some thirteen subjects such as religion, education, sculpture, painting.

That does not surprise us but it should challenge us.

I believe that now with the coming of better conditions, comes an opportunity such as we have not had for years to interest people in architecture, and acquaint them with the architect.

Your Committee on Public Information through Mr. Grady, our Publicist will of course continue to spread country-wide such article, reports and other information as can be obtained for this purpose, but its work cannot be either truly effective or comprehensive unless it has the active cooperation of the Chapters and of individual architects who will give out both local and general information to local communities, and will send reports and information of general interest to your Institute Committee, for wider distribution.

### WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile • Masonite Cork Tile

439 Penobscot Bldg.

RANDOLPH 5500

### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative  
Art or Engineering Problem*

**WALKER & Co.**

### NEON SIGNS---ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

I would like to ask a few questions of everyone who may chance to read this article:—

How much is your local chapter doing through proper publicity in your local press to interest your public in architecture?

You have a Committee on Public Information, of course; is it headed by a man who is interested and active?

Does your local press attach the name of the architect to articles or pictures of buildings which appear in the papers? If not, are architects doing anything about it?

Do your schools, libraries or museums, with the assistance of the architects ever hold architectural exhibitions?

Do your schools have courses in architecture, or accord to local architects opportunity for ten minute talk to the students on architecture?

Do the architects of your community take active interest in public affairs?

What are they doing about antiquated building codes, city planning, low cost housing?

Are they doing what they can to uphold the ethics of the profession so that the architect shall be known as a man of high standards and integrity?

The Institute Committee on Public Information asks for your suggestions and your assistance because we believe that this work is one of greatest importance to the profession, and we need your cooperation.

WILLIAM ORR LUDLOW, Chairman  
Committee on Public Information

### O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MAdison 0810



**COLD WEATHER DEMANDS**

**A DEPENDABLE CEMENT**

**OF HIGH QUALITY**

**HERE'S THE ANSWER**

**FORD PORTLAND CEMENT**

*You can depend on it in any weather*

**JOHN A. MERCIER  
BRICK COMPANY**

WHOLESALE DISTRIBUTORS

Phone: Vinewood 1-0761 Dearborn, Mich.

**BUILD FOR THE FUTURE**



## 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.—Job. No. 633, bids due October 29, 1937—

at noon. General contractors bidding on the above job: Great Lakes Construction Co., Federal Builders, Inc., Geo. W. Auch Co., N. M. Lerner, Louis Cantor, H. A. Amsbary, Albert Diamond. Plumbing, Heating and Ventilating: Maurice Garelik Co., Nussbaum Co., Inc., Warner Plumbing and Heating Co., Ralph Peckham, Nu-Way Plumbing and Heating Co. Electrical: Checker Electric Co., Dearborn Engineering Co., Rose Electric Co., Ideal Electric Co., N. L. Edwards.

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

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

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. Held over.

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

Derrick & Gamber, Inc., 35 fl. Union Trust Bldg., CA. 3175.—Prep. plans for 5th Church of Christ Scientist, North Woodward.

Same.—Prep. plans for two medium sized houses, one in Grosse Pte. and one in Detroit.

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

Preparing plans on following:

Mfg. blags. 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.

**CINDER  
BLOCK  
INC.**

•  
HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

**PARK and McKAY**

*In Business Since 1876*

Distributors for  
**Kohler Plumbing Fixtures**

Showroom at  
14401 Meyers Rd., north of Gr. River

HOgarth 6200

**Detroit Lumber Co.**

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VINewood 1-2090

**FREDERIC B. STEVENS, INC.**

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

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.



## STIPPLED WALLS

Rimaco Wall Finish will meet the most exacting specification. This material is made by the Rinshed-Mason Company, a Detroit-owned and operated plant producing the finest type of finishing materials.

The Rinshed-Mason line comprises paint, enamels, varnishes and finishes for every purpose. Counsel and service of practical finishers available to you. Telephone GARfield 5161 and a representative will gladly call on you.

PAINT—ENAMELS  
VARNISHES—LACQUERS

**RINSHED-MASON CO.**

5935-5971 Milford Street

Telephone GARfield 5161



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.

**Harley & Ellington**, 1507 Stroh Bldg., RA. 9030.—Taking fig. on grain storage bldg. for Jno. Eichler Co., N. Y. C., Eastern contractors bidding.

**Haughey, Harvey J.**, RA. 1047.—Doctors' offices, Mack Ave. near Lakepointe, Masonry let to Ebenezer French.

**Same.**—Store bldg., McNichols Rd. near Northwestern Highway. Figures closed.

**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.

**Same.**—Prep. plans on alt. and add. to Dexter Baptist Church.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—Bids due Nov. 1 on bldg. for R. L. Polk Co., 100x130.

**Palmar, Ropes & Lundy**, 2539 Woodward.—Genl. con. let to F. H. Martin & Co. on alt. to Traveling Oven for Gordon Baking Co.

**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.

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

## H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts

**"Standard"**  
PLUMBING FIXTURES

**"Sunbeam"**

AIR CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MADison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"

**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.

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

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

## PAST DECADE SHOWS HOME IMPROVEMENTS

Quality of building being done today makes a house built in 1937 as superior to a house built in 1927, as is a 1937 model automobile to a 1927 model, Roger Allen, Grand Rapids architect, told the Business and Professional Women's club in an address there last week. Allen also said that merely to replace existing structures that have become obsolete would require local building activity at the 1925 level, for at least four or five years.

"Grand Rapids has made marked and encouraging progress in building construction in the past year, both in regard to quantity and quality," Allen declared. "Up to Oct. 1, the value of new building construction in the city was \$2,023,990, which compares very favorably with 1936, when for the entire year the total was \$1,409,490.

## Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

**CURRIER LUMBER CO.**

14507 VAN DYKE

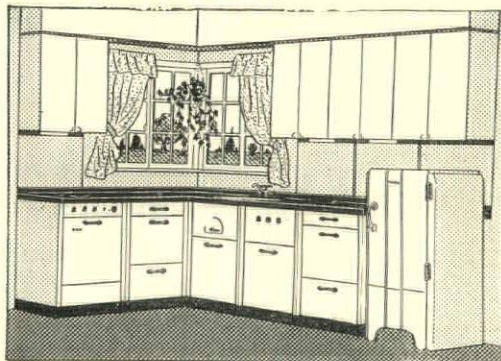
Phone All Yards

Plaza 1400

## MEN REALIZE

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.

Let us cooperate on any planning, remodeling or modernizing without obligation.



**GENERAL ELECTRIC  
SUPPLY CORP.**

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson FItzroy 5800

Michigan Distributors for

General Electric Home Servants



### Houses Are Needed

"In the first nine months of 1937, there were 144 new single-family houses built in the city. In the 12 months of 1936, there were 73 houses erected. In the worst year of the depression, which was 1934, (the worst year as regards the building industry) there were only 10 new houses built in Grand Rapids. There were more than that many houses torn down, so far 1934 there was an actual decrease in the total number of houses.

"But while the increase in building activity this year has been very gratifying, it has been nowhere near sufficient to care for the housing needs of the city. Back in 1925, the best building year in the town's history, there were 1,271 new houses erected in Grand Rapids. The valuation of all building that year was more than \$12,500,000. In other words, this year we did about one-sixth as much building as in 1925.

### Only 500 Vacant Homes

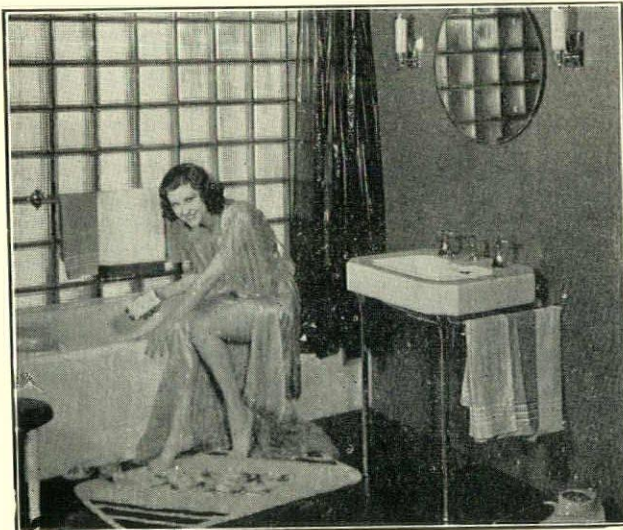
"An acute housing shortage, with a consequent rise in rental and resale values, is already here. I doubt if there are more than 500 vacant houses that are really habitable in the city. And even in the normal years we had in excess of 1,200 vacant houses. Merely to replace existing structures that have become obsolete would require building activity at the 1925 level, to continue for at least four or five years.

"Many people hesitate to build because they have

been told that 'building costs are higher.' When anyone says that, they should be asked to specify 'higher than what?' The F. W. Dodge corporation, which collects building information continuously in the 37 eastern states, including Michigan, says that their figures show that as of Sept. 15 of this year, building in the Detroit area was 18 per cent lower than for the 1925 to 1929 average. Building today certainly costs more than it did in the depths of the depression, when in some instances common labor was obtainable for as little as 15 cents an hour, but certainly such prices do not represent a reasonable basis of comparison. Compared with 1929 prices, today's buildings are less expensive.

### Better Quality Building

"And in the quality of building done now, the 1937 house is as superior to a house built in 1927 as a 1937 automobile is superior to a 1927 model. The building dollar today buys a better house than it ever has before; better designed, built of better materials, and with better facilities for comfortable and healthful living than at any time in the history of building. There are materials and techniques available now that were unknown before the depression. It is easier and cheaper to finance a house today than it ever was before. As soon as the general public convinces itself that these things are true, we can look for an increase of building activity that will rival anything that Grand Rapids has ever experienced in the past, and that will probably set a new high mark."



## Glass Block

STOPS HEAT • ADMITS LIGHT

## CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

## ARCHITECTURAL FIRMS APPROVED FOR STATE WORK

Immediate progress in the State's institutional building program was assured today as the State Administrative Board approved nine firms, seven of them from Detroit, for architectural services in connection with the work.

The approval was voted on recommendation of the board's building committee. Treasurer Theodore I. Fry said "almost all of the firms were selections of Gov. Murphy, but particularly five of them."

Dr. Eugene B. Elliott, committee chairman, said the firms will receive a 5 per cent fee for architectural services and supervision. Although the building program appropriation is \$3,410,935 for this year and \$3,021,500 for next year he said fees will be paid only on about \$2,500,000 a year of this total. The rest of the proposed expenditure are for plant equipment. Firms selected and the institutions involved are:

## M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600



9080 ALPINE

## Specify NON-STICK WINDOWS

The First Completely Assembled Double-Hung Window

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES  
• SASH WATERPROOFED

N. S. W. CO.

2137 Gratiot

Detroit, Mich.



Angel & Scheve, Detroit, Traverse Sity State Hospital.

Knecht, McCarty & Thebaud, Grand Rapids, Kalamazoo State Hospital.

Derrick & Gamber, Detroit, Pontiac Staff Hospital.

Stewart-Kingscott Company, Kalamazoo, Michigan Children's Village at Coldwater.

Maul & Lentz, Detroit, Michigan Home and Training School at Lapeer.

N. Chester Sorenson, Detroit, Michigan Farm Colony for Epileptics at Wahjamega.

Albert Kahn, Inc., Detroit, Ypsilanti State Hospital.

William Christian Palmer, Detroit, Mt. Pleasant Branch of the Michigan Home and Training School.

B. C. Wetzel & Co., Detroit Ionia State Hospital.

The board also authorized Harold D. Smith, State budget director, to execute contracts with the firms and proceed with the building program. Over the two-year period the program is designed to provide 3,748 more beds for patients in State mental hospitals, Dr. Elliott said.

### WENZLICK TO SPEAK BEFORE REALTORS. ARCHITECTS INVITED

Detroiters will have an opportunity to again hear Roy Wenzlick, prominent St. Louis real estate analyst, November 10 when he will be the guest speaker at a joint luncheon meeting of real estate men, mortgage bankers, architects and builders sponsored by the Detroit Real Estate Board and the Detroit Mortgage Bankers Association.

Mr. Wenzlick is considered the outstanding authority on real estate trends and is the author of the book "The Coming Boom in Real Estate" that created a sensation during the past year. He has built up charts showing the course of real estate and building activity and other correlated movements covering a period of a hundred years and he will illustrate his talk with graphs to bring to date these facts, and he will interpret them as they point to future trends.

Invitations to attend the meeting, which will be held at the Book Cadillac Hotel at 12:30 in the Main Ballroom, has been extended to Detroit Realtors, Mortgage Bankers, Managers, Builders, and Architects.

Tickets for the luncheon may be secured from the office of the Real Estate Board prior to November 4.

### W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING.  
POWER PIPING AND SPRINKLER  
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH  
ELmhurst 6780 ROYal Oak 2257

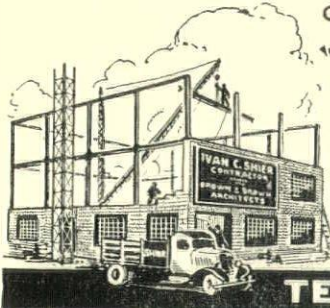
# IVAN C. SHIER

GENERAL CONTRACTOR

"ARCHITECTS'  
PATRONAGE  
PREFERRED"

400 W Warren

TEmple 1-3150



### LOW COST HOUSING FOR PONTIAC

Plans for development of an area adjacent to Pontiac with workmen's homes costing less than \$2,000 each have been announced by the Auburn Development company whose director is Fred Wardell, President of Eureka Vacuum Cleaner Co. of Detroit, and whose officers are W. C. Scott, president, George W. Phister, vice president, and W. E. Thulin, secretary and treasurer. Mr. Scott is a builder and engineer and Mr. Thulin is an architect, of Birmingham, and both men have specialized in suburban home development in Detroit and southern Oakland County.

Homes in the new development will be individual rather than multiple units, and each plot of land is to be "large enough for normal family seclusion and good neighborhood environment." Electricity, running water and proper sewage disposal will be provided in the area. House exteriors are to be completely finished, but parts of the interior will be left for the owner to complete during his spare time according to his needs and taste. The property is described by the company as beautifully wooded.

Individual lots will be sold only to those establishing homes, and not for speculation. The company predicts monthly payments will be less than average rent for the same facilities and that even at this rate homes may be owned free and clear in approximately five years.

### F. H. Martin Construction Co.

955 E. Jefferson Ave.

CADillac 4890

DETROIT, MICHIGAN

### VIGILANCE—RESEARCH FOR BETTER PAINTED JOBS

... Specify ...

### PAINT STORES Inc. PAINT PRODUCTS

Careful supervision of all jobs where our materials are specified. "We follow through."

#### FOR EXTERIOR

P-S Foundation Coat—First Coat; P-S No. 20 Pares—Finish Coat; Weatherbest Shingle Stain; USG Cementico—For Masonry Surfaces.

#### FOR INTERIOR SURFACES

(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

P-S Varrishes; Benite (For That Beautiful Soft-Satin Finish); Floor Enamels—For Concrete Floors.

#### MILL-WHITES

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

### PAINT STORES, Inc.

General Offices:  
FLINT 8780 Grand River SAGINAW  
TYler 4-1133  
MIDLAND DETROIT LANSING

Paint Specialists



## BRYANT ANNOUNCE NEW MODEL FORCED AIR HEATER

The Bryant Heater Co. of Cleveland, through their distributor, Bryant Air Conditioning Corp., have just announced a new gas designed forced air heater for use in a small home. They have led in this field for some time with a unit known as BF-850-C, which occupies a floor space of approximately  $4\frac{1}{2} \times 2$  feet. The new model, known as VB-8, is essentially the same unit, but the floor space required is only 2 feet square.

"There are many small homes without basements which have a utility room where the space is rather limited," said R. R. Houser, Detroit branch manager. "This new unit, which allows the cold air returns to be brought underneath the floor up through the bottom with the supply ducts extending from the top, occupies the least space of any automatic home heating unit on the market to-day.

"Recently 151 of these units were installed in a

new apartment house development in Boston, Mass. Each apartment has its own individual heating plant installed in a closet in the apartment itself. The advantages are low cost of installation, plus an individual unit for each family, which unit is automatically controlled by the temperature in the apartment.

"The field for units of this kind in Detroit is unlimited," Mr. Houser continued, "because of the very large number of small homes being built in this area to-day. With the low price of natural gas, automatic heating is put within the reach of every home owner."

## MENOMINEE COUNTY BOARD ACCEPTS \$28,000 GRANT

A federal PWA grant of \$28,800 for alterations and an addition to the Menominee county building has been accepted by the board of county supervisors. The board also voted to hire Derrick Hubert as project architect.

The \$28,000 grant represents 45 per cent of the estimated total cost of the proposed alterations and repairs to the county building. In the offer to the board by George Barstow, chairman of a special project committee, the PWA advised that construction on the project must start 11 weeks after the offer is made, and the work must be completed within nine months.

The proposed alteration and addition to the county building have been considered by the board for more than a year. The addition is deemed necessary to relieve over-crowding in the present building and especially to provide more vault space for county records.

It is proposed to build the addition to the county building at the rear of the present structure, connected by passageways at the center of the building. The addition would be two stores high of brick and stone.

### GLANZ & KILLIAN CO.

*Contractors*

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmples 1-7820

### Economy Blue Print Co.

*Quality and Service*

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

CADillac 1179

DETROIT, MICH.



## Homes sell faster ... equipped with NATURAL GAS HEAT

Natural Gas heat in the equipment of homes you offer Detroit home buyers gives you a big advantage over homes with other types of heating. Detroit knows and appreciates the value of this modern way of home heating. Your homes will sell faster with Natural Gas heat heading the list of features.

The services of our heating engineers are yours for the asking. Feel free to call them in on **any** heating problem.

## DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.

HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle

DEARBORN—22113 Michigan



**"TO BE OR NOT TO BE"**

(Continued from Page 1)

the field of the architect are forcing the legitimate bidding contractor into the same field, creating thereby a situation fraught with dangerous implications.

It is a fact, that in the residence field, speculative builders have registered architects within their organizations and it is also a fact that these builders no longer do speculative work only, but are prepared to meet the demands of the custom built job in the higher brackets. Note that the architect is subordinated to the builder and is in his employ. In this connection it is to be recalled that large mail order houses have in the past delivered complete homes, farm buildings, etc. from stock plans. The probability is that even more potent agencies will take over this field in the future.

It is a fact that real estate operators frequently retain registered architects.

It is a fact that in the smaller commercial field, contractors for store fixtures have crowded out the architect.

And it is a fact that for some institutional work national bureaus have been set up, providing preliminary drawings and cost estimates and advising as to selection of architects.

In brief, it is a fact that with but few exceptions there is no field of architecture in which the architect has not found some interest intent upon subordinating his practice, and in Government work he is being virtually eliminated. To make the picture even worse, it appears that such architects as may prefer to remain in private practice may have their independence limited by labor unions. In the far west these unions are striving for the closed shop in architects' offices. They may make their demands effective in some surprising ways.

Whether this situation is in line with progress and the old order is definitely on the way out may be debated, but I do not believe so. Certainly individual architects show a remarkable record of competence, and the improvement in design over a ten year period is almost revolutionary. There are many of the eclectic school who have hauled down the flag but those in whom the arteries are still pliable have forged ahead. It must, however, be noted that some industrial designers and decorators, such as Urban & Teague, have been leading with ideas supplementing the stimulating work of Saarinen, Wright and Neutra.

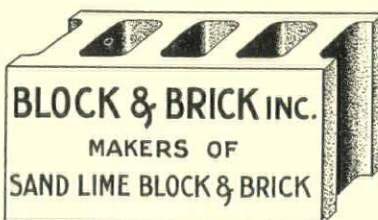
It must be also noted that many of the most promising of the younger men are associating themselves with interests other than that of the practicing architect, and it may be significant that we have recently imported a new education in architecture in the persons of Gropius at Harvard and Maholy-Nagy in Chicago.

**JOHN H. FREEMAN**

ARCHITECTURAL HARDWARE  
PROPERLY SERVICED

Architects' Bldg.

Temple 1-6760



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

**THE BRYANT****Vertical Forced Air Model VB-8 Gas Heater**

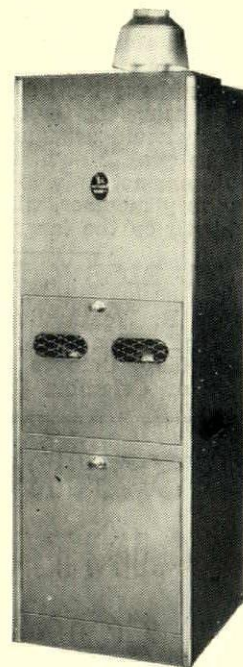
**A Compact, Highly-Effective Heater for Homes, Offices, Clubs, Lodges, Etc.**

Here, at last, is a heater which offers all of the advantages of fully-automatic, forced-circulation gas heat in a compact cabinet which requires only four square feet of floor space.

It is a heater which may be placed wherever space is available . . . in a corner of a rear room, in the basement, in the attic or even in a closet. It need not be anywhere near the center of the space to be heated, because it circulates air so positively that it floods the space to be heated with balmy warmth no matter where it is located.

As a floor warmer, it is particularly effective. When it is placed on the same level as the heated space, it is installed right over the return air duct. Return air is pulled through the heater and sent flooding into the rooms.

With all of its many advantages, the Bryant Vertical Heater is inexpensive to buy and install, remarkably economical to operate. Wherever fully-automatic, positively-circulated heat at low cost is wanted, this splendid heater can be depended upon to supply it.



**Completely Automatic Heating  
In a Compact Cabinet**

**Bryant Air Cond.  
Corp.**

415 Brainard  
Temple 1-4546





Architecture remains and will continue as the most stimulating of the Arts. It is and will continue to be an Art, and in this age there is no limit to its opportunities and possibilities. And here we can sense the optimism which belongs to the immediate future. This optimism must be gained by those thousands of earnest, competent men who have the sense of human values and who place these above all else—men who are proud of their ability to design and build well.

With this optimism buttoned up inside him the competent architect may yet recapture his place in the Sun. It will not be done, however, by a continuance of the passive attitude. Apathy and neglect are not in the picture.

Practically the only hope for the profession is in concerted action. The effort of a few individuals in Washington or local agitation with brief and futile publicity will not avail, nor will State laws and regulations. We have had all this for years and it has not prevented the usurpation of the architects' prerogatives.

It is certain now, if never before, that something very definite and constructive must be done. It is certain that there is a sufficient number of forceful men in each state, who are devoted to the interests and ideals of the profession, as well as men who, in the past have been secure in their business, but must now sense the impending threat to their interests, who should assume leadership for unified action. The goal is obviously nothing short of self-preservation, not only of the profession as a whole but of every member, whether he specializes in the small house or the large industrial building.

#### CHARLES R. WEATHERHOGG

Charles R. Weatherhogg, 65, well known Fort Wayne, Indiana, architect, died suddenly of a heart attack Friday, October 15, at his home at Tri Lakes, near Columbia City in Whitley county.

## SCHROEDER PAINT & GLASS COMPANY

POLISHED PLATE AND WINDOW GLASS  
PAINTS, OILS, COLORS, VARNISHES, Etc.

5914-5938 Twelfth Street

Phone MADison 3500

Detroit, Mich.

❖  
**YOU TAKE  
NO CHANCES  
WHEN YOU SPECIFY**

*Gar Wood*

**AUTOMATIC HEATING AND  
AIR CONDITIONING**

❖  
**THOUSANDS OF  
SATISFIED MICHIGAN HOME  
OWNERS SAY:**

**"The GAR WOOD SYSTEM is  
DEPENDABLE,  
EFFICIENT  
and  
ECONOMICAL  
in  
PERFORMANCE"**

❖  
**TESTIMONIALS FURNISHED  
ON REQUEST**

❖  
**GAR WOOD INDUSTRIES,  
INC.**

**DETROIT BRANCH  
409 CONNECTICUT AVENUE  
TOWnsend 8-8256**





The Octagon,  
1741 New York Ave.,  
Washington, D.C.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

ANDREW R. MORISON, President  
ROBERT B. FRANTZ, 1st V-Pres.  
GEORGE F. DIEHL, 2nd V-Pres.  
CARL KRESSBACH, 3rd V-Pres.  
CORNELIUS L. T. GABLER, Sec'y.  
JOHN C. THORNTON, Treasurer  
TALMAGE C. HUGHES, Exec. Sec'y.

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
CHerry 7660

**Business Manager**  
E. B. FAUQUIER

### DIRECTORS

ROGER ALLEN  
WILLIAM D. CUTHBERT  
CLAIR W. DITCHY  
BRANSON V. GAMBER  
ARTHUR K. HYDE  
AMEDEO LEONE  
N. CHESTER SORENSEN  
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)  
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the act of March 3, 1879.

Vol. 11

DETROIT, MICH., NOVEMBER 9, 1937

No. 45

### "TO BE"

By Branson V. Gamber

Mr. Herbert G. Wenzell performed a real service to the architectural profession hereabouts when he wrote his lament and prophecy which was entitled "To Be Or Not To Be." It is to be hoped that it will bring new life to those who have been stunned by adversity—new vigor to those who have been steeped in apathy, and best of all, that it may awaken those who have been asleep. Perhaps that is why the article was written.

In one of the statements made by the author there is need for a correction which in itself will be encouraging to the architectural profession. In referring to Federal and State Housing Programs, Mr. Wenzell fears "that delegation of such projects to private architects or groups of architects is not to be hoped for."

Fortunately this is not the case, for there is increasing evidence that private architects will be employed generally on these projects. Under the Wagner-Steagall low-rent Housing Law, recently enacted, Federal loans and grants are to be made to local Housing Authorities for building such projects. Architectural services are recognized to be part of the cost of such undertakings. The U. S. Public Works Administration will not enter into the designing or building of these housing projects, but they will be taken care of by private enterprise.

It is definitely known that Housing Authorities generally will employ site planners, architects and engineers in the study of their local problems. Certain Housing Authorities like the Detroit Housing Commission have broad powers under the State Housing Law to plan, finance, build, manage and operate housing projects. Such authority vested in it by the State Legislature permits it to take advantage of all the provisions of the Wagner-Steagall Act.

The Housing Authority of New York has retained the services of Mr. Frederick Ackerman for some

(Continued on Page 10)

### "NOT TO BE"

By Wirt C. Rowland

From time to time and not just since or during the depression, there seem to have been ineffective struggles by the architectural profession to maintain its standing in a society fast going in many opposite directions—to maintain its dignity and prestige beside that of the older and more solidly entrenched professions of law and medicine—leastwise not to be abandoned to the tragedy of a dependent and slavish condition or to be drawn into other lines of business where complete personal identity be lost.

Because these struggles have been prolonged over a period of many years convinces me that there must be some—many—underlying reasons for the lack of standing of an architect in America which is not caused by mere external conditions, politics, economics or what have you. The latter form alibis, which means—without going into the essence of the matter—we have been fighting alibis!

Such external conditions as the industrialization of every known effort, such things as state or politically controlled professional activity, waves of low economic temperature—still find buildings to plan and build and even under these restrictions, there is a rational place for the architect—it is for this ostensibly that he is trained. Under the same order of things, in state controlled medicine, the doctor is still the medium of administering to the sick, and there is no usual course in law which is not through the medium of a lawyer. These parallels with the profession of architecture have been so often and helplessly drawn that it almost appears that there is no such true parallel and that it has been erected by the architect himself in his plaintive helplessness.

Out of the foregoing restricted conditions, we have had several professions which have risen and have retired behind the citadel of organized security. Among these are the advertisers. The reason

(Continued on Page 11)

## QUALITY ALWAYS

GIBALTAR—THE HEAVY DUTY CEMENT FLOOR

PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

**GIBALTAR**

48 STATE FAIR AVENUE WEST  
TELEPHONE LONGFELLOW 0044



**FLOORS INC.**

DETROIT MICH  
TELEPHONE LONGFELLOW 0045



## BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;  
Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor  
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

### BOWLERS SETTLING INTO STRIDE

After three "rounds" the eight teams of the Builders' and Traders' Bowling League have shaped up as follows:

#### TEAM STANDINGS

Team No.	Captain	Average	Points
7	Barry	801	7
4	Bruny	822	7
6	Gieseking	813	7
1	Ruhl	783	6
2	Harriman	805	5
3	Schuster	775	2
8	Atkin	781	1
5	Sabo	746	1

The individual averages of the players are as follows:

Name	No. of Games	Average
Bruny, Richard	6	190
Squier, Wm.	9	183
Geyman, C. J.	9	181
Harriman, Wm.	6	180
Hirtzel, Harry	9	176
Green, Ed.	9	175
Peterson, Harry S.	6	171
Thompson, F. C.	9	169
Galster, Fred	9	169
Atkin, Mark	8	169
Ruhl, Robert	9	166
Seeley, Wm. F.	9	166
Mattern, Roy	8	165
Schuster, Ed.	9	164
Miller, H. H.	9	162
Brunner, E. J.	9	161
Sestok, Chas.	6	161
Barry, Carl	9	161
Heineman, Floyd	9	160
Sabo, Wm.	9	160
Hemstreet, James	9	160
Mason, Henry	9	159
Gieseking, Walter	9	158

Dailey, Ralph E.	9	156
McGarrigle, John L.	9	154
Stoddard, J. D.	9	152
Darling, Cecil	9	152
MacMullan, Ralph	6	151
Jamieson, Henry	9	149
Brodine, Al	9	149
Capp, B. A.	9	148
Williamson, Wm.	9	147
Knoertzer, W.	9	147
Green, F. A.	6	147
Anderson, Fred	9	142
Gothro, Darwin	9	141
Dueweke, F. G.	9	137
Wenzel, John	8	135
Ripley, Wm.	6	134
Banbrook, Herman	9	118

#### MICHIGAN USE TAX

The chief information requested of the Exchange these days is regarding the Michigan Use Tax which went into effect November 1, 1937.

This tax affects different members in different ways and rulings covering all the intricate conditions in our industry are as yet by no means clearly defined.

The purpose of the tax is to plug up the hole left in the Michigan Sales Tax caused by interstate commerce. The use tax is a tax on the consumer who of course is in the state. It is a tax after the goods have come to rest in the state. But the tax is collected from the consumer by the seller and paid by the seller to the state. Both the seller and the consumer are liable for the tax.

While rulings from the state have been distributed to all members there are many questions yet to be answered.

It is well to say that so long as this tax is in effect, it behooves all "consumers" of goods brought in from outside the state to be prepared to pay the 3 per cent tax and to figure their costs accordingly. Otherwise one may find himself out on a limb and lose three per cent on what he figures the materials cost.

### ACME CUT STONE CO.

9630-9690 Greeley Ave. Detroit, Mich.

LOngfellow 5770-1-2-3

### R. E. DAILEY & CO.

#### Contractors

Industrial and Commercial Construction  
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan  
CAdillac 5980

## CLASSIFIED BUILDING TRADES

#### GENERAL CONTRACTORS

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

PETER A. KOCKX & SONS—4697 Dickerson Ave., LEnox 0139, TUxedo 2-0163.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., CAdillac 9646.

#### LUMBER DEALERS

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

HURD LUMBER CO.—6425 W. Ver-nor Highway, VInewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FItzroy 3390. Estab-lished 1864.

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

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

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

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



## U. OF M. OFFERS EXTENSION COURSE IN SCULPTURE

The University of Michigan is offering a course in sculpture in Detroit, as part of their extension division department, at the Hazel Benedict Studios, 8344 Jefferson Avenue East. Avarad Fairbanks, head of sculpture of the University, will be the instructor. There will be an evening class, and a morning class, each of three hours duration. Tuition for the course —\$25.00, the semester. If you are interested, and would like to talk with Dr. Fairbanks, or see demonstrations of the work offered, call Fitzroy 5898, leave your name and telephone, and you will be invited to attend a gathering of those interested. An opportunity of this type is rare in Detroit. If you are not interested, but know of someone to whom this would mean real opportunity, will you please co-operate with the effort we are making to bring to Detroit the finer art education which it needs, and tell them about this plan?

## GEORGE WILLIAM GRAVES

George W. Graves, prominent Detroit architect, and member of the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects, died of a heart attack at his home, 1604 Virginia Park, Friday night, October 29. He was 54 years old.

Mr. Graves was born in Buffalo, New York, and had been active in architectural circles in Detroit for thirty years. Besides his professional interests, he was prominent for the past twenty years in athletics, having served as president of the Michigan Amateur Athletic Union for seven years. He was chairman of their All-American Swimming Committee in 1937, as well as their Foreign Relations Committee and Ice Hockey Committee.

Another of his interests which he pursued to the top was in Masonry. Besides being Past Grand Master of Michigan Masons, he had been Worshipful Master of City of the Straits Lodge and Past Commander of Damascus Commandery, Knights

## NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
RAndolph  
4162

R. O.  
3480

Ann Arbor  
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

## FOX THEATRE

Week opening Friday, November 5th

Ritz Brothers  
in

## "LIFE BEGINS IN COLLEGE"

with Joan Davis, Nat Pendleton, Fred Stone, Tony Martin, Joan Marsh, Dixie Dunbar, Ed Thorgeron, Dick Baldwin and Gloria Stuart.

## STAGE

"Swing Week," featuring Bunny Berigan; The 16 "Big Apple" Dancers; Bob Short, "Miniature King of Swing"; Gail Reese, Songstress; The 16 Gae Foster Girls and others.

Templar. He also was honorary member of many other Masonic bodies.

His club affiliations included Detroit Golf Club, Detroit Boat Club, Detroit Yacht Club and Lakeside Athletic Club of Chicago.

Mr. Graves graduated in Engineering from Cornell University.

He is survived by his wife, Mrs. Alma Rieger Graves, and his brother-in-law and wife, Mr. and Mrs. D. C. Richardson.

Masonic services were held Monday P. M. and attended also by many representatives of AAU organizations, schools, colleges, clubs and YMCAs.

J. Lyman Bingham, of New York, represented the National AAU. Officers of the Michigan association attending were: Dr. A. R. Hackett, president; Charles H. Brennan, secretary; Jacob Mazer, treasurer; Lloyd W. Olds, Michigan Normal College, vice-president, and George Mead, Board of Education, vice-president.

Other sports officials present were Edwin J. Smith, DAC; Mrs. Vonnice M. Malcomson, Women's Aquatic Club; A. B. Heavenrich, Detroit Yacht Club; Paul Henning, former chairman of the AAU swimming committee; Ernest Smith, Fisher YMCA; Clifford Rollings, Adams YMCA; Dr. Charles W. Colter, former chairman of the AAU boxing committee; Sam Hennessey and Clarence Rosen, boxing referees.

Burial was in Oakwood Cemetery with services under Masonic auspices.

## — P E L L A —

Rolscreens—Venetian Blinds  
Metal Weatherstrips—Caulking  
Double Glass Steel and Wood Sash

Detroit Rolscreen Company

12236—12th St.

Townsend 8-3812

## Architects!

... for

LOW COST maintenance-free-floors, specify ASPHALT TILE Floorcovering. We carry a complete line of asphalt tiles in marble designs, and plain colors.

Call RAndolph 2400  
Extension 183

CROWLEY-  
MILNER'S

Contract Sales Dept.

... and one of our flooring specialists will gladly contact you.



## PARLOR LAMPS:

*The following item by Don Herold which appeared in the November issue of Scribner's Magazine has a parallel in architecture. It is said that the late Stanford White used rather drastic methods in disposing of architectural features which were not executed to his satisfaction. On occasions he would call for a ladder and a hammer, and do a Carrie Nation Act.*

Nothing can be uglier than a parlor lamp when it wants to be.

And most of them seem to want to be.

The first thing that most newly wedded couples buy is a "bridge" or "piano" lamp or a table lamp that would do credit to a Zulu chief.

Most of us are still in the savage stage when it comes to lamps. Parlor lamps are 2000 years behind civilization.

Most of the bases look as if they had been designed by lunatics in their spare time and most of the shades look like something off of a horse in a circus parade.

If you ask the stores why they sell such atrocious-looking lamps, they reply that "you have to give the people what they want."

### BRUNY BROTHERS

Tile and Terrazzo Contractors

announce  
THE REMOVAL OF THEIR OFFICE  
to

**4758 Grand River Ave.**

Detroit, Michigan

Phone TYler 6-6020

### PUNCH & JUDY THEATRE

Kercheval at Fisher Road

Niagara 3898

WED.—THURS.—FRI. NOV. 10—11—12

Loretta Young—Don Ameche in

"LOVE UNDER FIRE"

with Borrah Minevitch and His Gang

SATURDAY NOVEMBER 13

Douglas Fairbanks Jr. in

"WHEN THIEF MEETS THIEF"

11 P. M.—Jean Muir in

"HER HUSBAND'S SECRETARY"

SUN.—MON.—TUES. NOV. 14—15—16

Loretta Young—Warner Baxter—Virginia Bruce

"WIFE, DOCTOR AND NURSE"

I wonder.

I believe it is everybody's duty to give the public something better than it wants, so that the public will eventually stretch up to something nearer what it ought to have.

If I were a billionaire, I would go around shooting parlor lamps, paying for them as they fell.

## DETROIT CHAPTER NOMINATES OFFICERS

At a dinner meeting at the Intercollegiate Club on Thursday evening, November 4, the Detroit Chapter of the American Institute of Architects nominated officers for the coming year. Those present were: Messrs. Marr, Harley, Frantz, Burrowes, Eisen, Lorch, Stirton, Bennett, Hughes, Spence, Hyde, Gabler, Kimball, Pettibone, Morison, Lentz, McConkey, Hebarard, Fairbrother, Stratton, Frank Wright and E. L. Brandt, executive secretary.

President Harley opened the meeting by thanking the members for such a splendid attendance. He expressed his gratification that a number of old members who had not been seen for some time were present, as well as one of our newest members, Mr. Kimball, who was asked to stand and took a bow.

At Mr. Marr's suggestion members gave a rising vote of thanks to Andrew R. Morison, president of the Michigan Society of Architects, for his splendid work on the new Architects Registration Act.

President Harley named Walter Lentz, James Spence and Adolf Eisen, as a nominating committee to prepare a slate of officers for the year 1937-38.

They reported as follows:

For President: Richard P. Raseman

For Vice-President: Arthur K. Hyde

For Secretary: N. Chester Sorensen

For Treasurer: Malcolm R. Stirton

For Director: Emil Lorch

This slate was approved by those present.

President Harley pointed out the fact that the By-Laws provided for the submission of other slates, if signed by three members in good standing, and

### PRE-SHRUNK HIGH GRADE FRAMING LUMBER

**DWIGHT LUMBER CO.**

Vinewood 2-4500

## MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

Open 8:30 to 5:30  
Any Time by  
Appointment

**WHITEHEAD METAL PRODUCTS OF N. Y., INC.**

Tel. TEmple 1-8494

Detroit, Michigan



sent to the secretary five days before the annual meeting, which occurs on November 30. Such slates must be complete for every office, even though there may be duplications for some offices.

The president pointed out the importance of a good attendance at the November 30 meeting, because of the election and annual reports of various committee chairmen covering the work done during the past year.

Mr. Harley stated that he had received a request from president McGinnis, of the Institute at Washington, for the appointment of a member of the Detroit Chapter on the Institute's Construction Industrial Relations Committee, and that he had appointed Adolf Eisen to this position.

A letter was read from Mr. Branson V. Gamber, chairman of the Civic Affairs Committee of the Engineering Society of Detroit, and vice president of the Detroit Housing Commission, outlining the proposed Real Property Inventory for Detroit. The Chapter unanimously indorsed this project.

Executive Secretary Brandt read a letter from Mr. T. Glen Phillips, president of the newly formed Detroit Chapter of the American Society of Landscape Architects, offering the cooperation of that group with the architects. Members present voted an expression of appreciation of this gesture, and authorized the president to write a letter to Mr. Phillips thanking him for the offer and inviting their members to meet jointly at some future date with the Chapter.

The Executive Secretary also read a letter which Mr. Herbert Wenzell of the office of George D. Mason & Co. recently wrote to president McGinnis of the Institute, concerning the question of government work being done largely in the office of the Supervising Architect of the Treasury. This led to considerable discussion, and it was decided that the secretary should write to Mr. E. C. Kemper, executive secretary of the Institute, seeking further information and facts in order that this matter might be dealt with further at a future meeting.

Mr. Arthur K. Hyde reported on meetings which he had with the Telephone Company concerning the listing under the heading of "Architects" the names of some men who are not registered. Indications are that progress is being made, but it was decided to wait until the new Registration Board has been appointed before taking further action. In the meantime, it was pointed out that it is not recommended

for architects to permit their listing under the head of "Registered Architects," as this only tends to lead the public to believe that there are two kinds of architects, whereas, in reality there is no such thing as a non-registered architect.

## GOVERNOR MURPHY APPOINTS ARCHITECTS AND ENGINEERS BOARD

Governor Frank Murphy announced Thursday the appointment of a new Board of architects, engineers and surveyors for the State of Michigan, Board of Examiners for Registration of Architects, Engineers and Land Surveyors. The new law supplanting an old act of 1919, was passed by the 1937 legislature.

The new seven-men Board consists of the following engineers:

Professor Henry C. Anderson, Dean of the University of Michigan, Engineering College; C. L. Allen, of Michigan State College, Civil Engineering Department; Henry T. McGaughan, Pontiac; Lawrence G. Lenhardt, Commissioner of Public Works, Detroit.

The three architects appointed to the Board are as follows:

Louis G. Kingscott, of Kalamazoo; Andrew R. Morison, of Detroit; Derrick Hubert, Sr., Menominee.

Mr. Morison is president of the Michigan Society of Architects.

### O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MADison 0810

# Money-Saving KELVINATOR REFRIGERATION EQUIPMENT

## For Every Commercial Need

One reason why Kelvinator Commercial refrigeration is more economical is because every individual requirement can be met exactly. The Kelvinator line of condensing and cooling units is complete. We will gladly make a survey of your needs without charge.

For

Grocery Stores  
Meat Markets  
Florists  
Hotels  
Restaurants  
Dairies  
Milk Producers  
Drug Stores  
Factories  
Fur Storage  
Confectioners  
And Many Others

### KELVINATOR DETROIT BRANCH

NASH-KELVINATOR CORPORATION

4809 Woodward at Hancock • Temple 1-8450

### WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile - Masonite Cork Tile

439 Penobscot Bldg.

RAndolph 5500

## EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative  
Art or Engineering Problem*

**WALKER & Co.**

## NEON SIGNS---ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030



## 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.

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

Derrick & Gamber, Inc., 35 fl. Union Trust Bldg., CA. 3175.—Prep. plans for 5th Church of Christ Scientist, North Woodward.

Same.—Prep. plans for two medium sized houses, one in Grosse Pte. and one in Detroit.

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 fig. on Plmb. and El. Wk.

Same.—Store bldg., McNichols Rd. near Northwestern Highway. Figures closed.

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.

### Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

## PARK and McKAY

*In Business Since 1876*

Distributors for

**Kohler Plumbing Fixtures**

Showroom at

14401 Meyers Rd., north of Gr. River

HOgarth 6200

### FREDERIC B. STEVENS, INC.

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

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

**IF** your specification reads "Rinshed-Mason Paint, Varnish, Enamel or Lacquer" the goods and the performance will back up your specification 100%.

*Made in Detroit by a Detroit-Owned Company*

# RINSHED-MASON CO.

5935-71 Milford St.

Detroit

GAfield 5161



**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, closed. Three low bidders: 1st, R. G. Phelps, Battle Creek; 2nd, Miller-Davis Co., Kalamazoo; 3rd, Muskegon Constr. Co., Muskegon, Mich.

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

**Same.**—Alt. and add. to Dexter Baptist Church. Taking fig. by invitation.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—Bids on bldg. for R. L. Polk Co., 100x130, closed.

**Merritt & Cole**, 1111 Collingwood, LO. 2483.—Store, for Walter Hargrove, Alma, Mich. Saginaw, Alma and Mt. Pleasant contractors bidding. Bids due Nov. 9.

**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 bet. Nov. 15 and 30.

**Stachowiak, Stephen J.**, 3005 Caniff, TO. 8-7122.—Preparing plans: 2 story store and office bldg., Dearborn, Mich.; 40x70 two story addition to Veterans' Home; Bridge between two bldgs.; School auditorium; 14 family apartment bldg., postponed until Spring.

**Same.**—Preparing sketches: 50-bed hospital for contagious diseases; Administration bldg.; Additions to Vocational School.

**Same.**—Revising plans: 2 story and basement store and office bldg.

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

**Same.**—Bids closed: Sausage factory (letting of contract and building of factory postponed until Spring); Two story store and office bldg. (let on separate contracts); One story store bldg., 20x60 (contract let to Starr Massoll Co.)

**Wright, D. Allen**, 133 W. Grand Blvd., LA. 4572.—Alt. to res., Merriweather Ave., G. P. F., let to Maurice V. Rogers.

**Same.**—Res., Grand Marais, G. P. P., let to Glenn Routier.

**Wright, Frank H.**, 929 Fox Bldg., CH. 7414.—Restaurant, Dexter Blvd. Contract let to Leo Weiss.

**Same.**—Theatre, Birmingham. Held over.

**Same.**—Taking fig. on store front for Winkelman Bros., E. Jefferson.

## EIGHT WIN LANGLEY AWARDS IN ARCHITECTURE

Eight Edward Langley scholarships aggregating \$4,900 have been awarded by the American Institute of Architects for 1937-38 "to promote higher education in architecture," it is announced by Edwin Bergstrom of Los Angeles, Treasurer of the Institute.

The winners, five architectural draftsmen, one architect, and two graduate students, were chosen from seventy-one competitors. One will make a survey of low-cost single family dwellings and apartment houses, another will pursue graduate studies, and six will travel in Europe and the United States. The Langley scholars are:

Miss Elisabeth Coit, 333 East 58th Street, New York City.

Joseph Victor Keyes, 2620 16th Street, N. W., Washington, D. C.

Douglas Pope Maier, 2974 Scarborough Road, Cleveland Heights, Ohio.

John Joseph Brust, 851 North 29th Street, Milwaukee, Wis.

Kenneth Leroy Haynes, 815 Hubbell Building, Des Moines, Iowa.

Arthur DuBose McVoy, 432 West Main Street South, Gainesville, Fla.

Samuel Wilson, Jr., 2819 Carondelet Street, New Orleans, La.

### Currier NEVER STICK *Frame*

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

### CURRIER LUMBER CO.

14507 VAN DYKE

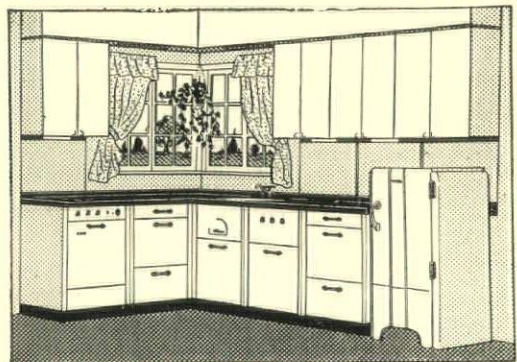
Phone All Yards

PLaza 1400

## Architects and Builders

Know that electricity has revolutionized the world and that it is only natural that electricity should revolutionize the kitchen.

Our G-E Kitchen Planning Department will gladly cooperate on any planning, remodeling or modernization project without obligation.



### GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT  
2985 East Jefferson FItzroy 5800

Michigan Distributors for  
General Electric Home Servants

### H. H. DICKINSON COMPANY 5785 Hamilton Ave. MADison 4950 COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing  
Master Builders Products

Heatilators

Asphalts

**"Standard"**  
PLUMBING FIXTURES

**"Sunbeam"**

AIR CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MADison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"



Paul Eugene Haynes, 116 South Occidental Boulevard, Los Angeles, Cal.

Miss Coit, New York architect, purposes "to evaluate from a practical basis, with regard to materials, design and construction, the most economical practices of low-cost dwellings." She will visit private and government projects east of Chicago. She is especially interested in the factors controlling the cost of each unit of a home.

Miss Coit was born in Winchester, Mass., and attended Radcliffe College and the Boston Museum Art School. She was graduated from the Massachusetts Institute of Technology in 1919 and began drafting and designing in the office of her father, Robert Coit of Boston. Previous to 1931, when she began independent practice, she was draftsman for eleven years for Grosvenor Atterbury of New York, giving special attention to group housing and experiments in pre-fabrication of building units. She traveled in Europe in 1923-24 and in 1935 made a survey of low-cost housing in Denmark, Sweden, Austria, France, Belgium, and Holland.

She received honorable mention in the 1932 Better Homes in America Small House Competition. She has designed country houses in Westchester, Long Island, New Jersey, New Hampshire, and Massachusetts, and has worked on community buildings, and modernizations and interiors of New York apartments and offices. She has also been consultant for Consumers' Cooperative Services and the National Public Housing Conference. She is the author of numerous articles on housing, architecture, and related subjects. Watercolors by her were recently exhibited at the Town Hall Club and the Municipal Art Gallery, New York.

Keyes, a draftsman in the Housing Division of the Public Works Administration, will travel and study in Europe. He was finalist in the Rome Prize of 1936 and won second mention in the 1937 LeBrun Traveling Scholarship competition. He was born in

Madison, Wis., on September 12, 1909, and was graduated from the University of Pennsylvania with the degree of bachelor of architecture in 1935. In 1936-37 he held a graduate scholarship at Pennsylvania and received the master of architecture degree.

Keyes was a union bricklayer in New York for three years. He has been associated with William M. Butterfield of Manchester, N. H., and for ten months worked in the Office of the Supervising Architect, Procurement Division, United States Treasury.

Maier, who will also travel in Europe, has studied at Yale University during the past seven years, receiving the degrees of bachelor of arts and bachelor of fine arts. Previously he had attended the University School in Cleveland. Twenty-five years old, he has completed a series of plates of examples of the Greek Revival in Ohio. Maier twice received awards for ranking highest in his class at the Yale School of Architecture, and in his third year won the Porter scholarship.

Brust, 25, draftsman in the firm of Peter Brust, Milwaukee architect, will study European architecture. A native of Milwaukee, he attended Marquette University High School and was graduated from the University of Notre Dame in 1934. He has also studied at the Catholic University of America, Washington, D. C., and at ateliers of the Beaux Arts Institute of Design. He has sketched in Italy, France, and Eastern Canada. In 1936 he won honorable mention in the Rome Prize finals. Brust has been junior architect in the Design Branch of the Construction Division of the U. S. War Department, Washington, and exhibit architect for the National Capital Park and Planning Committee. He made renderings of the District of Columbia for Government exhibit at the Texas Centennial.

Kenneth Leroy Haynes, draftsman of Des Moines, will travel in Europe. He was born in Bristol, Tenn., on April 3, 1908, and is a graduate of North High School in Des Moines. He has had Beaux Arts training in Chicago. In 1933-34 he was designer in the National Park Service of buildings to be erected by the Civilian Conservation Corps. From 1934 to 1936 he was chief draftsman in the architectural and refuge development of the U. S. Biological Survey.

McVoy, 26, graduate of the School of Architecture and Allied Arts of the University of Florida, will study with Eliel Saarinen at the Cranbrook Academy of Art, Bloomfield Hills, Mich. He received the master of arts degree in architecture at Florida last June, presenting a thesis on "A Model Non-Ritualistic Church Group for an Urban Community."

Wilson will examine the origins of Louisiana ar-

**CINDER  
BLOCK  
INC.**

•  
**HOgarth 1140**

Cinder Concrete  
Units  
For  
Firesafe Homes

**MORGAN**

QUALITY WOODWORK



COMPLETE  
LUMBER  
SERVICE

**Sutherland  
& Avery  
Lumber Co.**

Detroit Distributors  
5172 St. Jean Ave.  
PLaza 9460

**M. DEN BRAVEN COMPANY**

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK  
Your Call Will Bring An Estimator

TYler 4-5600



9080 ALPINE

*Specify*

**NON-STICK WINDOWS**

*The First Completely Assembled Double-Hung Window*

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES  
• SASH WATERPROOFED

**N. S. W. CO.**

**2137 Gratiot**

**Detroit, Mich.**



chitecture in Europe, especially documents in the Ministry of the Marine in Paris and Rouen. Born in New Orleans on August 6, 1911, he was graduated from the Tulane University School of Architecture in 1931. He has measured drawings and written reports of the Archbishopric, the old Ursuline convent which was the first French building in Louisiana, for the Historic American Buildings Survey. He was chief draftsman for the New Orleans City Park Project, and has been employed in the offices of Moise H. Goldstein, director of the A.I.A., and Richard Koch.

Paul Eugene Haynes, Los Angeles draftsman, will study the design of large office buildings, libraries, hospitals, auditoriums, shops, and residences during three months of travel in the East. He obtained his architectural training "by the long road of office work" and recently was licensed as an architect by the California State Board. He has been employed in the offices of Albert C. Martin and Myron Hunt and H. C. Chambers, in Los Angeles, where he was born in 1905.

The Langley scholarships, established by a \$104,000 fund "to develop better, and not more architects" through advanced study, research, and travel, are open to architectural draftsmen, architects, graduate students, and teachers of architecture in Canada, where Mr. Langley was born, as well as the United States. Each scholar selects the major use to which he will put his award. No more than ten grants, with none exceeding \$1,500, are made annually.

The first two awards went in 1936 to Kent Barker of Toronto, Canada, for graduate study at the Cranbrook Academy of Art; and Pierre Morency of Montreal, for graduate study at Harvard University.

Eight of the ten Regional Districts of the Institute are represented in the new scholarship awards, Mr. Bergstrom points out. Fifty of the seventy-one applicants were architectural draftsmen and architects. Their applications were received by the Regional Directors of the Institute, who nominated fifteen of the draftsmen and five of the architects for the consideration of a committee of the Institute's Board of Directors, headed by Mr. Bergstrom. From the twenty-one applicants who were graduate students and teachers of architecture, twelve of the students and one of the teachers were nominated by the Institute's Committee on Education of which

Dean William Emerson of Massachusetts Institute of Technology is chairman. The committee of the Board chose the eight winners from these thirty-three nominations.

In addition to Mr. Bergstrom, the committee in charge of the awards consists of Albert J. Evers of San Francisco and William G. Nolting of Baltimore.

## NOTES FROM THE PRODUCERS' COUNCIL

(From The Octagon)

A "New Day Dawns" is the keynote of the enlarged activities of the Producers' Council sounded by Russell G. Creviston, President.

The following well-known producers have recently been added to the rapidly growing membership of The Council:

Curtis Companies, Inc.; Detroit Steel Products Co.; Flintkote Co.; International Nickel Co.; National Radiator Corp.; Richmond Screw Anchor Co.; Weyerhaeuser Sales Co.

**Cooperating Members of The Council on Structural Service Committee of the Institute.**

F. P. Byington, Member of the Board of Directors of The Producers' Council, has been appointed a Cooperating Member on The Institute's Structural Service Committee. The other Cooperating Members of the Council on this Committee are: Russell G. Creviston, President, F. R. Gilpatric, Chairman, Board of Directors, and F. J. Plimpton, Member, Board of Directors.

## F. H. Martin Construction Co.

955 E. Jefferson Ave.

CADILLAC 4890

DETROIT, MICHIGAN

## VIGILANCE—RESEARCH FOR BETTER PAINTED JOBS

... Specify ...

## PAINT STORES Inc. PAINT PRODUCTS

Careful supervision of all jobs where our materials are specified. "We follow through."

### FOR EXTERIOR

P-S Foundation Coat—First Coat; P-S No. 20 Pares—Finish Coat; Weatherbest Shingle Stain; USG Cementico—For Masonry Surfaces.

### FOR INTERIOR SURFACES

(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

P-S Varnishes; Benite (For That Beautiful Soft-Satin Finish); Floor Enamels—For Concrete Floors.

### MILL-WHITES

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

## PAINT STORES, Inc.

General Offices:  
FLINT 8780 Grand River SAGINAW  
TYLER 4-1133  
MIDLAND DETROIT LANSING

Paint Specialists

## W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,  
POWER PIPING and SPRINKLER  
SYSTEMS

307 Stormfultz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH.  
ELmhurst 6780 ROYAL OAK 2257

# Ivan C. Shier

GENERAL CONTRACTOR

"ARCHITECTS' PATRONAGE PREFERRED"

400 W Warren

TEmple 1-3150





## ARCHITECTURAL DEPRESSION IN 1897

*The following items which appeared in THE BRICKBUILDER of May 1897, were clipped and contributed by Frank Wiedmaier of Wiedmaier & Gay, architects; and as Frank says, they may prove of interest to some of our more-or-less constant readers:*

We haven't been very busy in the office lately. In fact the hard times have left us almost stranded, a condition which we feel we share with a great many others. It has some compensations, however. I have been amusing myself lately with a design for an office building, and as it costs no more to build one way or another on paper, I ran to the limit, and piled on some fifty odd stories, with a total height of about 750 ft. Of course it is a beast, and no client in his senses would ever allow an architect to indulge in such vagaries except on paper, but it is good fun, all the same, and some of the problems which have cropped up have been very interesting. Of course I am building the whole thing of brick. That goes without saying. But of course, also, the brick is only 16 ins. thick with the steel skeleton inside of it. To carry out the delusion of persuading myself that this was serious fun, I figured up the wind strains and found that with a pressure of 30 lbs. per square foot on the off side of the building, which measures, by the way, 100 ft. wide and 600 ft. high, the added strains on the opposite columns at the maximum would only amount to about 54 tons, which is pretty inconsiderable when we reflect that each column has about 2,500 tons load upon it. It looms up in great shape and is an example of brick construction which would delight your editorial heart and would strike terror to the souls of our legislators who are trying so hard to slice off all our buildings horizontally to a ridiculously minimum height.—Subscriber.

**... now is the time to build  
the ALL ELECTRIC Home!**

It is the only house you can design today, fully assured that its value and usefulness will endure for years to come.

Because an All-Electric Home will not become out-of-date in a few years, it attracts the home-builder or buyer who wants to protect his investment. You can offer him a more comfortable and healthful home with these All-Electric features:

1. Approved Wiring
2. Approved Lighting
3. All-Electric Kitchen
4. Year-Round Air Conditioning

... and at low cost. ALL of its electrical equipment can be operated at a surprisingly small cost. The equipment is available for small homes, and first cost is low.

Wiring the All-Electric Home calls for competent technical advice. A new eighty-page book entitled "Handbook of Interior Wiring Design" will be sent to any architect on request. For a copy, or for assistance in your planning, call RAndolph 2100, ask for the Lighting Division.

**THE DETROIT EDISON COMPANY**  
B

The semiannual meeting of the Detroit Architectural Sketch Club was held April 26, (1897) and elected the following officers: Alexander Blumberg, secretary; vice, Edward A. Schilling; directors, Augustus O'Dell and John A. Gillard; vice, Alex Blumberg and M. S. Willcox.

## NOT OUR GEORGE HAAS

First let us apologize for making an apology. It shouldn't be necessary, but one can never tell when certain published information may be misunderstood.

Several times during the past year there have appeared items in Detroit newspapers concerning one, George Haas, age 48, of 15111 Appoline St., Hamtramck, Mich., whose occupation was given as real estate and building. It seems that this George Haas ran afoul of the law in failing to return \$500.00 given him as down payment on a house which he neglected to build.

The fact that the name, the age, the business and the location correspond somewhat with those of our good friend, it seems only fair to point out the obvious, that these facts were merely coincidental, and that George J. Haas was not the man mentioned in the article.

George J. Haas, the well known architect, is now a resident of Plymouth, Michigan, and is employed by the Federal Government as assistant project director of the Parkside Housing Project in Detroit.

## "TO BE"

(Continued from Page 1)

time as their architectural counsel. I have urged the Detroit Housing Commission, of which I am a member, to employ architectural and legal counsel to enable us to proceed with applications for at least four more housing projects in Detroit, and which already have been sent in. Following my recommendations, the Detroit Housing Commission has requested from the City Council a loan to provide funds to employ such professional services. Naturally the writer could not and would not attempt to enter into such services.

The Detroit Housing Commission will name and select the architects and other consultants. We are closely in touch with all other large cities of the country, and are keeping in step with them, and in some instances, we are up front and a little ahead. We have established close contact with the new Housing Administration in Washington. As the sum of Fifty Million Dollars is available for housing projects in Detroit during the next three years, under present legislation, it can be seen very readily that the architectural profession has something to work on in this particular field.

**Branson V. Gamber**  
Vice President  
Detroit Housing Commission

**GLANZ & KILLIAN CO.**

Contractors

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmpLe 1-7820

**Economy Blue Print Co.**

Quality and Service

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

CADillac 1179

DETROIT, MICH.



**"NOT TO BE"**

(Continued from Page 1)

for such mention is that business apparently sees advantage in what for certain evanescent qualities has the same relation to business as that which the architect may provide in the way of appearance or that which might by its appearance attract the gaze of the public.

Yet in business the advertising profession is so firmly entrenched and the financial emoluments are so substantial as to place it along side of medicine and law as a necessity.

Has architecture grown to be a necessity in America? No—except in Washington! It is talked about—among architects. It is taught in many universities and yearly, students are matriculated and sent out into a cold world where they suddenly find that what they have learned is not especially desired unless it be accompanied by some business advantage, therefore they turn to the "business" of architecture (very loosely related to the original thing). Now, after the manner of business, a demand must be created like as in advertising. And this savors of salesmanship—and we get further away from architecture itself.

One reason above all others which prevents the architect from presenting a formidable professional front is his congenital lack of ability to organize. In spite of his societies he is inherently an individualist. He is only superficially clubby. Inwardly he is a visionary because he lacks that contact with the mallet and chisel which was discipline to the imagination of the medieval craftsman. And the image which he carries in his mind of what architecture should be is comparatively unrelated to what he must use to accomplish his building.

Without a strength of conviction of what architecture should be, his efforts are very unconvincing and his presence in society unimpressive. He may not lack the ability to talk, but people instinctively read back of the talk and finally assign him his proper position in society as that of relatively passing importance.

Impressive struggles for snappy service, putting the right gadget in the right place, keeping the cost down—all—and your patrons will forget—or—turn and rend you, if, in the end, their neighbors have brought to their attention an obvious architectural imperfection!

After all, the individuals, who have not stood in their profession for what they are convinced is a basic need—what they feel within themselves is that thing as separate and distinct from all other things in building for which they are trained and by nature can give—are not entitled as combined in a profession to impress society. Nor is there any other real foundation on which to build a profession for that which in the beginning gave the architect his name—but a love and knowledge of it.

**JOHN H. FREEMAN**

ARCHITECTURAL HARDWARE  
PROPERLY SERVICED

Architects' Bldg.

TEmpLe 1-6760

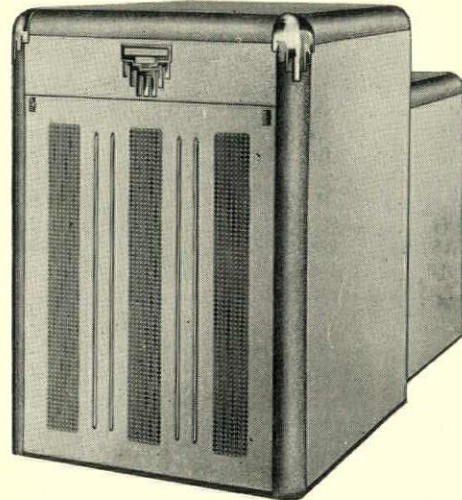
**BLOCK & BRICK INC.**  
MAKERS OF  
SAND LIME BLOCK & BRICK

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

**GARLAND-  
JEWEL****Air Conditioner**

*Interpreting, In Superb  
Efficiency, the 70 Years  
Experience of the . . .*

**DETROIT-MICHIGAN  
STOVE CO.**



FOR

**GAS - OIL - COAL**

DEVELOPED in our own plant and backed by an experience of nearly three-quarters of a century, the new "Garland-Jewel" Air Conditioner embodies the quality, design and engineering skill for which this company has long been famous.

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

A group of competent engineers are at your service. We do the complete job from layout to installation and, of course, our reputation is your guarantee.

A full and complete display may be seen at our Jefferson Avenue showroom.

ASK ANY OF THE HUNDREDS OF  
SATISFIED USERS

*Backed by the 70 Years  
Experience of the*

**DETROIT-MICHIGAN  
STOVE COMPANY**

6900 East Jefferson Avenue  
Telephone Fltzroy 0800

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



# Anything the Designer Dreams can be executed in **CONCRETE**

*...usually with a decided  
cost advantage*

What architect has not cast aside the perfect mental picture of a projected building simply because his materials were not adaptable to the design?

Now concrete brings a fresh, new freedom. To be specific, it gives you:

- Flat or rounded surfaces—any form, any shape.
- Choice of innumerable distinctive textures.
- No limitation on detail—at low cost, given motifs may be repeated from a single mold. Detail, however massive or intricate, can be cast monolithically.
- Adaptability to any style—classical or modern. Witness the new concrete office buildings, factories, schools, churches, theaters and hospitals.
- AND—assurance of the practical qualities of firesafety, weather resistance, and economy in first cost and maintenance.

Let us supply free Information Sheets and the manual, *"Forms for Architectural Concrete,"* to help you design your next building in concrete.

## **PORTLAND CEMENT ASSOCIATION**

Dept. W11b-5, Olds Tower Bldg., Lansing, Mich.

*A distinctive exterior of architectural concrete—the new printing and engraving plant of Clarke & Courts, Houston, Texas. Joseph Finger, architect. Southwestern Construction Company, builders. Walter P. Moore, structural engineer.*

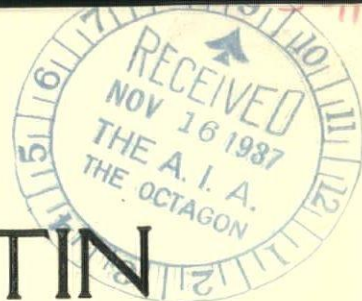
*Architectural Concrete*

FRAME AND FLOORS CAST INTEGRAL  
WITH EXTERIOR WALLS AND ORNAMENT





The Octagon,  
1741 New York Ave.,  
Washington, D.C.



# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

ANDREW R. MORISON, President  
ROBERT B. FRANTZ, 1st V-Pres.  
GEORGE F. DIEHL, 2nd V-Pres.  
CARL KRESSBACH, 3rd V-Pres.  
CORNELIUS L. T. GABLER, Sec'y.  
JOHN C. THORNTON, Treasurer  
TALMAGE C. HUGHES, Exec. Sec'y.

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
CHerry 7660

**Business Manager**  
E. B. FAUQUIER

### DIRECTORS

ROGER ALLEN  
WILLIAM D. CUTHBERT  
CLAIR W. DITCHY  
BRANSON V. GAMBER  
ARTHUR K. HYDE  
AMEDEO LEONE  
N. CHESTER SORESENSEN  
D. ALLEN WRIGHT

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

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

Vol. 11

DETROIT, MICH., NOVEMBER 16, 1937

No. 46

## ARCHITECTS MUST "TELL THE WORLD"

By H. Jerome Darling, M.S.A.

So many articles by architects lament an unappreciative public, and yet seldom do they mention the underlying cause of it all. Can it be possible that the architects don't know?

The layman doesn't think of the architect as a builder, but rather as someone who makes the drawings. However, there was a time when the general contractor was hardly known and when he began to appear he was discriminated against by the trade associations of the separate contractors. They wanted none of him. In those days the separate contracts were awarded through the office of the architect. This saving went to the owner, and it was something tangible that he could appreciate. However, the architect was willing to delegate this responsibility, and now too often the drawings and specifications are furnished by the contractor in much the same manner as the lumber and brick, not even with the dignity of a subcontract; in fact, more as a free offering.

The independence of the architect may be essential to the progress of architecture, but this is no concern of the individual layman. He looks upon the whole transaction from the angle of business. He has no money to waste on sponsorships. He wants results at a minimum of cost.

If the architect expects to sell the layman, he must be able to deliver more for the layman's money than the layman can obtain any other way. First and foremost, the architect must be a Purchasing Agent, and his drawings and specifications must be subservient to this fundamental purchasing objective. They are nothing more than a part of his purchasing ability, and the legal documents to cover the objects to be purchased. When this type of service is properly rendered, there is no other way to build that can offer an equal amount of economy, of legal protection or of good architectural results.

The amount of money involved is altogether too much to trust entirely to the contractor, who is financially interested in the cost of a building. This is true, even though he be honest, because the financial interests of the contractor are naturally quite different to the financial interests of the owner. There should be no reason for an honest contractor to seek the elimination of the architect, and it casts a reflection upon his integrity when he attempts to do so.

If we are to survive as independent architects, we must be PURCHASING AGENTS, and we must "TELL THE WORLD" about it.

### A. I. A. ANNOUNCES COMMITTEES

#### *Detroit and Grand Rapids Members Named*

President Charles D. Maginnis of the American Institute of Architects has just announced the appointments of members to the Institute's national committees, including a number of Michigan Architects.

Branson V. Gamber was appointed as member of three committees: Architectural Competitions, Structural Service, Preservation of Historic Buildings.

Clair W. Ditchy was named vice-chairman of the Committee On Public Works; vice-chairman, Committee on National Capitols. He is also a member of the Committee On State Organization, and Committee On Small House Problem, a sub-committee of Housing.

Eliel Saarinen of Cranbrook Academy of Art was named to the Committee On Allied Arts, and chairman of Committee On Civic Design.

Other appointments were:

N. Chester Sorensen, Public Works; Emil Lorch, University Of Michigan, College of Architecture, Registration Laws; Adolph Eisen, Construction Industry Relations; Lancelot Sukert and Henry F. Stanton were named on the Committee of Housing.

Appointments from the Grand Rapids Chapter were as follows:

Kenneth C. Welch, Public Works; Edwin E. Valentine, Structural Service; Warren L. Rindge, Preservation of Historic Buildings; Victor E. Thebaud, Housing; Harry L. Mead, president of the Grand Rapids Chapter, was appointed on the Committee of Registration Laws.



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;  
Directors: Geo. Cruickshank, Walter Giesiking, Bert Haberkorn, Ray Spitzley, Vern Taylor  
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

## MICHIGAN'S USE TAX AND SALES TAX

The membership of the Builders' and Traders' Exchange of Detroit is kept informed through the membership bulletins of rulings on the sales tax and on the use tax. But beyond the statements of rulings there is the "round" of inspections by field men from the state and in the complexity of our industry sometimes these field men delving into particular businesses seek to impose rulings applicable to such business. It is natural we suppose that sometimes mistakes are made.

Members know that when they are thus approached that they can go to the Exchange and oftentimes can get material help.

Therefore it is not particularly to the members that this article is addressed. This article is an answer to non-members who reading this bulletin have requested an article on the subject particularly of the new "USE TAX."

It does not take a long article to give the answer. The answer is simply that such an article cannot be written in such a way that it would mean more than generalities and with certain effects which might actually be misleading.

We can say that to certain knowledge some firms are paying sales tax when they should not be paying it. We do not doubt for a minute that some firms which are obligated to pay it are not and are running the risk of being penalized at any time in the future.

It is well to keep in mind that the penalties on the use tax are approximately four times as stiff as on the sales tax. That is something to think about.

We call to your attention also that it is legal to pay any tax with protest affidavit attached.

Persons not liable to make returns to the state on a tax sometimes put themselves behind an eight ball when they make such returns. But if they are liable for returns and do not make them, that can sometimes be just too bad.

It can be said also that honest intent as distinguished from appearance of attempted "trying to get by" or actual fraud is naturally much in favor of the tax payer.

### Roy Wenslick Predicts Boom

Before an audience of architects, builders, realtors and mortgage bankers which overfilled the ballroom of the Book-Cadillac, Roy Wenslick who two years ago wrote a best seller entitled "The Coming Boom in Real Estate" reaffirmed his results of research work which points out a boom to be reached about 1945.

He predicts heightening cost of building materials next year and thinks the general threat is not of deflation as some people think now but rather of inflation.

Construction throughout the United States is still far under normal. Detroit has been and still is the brightest spot on home building. In Mr. Wenslick's opinion based on careful studies, the "push" in construction will come at such time as a balance is reached between rentals and the cost of building.

One interesting highlight in his discussion was the matter of office building. Mr. Wenslick pointed out that plans for office building construction invariably make their appearance near the end of a building boom. There is at that time a momentum in all business which seemingly makes it attractive for capital to come into the office building business. Before the plans are matured and actual construction begun the actual boom has begun to recede and before the buildings are completed the recession has become marked.

It may seem from the above picture that there is never a good time to build office buildings. The speaker jokingly said as much. But doubtless we will continue to go through the cycles which have been fairly uniform ever since 1780. Mr. Wenslick's research goes back that far and his graphs show the real estate cycle is of eighteen years duration. It is that long between boom peaks and that long between the bottom of the slumps. Actually that has been the case in the United States. In this cycle the motion is about as follows; the downward path from a peak to the slump is of longer duration than is the climb upward. When we reach a slump there is a plateau of activity then all of a sudden a rapid ascent into a boom area.

### ACME METALON COMPANY

Manufacturers of

## METALON

THE METALIZED BUILDING UNIT

9330-9690 Greeley Ave. Detroit, Mich.  
Longfellow 5770-1-2-3

### R. E. DAILEY & CO.

**Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan  
CADillac 5980

## CLASSIFIED BUILDING TRADES

### GENERAL CONTRACTORS

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

PETER A. KOCKX & SONS—4697 Dickerson Ave., LEnox 0139, TUXedo 2-0163.

**IRONITE WATERPROOFING AND RESTO-CRETE**

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

### LUMBER DEALERS

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

HURD LUMBER CO.—6425 W. Ver-nor Highway, VINewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Estab-lished 1864.

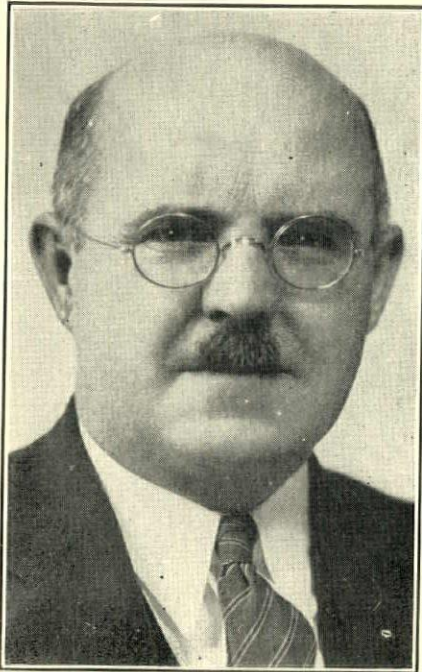
O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

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

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

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



**A. R. MORISON—IN PERSON***By Lucile Benson**President, Michigan Society of Architects**The following article taken from the Detroit Saturday Night is an interesting sidelight on Andrew R. Morison, president of the Michigan Society of Architects.**Mr. Morison deserves the thanks of Michigan architects for his splendid work in connection with the new Architects Registration Law, which was enacted by the 1937 legislature.**He was recently appointed by Governor Frank Murphy as a member of the State Board of Examiners For Registration of Architects, Engineers And Surveyors.**Morison has done a good job as president of the Society for the past two years.***NELSON COMPANY****DETROIT — ROYAL OAK — ANN ARBOR****Phone  
RAndolph  
4162****R. O.  
3480****Ann Arbor  
23701****WHOLESALE****PLUMBING AND HEATING SUPPLIES**  
Dependable Products—Dependable Service**FOX THEATRE***Week Opening Friday, November 12th***Eddie Cantor**

in

**"ALI BABA GOES TO TOWN"**with Tony Martin, Roland Young, June Lang  
and Louise Hovick**STAGE**Jane Peerce, singing star; Eddie Carr, mimic  
and comedian; the Three Wiles, continental  
dancers; the two Eileens, dance stylists and  
Lamberti, the sixteen Gae Foster Girls.

Even though Andrew R. Morison hails from Scotland he doesn't believe in pinching pennies where home building is concerned.

Andrew knows what he's talking about because he's president of Morison &amp; Gabler, architectural firm, chief mufti of the Michigan Society of Architects, and for the last two years was connected with the state federal housing administration.

"A man's house is naturally going to affect the character of his wife and family," he says, with a thought to his own, "and he should strive to make it as comfortable as possible." In other words, parlor, bedroom, sink—plus.

Not that he believes in velvet mansions for cotton purses. Working with the F. H. A. has given him too excellent an insight into what constitutes good financing and how to build houses for the lower income group.

Morison is placid, deliberate, and rotund. But one thing gets his goat. "There is too much spent on some things, too little on others," he says. "If the average person in the lower income group would try as hard to acquire a nice home as he does, say, a Chevrolet, every other year or so, he certainly could have it.

"Yes, Detroit is badly in need of houses for this group, but it can build them if the prospective owners are willing to work for them. If we could make it possible for these people to have more than the bare essentials in their home, by offering them more satisfactory financing and raising their earn-

**— P E L L A —****Rolscreens—Venetian Blinds  
Metal Weatherstrips—Caulking  
Double Glass Steel and Wood Sash****Detroit Rolscreen Company****12236—12th St.****Townsend 8-3812****Architects!**

... for

LOW COST maintenance-free-  
floors, specify ASPHALT TILE  
Floorcovering. We carry a  
complete line of asphalt tiles  
in marble designs, and plain  
colors.**Call RAndolph 2400****Extension 183****CROWLEY-  
MILNER'S****Contract Sales Dept.**... and one of our flooring specialists  
will gladly contact you.



ing power we would have accomplished more than simply bringing down living accommodation to "the present price requirements." Somehow, one feels that Mr. Morison "said a mouthful."

Both the practical in Morison and his luxuriant mustache, fashioned somewhat the lines of Der Fuehrer's, can probably be traced back to the old country. As a student at the Glasgow School of Architecture he was apprenticed to Gabriel Andrews, well-known Scotch architect. When he left the heather in 1919 W. S. Painter's firm in Montreal, Canada, sent him into a camp in the Canadian Rockies to design resort hotels.

Life was an artist's paradise there for Morison who found designing the Banff Springs Hotel, the Lake Louise Chalet, etc., completely to his liking. Others to his credit in the Dominion are the Vancouver Hotel and additions to the famed Chateau Frontenac in Quebec.

Morison works in sevens. For that number of years he was transferred about the Maple Leaf, working for Toronto Terminal Architects and Painter. In 1915 he came to Smith-Hinchman and Grylls, Inc., where he worked for seven years. Then in '22 he opened his own private practice in the Fox Theater Building.

At this point, Morison's efforts centered some-

what on church designing—it's his favorite field. To his credit stand North Woodward Congregational Church, Uarden Park Methodist-Episcopal Church, Lady of Lourdes church and high school at River Rouge, and St. Joseph's at Trenton. He likes the Gothic type of church best.

Of his best known industrial structures are the New England Pie Company, Kroger Baking Company, and Schroeder Paint and Glass Co. In addition, he has designed and built many residences in the Detroit area.

Recently this pleasant-faced gentleman who remotely resembles Alexander Woolcott went into partnership with Cornelius L. T. Gabler, secretary of the Michigan Society of Architects.

One catches him attired in a smock in his attractive new office in the Murphy Building. He admits that he likes bridge, is active in church work, and is a member of the Detroit Yacht Club, but that work is his hobby as well as his vocation. Under Morison, in his second year as president of the Michigan Society of Architects, certain state legislative reforms have been accomplished, such as a revised registration bill for architects and a measure providing for fire-safe school buildings.

Unlike most architects, Morison designed his own home. It is Georgian style because—up pops the practical again—that type seems to fit the location. "Unlike yesterday, beauty is not the only requirement for a home of 1937," he says, "it must be built in the proper location, at a suitable price, as well as being beautiful."

Morison has visited his native land several times since that first decisive sail across the Atlantic in 1909, but he's a staunch American. Not only has he taken out his citizenship papers here but when he goes back to the bonny braes his countrymen accuse him of talking like a Yankee.

Treading in his dad's footsteps, Morison's son, "Jimmie," who is attending Wayne University, is taking a course preparatory to an architectural schedule at Michigan.

## BRUNY BROTHERS

*Tile and Terrazzo Contractors*

announce  
THE REMOVAL OF THEIR OFFICE  
to

**4758 Grand River Ave.**

Detroit, Michigan

Phone TYler 6-6020

## PUNCH & JUDY THEATRE

Kercheval at Fisher Road

NIagara 3898

WED.—THURS.—FRI. NOV. 17, 18 and 19  
Alice Faye—Don Ameche—Ritz Brothers in  
"YOU CAN'T HAVE EVERYTHING"

SATURDAY NOVEMBER 20  
Claire Trevor—Sally Blane in  
"ONE MILE FROM HEAVEN"  
11 P. M.—Patricia Ellis in  
"VENUS MAKES TROUBLE"

SUN.—MON.—TUES. NOV. 21, 22 and 23  
Paul Muni—Luisa Rainer in  
"THE GOOD EARTH"

Convince yourself by a visit that we have the largest and best equipped woodworking MILL in Metropolitan Detroit.

The Home of **PRE-SHRUNK** Lumber

**DWIGHT LUMBER CO.**

Vinewood 2-4500

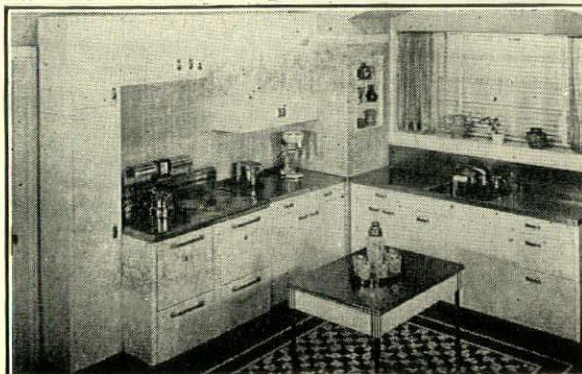
# MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

Open 8:30 to 5:30  
Any Time by  
Appointment

**WHITEHEAD METAL PRODUCTS OF N. Y., INC.**  
Tel. TEmple 1-8494 Detroit, Michigan



## NEEDED CIVIC BETTERMENTS OVER A FIVE-YEAR PERIOD

In answer to the Mayor's request for civic improvements under the Five-Year period the City Plan Commission has recommended the following few from a list of needed betterments because of their outstanding importance.

**Zoning** is a civic asset rather than a liability. Instead of being a burden of cost it effects great savings, insures against greater losses, and stabilizes and enhances civic values.

**Public Swimming Pools** are a proven civic benefit. From the point of health and sanitation all statistics and experience prove their great value. This Commission believes that at least three Swimming Pools should be a part of our city's Five-Year program for accomplishment. We believe, if properly located, they will be self-supporting in addition to being of such great civic value otherwise.

**Civic Centers** must be given proper attention. Detroit needs several Civic Centers rather than one. A long-visioned officially-approved Planning Concept is most essential for logical, scientific location of Civic Centers.

**Traffic-Transportation** is one of Detroit's greatest problems. In this connection the following projects appear particularly needed.

The Harper-McGraw route is recognized by this Commission as the most important for improvement of proposed crosstown thoroughfares. We believe this route can be made a Federal and State trunk line which would mean financial aid from Federal, State and County authorities.

The Master Plan Thoroughfare Traffic Headers at Hastings, Second, and Vernor Highway appear of exceptional importance. Until these are completed, and their influences known, the interior area can not be properly designed. We have reason to believe that these Traffic Headers can be made a part of Federal and State trunk lines which will mean financial participation and support for their completion.

Grade Separations must continue to hold their importance as a safety measure as well as Traffic-

Transportation relief. This Commission believes that the proposed separations at Grand River-Grand Boulevard, and Gratiot-Warren-East Grand Boulevard are of such outstanding importance that these two, at least, should become a part of the Five-Year Program.

The intersection of major north and south thoroughfares with North Grand Boulevard presents a major traffic problem. This congestion grows and will continue to increase until relief measures are provided. We believe some remedy should be included within the next Five-Year period.

Relative to financing these civic betterments, it appears that there will be a continuously increasing fund accruing to the City under the Horton Act from Weight and Gas Tax revenues. The City Plan Commission believes that it is most logical and appropriate that these funds shall be used particularly in connection with Traffic-Transportation improvements and would therefore recommend these revenues be used in connection with such improvements. It is estimated that approximately \$7,650,000 of the funds derived from this source may be used to partially defray the cost of such improvements.

These represent but a few of the outstanding civic needs for improvement and betterment but they appear so essential as to warrant unanimous recommendation by our Commission.—The Planner.

### O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MAadison 0810

## INSULATE the WINDOWS For Efficient Air Conditioning

INSULAIRE WINDOWS keep out heat, cold, moisture, dirt and noise. Yet look and operate like conventional double hung wood windows.

**1** Simply two pairs of double hung wood windows in one frame affording  $2\frac{5}{8}$ " of dead air space.

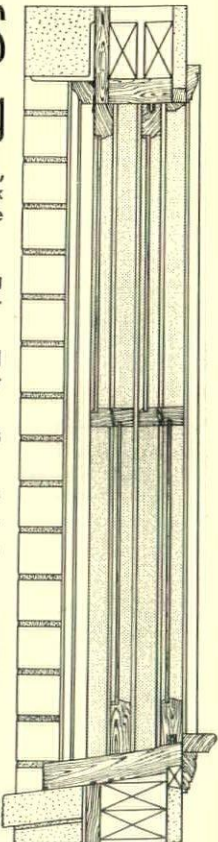
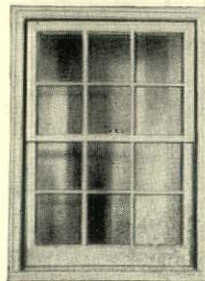
**2** Jambs and sash stiles all metal clad and weather tight. Increases air conditioning efficiency.

**3** Fit exactly same wall thickness as ordinary wood windows.

**4** No weights and pulleys.

Your lumber dealer can supply INSULAIRE WINDOWS in all styles and sizes of wood windows you may specify.

More information available for the asking.



### INSULAIRE COMPANY

2423 McKinstry Ave. Detroit, Mich.

### WENZEL FLOORS

Johns-Manville Asphalt Tile  
Magnesite Composition  
Rubber Tile—Cork Tile

439 Penobscot Bldg.

RAndolph 5500

*Patronize Our Advertisers!*

### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative  
Art or Engineering Problem*

**WALKER & Co.**

### NEON SIGNS---ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030



## 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.

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

Derrick & Gamber, Inc., 35 fl. Union Trust Bldg., CA. 3175.—Prep. plans for 5th Church of Christ Scientist, North Woodward.

Same.—Prep. plans for two medium sized houses, one in Grosse Pte. and one in Detroit.

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

Preparing plans on following:

Mfg. blags. 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 fig. on Plmb. and El. Wk.

Same.—Store bldg., McNichols Rd. near Northwestern Highway. Pending.

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.

### Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. Vinewood 1-2090

## PARK and McKAY

*In Business Since 1876*

Distributors for

**Kohler Plumbing Fixtures**

Showroom at

14401 Meyers Rd., north of Gr. River

HOgarth 6200

### FREDERIC B. STEVENS, INC.

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

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

# R-M

## Wall Enamel Gloss

A practical "One-Coat Enamel" that has proved its worth in satisfactory service in many Detroit homes. It is offered in white or a wide variety of pleasing shades. Easy to use and flows out to a smooth and glasslike finish.

Prices, details and prepared specifications available—expert counsel of experienced practical decorators on request.

**RINSHED-MASON COMPANY**

5935-5971 Milford St.

Detroit, Mich.



**Malcomson, Calder & Hammond, Inc., Architects & Engineers, Henry S. Booth, Associate, 1217 Griswold St., CA. 9651.**—Bids due on girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, closed. Three low bidders; 1st, R. G. Phelps, Battle Creek; 2nd, Miller-Davis C., Kalamazoo; 3rd, Muskegon Constr. Co., Muskegon, Mich.

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

**Same.**—Alt. and add. to Dexter Baptist Church. Figures closed.

**Same.**—Taking fig. on Studio bldg. for Mr. Henry S. Booth. (Thornlea) Bloomfield Hills, Mich.

**Marr, Richard, 415 Brainard, TE. 1-6860.**—Bldg. for R. L. Polk Co., 100x130. Gen. Con. let to F. H. Martin Construction Co., Plbg. & Htg. & Sprinkler System, Glanz & Killian.

**Merritt & Cole, 1111 Collingwood, LO. 2483.**—Store, for Walter Hargrove, Alma, Mich. Saginaw, Alma and Mt. Pleasant contractors bidding. Revised bids due Nov. 24.

**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 bet. Nov. 15 and 30.

**Stachowiak, Stephen J., 3005 Caniff, TO. 8-7122.**—Preparing plans: 2 story store and office bldg., Dearborn, Mich.; 40x70 two story addition to Veterans' Home; Bridge between two bldgs.; School auditorium.

**Same.**—Preparing sketches: 50-bed hospital for contagious diseases; Administration bldg.; Additions to Vocational School.

**Same.**—Revising plans: 2 story and basement store and office bldg.

**Wright, Frank H., 929 Fox Bldg., CH. 7414.**—

**Same.**—Taking fig. on store front for Winkelman Bros., E. Jefferson.

### ARTHUR T. HUGG

Arthur T. Hugg, advertising manager for the Detroit Steel Products Co., died at his home, 19 Norwich road, Pleasant Ridge, Saturday. He was 54 years old.

Mr. Hugg was born in Middleport, O., the son of Dr. Arthur A. and Lydia Hugg. After graduating from the University of Michigan Literary College, class of 1905, he was employed by The Detroit News and the Detroit Tribune. Then he went to Burroughs Adding Machine Co., in the publicity department. Twenty years ago he entered the employ of the Detroit Steel Products Co.

He leaves his wife, Mary, and two daughters, Mrs. Virginia Starkweather, of Ferndale, and Patricia Hugg, a student in Oberlin College.

Mr. Hugg was a member of the Tourist and Acanthus Club, of Detroit. He had a wide acquaintance in the building industry, and he was loved by all who knew him. Many architects and builders will mourn his loss.

## VACANCIES ABSORBED AS BUILDING INDUSTRY RESTRICTS OWN RECOVERY

The building situation is complicated. The complications are many and present problems appear to be, in themselves too complicated to solve. With every indication of a steady increase in building that gave promise a year ago of lifting the industry out of the depths of stagnation there has come about the unusual situation of demands for wage increases and vicious bidding practices uniting to take the spot light of new aggravations. The result is that a builder at the very start of his project cannot figure its cost, even approximately. On the average, building costs have advanced 25 percent in the year, whereas the income of the average citizen has not advanced sufficiently to meet the proportionate increases in housing costs.

In this instance, as in others, the welfare of the consumer was not taken into account in advance of the new scales for labor; or the protective measures taken by the contracting groups within the industry; or the pretexts on which prices are raised by contractors, themselves "jumpy" because of the price rising fever. Housing affects the great middle and low income groups of our population and unless and until these groups can be guaranteed proportionate increases the construction of new units holds

### Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

### CURRIER LUMBER CO.

14507 VAN DYKE

Phone All Yards

PLaza 1400

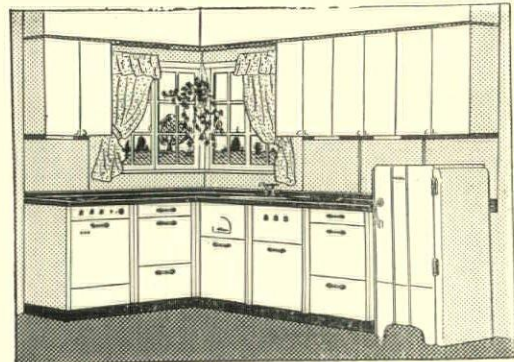
## The Home...Man's Inspiration

Men are good analysts, quick to change to the better way.

When men really understand the situation, they seldom deny their wives the essentials for maintaining a home.

The home, after all, is the very center of a man's inspiration.

Let us plan a G-E kitchen without obligation.



### GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fltzroy 5800

Michigan Distributors for  
General Electric Home Servants

## "Standard" PLUMBING FIXTURES

### American Radiator Co.

AIR CONDITIONING SYSTEMS

### Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"



no allurements for the building promoter. Without detracting in the least from the place they occupy in the social order, or the great emphasis that has been placed upon the term "worker" it might be well to take into consideration the millions of citizens who also work without benefits of wage scales and it is from the income of these un-labeled millions that the "workers" can be paid. Wage increases for the "workers" and price increases (justified or otherwise) strike directly through the builders at the incomes of the mass of the people and if these people cannot pay they will not buy and they will not rent apartments priced higher than their ability to pay.

It would seem reasonable to expect all groups within the building industry to recognize their responsibilities, first, to the industry as a whole, then to their own group and, finally to the public. Selfish interests, however, seem to dominate, with no apparent effort on the part of the leaders of the various groups to co-operate in the framing of a plan that will benefit them all and at the same time revive building. Conferences have resulted in the ironing out of many problems when misunderstandings appeared insurmountable. Other industries profit by understandings between groups each as necessary as another and the building industry must sooner or later recognize that nothing is to be gained by each group demanding all of the "breaks" in the game. In the meantime new promotions are stifled because there is no fixed standard to go by that gives promise of permanency.

In the building industry, more than in many oth-

ers, perhaps, the needs of the public at the price the public can pay must be the chief factor to consider. While there is a known shortage of housing units the public may be said to be staging a quiet "stay where it is" strike against mounting building costs. Until a more equitable price level is reached there promises to be a repetition of the doubling up of families so common during the depression. As the building stoppage continues all available vacancies will be taken up and little will have been gained by the short spurt of activity, whereas the budding boom might have been nurtured if all groups had cooperated to keep price and wage levels within reasonable limits.

In this instance as always in the past STONE refrains from making charges against anyone group, or against the building industry, except for the continued lack of foresight on the part of the leaders, who year in and year out and with unfailing regularity refuse to merge their interests and win their contentions and introduce their new policies gradually rather than by a bomb-like ultimatum and a consequent cessation of activities.

—from "STONE," October, 1937.

## YOUNGER MEN TO LEAD IN NEW DESIGN

Revival of building and "a saner approach on the part of architects" are working important changes in the trend of contemporary architecture, Harvey Wiley Corbett, New York architect, says in outlining a lecture program at the Summer Session of Columbia University in which representatives of the architectural profession will participate.

Mr. Corbett foresees the emergence of new and younger leaders in American architecture, which, he predicts, will be less influenced by foreign precedents. Architects face great and alluring opportunities, according to Mr. Corbett, who points out that an enormous amount of building must be done.

"The extreme modernistic, highly stylized character of the last two or three years is settling down to a more rational basis," he continues. "In the long run, architecture is always an expression of the condition of the people; however, it is never an expression of the moment, such as the daily news columns, because there is the time lag required between the conception of an architect's idea and the final building; however, speed in building construction has diminished this time lag.

"Architecture is closer to an expression of the condition of the people at a given moment than it formerly was. When people are confused in their minds as to their government, as to their finances, as to security, property rights, social relationships,

### GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmpLe 1-7820

### CINDER BLOCK INC.

HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

### M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600



9080 ALPINE

### Economy Blue Print Co.

Quality and Service

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

CAdillac 1179

DETROIT, MICH.

Specify

## NON-STICK WINDOWS

The First Completely Assembled Double-Hung Window

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES  
• SASH WATERPROOFED

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

(Listed in Sweet's Catalog)



etc., art in all its forms is equally confused. As the national atmosphere begins to clear, the general art expression also begins to clear.

"In my lectures at Columbia I will discuss at some length this general idea, pointing out that contemporary architecture—one form of art—never is, and never can be a thing apart. It always is, and always must be an outgrowth of how the people live, what they think, where they work, and what their human relationships happen to be.

"The trend of the times, as I see it in the field of architecture, will be less and less influenced by foreign precedents, and will become more and more the sincere expression of America's own needs and aspirations. The younger men of the present generation will be the leaders in this idea, because they are freer from intimate association with the old-fashioned ideas.

"When in any field of art, reasonable prosperity is continuous, it is difficult to change the approach to the design problem, because there is a strong momentum carrying the old along with the new; but the recent depression, which started in Europe many years before it started here, and which has lasted so long here, has practically cancelled the influence of momentum.

"The opportunity is ripe for a fresh, new, and fundamental approach to our own architectural problems. In order to catch up, an enormous amount of building must be done, and I personally believe the opportunities in the field of architecture for the immediate future are very great, very alluring, and highly inspiring."

At the Columbia Summer Session, which opens on July 12 and continues for six weeks, Mr. Corbett, who was chairman of the Architectural Commission of the Century of Progress Exposition, and William Lescaze, New York skyscraper architect, will lecture in a symposium on modern art. Paulanship and William Zorach will discuss sculpture. Forbes Watson will direct studies in modern painting. Another lecturer will be Jean Charlot, who was an associate of Diego Rivera in the formation of the modern school of Mexican fresco painting.

Work in the history of Oriental art will be conducted by Dr. Benjamin Rowland, Jr., of Harvard University. Professor Lawrence Schmeckebier of Wisconsin University will lecture on the baroque art of Europe. The theory of design developed by Pro-

fessor Arthur Dow will be applied in a program arranged by Teachers College, which will include instruction in drawing, painting, and composition, and the application of art to home design, costumes, metal, and clay. Professor Charles J. Martin will give a course in landscape painting at Provincetown, Mass., during June and July.

## THE 1938 CONVENTION

(From The Octagon)

The long standing and cordial invitation of the Louisiana Chapter to The Institute to hold the 1938 Convention in New Orleans has been accepted by The Board of Directors.

President Maginnis and Secretary Ingham will visit New Orleans during the latter part of October for the purpose of conferring with the Regional Director of the Gulf States District, Moise H. Goldstein, and with the Officers of the Louisiana Chapter to select the best available dates, determine the general program and act upon other major items.

Definite information concerning the final dates, and any features of the program which may be arranged so far in advance will be published in the December number of THE OCTAGON.

### F. H. Martin Construction Co.

955 E. Jefferson Ave.

Cadillac 4890

DETROIT, MICHIGAN

*Patronize Our Advertisers!*

### VIGILANCE—RESEARCH FOR BETTER PAINTED JOBS

*... Specify ...*

### PAINT STORES Inc. PAINT PRODUCTS

Careful supervision of all jobs where our materials are specified. "We follow through."

#### FOR EXTERIOR

P-S Foundation Coat—First Coat; P-S No. 20 Pares—Finish Coat; Weatherbest Shingle Stain; USG Cementico—For Masonry Surfaces.

#### FOR INTERIOR SURFACES

(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

P-S Varnishes; Benite (For That Beautiful Soft-Satin Finish); Floor Enamels—For Concrete Floors.

#### MILL-WHITES

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

### PAINT STORES, Inc.

General Offices:  
FLINT 8780 Grand River SAGINAW  
TYLER 4-1133  
MIDLAND DETROIT LANSING

*Paint Specialists*

### W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,  
POWER PIPING and SPRINKLER  
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH.  
ELmhurst 6780 ROYal Oak 2257

# IVAN C. SHIER

GENERAL  
CONTRACTOR

"ARCHITECTS'  
PATRONAGE  
PREFERRED"

400 W Warren

TEmple 1-3150





## MINIMUM HOUSE DEFINED BY BUILDERS

(From The Detroit News, Real Estate Section)

What are the minimum specifications for a minimum low-cost house in the Detroit area? This question was addressed by The News to the Greater Detroit Home Builders Association in view of the widespread public and private movement for a solution of the problem to supply the market with homes for the low-wage earners, and, in turn, was put by Edmund Kuhlman, president of the association, before its membership which comprises almost 95 per cent of the residential building contractors of the city.

From the answers a special committee tabulated the specifications for a low-cost minimum home suitable to the Detroit climate and prefaced its findings with the following notations:

### Basement Required

"The low-cost minimum home for the Detroit area is a four-room house with a full basement and with attic space permitting an additional room, if it is needed.

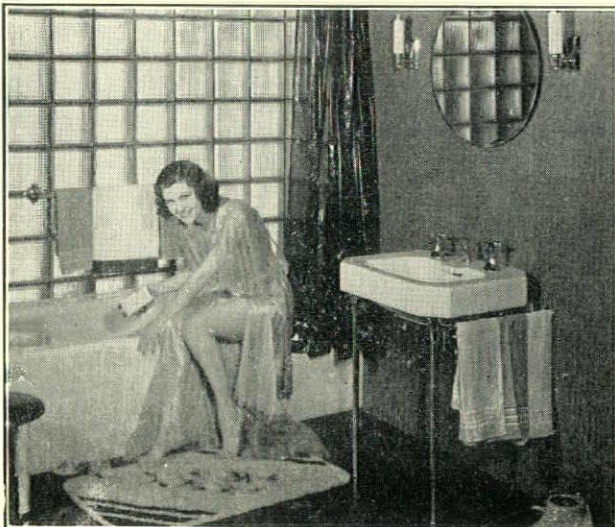
"A small house in this area and in this climate is not practicable without a basement. The basement provides a place for the heating plant, storage of fuel, storage of fruits and vegetables, and gives a laundry with a space to dry clothes during the winter season.

### H. H. DICKINSON COMPANY 5785 Hamilton Ave. MADison 4950 COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing  
Master Builders Products

Heatilators

Asphalts



## Glass Block

STOPS HEAT • ADMITS LIGHT

## CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

"The difference in cost of building this house with or without a basement is approximately \$320. But for this amount the basement not only gives the owner of the home useful space, but also reduces his fuel bill and permits him to buy other supplies needed by the average family more economically.

"The basement is also a health protector, in that the occupants will have warm floors, less dampness, less drafts and as a result—less sickness.

### Cost and Size

"This minimum house can be built with its minimum specifications in and around Detroit for \$3,600, exclusive of financing costs and the lot.

"It is not economical to build a smaller house than this, from any standpoint, because the general service charges would be just as high for a house 20 by 20, as it would be for this one 24 by 28. By service charges we mean sewer connection, water, electric wiring, gas, light, etc.

"Another important question is what is the effect of basementless shanties; coal shed houses and garage homes on the city and the people in general?

"We have several such shanty towns in and around Detroit, that are not over 10 years old, and these shanties are now in a tumble-down condition. It costs more to maintain them than the monthly payments amount to on a well constructed small home.

"Because of these conditions, the discouragement of the owner leads to carelessness and the ultimate result—another blighted area, with the possibility of another new slum clearance project in the near future.

"Public minded citizens and public officials are deeply concerned about helping the man in the low wage bracket. That can be done by reducing the property tax, interest rates, and possibly in some cases by assisting the purchaser in his initial down payment.

"If these items were definitely settled, the builders would be able to interest private capital on a large scale and would supply adequate housing within two years."

### Specifications

Here are the minimum specifications as set down by the builders' association:

SIZE—24' by 28' by 24', depending on the lot.

BASEMENT—Walls, 8" cement block with pilasters or 10" poured concrete, waterproofed below grade. 6" steel "I" beams with 4", pipe columns. Coal bin; fruit closet and clothes receptacle built in.

WINDOWS—Wood siding over 15-lb. felt painted two coats over primer, or asbestos shingles siding over 15-lb. felt.

ROOF—210-lb. asphalt shingles over 15-lb. felt, or 5X vertical grain cedar.

CHIMNEY—Brick, lined with 8x12 flue lining.

CEMENT WORK—4' cement floor over cinders—walks to front and grade door.

## BRYANT

### GAS HEATING EQUIPMENT

AIR CONDITIONING UNITS

FURNACES

BOILERS

UNIT HEATERS

## Bryant Air Cond. Corp.

415 BRAINARD

TEmple 1-4546





**FRAMING**—Joists 2 by 8 16" o. c. doubled under partitions. Ceiling joists 2x6 16" o. c. Rafters 2x6 20" o. c. Bridging 1x3 white pine.

**DOORS**—Interior, 1 3/4". Exterior, 1 3/4". Cylinder locks. Weatherstripped.

**FLOORS**—No. 1 common oak with linoleum in kitchen and tile or linoleum floors in bath.

#### Interior

**INTERIOR TRIM**—Clear yellow pine throughout.

**BUILT-IN FEATURES**—6' to 8' kitchen cabinet; clothes chute; medicine cabinet; linen closet; ample closet space.

**PLUMBING**—3-piece bath with recessed tub; kitchen sink; two part laundry trays; 30-gal. range boiler; side arm heater; 2 hose bibbs.

**WIRING**—Detroit Code minimum requirements with \$25 fixture allowance installed.

**INSULATION**—4" rock wool or equal on ceiling.

**HEATING**—Gravity, warm air.

**PLASTERING**—Two coats of wet plaster over lath, or 1/2" plaster board.

**SHEET METAL**—26-gauge galvanized iron gutters, flashing and conductors painted inside and connected to sewer, if available.

**DECORATING**—Decorated throughout with painted or papered walls, woodwork enameled or stained and varnished; floors, 3 coat finish. Window shades.

**PUBLIC UTILITIES**—City water; sewers and sidewalks and either gas or electricity.

### U. S. SUES ARCHITECT FOR \$254,615 TAXES

Suit for \$254,615 allegedly due in income taxes for 1930-1931 has been filed against Walter W. Alschlager, Chicago architect. Carter H. Harrison, collector of internal revenue, filed the liens against Alschlager. They include interest and penalties on the unpaid taxes.

### RUSSIAN EXHIBIT AT COLUMBIA TO TOUR COUNTRY

Designs submitted in the competition for the Palace of the Soviets in Moscow, described as the "Russian equivalent of Madison Square Garden", are included in an exhibition of contemporary Russian architecture and town planning at Avery Architectural Library, Columbia University. The display is sponsored by the Library in cooperation with the American Russian Institute for Cultural Relations with the Soviet Union.

The winning design by Boris M. Iofan, Russian architect, as well as the design entered by Le Corbusier, Swiss-French modernist, are shown. The foundations for the Palace, which will become the world's tallest building, are now being laid in Moscow. Designed as a memorial to Lenin, the Palace will be the meeting place for the All-Union Congress of the Soviets. It will be crowned by a colossal statue of Lenin, 250 feet high and executed in stainless Steel.

Maps of the reconstruction of Moscow, and aerial photographs of new industrial cities in the Soviets are exhibited. Typical of the new industrial centers is Zaporozhe, situated near the Dnieper Dam, the second largest dam in the world. This town was built up around the dam and its power house, and contains housing facilities for workers employed by the new metal industries in the area.

The new super-block plan of housing is illustrated in photographs of Zaporozhe and other cities. Blocks of apartment houses are complete units, embracing hotels, stores, restaurants, and kindergartens. Among settlements of this type is the automobile workers' settlement at Gorky, constructed under the first Five Year Plan.

Various schools of architecture which developed in Soviet Russia after the Revolution of 1917 are pictured in the photographs, sketches, and maps.



## Homes sell faster ... equipped with NATURAL GAS HEAT

Natural Gas heat in the equipment of homes you offer Detroit home buyers gives you a big advantage over homes with other types of heating. Detroit knows and appreciates the value of this modern way of home heating. Your homes will sell faster with Natural Gas heat heading the list of features.

The services of our heating engineers are yours for the asking. Feel free to call them in on **any** heating problem.

## DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.  
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle  
DEARBORN—22113 Michigan



The work of constructivist, formalist, and other schools of architects, including those who come under the influence of cubist painters, is contrasted. Among the new buildings peculiar to the Soviet culture are workers' clubhouses, "palaces of culture", and buildings used exclusively for children's activities.

The exhibit will continue at Columbia through December 3, when it will be taken on a tour of the country. It will be on view next at the School of Architecture of Harvard University.

### WILLIAM B. ELLINGTON

Our deepest sympathies are extended to Mr. Harold S. Ellington and Family in the loss of their dear son and Brother, William B. Ellington, who died at the family home, 937 Trombley Road, Grosse Pointe Tuesday, November 9.

William was born in Detroit on March 27, 1917. He was educated at Cass Technical High School, Kemper Military Academy, Boonville, Mo., and Michigan State Normal College Ypsilanti.

His father, Harold S. Ellington, is president of the firm of Harley and Ellington, Architects and Engineers. Besides his parents, William leaves a brother, Townley A. Ellington, with the firm of S. C. Hadley, Inc.

### HOW OLD ARE YOU ON THE INSIDE?

Never mind how many wrinkles Father Time has painted in your face. Never mind how many gray hairs he has put in your head. The important thing isn't how old you are on the outside, but how old you are on the inside. A man's real age is determined by the youthfulness of his spirit!

At 85 Dan Beard one of the founders of the Boy Scouts is still active in the work. Benjamin Franklin helped write the American Constitution at 80. A man over eighty years old recently rode a bicycle from California to Detroit. Justice Holmes wrote important Supreme Court decisions after he was 90. Tintoretto painted his famous "Paradise" a canvas 74 by 30 feet, when he was 74. Goethe completed "Faust" at 80. And we've just read about a man, who was arrested for speeding at the age of 83.

As long as we are alert and vital in spirit we are not old. As long as we are joyously looking forward and enthusiastically starting new things we are still young.

Stay young on the inside and forget your birthdays!

### JOHN H. FREEMAN

ARCHITECTURAL HARDWARE  
PROPERLY SERVICED

Architects' Bldg.

TEmpLe 1-6760

*Patronize Our Advertisers!*



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

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

❖  
**YOU TAKE  
NO CHANCES  
WHEN YOU SPECIFY**

*Gar Wood*

**AUTOMATIC HEATING AND  
AIR CONDITIONING**

❖  
**THOUSANDS OF  
SATISFIED MICHIGAN HOME  
OWNERS SAY:**

**"The GAR WOOD SYSTEM is  
DEPENDABLE,  
EFFICIENT  
and  
ECONOMICAL  
in  
PERFORMANCE"**

❖  
**TESTIMONIALS FURNISHED  
ON REQUEST**

❖  
**GAR WOOD INDUSTRIES,  
INC.**

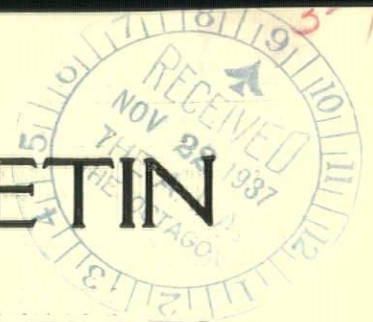
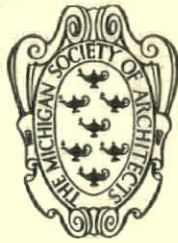
**DETROIT BRANCH  
409 CONNECTICUT AVENUE  
TOWnsend 8-6256**

❖



The Octagon,  
1741 New York Ave.,  
Washington, D.C.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

ANDREW R. MORISON, President  
ROBERT B. FRANTZ, 1st V-Pres.  
GEORGE F. DIEHL, 2nd V-Pres.  
CARL KRESSBACH, 3rd V-Pres.  
CORNELIUS L. T. GABLER, Sec'y.  
JOHN C. THORNTON, Treasurer  
TALMAGE C. HUGHES, Exec. Sec'y.

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
CHerry 7660

### Business Manager

E. B. FAUQUIER

### DIRECTORS

ROGER ALLEN  
WILLIAM D. CUTHBERT  
CLAIR W. DITCHY  
BRANSON V. GAMBER  
ARTHUR K. HYDE  
AMEDEO LEONE  
N. CHESTER SORESENSEN  
D. ALLEN WRIGHT

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

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

Vol. 11

DETROIT, MICH., NOVEMBER 23, 1937

No. 47

## COMMENTS ON "TO BE OR NOT TO BE"

By Herbert G. Wenzell

It is interesting to note that the article "To Be or Not to Be" has elicited some comment and amplifying statement.

In regard to that of Mr. Gamber in your issue of Nov. 9th I am pleased to receive correction and beg to assure him that any implied criticism of the "present set-up" of the Housing Commission was altogether outside of my thought. Yet, assuming even complete ignorance on my part of the provisions of the Wagner-Stegall Bill and the authority of the Commissions, I may still be justified in my general statement. Things move rather rapidly, as we know, and some of us are still bewildered.

In this connection I would insert here the following quotation from the November issue of The Architectural Forum without comment:

"As Administrator (Nathan Straus) the first prime issue he will face is whether or not to decentralize authority from Washington—But whether he is the professional housers' man is still an open question" (Editorial).

"Somewhat confused provisions of the Act reflect the confusion in the minds of the people throughout the country. We may think we know all about housing but we do not. Regarding the program as an experiment would help us to discover our own mistakes more quickly.—Unless the public is sufficiently educated, local housing authorities will have to face just as much criticism as the Federal Agencies have had to stand in the past". Executive Director—Syracuse Housing Authority.

As to Mr. Rowland's article, I feel that there is more meat in it than appears on the surface and it will bear careful reading. Mr. Rowland is not without a saving sense of humor, but I believe that idealism is, after all, a fundamental thing, and he has that. It is difficult and disheartening indeed to maintain in the face of conditions of a changing world—yet I am certain too, that it is fundamental,

and when I spoke of the thousands of earnest, competent men who have a sense of human values and place these above all else, I referred to architects who consider Architecture first. It is the idealism and self sacrifice which was nurtured in the old

(Continued on Page 11)

### EMIL LORCH TO SPEAK IN GROSSE POINTE

Emil Lorch, professor of architecture, College of Architecture, University of Michigan, has been secured as speaker at a meeting of mothers, fathers and teachers of the Grosse Pointe High School, for a fine arts evening, Monday, November 22, at 8:15 o'clock. This will be an open meeting and all those interested are invited to attend.

Professor Lorch, who has made a special study of early buildings of this state, will give an illustrated lecture on how these buildings have developed our present day culture.

He is a most interesting speaker, widely known as a musician, artist, architect and scholar. He is a native Detroit.

Barton D. Wood on the program committee, has been instrumental in arranging this fine arts evening, and in securing Professor Lorch as a speaker.

## QUALITY ALWAYS

GIBRALTAR—THE HEAVY DUTY CEMENT FLOOR

PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

**GIBRALTAR**

48 STATE FAIR AVENUE WEST  
TELEPHONE LONGFELLOW 0044



**FLOORS INC.**

DETROIT MICH

TELEPHONE LONGFELLOW 0045



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;  
Directors: Geo. Cruickshank, Walter Giesiking, Bert Haberkorn, Ray Spitzley, Vern Taylor  
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

## EXTENSIVE AND INTENSIVE INFORMATION

Very probably not one reader of this bulletin can say that he never called the information department of the Builders' and Traders' Exchange for information principally to the point of asking who handles this or that in Detroit.

Every architectural firm to our best knowledge uses this bureau, and cheerfully we maintain this for their service.

The telephone of this department is seldom idle for over one minute at a time. One typical day the number of calls was 98. You will admit that is keeping the wires hot.

When Mr. Blank busy in his office does not or cannot find in his own files the information he needs, he knows he will almost certainly be able to get it by calling Randolph 5500.

Some days ago, my brother-in-law who owns a plant in the state came to Detroit to get some equipment for his factory. He went to one of the big department stores and inquired in their department which he thought might handle what he was after. They told him to see Ed Brunner of the Builders Exchange in the Penobscot Building. And so I had a call from my brother-in-law.

A manager of a big chain store contemplated building in Detroit and came from the east and registered at the Statler Hotel. The first call he put in was to the Builders' and Traders' Exchange—said he wanted to come down and talk with the secretary. The upshot was that he was given a copy of our Buyers' Guide with its list of general contractors. He was told which of them commonly would bid on such a project. Three months later one of our members got the job.

The information bureau can tell in many cases how well a building specialty is moving by noting the number of calls which come in for it.

Six years ago, one cold winter day we got a call from a contractor asking where he could get ahold of some one who handled ———. We had never heard of the name. It was a brand new product. Using certain resources we have, we found who handled it and called him back. Within three days we had thirteen calls for that product because an architect had specified it or equal. From that time to this we have had continuous calls for this product.

We have interviewed the agent to try to get him

to become a member. He refuses so far. But he must realize that we do him a great service. The point of it is that we are doing the service regardless of his joining because the recipients of our service are architects and contractors and unfortunately even our members do not always turn down doing business with a firm because it is not a member.

The Exchange tries continuously to make the world safe for business, but not all business men try continuously to make the going safe for the Exchange.

The Exchange should have in it every responsible member of the industry. Think of the money we would have to work with then—and what we could do with it. Well lets not think too long about that. We are glad to inform everyone that the membership is increasing at a satisfactory per cent gain.

Of course, in the work of the information department, we do boost the case for our members. Our members are preferred so far as we are concerned.

## LE BRUN TRAVELING SCHOLARSHIPS

A nationwide competition for the 1938 Le Brun Travelling Scholarship is announced by the New York Chapter of the American Institute of Architects. The scholarship, carrying a stipend of \$1,400, will be awarded next spring to a "deserving and meritorious architect or architectural draughtsman, resident anywhere in the United States, to aid him in paying the expenses of an European trip, lasting not less than six months."

Nominations must be made by members of the Institute before January 15, according to Oliver Reagan of 101 Park Avenue, New York, chairman of the scholarship committee. The competition problem will be issued about January 17, calling for drawings to be delivered about March 15.

Candidates for the scholarship, founded by Pierre L. Le Brun "to promote the artistic, scientific, and practical efficiency of the architectural profession," are required by the deed of gift to be between twenty-three and thirty years of age, to have practiced architecture for at least three years, and never to have received any other travelling scholarship. The winner of the competition will be chosen by a jury of three prominent architects.

### ACME CUT STONE CO.

9630-9690 Greeley Ave.

Detroit, Mich.

LOngefellow 5770-1-2-3

### R. E. DAILEY & CO.

**Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan  
Cadillac 5980

## CLASSIFIED BUILDING TRADES

### GENERAL CONTRACTORS

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

PETER A. KOCKX & SONS—4697 Dickerson Ave., LEnox 0139, TUXedo 2-0163.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., Cadillac 9646.

### LUMBER DEALERS

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

HURD LUMBER CO.—6425 W. Ver-nor Highway, Vinewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., Fitzroy 3390. Estab-lished 1864.

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

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

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

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



### PRODUCERS' COUNCIL — ARCHITECTS MEETING

Architects are asked to keep open the date of Monday evening, December 13, for a joint meeting of the Producers' Council Club of Michigan and the Detroit Chapter of the American Institute of Architects at the Detroit Leland Hotel. Dinner will be served at 6:30 P. M. Members of the Michigan Society of Architects are invited.

President A. A. Shirley of the Producers, has announced through Paul R. Marshall in charge of the program, that some most interesting speakers will be heard.

This is to be the annual joint meeting of the Producers and its affiliate, the Detroit Chapter of the Institute.

### REALTORS DISCUSS HOME BUILDING

*The following is a report of a meeting of the Land Developers and Home Builders Division of The National Association of Real Estate Boards at their 30th Annual Convention in Pittsburgh, October 18-22. It is reprinted from FREEHOLD, the NAREB official publication.*

The Luncheon which opened the sessions of the Land Developers and Home Builders Division attracted the bulk of the first day convention crowd. Opening spot on this program went to Elizabeth Gordon, personable New York writer on housing, who in a somewhat warning frame of mind pointed out that the builder's chief competitor today is the salesman of other commodities, that new-house merchandising technique on the whole needs modernizing. "Most of the time," said Miss Gordon, "the householder fails to realize that his house does not measure up to the standard of his clothes, his car, his radio." Two reasons for this state of affairs were cited as being the lack to date of any great volume of national housing promotion effort to make the consumer better-house conscious, and the general lack of "merchant prince" status (ie. office front on Main Street) among builders, which would help them awaken public opinion to a demand for better houses, Miss Gordon seemed to feel, however, that people "are gradually going to be awakened to the idea of getting more house for their money,

#### FREDERIC B. STEVENS, INC.

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

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

### FOX THEATRE

Week opening Friday, November 19th

Loretta Young and Tyrone Power in  
"SECOND HONEYMOON"

with Lyle Talbot, Sturat Erwin and  
Marjorie Weaver

#### STAGE

Walter C. Kelly, the famous Virginia Judge;  
the Wen Hai troupe of oriental-wonder workers;  
Milton Douglas, singing star;  
the Two Eileens, dance stars;  
and the 16 Gae Foster Girls

and as they do, they will seek out the builder who has built up public confidence."

**Gunnison magic:** Prefabrication still draws top-interest. Everybody wants to know what's happening, and C. D. Slipper, of Gunnison's Magic Homes, Inc., Louisville, Ky., left few delegates unturned in outlining prefabrication as it has been developed by Gunnison. Frankly out for the Ford and Chevrolet business in home building, Gunnison's most successful house is a four-room (living-room, two bedrooms, kitchen, bath, utility room) design which sells complete and ready for occupancy for an average \$3,200. This price includes land and an \$895 erection and installation cost. No Gunnison house costs more than \$6,000. Construction principle used is that of "stressed covering," a method developed by the Forest Products Laboratory at Madison, Wis., and hence public property. Gunnison tried steel as its basic material, found wood to be more economical, now bonds plywood to a wood lattice modulus by a synthetic resin process. Inner wall moisture condensation difficulty has been met by introducing cold air ventilation in the outer walls. All houses are one-story, are architecturally conventional. Interior finish is wood veneer, flooring is oak, exterior is left in plywood, unpainted (but, of course, chemically treated to make it weather-proof, termite-proof). Shingles or clapboards can be applied if desired. 60 per cent of the houses are built without basements. Mr. Slipper pointed out that the speed of erection possible with the prefabricated house

#### NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
R. Randolph  
4162

R. O.  
3480

Ann Arbor  
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

## Architects!

... for

LOW COST maintenance-free-floors, specify ASPHALT TILE Floorcovering. We carry a complete line of asphalt tiles in marble designs, and plain colors.

Call RAndolph 2400  
Extension 183

CROWLEY-  
MILNER'S

Contract Sales Dept.

... and one of our flooring specialists will gladly contact you.



reduces the cost of construction money, enables new owner or tenant to save money on rent while waiting for his new home to be completed. Gunnison claims that so far it has met with no resistance from organized labor, some building code difficulty in the smaller cities. The company now has houses in 35 principal cities, including an entire community of Gunnison homes in Westchester County, New York, known as Thornwood Acres. Gunnison dealer relations are interesting. Every dealer must sign an agreement that he will not sell a Gunnison house for more than the cost of the same house built in the conventional manner in his territory. He must establish a standard price and handle it exactly as though he were selling a radio or a refrigerator. If a dealer decides to change his price, he must publish the fact. Gunnison frowns on price-jockeying. Dealer commissions range from 5 to 7%. The houses have FHA approval for 80%, 20-year loans, in 9 standard plans. Perhaps Slipper's most significant piece of information was that Gunnison has recently signed contracts for the development of two rental communities: one of 50 houses in Anderson, Ind.; the other for 40 houses in Lafayette, Ind.

**Nixon's guinea-pig:** George F. Nixon of Chicago, speaking in a later meeting of the group, outlined his experience in setting up a "guinea-pig" sub-

division to give FHA principles of subdivision planning a thorough test—principles many of which have long been advocated by NAREB builders. Said Mr. Nixon: "To FHA's attention I brought the fact that while they informed the public that the Federal Government would insure loans up to 80% of the value of the homes, the instances in which they considered a home buyer and property entitled to such liberal terms appeared exceedingly rare. I explained that it was my purpose to qualify complete single package units which would be eligible for such financing. We selected an undeveloped 150-acre tract, perfectly protected and adaptable for residential use. Our engineers collaborated with the land planning experts of FHA and after ten layouts had been made, one was agreed upon and rated 100%. It was then agreed to plan a series of wave developments, the first of which is now nearing completion. Our architectural department collaborated with FHA on the plans for the houses to be built. We provided for public improvements by private contract. Our telephone and electric wires were put in conduits underground. We retained one of the country's best landscape architects to design a landscape plan for the community. And the upshot of it all has been the fact, and fact it is, I emphasize, that by drawing upon our knowledge and applying these principles upon which we have so often agreed, we are producing more homes, with greater utility and on better financing terms, in finer surroundings, for less money than we have been able to produce since before the peak in the late twenties."

**Old Houses in Exchange:** In discussing methods for marketing new homes, William T. Richardson, president of the Los Angeles Real Estate Board, brought up the subject of taking old houses in exchange for new, reported the following experience: "From 60 to 70% of our transactions involve taking in exchange an old house and lot as part of the purchase-transaction of a new house. Our practice along this line includes acceptance only on houses located in communities suitable for residential oc-

## BRUNY BROTHERS

*Tile and Terrazzo Contractors*

announce  
THE REMOVAL OF THEIR OFFICE  
to

**4758 Grand River Ave.**

Detroit, Michigan

Phone TYler 6-6020

## PUNCH & JUDY THEATRE

Kercheval at Fisher Road

Niagara 3898

WED.—THURS.

NOV. 24 AND 25

Jack Benny—Martha Raye in

"ARTISTS AND MODELS"

Continuous matinee on Thanksgiving Day

FRI.—SAT.

NOV. 26 AND 27

Kenny Baker in

"MR. DODD TAKES THE AIR"

Sat. 11 P. M.—Ralph Bellamy in

"LET'S GET MARRIED"

SUN., MON., TUES., WED.—NOV. 28, 29, 30,

DEC. 1.

Eleanor Powell—Robert Taylor in

"BROADWAY MELODY OF 1938"

Convince yourself by a visit that we have the largest and best equipped woodworking MILL in Metropolitan Detroit.

The Home of **PRE-SHRUNK** Lumber

**DWIGHT LUMBER CO.**

Vinewood 2-4500

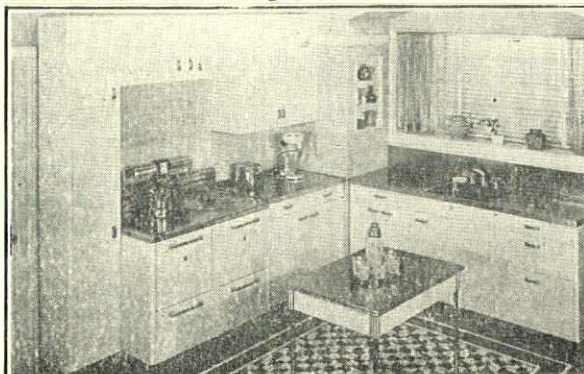
## MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

Open 8:30 to 5:30  
Any Time by  
Appointment

**WHITEHEAD METAL PRODUCTS OF N. Y., INC.**

Tel. TEmple 1-8494

Detroit, Michigan



cupancy, and only one property is taken in on one transaction. The 'used house' allowance never exceeds 50% of the price of the new house, and usually runs from 20 to 40%. We do not require cash in addition to the exchange allowance if the property taken in is of sufficient value. Many Realtors-builders tell me they won't have anything to do with exchanges, but our records show a higher net profit on exchange transactions than on cash sales. The man who has bought and paid for and outgrown the old house invariably proves to be a fine risk, and the old property taken in exchange will sell if the price is reasonable and if it has been properly reconditioned. Of course, too extensive an alteration job would not pay because it would raise the selling price too much."

**Question Box:** Lively and informal, under Chairman Charles S. Wanless's (Springfield, Ill.) breezy direction, was the questions and answers forum which highlighted the builders' dinner meeting. Questions in practical experience were posed and answered from the floor. Most interesting:

1. **How do you get rid of tag-end lots?** J. C. Nichols, Kansas City, "If you expect to keep faith with your development you can't sell off tag-end lots at bargain prices. First we try to sell such lots to adjoining owners. If this doesn't work, we build on the lots and sell that way." David D. Bohannon, San Francisco: "Builders who have put up houses in the development are called in and lots are apportioned off at 50c on the dollar of the average going cost." George F. Nixon, Chicago: "Today the buyer is demanding a bigger plot. Often if you will increase the size of your tag-end lots, even as much as 50%, you will sell them. We've done it this way. Of course, if the development is laid out properly, the tag-end lots are more valuable than those in the early development."

2. **Are sales of vacant lots for future use increasing?** Experience on this was divided, with a swing to "yes."

3. **Does it pay to have an architect design your houses?** Overwhelmingly "yes."

4. **Is the modernistic type of house (flat roof, corner windows) losing ground?** Here again experience was divided. Louis G. Palmer, Detroit, and Cyrus Crane Willmore, St. Louis, both reported that people definitely want corner windows, think they are wonderful.

5. **How widely is the 10% down payment being accepted?** Both Chairman Wanless and J. C. Nichols stated that the credit statement is the thing in today's selling of new homes. The cash payment is of secondary importance.

**Home Builders Guild:** Approaching the matter of a future program with deliberation and caution, the only official action taken by NAREB's new Home Builders Guild was to appoint a committee to work informally with Robert L. Davison of the Pierce Foundation on studies now in progress involving a "packaged house"—ways and means of effecting economies in building costs without upsetting present channels of building materials distribution, via the production of a standard house. Discussion by Guild members, which now number 23, heavily underscored the point that the Guild is interested in cutting small house costs only in terms of improving the existing channels of distribution as established by building supply or appliance companies, and labor. Chairman Wanless explained that the Guild came into being in recognition of the common interest which exists between material men, labor, and the operative builder. Governing council of the Guild was named to include Hugh Potter, Houston, Texas; Hugh Russell, Seattle; John McC. Mowbray, Baltimore; Waverly Taylor, Washington, D. C.; J. C. Nichols, Kansas City; Charles S. Wanless, Springfield, Ill.

## O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MADison 0810

## INSULATE the WINDOWS For Efficient Air Conditioning

INSULAIRE WINDOWS keep out heat, cold, moisture, dirt and noise. Yet look and operate like conventional double hung wood windows.

**1** Simply two pairs of double hung wood windows in one frame affording 2½" of dead air space.

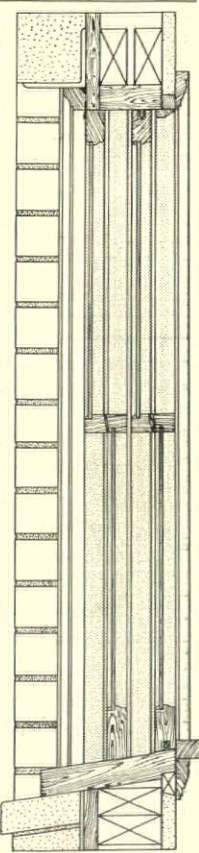
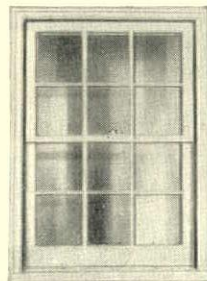
**2** Jambs and sash stiles all metal clad and weather tight. Increases air conditioning efficiency.

**3** Fit exactly same wall thickness as ordinary wood windows.

**4** No weights and pulleys.

Your lumber dealer can supply INSULAIRE WINDOWS in all styles and sizes of wood windows you may specify.

More information available for the asking.



## INSULAIRE COMPANY

2423 McKinstry Ave. Detroit, Mich.

## WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile—Cork Tile

439 Penobscot Bldg.

RANDolph 5500

## EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative  
Art or Engineering Problem*

# WALKER & Co.

## NEON SIGNS—ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030



## 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 store and office 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.

Deihl, Geo., 120 Madison, CH. 7268.—Prep. preliminary dwgs. on hospital, East Side, Detroit. Prep. preliminary drawings on proposed monastery, N. W. Detroit.

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

Derrick & Gamber, Inc., 35 fl. Union Trust Bldg., CA. 3175.—Prep. plans for 5th Church of Christ Scientist, North Woodward.

Same.—Prep. plans for two medium sized houses, one in Grosse Pte. and one in Detroit.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1006 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. Figures on Plmb. and El. Wk., closed.

Jameson, Lawrence B., 8580 Jos. Campau Ave., TR. 1-1230.—Sausage factory. Taking figures.

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

Prep. plans for alt. and add. to res. for Mrs. Arthur H. Buhl, Kenwood Rd.

Malcomson, Calder & Hammond, Architects & Engineers, 1217 Griswold St., CA. 9651.—Bids due on girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, closed. Three low bidders; 1st, R. G. Phelps, Battle Creek; 2nd, Miller-Davis C., Kalamazoo; 3rd, Muskegon Constr. Co., Muskegon, Mich.

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

Same.—Alt. and add. to Dexter Baptist Church. Figures closed.

### Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

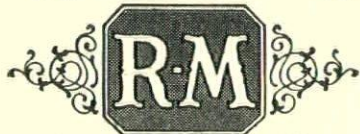
Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

# Specify



Reg. U. S. Patent Office

## Paints Enamels Varnishes Lacquers

**RINSCHED-MASON CO.**  
MANUFACTURERS

5935 Milford St.

Detroit

Garfield 5161

## PARK and McKAY

*In Business Since 1876*

Distributors for

**Kohler Plumbing Fixtures**

Showroom at

14401 Meyers Rd., north of Gr. River

**HOgarth 6200**



**Same.**—Henry S. Booth, Associate. Figures on Studio bldg. for Mr. Henry S. Booth. (Thornlea) Bloomfield Hills, Mich., closed.

**Merritt & Cole**, 1111 Collingwood, LO. 2483.—Store, for Walter Hargrove, Alma, Mich. Saginaw, Alma and Mt. Pleasant contractors bidding. Revised bids due Nov. 24.

**Same.**—Taking fig. by invitation on Office Bldg. for Dr. W. S. Anderson, Woodward near Hillsdale.

**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 bet. Nov. 15 and 30.

**Stachowiak, Stephen J.**, 3005 Caniff, TO. 8-7122.—Preparing plans: 2 story store and office bldg., Dearborn, Mich.; 40x70 two story addition to Veterans' Home; Bridge between two bldgs.; School auditorium.

**Same.**—Preparing sketches: 50-bed hospital for contagious diseases; Administration bldg.; Additions to Vocational School.

**Same.**—Revising plans: 2 story and basement store and office bldg.

**Wetzel, B. C. & Co.**, 2317 Dime Bk. Bldg., CA. 4941.—Prep. plans for Ionia State Hospital, Ionia, Mich.

**Wright, Frank H.**, 929 Fox Bldg., CH. 7414.—**Same.**—Store front for Winkelman Bros., E. Jefferson. Fig. closed.

**Same.**—Res. for E. Krim, Lasalle Blvd. Bids due Nov. 24.

## A CORRECTION

In the last issue of the Bulletin there were several jobs listed under Malcomson, Calder & Hammond, Inc., architects and engineers, mentioning Henry S. Booth as associate. This was an error, as Mr. Booth's name as associate should have appeared only in connection with his own studio building in Bloomfield Hills.

The firm name of Malcomson, Calder & Hammond, Inc., was decided upon early this year before the death of W. G. Malcomson. Since that time there has been no change.

## LABORATORIES FORM AN ASSOCIATION

Representatives of twenty of the principal commercial laboratories of the country, at a meeting in Chicago last week, completed the organization of the American Council of Commercial Laboratories. One of the purposes of the Council will be the promotion of the proper use of scientific testing methods for the protection and certification of quality in advertised goods.

**"Standard"**  
PLUMBING FIXTURES

**"Sunbeam"**

AIR CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MADison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"

In behalf of the Council it is stated that the members have been and will be carefully selected to include only organizations to which producers, retailers and consumers may look for unbiased determinations of quality. Engaging in research and testing for fees these independent laboratories ascertain and report facts for clients and are uninfluenced by any ulterior consideration.

Laboratories which are adjuncts of other enterprises, or which are not self-supporting, or which, for any reason are not independent are ineligible for membership in this council.

The following officers and members of an executive committee were elected to serve during 1938. President, Preston S. Millar, Electrical Testing Laboratories, New York, N. Y.

Vice-President, Monroe L. Patzig, Patzig Testing Laboratories, Des Moines, Iowa.

Secretary, D. E. Douty, United States Testing Company, Hoboken, N. J.

Treasurer, A. R. Ellis, Pittsburgh Testing Laboratory, Pittsburgh, Pa.

Members of the Executive Committee:

James H. Herron, The James H. Herron Company, Cleveland, Ohio.

F. B. Porter, Southwestern Laboratories, Fort Worth, Texas.

T. A. Wright, Lucius Pitkin Co., New York, N. Y.

## Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER

AND MILLWORK

**CURRIER LUMBER CO.**

14507 VAN DYKE

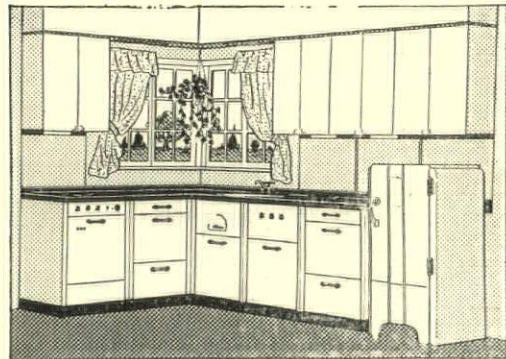
Phone All Yards

PLaza 1400

## The Ultimate Aim In Planning

... the electric kitchen is to obtain a livable, healthful, compact, colorful and efficient kitchen arrangement which provides for ample storage space easily accessible and sufficient work area to perform the various kitchen functions.

Let us cooperate on any planning, remodeling or modernizing without obligation.



**GENERAL ELECTRIC  
SUPPLY CORP.**

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson

FItzroy 5800

Michigan Distributors for

General Electric Home Servants



## GOOD TASTE TODAY

*He wants modern architecture; she prefers Colonial American. Which is better? Here an expert points out that either can be delightful but that all details must be thought out carefully*

By Emily Post  
(From This Week)

"And this brings us back to the question: Shall the architect be modern or colonial? Please, please answer at once."

In answer to all this, I don't know what these young friends of mine think they have left for me to tell them! Except not to rush off on Monday morning and decide on anything so important as building a house without thinking seriously about every smallest detail. Remember that nothing costs so much as changing your mind after the building is begun.

Obviously the very first thing to do is to make a complete list of everything you want and then, when your list is complete, underscore the "must" items and see how many of the "would-like-to-have" items have to be modified or cut. Let us say the things you must have include the seven rooms and three baths you have mentioned, the air conditioning, the electric and kitchen equipment, one chimney (with three flues — for cellar, for living room, and for your room?), and a garage.

And now comes the question of building costs. The handicap in attempting a modernistic house is the perfection of finish which this style needs. And yet I can think of nothing more fascinating than attempting to create a modern house, if you can discard until a successful result is achieved.

It would be exciting to build a house — at least in part — of glass brick; and to try new stainless metals, and composition stone and pierced marble. But the white clapboard Colonial house (with fireproof shingles) might, I think, leave you more money to spend on interior details.

You haven't asked me to do a plan, I know, but the wonderful size and position of your lot tempts me to suggest an L-shaped house directly on the street corner so that the utmost garden space is left on the inside of the L and screened from the street.

A long, shallow, L-shaped house almost plans itself: Entrance into a small square hall with rear space divided into ample coat-closet and lavatory, big living room with windows on three sides, the long ones looking on the street and on the garden.

The dining room, on the other side of hall, also has north windows on street and south windows on garden. The kitchen comes next at corner of street, with windows north and east on the street, none on garden. Selma's room and bath would be beyond with bedroom on garden, bath on street. Garage at whichever end you choose.

It is not at all necessary to build a cellar the length of the house. With the new insulation materials, the ground flooring can be perfectly dry and warm over an air space, and the cellar only as big as needed. And the advantages of an L-shaped house are many.

For instance, if you decide on a Georgian house, on the garden side at the back you can put in as big or as many windows as you choose, and give the interior two modern advantages: uncluttered space and wall-sized windows that bring outdoors indoors!

As I've said, you have not left me very much to tell you — except to remind you not to forget the very biggest hall closet you can manage to squeeze into the plan. Don't forget a downstairs lavatory. Don't forget a parking place for the baby-carriage. Don't forget a place for log wood within reasonable distance of the living room fireplace.

Don't forget to put in at least twice as many electric outlets as you think you will need. It is much simpler not to use those you don't need than to rewire the house. And don't forget to put a few outlets above the chair rail (painted to match the trim work or the wall) within easy standing reach — instead of having to imitate breast-stroke swimming on the floor in an effort to reach under a bed or a sofa, or a sideboard.

Don't forget to decide where and how your beds are to be placed so that the bed lights (and extra bedside outlets) shall be on a switch by themselves.

And lastly, don't forget plenty of closets — and plenty of storage space somewhere. Remember that it is not the size of its rooms that makes a house perfect to live in, half as much as plenty of space to put the endless things away that we use only at times.

**CINDER  
BLOCK  
INC.**

•  
HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

**M. DEN BRAVEN COMPANY**

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK  
Your Call Will Bring An Estimator

TYler 4-5600



9080 ALPINE

**Economy Blue Print Co.**

Quality and Service

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

CADillac 1179

DETROIT, MICH.

Patronize Our Advertisers!

*Specify*

**NON-STICK WINDOWS**

*The First Completely Assembled Double-Hung Window*

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES  
• SASH WATERPROOFED

**N. S. W. CO.**

2137 Gratiot

**Detroit, Mich.**

(Listed in Sweet's Catalog)



## THE SKYLINE THAT GETS UNDER YOUR SKIN...

Your skyline begins at your doorstep. And where you live, plus where you work are the two most important items in any skyline, Manhattan or Main Street...

Mr. Rockefeller's fabulous Center may make you catch your breath — but your personal skyline engulfs you in a dozen intimate ways, creates your background, helps shape your daily life.

Fortunately, skylines are man made. You do have something to say about yours, and the man to say it to is the architect. Whether you are remodeling your grandfather's handiwork, or starting fresh from the ground up; whether you want a new home, a modern store or an enlarged factory, an architect will give the same kind of expert solution to your problem as he gives to the skyscraper.

Your architect is essentially a business man, and in his business he must be also an artist, craftsman, engineer and student. His work neither begins nor ends with the blue prints. He studies every phase of your particular requirement, allows for the limitations of your budget and the demands of your location, plans space to suit your needs, designs in a style to please your taste, checks and coordinates every activity to make certain that you get what you want.

In building you will find that satisfaction, safety and economy are best attained through an architect. He alone is capable of creating an integrated, livable and usable result from intricate mass of ideas, materials, theory and practice from which all buildings evolve.

The surest way of learning what an architect can do for you, and what it will cost, is to sit down with him and discuss your problem. He will be glad to talk with you and will make no charge for a preliminary consultation.

For skylines that satisfy, first consult an architect—and then give him the support of a good builder, the right materials and sound financing.

The Architectural Forum  
Published by TIME Inc.,  
135 East 42nd Street, New York City  
Reprinted from Time and Fortune

### W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,  
POWER PIPING AND SPRINKLER  
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH.  
ELmhurst 6780 ROYal Oak 2257

# IVAN C. SHIER

GENERAL  
CONTRACTOR



"ARCHITECTS'  
PATRONAGE  
PREFERRED"

400 W Warren

TEmpLe 1-3150

## MENTAL MAGNETS

Do you remember how as a boy you played with a magnet? And do you remember how, like magic, it would draw to itself nails and needles and other pieces of steel, while holding it over a piece of wood created no response?

"Like attracts like" is not only the law of the magnet—it is also the law of the mind. Psychologists tell us that we cannot store up thoughts of hate and draw to ourselves the love of our fellows. We cannot think disease and be healthy. We cannot think defeat and win victories.

To make our minds magnets for the best in life we must fill them with constructive, hopeful, optimistic, harmonious, courageous, confident thoughts. To win friends we must be friendly. To win loyalty we must be loyal. To become successful we must think success.

We create our own mental magnet—we get back in the long run what we give, we attract those things to which we are attuned. It is up to us.

### F. H. Martin Construction Co.

955 E. Jefferson Ave. CAdillac 4890  
DETROIT, MICHIGAN

*Patronize Our Advertisers*

### VIGILANCE—RESEARCH FOR BETTER PAINTED JOBS

*... Specify ...*

### PAINT STORES Inc. PAINT PRODUCTS

Careful supervision of all jobs where our materials are specified. "We follow through."

#### FOR EXTERIOR

P-S Foundation Coat—First Coat; P-S No. 20 Pares—Finish Coat; Weatherbest Shingle Stain; USG Cementico—For Masonry Surfaces.

#### FOR INTERIOR SURFACES

(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

P-S Varnishes; Benite (For That Beautiful Soft-Satin Finish); Floor Enamels—For Concrete Floors.

#### MILL-WHITES

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

### PAINT STORES, Inc.

General Offices:  
8780 Grand River TYler 4-1133  
FLINT SAGINAW  
MIDLAND DETROIT LANSING

*Paint Specialists*



## PRIVATE BUILDERS, U. S. AIDES CLASH ON HOMES

A conference of federal housing experts and private builders brought clashing views today on the treatment required to nurse the sickly home-construction industry back to health.

The United States Chamber of Commerce summoned the conference a month ago, about the time President Roosevelt first indicated the administration was counting on a home-building revival to help reverse the general business slump.

The federal experts laid the building paralysis to unsound busiferness practices, while spokesmen for the industry blamed present and projected federal policies.

### Doubt Market

Stewart McDonald, federal housing administrator, said students of the problem were "forced to admit the new homes market had not been properly exploited, but ruled rather by the erratic building characteristic of abnormally prosperous times."

McDonald questioned the soundness of estimates that 500,000 to 1,000,000 new houses would be required yearly for 10 years to meet ownership demand. He declared it "quite possible the market is much thinner than we think."

A round table discussion by local Chamber of Commerce officials on chamber co-operation to

stimulate dwelling construction developed the sharpest anti-administration blast.

### Ultimatum Asked

Summarizing the discussion, Gerrish Gassaway, secretary of the Wilmington, Del., chamber of Commerce, said government competition, confiscatory taxes and strikes had frightened private capital out of the building field:

Gassaway proposed that the conference hand Mr. Roosevelt an ultimatum as follows:

"Mr. President, you ask private enterprise to undertake the job—very well. Remove the shackles of confiscatory taxes . . . assure capital entering this program the law's provisions will permit them a credit on losses . . . and stop once and for all the destructive, shameful shibboleth, "If you profit, we take it from you —If you lose, it's your loss."

"Ask labor, Mr. President, to accept the responsibility of assuring the buying public that projects once started will not be delayed by strikes."

## SPECIAL OCTOBER PLANNING ACTIVITIES

The final release of the long-awaited City of Detroit Street Traffic Report has been made and the Detroit City Plan Commission is in possession of its copy. This report was prepared and published under the direction of the Michigan State Highway Department, in cooperation with the Detroit Police Department and the Works Progress Administration. It is a handsomely printed bound volume and represents the most complete traffic report in Detroit's history. It contains a fund of valuable information which will be in demand by all interested city departments and civic agencies. This Commission has already found it most useful in its work and will make abundant further use of the report in its traffic-transportation studies.

The Harper-McGraw thoroughfare has engaged considerable time and attention. The more detailed study of possible routes and types of construction has been most interesting but much further study and inspection is necessary before definite convictions and commitments can be properly made. This work will be vigorously continued.

The Southeastern Michigan Park-Boulevard-Recreational Planning Concept continues to hold absorbing interest and attention. The work must necessarily move slowly in its formative stages but that should mean greater safety and effectiveness in its further accomplishment. There are such great potentialities in this comprehensive concept as to challenge the interest and support of citizens throughout the whole area.

The City Plan Commission has worked with other agencies in the city's Demonstration Housing Project. The plan of constructing fifteen (15) homes has now passed its preparatory stage and ready for the actual construction which will be started immediately. This particular program will serve to show the type of home that can now be built at the nominal low figure of approximately \$2,000 to \$2,500. These homes must be seen in order to form any reasonable judgment of their value.

—The Planner

## H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

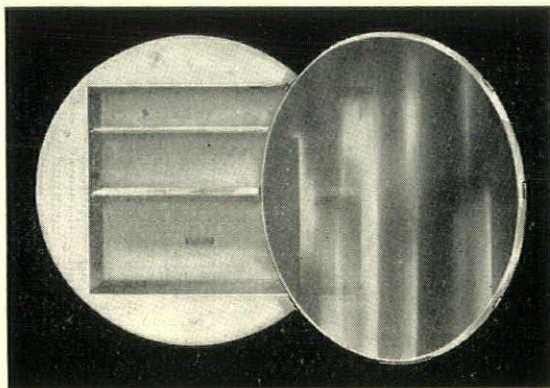
### COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts



Round-to-Square Recess Type Medicine Cabinet  
Mirror 22" Diameter— $\frac{3}{8}$ " Bevel  
Best Quality Polished Plate Mirror  
Wall Opening  $14\frac{1}{2}$  x  $14\frac{1}{2}$

## IDEAL CABINET CORPORATION

DIVISION OF  
DESLAURIERS COLUMN MOULD CO., INC.

Main Office and Factory

8841 Central Ave. TYler 6-2500

DETROIT, MICH.

Manufacturers of Metal Bathroom Cabinets,  
Clothes Chute Doors, Package and Milk Receiver  
Cabinets, Coal Chute Doors, Kitchen Utility  
Cabinets, Salamanders and Round Concrete  
Column Forms.

## GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmple 1-7820



## COMMENTS ON "TO BE OR NOT TO BE"

(Continued from Page 1)

ateliers which produced architects. May they be long remembered, not as much for what they produced but rather for the contagion and influence of their indomitable spirit.

In your last issue I have noted the article by Mr. Darling which has the merit of being practical comment. I might say, however, that had Mr. Darling reviewed the reams of editorials and articles in our Architectural periodicals since 1928, he would have found his argument anent "Telling the World" repeated so often as to lead to an acute case of indigestion. In other words of an esteemed confrere we are "continually and individually firing off blank cartridges while our enemies advance imperturbably and without a single casualty". It is like making faces at the train which runs over you. With all plaintive powwow and bow-wow the architect has gotten nowhere.

I have also received two letters amplifying and commenting on the article "To Be or Not to Be" and I shall take the liberty of quoting from one of my able correspondents as they pertain to this subject.

"When I cast contumely on the ability of the architect to organize I, of course, mean to organize effectively to ameliorate the conditions of which he complains. Goodness knows there is plenty of organization, committees, subcommittees, chairmen, all properly paraded in our official publications but which seem to me like so much paper record from a cash register".

"Industrialization has been the greatest foe of the architectural profession as it has been to everything that is individual effort. It holds out money with one hand, which appeals to individual greed, but with the other hand it inevitably controls".

"Our food is cleaned and cooked. It is offered in combinations and without any chance peradventure of disappointment! We can't even curse the cook—see what a small price we pay (by virtue of the principles of quantity production.) My God—the only individuality one may show is to refuse sugar in his coffee."

"I do not agree with you that architecture is improving. What are we supposed to believe these modernists are doing? Gothic was the greatest outstanding functionalism of the past. See how they meet their problem—without the inhibition of a sense of their superior knowledge, but by the sheer power of their own intuition qualified by their first hand experience. Yet the modernists will thrust out the lower lip at what they call a confusion of ideas."

"There was a time when you and I were younger, that our metropolis (New York) was the Mecca for all architecture and the provinces in their darker and benighted condition bowed on their prayer rug in that direction. For at that time architecture was practiced much for its own sake alone."

The other letter referred to, is a frank statement of disbelief in the ability of the profession to organize for its own good, and reflected the attitude of the great majority who never attend meetings and who when called upon to act as officers or members of committees do so with a mental reservation and fore-knowledge of futility. It is, however, to these men that a call should be made, for the preservation of the independence of the architect depends more upon them than upon officers, committees, sub-committees, and all the paraphernalia of representation which does not really represent.

Now while all this is serious enough. I believe it would be wholesome and altogether fitting that we hear from the man who sureys the world while seated at the console of his mouth organ. I would suggest that he have a "referee" and prescribe a movement. Being the only humorist who gets away with a pun a second and still lives—Roger Allen.

And to make it more interesting, I would like to see his "referee" sandwiched between comments by the presidents of our local societies.

This would indeed be a consummation of my fondest dreams as a former publicity chairman whose efforts in the past have resulted in exactly nothing.

**GOOD  
HARDWARE FOR OVER 50 YEARS**

**RAYL'S**  
1233 Griswold Street



**Here is a Guidebook  
to the Home of Tomorrow**

The home built today needs wiring and lighting adequate for all of today's needs, and for possible new uses of the near future. Proper electrical installation makes necessary an adequate allowance for fixtures. The correct fixtures will add much to customer satisfaction.

To help you in selecting fixtures and wiring, this new eighty-page book, "Handbook of Interior Wiring Design," will be sent to any architect on request. Supplementing its information, our trained lighting engineers can render valuable assistance on any of your lighting and wiring problems. There is no charge for this service. Call RAndolph 2100 and ask for the Lighting Division.

**THE DETROIT EDISON COMPANY**

**MORGAN**

**QUALITY WOODWORK**

**COMPLETE  
LUMBER  
SERVICE**



**Sutherland  
& Avery  
Lumber Co.**

**Detroit Distributors**  
5172 St. Jean Ave.  
PLaza 9460



## HOUSING DISCUSSED BY TROUT

The relation of housing to our industrial development was discussed by Alex Linn Trout, executive secretary of the Citizens Housing and Planning Council, before a meeting of the Women's City Club last Tuesday.

He was the second speaker on the Silhouettes-in-Detroit sociology series.

"Unless something is done to stop the vicious circle by which rents are being raised while the shortage of houses prevents the worker from moving and forces him to ask for higher wages, thus bringing on strikes, the price of cars will have to be raised and we will find ourselves facing a buyers' strike," he said. Trout, who urged his audience to become more housing conscious, stated that the solution lies in helping the workers by providing them with suitable homes for a price which they are able to pay.

The speaker pointed out that the City of Detroit could cut its \$2,000,000 rent bill for welfare clients in half by taking advantages offered by the Wagner Steagall Act. At present the city rents 9,000 homes paying 80 per cent of the rent. The rent is \$7.50 a room without heat. Under the Government's plans houses would be provided with heat at a rate of \$5.00 a room. The city would thus save \$2.50 a room, plus the cost of heat for 9,000 families, according to Trout. To take advantage of the act, the speaker added, Detroit would have to pay \$400,000 in remitted taxes but would have \$1,250,000 in reduced rents.

## GEORGE H. ROPES

George H. Ropes, prominent Detroit architect, died at his home, 721 Hazelwood Avenue, Tuesday, November 16, at the age of 72. While Mr. Ropes had not been in good health for some time, he was active to the end. He was stricken by a heart attack at his office, about noon on Tuesday. He died a few hours after being removed to his home. He was one of the founders of the firm bearing his name for some thirty-five years past.

Mr. Ropes was educated at the Massachusetts Institute of Technology.

He was a member of the Michigan Society of Architects and was of high standing in the profession. His fraternal affiliations included, Oriental Lodge, F. and A. M., and a life membership in the Michigan Sovereign Consistory.

He is survived by his wife, Eva E., and a son, George Harcastle, who lives in New York.

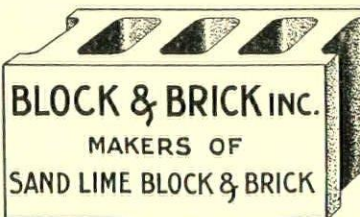
## JOHN H. FREEMAN

ARCHITECTURAL HARDWARE  
PROPERLY SERVICED

Architects' Bldg.

TEmpLe 1-6760

*Patronize Our Advertisers!*



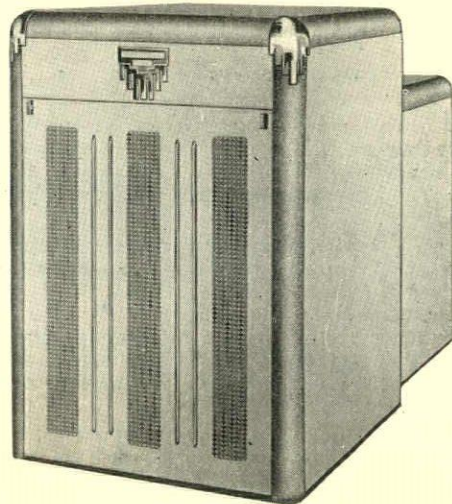
**BLOCK & BRICK INC.**  
MAKERS OF  
SAND LIME BLOCK & BRICK

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

## GARLAND-JEWEL

## Air Conditioner

*Interpreting, In Superb  
Efficiency, the 70 Years  
Experience of the . . .*  
**DETROIT-MICHIGAN  
STOVE CO.**



FOR

## GAS - OIL - COAL

DEVELOPED in our own plant and backed by an experience of nearly three-quarters of a century, the new "Garland-Jewel" Air Conditioner embodies the quality, design and engineering skill for which this company has long been famous.

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

A group of competent engineers are at your service. We do the complete job from layout to installation and, of course, our reputation is your guarantee.

A full and complete display may be seen at our Jefferson Avenue showroom.

ASK ANY OF THE HUNDREDS OF  
SATISFIED USERS

*Backed by the 70 Years  
Experience of the*

DETROIT-MICHIGAN  
STOVE COMPANY

6900 East Jefferson Avenue  
Telephone FItzroy 0800

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



Harold A. Beam  
14200 Woodmount  
Detroit, Mich.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

ANDREW R. MORISON, President  
ROBERT B. FRANTZ, 1st V-Pres.  
GEORGE F. DIEHL, 2nd V-Pres.  
CARL KRESSBACH, 3rd V-Pres.  
CORNELIUS L. T. GABLER, Sec'y.  
JOHN C. THORNTON, Treasurer  
TALMAGE C. HUGHES, Exec. Sec'y.

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
CHerry 7660

•  
**Business Manager**  
E. B. FAUQUIER

### DIRECTORS

ROGER ALLEN  
WILLIAM D. CUTHBERT  
CLAIR W. DITCHY  
BRANSON V. GAMBER  
ARTHUR K. HYDE  
AMEDEO LEONE  
N. CHESTER SORESENSEN  
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)  
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the act of March 3, 1879.

Vol. 11

DETROIT, MICH., NOVEMBER 30, 1937

No. 48

## DARLING—I'LL TELL THE WORLD!

By Wirt C. Rowland

Architects who used to get their feet tangled up with several dozen trades on maybe one measly little job **welcomed** the general contractor who would bring them all together and be responsible for carrying out the plans. That responsibility, when the architect carried it, cost him most of his fees, a crabby bookkeeper and an early grave.

The use by an architect of the kind offices of a general contractor did not restrain his bargaining power (so far as I know!). The bargaining power of the client, regarding the fees, did not lessen when the architect was handling all of the contracts!

Certainly the individual layman is a man of business. We know that! What he often demands in the shape of a home is not necessarily what his little heart wants, but what will be marketable. In other words, rooms that will fit occupants, fat or lean, and a heating system that will surely work (the hell it will!). From this we suspect that he may eventually put his wife and children on the market and his safety razor (if advantageous).

Now—to make an architect who has his head in the clouds and his feet somewhere between the heavens and the earth—a 'purchasing agent'—adept at all the adroitness of the same, seems almost beyond human power. He might happen to purchase an oil burner—which I did—of the gun type—and is was a "buy." When good brisk November weather came, the burner was modest as a violet. The manufacturers had withdrawn their agents from hereabouts, and the service man from a rival company declared it imperfectly installed (of course!). The client went without a bath for days. During a January thaw, the burner waxed indignant and exploded and I hurried out to see if my client's complexion was changed to black—enough to move them from the neighborhood! Remember—the burner was a "buy" and I the purchasing agent! And what was said to me as in that capacity may not be repeated even in an architectural journal!

I would venture to say that the amount of money involved is too much to trust **either** the architect or the contractor. Knowing as I do, the usual resources of the architect, I would choose it as the general contractor's responsibility—he can spread it around! I would admit that the financial interests of the client and the contractor are widely different—but **what** are the financial interests of the architect? Never reflect on his integrity!

If survive we must—and sometimes I don't think I will—can I, must I, shall I,—be a purchasing agent? No Darling!—(I'll tell the world!).

## LORCH OUTLINES HISTORY OF MICHIGAN ARCHITECTURE

Many Michigan historic buildings of good architectural character have been torn down to make way for ugly buildings, Professor Emil Lorch told an audience of 300 gathered at the Grosse Pointe High School auditorium, Monday evening, November 23.

The lecture was in connection with Fine Arts Week at the high school. Mrs. Barton D. Wood presided.

Professor Lorch served as chairman of the Advisory Committee of the Historic American Buildings Survey, which has been carried on by the Federal Government in this state for several years past. No one is better qualified for this position than is Professor Lorch, who has made an extensive study of the early architecture of Michigan. He wonders what the Indians would say if they came back today to see what has been done with the vast amount of land and water, as they knew Michigan. First, there were missionaries, then fur traders, French soldiers, British soldiers, and soon no more Indians. French Canadians also gave way, and today our youth know little of the traditions of their state.

In the East, the speaker pointed out, eight generations have lived in one house, and today those houses are charming. The architect puts song into a building, he stated.

Starting with Fort Pontchartrain of 1701, the speaker illustrated his lecture with lantern slides. This fortress enclosed within its walls St. Anne's Church, the first church to be built in Michigan. The architecture of those days was largely military architecture, a sort of safety-first planning.

About the same time something was taking place at Mackinaw Island, and today we have left some interesting colonial buildings there.

A map of Detroit as proposed in the early days, showed great study and knowledge of the problem, the speaker said. And if such a plan had been followed we would not now be faced with such a serious congestion problem. In 1805, a fire wiped out Detroit, and the Governors and Judges Plan was de-

(Continued on Page 11)



## VENEER

*A Radio Broadcast by the Hi-Speed Factfinder*

A lot of people are like the lady who was being shown through a veneer factory. As things were explained to her, how logs were split into quarters and then shaved and sliced into sheets of veneer, she nodded as though she understood, but her eyes were wide and vacant. At last she was shown the process of how veneer is made into ply wood. This takes glue, and there is a special machine known as the glue spreader. This ended the tour, and the lady nodded once more, and still looked a little mystified and vacant. At that moment, a workman opened a petcock and a stream of glue poured into the machine. "There!" explained the lady. "NOW, I see. THAT'S where you get the veneer." She thought, like many people do, that veneer was a liquid. But she was wrong. Veneer is a thin slice of wood, usually rare, and often beautiful. In fact the most costly wood is used for nothing else:—amboyna from the Spice Islands, king or violet wood from Brazil, snake or letter wood from Guinea; black, red, or green ebony from Ceylon or Madagascar; zebra wood from South America; holly and sycamore from England; and palmwood, palisander, bamboo, thuja, tulip and lemon—woods from all parts of the world. And often they are costly, not because they are scarce, but because of the difficulties attendant upon their getting cut down and reaching civilization. Some of the finest veneer logs grow in remote parts of the orient where there are no roads, where they have to be hauled laboriously through thick forests to dry streams and wait for a flood which may not come for a year or two. Sometimes wood has to stand on its own stump after the life has drained out of it—as in the case of teakwood, which, after being girdled with cuts, dries on its roots for several years before it's chopped down. And again, there are almost never solid timber stands of veneer woods, but rather you can spot a single tree here and there. An exception is mahogany, which is perhaps the least rare of all veneer woods. Mahogany companies have their own stands, or buy at the London mahogany auctions.

Veneer is that wood with which furniture is faced for beauty's sake, or for the sake of economy, although you mustn't get the wrong idea about the economy of veneer. Veneer need not be at all synonymous with cheap furniture. Indeed, it costs from forty to fifty percent more to make veneered furniture than solid. In the past, veneered furniture was only for the wealthy. In fact, one of the most famous pieces of furniture in the world is the Bureau du Roi, ordered from the royal cabinetmaker by King Louis XV of France who wanted to give something super special to his favorite Madame de Pompadour. It must be the finest desk made. Well Pom-

padour had been dead five years, and the cabinetmaker had himself passed on, before that desk was ever finished. The king paid five hundred thousand francs for it, when francs were francs, and gave it to his current lady, Madame DuBarry. They say it's worth a hundred thousand dollars today. The entire desk is exquisitely veneered.

Every log of veneer wood is a special individual problem. What may look like a grand buy, may turn out to be a dud when they cut into it; and vice versa. A log that looks useless on the surface but which develops a beautiful figure underneath is called a "sleeper" which may easily be short for sleeping beauty. Once an alert sawer saved such a log from being cut up and sold for about fifteen dollars total. He caught it before it was ruined, the beautiful wood was turned into veneer and sold for fifteen hundred dollars. Experienced specialists size up each log, and decide just how it may best be opened up. After it has been opened up, its separate parts are called logs or flitches.

A huge log may be attached to a mechanism and a thin layer of veneer cut from it very similar to unrolling a sheet of paper. Or there is the half-rotary cutting process, which is similar, except that slices are cut from the half log only. Flat-slicing is done by attaching a half log which has been further shaped to be like a hexagon, onto huge machine that lifts it up and down against a razor-edged knife. And finally, the veneer may be obtained by quarter-slicing, which is similar to flat slicing, except that the log has been quartered instead of halved. Veneer is usually one twenty-eighth of an inch thick. Today it is sometimes sliced so thin that it may be glued to a muslin backing and sold by the roll to be put on the wall, giving a room the appearance of rich paneling.

Before logs are sliced and shaved, however, they are boiled in water and cooked with steam for hours, even days, depending upon the wood. This softens the knives, and the wood, because the fibers are softened. After the veneer has been cut out the thin sheets of wood are trimmed and either allowed to sweat for a time, or dried in a room where a hot draft can play around. Modern veneer shops have a mechanical drying system. Then the sheets are piled up consecutively, for the beautiful grain is similar only in a few consecutive sheets. Even here, though, similarity may not last. Sometimes the two sides of a single thin sheet of wood won't match.

It's sold by the square foot. Prices are more or less standard for plain veneers, but veneers that have unusual lengths or widths, or remarkable colors, textures, cross-figures or ripples may demand as much as a dollar per square foot. And by the way, if it's sliced thicker than three sixteenths of an inch, it's no longer veneer—it's lumber.

(Continued on Page 10)

**ACME METALON COMPANY**

Manufacturers of

**METALON**

THE METALIZED BUILDING UNIT

9230-9690 Greeley Ave.

Detroit, Mich.

Longfellow 5770-1-2-3

**R. E. DAILEY & CO.**

**Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

507 C. P. A. Building

14th and Michigan

CADILLAC 5980

**CLASSIFIED BUILDING TRADES****GENERAL CONTRACTORS**

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

PETER A. KOCKX & SONS—4697 Dickerson Ave., LEnox 0139, TUXedo 2-0163.

**IRONITE WATERPROOFING AND RESTO-CRETE**

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

**LUMBER DEALERS**

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

HURD LUMBER CO.—6425 W. Ver-nor Highway, VInewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FItzroy 3390. Estab-lished 1864.

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

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

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

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



### PRODUCERS' COUNCIL — ARCHITECTS MEETING

Architects are asked to keep open the date of Monday evening, December 13, for a joint meeting of the Producers' Council Club of Michigan and the Detroit Chapter of the American Institute of Architects at the Detroit Leland Hotel. Dinner will be served at 6:30 P. M. Members of the Michigan Society of Architects are invited.

President A. A. Shirley of the Producers, has announced through Paul R. Marshall in charge of the program, that some most interesting speakers will be heard.

This is to be the annual joint meeting of the Producers and its affiliate, the Detroit Chapter of the Institute.

### AUTO-TRAILER HOME

Public Administration Clearing House releases some interesting and important information today relating to "The House Trailer; its effect on State and Local Government." Four national governmental associations have made the joint study resulting in this report. Researchers of American Public Welfare Association, the American Society of Planning Officials, and the National Association of Housing Officials also took part in the survey.

The extent to which American people are taking to the road in homes-on-wheels is indicated by the fact that in the eight months from March 1 to November 1, 1936, the State of Virginia licensed 5,678 house-trailers—twice as many as in 1935. The Detroit district is fast becoming a house-trailer manufacturing center. Michigan's prominent place as a resort center makes special appeal to house-trailer use.

It is this public awaking to the potentialities and liabilities of a present trailer-home problem that has impelled such definite general considerations.

The following matters are given special emphasis in the report. City Plan Commissions want to know how to classify and locate trailer-homes in relation to zoning and city ordinances. Fire, police, health and public works departments are concerned over the trailer-home adaptations to their rules of procedure. Seventeen states have enacted laws specifically regulating tourist camps. Several cities have recently found it necessary to enact special trailer

#### FREDERIC B. STEVENS, INC.

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

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

### FOX THEATRE

Week opening Thursday, Nov. 25th

SHIRLEY TEMPLE

in

"HEIDI"

with Jean Hersholt, Arthur Treacher,  
Helen Westley, Mady Christians and  
Sig Rumann

STAGE

Nick Lucas, crooning troubadour; Les Gillis trio,  
comedians; the Three Kings, tap dancers;  
Serge Flash, juggling wonder; and  
the 16 Gae Foster Girls

THE STAGE SHOW STARTS FRIDAY

ordinances. Establishment of a time limit for trailers in camps or elsewhere within municipal limits, has been done in a few cities.

It would be unfortunate if enactment of statutes and ordinances should sanction life in trailers under housing conditions not allowed in standard dwellings.

It is assumed that trailer-homes should be required to provide revenue to meet the additional financial burdens which they bring to states and localities. Two tax problems are presented: their effect on other taxable property, and their possibilities as a source of revenue.

—The Planner

The old system of political appointments of architects for city seems to have been rather successfully superseded in the case of New York City by the procedure adopted two years ago. A jury of three distinguished architects is selected by the presidents of the architectural organizations, The Fine Arts Federation, and the Municipal Art Society. The jury sends out a questionnaire to the practicing architects seeking specific qualifications on the basis of which questionnaires a list of sixty is named. From this list appointments for architectural work by the city are made. In order to avoid depriving the city of the services of the eminent men selected for the jury, their names automatically appear on the list.

—The Editor's Diary,  
in American Architect and Architecture

### NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
RAndolph  
4162

R. O.  
3480

Ann Arbor  
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

## Architects!

... for

LOW COST maintenance-free-floors, specify ASPHALT TILE Floorcovering. We carry a complete line of asphalt tiles in marble designs, and plain colors.

Call RANDOLPH 2400

Extension 183

## CROWLEY- MILNER'S

### Contract Sales Dept.

... and one of our flooring specialists will gladly contact you.



## NATIONAL COMPETITIONS COMMITTEE FOR ARCHITECTURE AND THE ALLIED ARTS

November 22, 1937

Dear Sir:

A National Competitions Committee for Architecture and the Allied Arts has been formed, based on the belief that

Architectural competitions are the best method of selecting designs for, and architects to superintend the erection of, buildings where the expenditure of public funds is involved

This statement of belief was put in the form of a resolution and adopted almost unanimously by a large meeting of the New York Chapter, American Institute of Architects, at a meeting held on November 15th.

The purpose of our Committee is to secure, for ultimate use in Washington, the official support of organized groups and to work out sound methods of overcoming the objections advanced against competitions. To attain this purpose it is necessary to formulate recommendations for the satisfactory conduct of competitions for a variety of problems,

It is the further purpose of this Committee to use

all available information in order to obtain federal legislation favoring competitions as the method of selecting architects for public works. The Committee has assurances that such a bill will be introduced if there is enough demand.

The Committee believes that architectural competitions need not be expensive to the architects or the clients. It believes that through competitions the quality of architecture improves, and that the public is made aware of the value of architectural services. It also believes that through competitions conducted frequently and properly many of the problems facing the profession today will be helped toward solution.

The Committee is propounding nothing new and startling. The competition system has been successfully demonstrated in England, France, Italy, Switzerland and the USSR, where it is accepted procedure.

Organizations in the Allied Arts are working with the Committee along similar lines for Competitions in their fields.

The Committee welcomes support from organizations and individuals interested in its program and will welcome their opinions. It will gladly furnish any further information regarding its activities.

HENRY S. CHURCHILL, Chairman  
WILLIAM LESCAZE, Secretary

### BRUNY BROTHERS

Tile and Terrazzo Contractors

announce  
THE REMOVAL OF THEIR OFFICE  
to

**4758 Grand River Ave.**

Detroit, Michigan

Phone TYler 6-6020

### PUNCH & JUDY THEATRE

Kercheval at Fisher Road

Niagara 3898

Kercheval at Fisher Road

NI. 3898

THURSDAY - FRIDAY

DEC. 2 and 3

Robert Young - Florence Rice

"MARRIED BEFORE BREAKFAST"

SATURDAY

DECEMBER 4

Joe Penner - Harriet Hilliard

"NEW FACES OF 1937"

11 P. M.—Lew Ayres in "Murder With Pictures"

SUN. - MON. - TUES.

DECEMBER 5

Erich Maria Remarque

"THE ROAD BACK"

with Richard Cromwell - Slim Summerville

Modern stokers have virtually eliminated the smoke nuisance which formerly existed in burning soft coal, but the problem of coal dust still keeps many householders from using this coal in spite of its cheap price. Tests in a Pittsburgh apartment-house basement showed that over 20 pounds of dust settled on the floors for every ton of soft coal handled. Now, by a process developed at the Mellon Institute for Industrial Research, the coal is treated with petroleum, a by-product of oil refining, and the resulting waxlike surface entirely eliminates dust. Storage tests on the waxed coal showed no dust after two and one-half years.

—Science News Letter

Convince yourself by a visit that we have the largest and best equipped woodworking MILL in Metropolitan Detroit.

The Home of **PRE-SHRUNK** Lumber

**DWIGHT LUMBER CO.**

Vinewood 2-4500

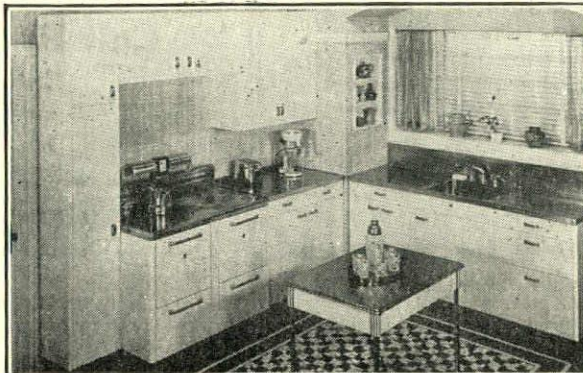
## MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

Open 8:30 to 5:30  
Any Time by  
Appointment

**WHITEHEAD METAL PRODUCTS OF N. Y., INC.**

Tel. Temple 1-8494

Detroit, Michigan



## EXAMINATION FOR CONSTRUCTION INSPECTORS

The Detroit Civil Service Commission announces examinations for Junior Construction Inspector and Senior Construction Inspector (Heavy Construction). Experienced and technically trained (civil, structural or architectural engineering) workers preferred, for tunnels and structures on the Sewage Disposal and Garbage Incinerator Projects. Starting salary—\$2460 a year for persons with both technical training and experience; \$1860 a year for persons with technical training but with limited experience. Duration of employment is from six to nine months.

Eligibility is restricted to persons who have been residents of the City of Detroit for one year immediately prior to the date of the examination, or to persons possessing honorable discharges from the United States Army, Navy or Marine Corps.

For full details and application apply not later than December 1, 1937, at the offices of the Detroit Civil Service Commission, 15th Floor, Water Board Building, 735 Randolph Street, Detroit, Michigan.

## MAGAZINE PUBLISHES PICTURES OF MIDLAND HOUSES, COURTHOUSE

A three-page photographic article on building in Midland as conceived and executed by Architect Alden B. Dow appears in the November 15 issue of Life magazine.

A dozen photographs include a full-page view of the living room in the James T. Pardee home here designed by Mr. Dow. Others are details of the homes of F. W. Lewis, Jr., George W. Greene, and Howard Ball, with other views of the Pardee home, of Mr. Dow himself, the Dow company's main office building, and of a portion of the plant. The courthouse is also pictured as "the inspiration for Midland's boom".

Commenting on its caption: "Midland, Mich., Leads in Private Housing", Life says:

Housing Administrator Straus estimates that the government, at best can supply no more than 10% of America's 'terrifying' housing shortage. The rest is up to private capital. Private capital will never supply houses for slum-dwellers, because there is no profit in it. But there are millions of better-off Americans who could if they would, or would if they could, have newer better homes. On them depends the great, prosperity-bringing, long-expected building boom whose failure to develop this year is a factor in the current business slump.

"What may happen to America when the Boom comes is seen in little Midland, Mich., (population 8,033). Because it lives off the steadily-prosperous Dow Chemical Co., Midland was not hard hit by

depression. For five years it has been having a building boom of its own."

Life says Architect Dow is now designing "1940", the house-of-the-future, which, it states, will consist of a metal or wood frame on which the builder may hang his choice of pre-fabricated units, thus permitting a variety of materials impossible in current pre-fabricated houses.

## STUDY MEANS FOR NEIGHBORHOOD PROTECTION

As a means to combat the spread of urban blight, some 30 cities are now discussing action possible under the proposed Neighborhood and Improvement Act suggested by the National Association of Real Estate Boards as an instrument for encouraging cooperative action of property owners to rehabilitate their neighborhood as a home neighborhood or to protect it from adverse uses. Discussion of the proposed Act was a topic before three national meetings recently.

United States Chamber of Commerce conference, Washington, D. C., Nov. 18—20.

National Municipal League, annual meeting, Rochester, N. Y., Nov. 18—20.

National Association of Housing Officials, annual meeting, Cleveland, Ohio.

## O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MADISON 0810

## INSULATE the WINDOWS For Efficient Air Conditioning

INSULAIRE WINDOWS keep out heat, cold, moisture, dirt and noise. Yet look and operate like conventional double hung wood windows.

**1** Simply two pairs of double hung wood windows in one frame affording 2 5/8" of dead air space.

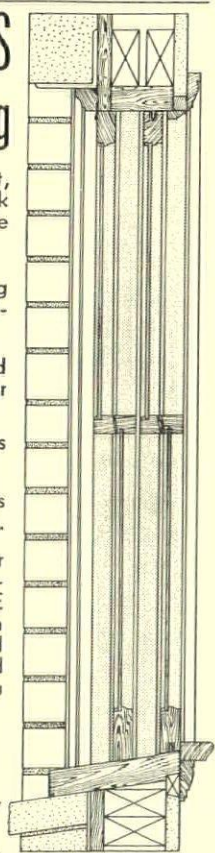
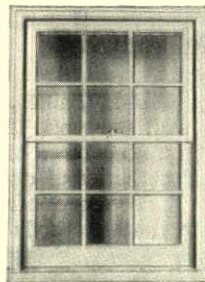
**2** Jambs and sash stiles all metal clad and weather tight. Increases air conditioning efficiency.

**3** Fit exactly same wall thickness as ordinary wood windows.

**4** No weights and pulleys.

Your lumber dealer can supply INSULAIRE WINDOWS in all styles and sizes of wood windows you may specify.

More information available for the asking.



## EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative  
Art or Engineering Problem*

**WALKER & Co.**

## NEON SIGNS—ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

## INSULAIRE COMPANY

2423 McKinstry Ave. Detroit, Mich.



## 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.

Deihl, Geo., 120 Madison, CH. 7268.—Prep. preliminary dwgs. on hospital, East Side, Detroit.

Same.—Prep. preliminary drawings on proposed monastery, N. W. Detroit.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Perry Root Co., Inc., Flint, Mich., figuring.

Derrick & Gamber, Inc., 35 fl. Union Trust Bldg., CA. 3175.—Prep. plans for 5th Church of Christ Scientist, North Woodward.

Same.—Prep. plans for two medium sized houses, one in Grosse Pte. and one in Detroit.

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. Plmb. and El. Wk., contracts let.

Same.—Plans for four family Apt. Bldg. ready about Dec. 15.

Jameson, Lawrence B., 8580 Jos. Campau Ave., TR. 1-1230.—Sausage factory. Taking figures.

### Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

## PARK and McKAY

*In Business Since 1876*

Distributors for

**Kohler Plumbing Fixtures**

Showroom at

14401 Meyers Rd., north of Gr. River

HOgarth 6200

**CINDER  
BLOCK  
INC.**

HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

## •Paints •Enamels •Varnishes •Lacquers



R-M Paints, Enamels, Varnishes and Lacquers for every architectural purpose. Carefully formulated. Used on many Detroit and Michigan structures of size and importance. Detailed specifications available. Practical and experienced counsel at your service.

You are cordially welcome to visit out plan and investigate the modern methods used in making R-M Architectural Finishes.

**RINSHED-MASON CO., Manufacturers**

5935 Milford St.

Detroit

GAfield 5161



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

Prep. plans for alt. and add. to res. for Mrs. Arthur H. Buhl, Kenwood Rd.

**Malcomson, Calder & Hammond, Architects & Engineers**, 1217 Griswold St., CA. 9651.—Bids due on girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, closed. Three low bidders; 1st, R. G. Phelps, Battle Creek; 2nd, Miller-Davis C., Kalamazoo; 3rd, Muskegon Constr. Co., Muskegon, Mich.

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

**Same.**—Alt. and add. to Dexter Baptist Church. Figures closed.

**Malcomson, Calder & Hammond, Architects & Engineers, Henry S. Booth, Associate.**—Figures on Studio bldg. for Mr. Henry S. Booth. (Thornlea) Bloomfield Hills, Mich., closed.

**Merritt & Cole**, 1111 Collingwood, LO. 2483.—Store, for Walter Hargrove, Alma, Mich. Saginaw, Alma and Mt. Pleasant contractors bidding. Revised bids due Nov. 24.

**Same.**—Figures on Office Bldg. for Dr. W. S. Anderson, Woodward near Hillsdale, closed.

**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. 30.

**Stachowiak, Stephen J.**, 3005 Caniff, TO. 8-7122.—Preparing plans: 2 story store and office bldg., Dearborn, Mich.; 40x70 two story addition to Veterans' Home; Bridge between two bldgs.; School auditorium.

**Same.**—Preparing sketches: 50-bed hospital for contagious diseases; Administration bldg.; Additions to Vocational School.

**Same.**—2 story and basement store and office bldg. Plans completed.

**Wetzel, B. C. & Co.**, 2317 Dime Bk. Bldg., CA. 4941.—Prep. plans for Ionia State Hospital, Ionia, Mich.

**Wright, Frank H.**, 929 Fox Bldg., CH. 7414.—**Same.**—Store front for Winkelman Bros., E. Jefferson. Fig. closed.

**Same.**—Res. for E. Krim, Lasalle Blvd. Bids due Nov. 24.

## WENZEL FLOORS

Johns-Manville Asphalt Tile  
Magnesite Composition  
Rubber Tile—Cork Tile

439 Penobscot Bldg.

RAndolph 5500

**"Standard"**  
PLUMBING FIXTURES

**American Radiator Co.**

AIR CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"

## THE DETROIT CIVIL SERVICE COMMISSION

is receiving applications for the following examinations:

### JUNIOR CONSTRUCTION INSPECTOR

December 8, 1937.

Minimum Induction Salary—\$1860 per year.

### SENIOR CONSTRUCTION INSPECTOR

(Heavy Construction) December 8, 1937.

Minimum Induction Salary—\$2640 per year.

**NOTE:** These examinations are being primarily given to fill vacancies on the Sewage Disposal and Garbage Incinerator projects of the Department of Public Works. No guarantee as to tenure can be given, other than for the duration of these projects, although other temporary and permanent positions may be filled from these lists.

It is necessary that applications be filled at the offices of this Commission, 15th Floor, Water Board Building, 735 Randolph Street, on or before one week prior to the date of the examination.

All applicants must be at least twenty years and six months of age, of good health, habits and moral character, and must have been residents of the City of Detroit for at least one year, immediately prior to the date of filing formal application, excepting that these restrictions do not apply to soldiers, sailors or marines, or those formerly in such service.

## Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER  
AND MILLWORK

## CURRIER LUMBER CO.

14507 VAN DYKE

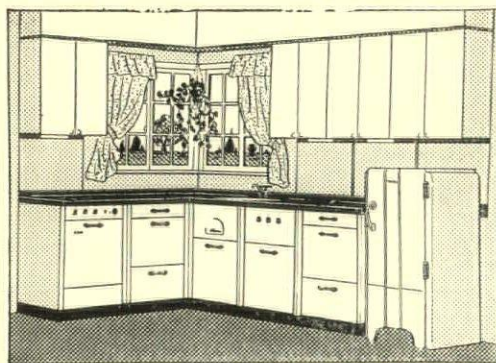
Phone All Yards

PLaza 1400

## MEN REALIZE

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.

Let us cooperate on any planning, remodeling or modernizing without obligation.



## GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson

Fltzy 5800

Michigan Distributors for  
General Electric Home Servants



Minimum entrance qualifications are to be interpreted as to the requirements of successful applicants, and not as restricting the right of any person to be examined, who otherwise meets the above general requirements.

All non-resident applicants must become residents of the City of Detroit within thirty days from date of certification.

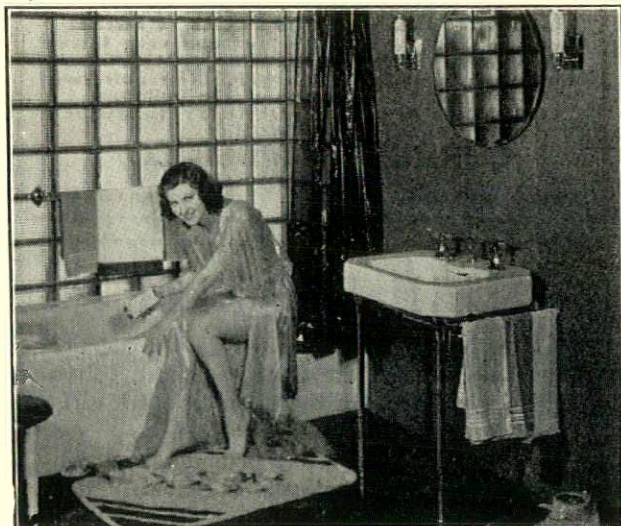
All examinations will be public, free and competitive to all citizens of the United States, who conform to the specific limitations as provided.

'Examinations shall be practical in their character and shall relate to those matters which will fairly test the relative capacity of the persons examined to discharge the duties of the positions to which they seek to be appointed, and may include tests of physical qualifications and health, and when appropriate, of manual skill.'

(Excerpt, Sec. 11, Chapter 2, Title IV, Charter of the City of Detroit.)

#### SUBJECTS AND WEIGHTS OF EXAMINATION:

1. Tests in knowledge of subject (written test) .....	30%
2. Character, reputation, capacity, physical condition, etc. ....	30%
3. Practical or academic education and training .....	30%
4. Experience in this, or similar work .....	10%
	100%



## Glass Block

STOPS HEAT • ADMITS LIGHT

## CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

Details as to duties, responsibilities and minimum qualifications of examination are as follows:

#### JUNIOR CONSTRUCTION INSPECTOR

**DUTIES STATEMENT:** Under supervision, to perform inspectional work of moderate difficulty in connection with buildings and other structures and municipal engineering construction or other construction projects, to assure compliance with plans, specifications, codes and recognized standards or methods of work; and to perform related work as required.

#### EXAMPLES OF WORK PERFORMED:

Typical Examples: Subject to specific assignments and following detailed written or verbal directions with limited latitude for independent action except on minor matters, but with responsibility for obtaining adherence to plans, specifications, codes, recognized standards or methods of work, performing any of the following types of routine inspectional work as assigned.

Inspecting the construction work of buildings, and other structures performing such work as: checking line and grade layouts of structures including concrete forms, and concrete reinforcing steel; the mixing, pouring, tamping and finishing of concrete masonry work; seeing that fixtures and specialties are being installed according to specifications and that the workmanship and materials comply with plans and specifications; reporting any variations to superiors; or, maintaining a check on concrete mixing operations for large sewer construction jobs, seeing that quantities of materials used, water in each batch and time of mix are as specified.

Or, inspecting the construction of minor buildings such as single and two family dwellings to see that building material conforms with building code requirements, that work is executed in accordance with approved plans and specifications, seeing that excavation is provided with proper drainage, that cellar walls are of required thickness and checking size and installation of structural members; or, inspecting the erection of signs and bill boards for conformity with approved plans, and making an-

## Economy Blue Print Co.

Quality and Service

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

Cadillac 1179

DETROIT, MICH.

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK



**M. DEN BRAVEN COMPANY**

YOUR CALL WILL BRING AN ESTIMATOR  
9080 ALPINE TYLER 4-5600

*Specify*

## NON-STICK WINDOWS

*The First Completely Assembled Double-Hung Window*

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES  
• SASH WATERPROOFED

(Listed in Sweet's Catalog)

**N. S. W. CO.**

2137 Gratiot

Detroit, Mich.



nual inspections to determine the safety of signs and bill boards.

Or, inspecting any of a variety of other construction work, such as concrete or asphalt paving, pipe or crock sewers, water mains or any other types of public works construction or private construction subject to City inspection.

Other Examples: On any of the above activities, making simple reports of results of inspections; reporting progress, equipment and number of men employed on various construction jobs; maintaining records of material, men and equipment used by contractors on extra work; seeing that proper barricades and warning lights are set for safety to the public.

**MINIMUM ENTRANCE QUALIFICATIONS:** Education equivalent to graduation from an accredited four year high school and preferably completion of two years in the engineering school of a university of recognized standards; some recent experience on general construction work, preferably on minor buildings and for street and alley paving or sewer and water main construction, and preferably some experience on related inspectional work; reasonable familiarity with the methods, equipment and practices used in building and public work construction particularly on minor buildings, street and alley paving, sewer and water main construction and with modern concrete construction materials and methods; preferably some familiarity with the more general inspectional phases of such work; ability to read and interpret blueprints; mechanical attitude; good powers of observation; physically active; ability to get along with others; tact in dealing with building contractors, construction foremen and others; attentiveness to detail; industry; proven integrity; willingness to learn; no serious defects of vision, hearing or members.

Exam. Dec. 1937.

NOTE: Minimum Induction Salary—\$1860 a year.

Senior Construction Inspector (Heavy Construction)

**DUTIES STATEMENT:** Under general supervision, to perform inspectional work of more than average difficulty in connection with general construction work, chiefly to assure compliance with plans, specifications, codes and recognized standards or methods of work; and to perform related work as required.

### W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,  
POWER PIPING AND SPRINKLER  
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH.  
ELmhurst 6780 ROYAL OAK 2257

# IVAN C. SHIER

GENERAL CONTRACTOR



**"ARCHITECTS' PATRONAGE PREFERRED"**

400 W Warren

**TEmpLe 1-3150**

### EXAMPLES OF WORK PERFORMED:

Typical Examples: Subject to rules and regulations governing work, including engineering drawings, plans and specifications but with responsibility for handling details of work, referring reports and special problems to superior for advice and instruction, and occasionally or on certain assignments assisted by one or more junior inspectors.

Inspecting major engineering or public works construction, such as tunnels, reservoirs and other masonry and concrete foundations and structures involving such tasks as: interpreting plans and specifications; assisting an engineer in surface and underground surveying; using surveying instruments; setting line and grade from established control points; insuring compliance with plans and specifications and efficient standards of workmanship by inspecting concrete and timber piles, caissons, the mixing and placing of concrete, all type of masonry including brick-work, stone, tile, terrazzo and finished floors, reinforcing and structural steel, walls, beams, columns, trusses, ornamental iron and metal work, cornices, roofing work, lathing, plastering, interior trim work; preparing for and conducting physical tests on concrete aggregate; inspecting sub-structure work including examining soil conditions and testing bearing capacity; inspecting public sewer or related types of construction including both tunnel and open cut and concrete or brick construction including such work as checking line and grade after same has been transferred into

### F. H. Martin Construction Co.

955 E. Jefferson Ave.

CADILLAC 4890

DETROIT, MICHIGAN

### VIGILANCE—RESEARCH FOR BETTER PAINTED JOBS

*... Specify ...*

### PAINT STORES Inc. PAINT PRODUCTS

Careful supervision of all jobs where our materials are specified. "We follow through."

#### FOR EXTERIOR

P-S Foundation Coat—First Coat: P-S No. 20  
Pares—Finish Coat: Weatherbest Shingle Stain;  
USG Cementico—For Masonry Surfaces.

#### FOR INTERIOR SURFACES

(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

P-S Varnishes; Benite (For That Beautiful Soft-Satin Finish); Floor Enamels—For Concrete Floors.

#### MILL-WHITES

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

### PAINT STORES, Inc.

General Offices:  
FLINT 8780 Grand River SAGINAW  
TYLER 4-1133  
MIDLAND DETROIT LANSING

Paint Specialists



shaft by engineers and using a transit or level; checking the setting of forms, the pouring of concrete, the laying of brick and the backfilling of open cuts, seeing that the work is performed according to inspection instructions, plans and specifications; making progress reports including those pertaining to labor and material used.

Other Examples: On any of the above activities, preparing reports on activities such as results of inspection, construction progress, rules violations, and material and labor costs.

**MINIMUM ENTRANCE QUALIFICATIONS:** Education equivalent to graduation from an accredited four year high school and preferably completion of two or more years in an engineering college of a university of recognized standing; reasonable experience in major engineering construction work, preferably on large building or underground construction work, some of which experience must have been in inspectional work; considerable familiarity with the methods, materials, equipment and practices used in building and public work construction and with modern concrete construction materials and methods; reasonable familiarity with the more general inspectional phases of such work; reasonable ability to read and interpret plans and blue prints; some ability to supervise the work of others; skill in the use of surveying instruments; good powers of observation; physically active; tact in dealing with contractors' employees,

subordinates and others; proven integrity; initiative and resourcefulness in handling inspectional problems; no serious defects of vision, hearing or members; if and when required, ability to work under a minimum air pressure of 20 pounds.

Exam.—3-31-37.

NOTE: Minimum induction salary—\$2460 a year.

## VENEER

(Continued from Page 2)

Ninety percent of all the furniture sold today is faced with veneer—and this includes the very finest. Late in the last century a lot of careless work was done in veneering, which prejudiced the world against veneer so strongly that there is still a sneaking suspicion that veneered furniture is a gyp. It's a fact, however, that veneer is not the smile of a villain, that it does not conceal something inferior. Veneer adds strength and prevents warping; and with modern gluing and processing methods, it does not peel off. Veneer and plywood resists steam heat as solid furniture cannot do. One of the most interesting examples of the endurance of properly made veneered furniture is a desk that was carted from the heat of Africa to the northern parts of Europe by Napoleon. It was collapsible, and included a chair, also veneered, which folded into the desk. That desk served in the army for twenty years, in battle and out of battle, at rest and on the gallop—and it never even got chipped! As strong an argument for the endurance of veneered furniture, as King Louis' desk is for its beauty, with its swirls, and burls, and grains and growth rings. Prejudice against veneer is old-fashioned.

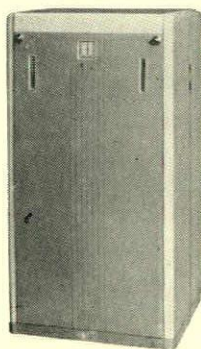
Prejudice against new fangled ideas in automobile lubrication is old-fashioned, too. The modern driver appreciates scientific products. He has found from experience that HI-SPEED EX-CARBON GAS and HI-SPEED SOLVENOIL add to the endurance of his car, and greatly to the ease of driving it, just as the best veneers add to the endurance and beauty of furniture.

And say! Just as a moment's carelessness with a knife or saw may ruin a costly log of veneer wood, so a slip behind the wheel of your car may ruin something even more costly. And THAT'S a FACT.

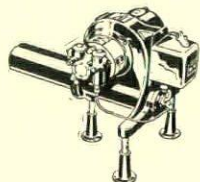
### H. H. DICKINSON COMPANY 5785 Hamilton Ave. MADison 4950 COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing  
Master Builders Products  
Heatlators Asphalts

## KELVINATOR OIL BURNERS



Boiler type Kelvinators  
in sizes to fit any home.



Conversion type to  
fit user's present  
heating plant.

### For Efficient LOW COST Operation

Kelvinator oil burners are designed and built to give users the most efficient automatic heat at the lowest possible cost. They are dependable — quiet — and burn lower priced oil. Hot water attachments at slight additional cost.

**KELVINATOR  
DETROIT BRANCH**  
NASH-KELVINATOR CORPORATION

4809 Woodward at Hancock  
TEmp 1-8450

### GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmp 1-7820

Patronize Our Advertisers

## BRYANT

GAS HEATING EQUIPMENT  
AIR CONDITIONING UNITS  
FURNACES  
BOILERS  
UNIT HEATERS

**Bryant Air Cond. Corp.**  
415 BRAINARD  
TEmp 1-4546





## LORCH OUTLINES HISTORY OF MICHIGAN ARCHITECTURE

(Continued from Page 1)

veloped. Unfortunately, very little of this plan was followed. The fortress type of architecture was still in evidence in the Dearborn Arsenal and at Fort Wayne.

Residential architecture was traced from the Indian tepee through the primitive type of log hut, which was later covered with clapboards, and finally the introduction of masonry. The minimum type of house of that day was interesting, and has its prototype at the present time. Some of the houses about this time, the professor said, were just as refined as those in Boston. It is interesting to speculate on how these designs were obtained. There are evidences that in some cases the builders must have been furnished with a front elevation, as this feature was carried out in perfect detail, but seemed to be attached to a house of different character.

Churches, too, progressed in a similar manner, and were built of logs, later of brick, and evolved into some very fine colonial examples.

The Greek Revival had a great influence in Michigan, and many good examples were built, because it was the style.

Thomas Jefferson lived and studied in France. He measured and recorded examples and brought them to this country.

In showing a picture of the church and business block, on Adams Avenue at Woodward Avenue, Professor Lorch stated that the architect, Mortimer Smith, designed the original building. And later something happened which no one thought could happen in Detroit, three adjoining buildings were made to harmonize with each other (Smith Hinchman & Grylls).

The present City Hall built in 1871, by James Anderson, exerted a great influence in this city.

The carvings were by Julius Melchers, the great artist of his day, and father of Gari Melchers, one of America's greatest painters.

In copying, which was not always well done, but rather over-done, the professor explained amazement that some of the ungodly things were taken seriously, and actually lived in by American people. In some cases imagination ran wild, and ingenuity was more in evidence than good taste.

Then came Richardson to the rescue, and as a result, there was some very lovely architecture. He was driven out by McKim, Mead and White, who brought in the Renaissance.

Then came the Chicago World's Fair of 1893, which resulted in a freak of fate. John Root, who was to direct the design, died and a commission came into being and used a classic style which was to be copied all over the United States.

The speaker showed pictures of both the exterior and interior of the Alger home, which is now a branch of the Detroit Museum of Art. This building designed by Charles A. Platt is probably not fully appreciated by Detroiters.

The Public Library by Cass Gilbert is a building of which all Detroiters are proud. It has some very lovely tile work by Mary Chase Stratton.

The speaker next came to the development of the skyscraper, which he said was made possible when Jenny and others in Chicago brought in the steel frame, and Chicago led the world in this great new movement.

**GOOD  
HARDWARE FOR OVER 50 YEARS**

**RAYL'S**

1233 Griswold Street



## Homes sell faster ... equipped with NATURAL GAS HEAT

Natural Gas heat in the equipment of homes you offer Detroit home buyers gives you a big advantage over homes with other types of heating. Detroit knows and appreciates the value of this modern way of home heating. Your homes will sell faster with Natural Gas heat heading the list of features.

The services of our heating engineers are yours for the asking. Feel free to call them in on any heating problem.

## DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.  
HAMTRAMCK—11601 Joseph Campau

Phone Cherry 3500

WYANDOTTE—3013 Biddle  
DEARBORN—22113 Michigan



The automobile and the gas station were followed by great automobile plants, wherein masonry surfaces gave way to glass and steel, and steel sash.

Several examples of furniture were shown, indicating the steps from the Queen Anne to the modern. England took up modern design late, the speaker said, and, therefore, is in a position to profit by the mistakes of others.

The speaker touched upon the ready made house, which he said, is coming along.

Frank Lloyd Wright he believes has pioneered in a style somewhere halfway between, which has had a great influence both here and abroad.

Detroit's river front came in for discussion, and the speaker stressed the importance of the cooperation of every public spirited citizen.

He also expressed a desire that the movement to rebuild over Fort Pontchartrain may be consummated. At least, if we do our part perhaps the future generation will do the rest, he said.

#### MICHIGAN STATE BOARD OF EXAMINERS FOR REGISTRATION

*Architects, Engineers, Surveyors*

306 TRANSPORTATION BLDG., DETROIT


The Michigan State Board of Examiners for Registration of Architects, Engineers and Surveyors announces the next examination for Architects to be given at the University of Detroit, and the examinations for Civil Engineers and Surveyors to be given at the University of Detroit, at the Michigan State College, at the Michigan College of Mining and Technology, and at Ironwood on December 29th, 30th and 31st, 1937.

Application blanks and full information may be obtained by writing to the office of the Board, 306 Transportation Building, Detroit.

#### CALHOUN AND KALAMAZOO COUNTY ARCHITECTS MEET

"A dinner meeting of the Calhoun and Kalamazoo Counties Society of Architects was held at the Park American Hotel, Kalamazoo, November 17th, 1937, at 6:30 P. M. Members present included A. R. Wagner, C. W. Mead, M. M. Newlander, R. A. Frost, Le Roy, L. Snyder, Jr., L. C. Kingscott, B. L. Frost, M. C. J. Billingham and Edward X. Tuttle. Items discussed were recent legislative acts and problems of the architectural profession.

Consideration was also given to the possibility of sending an invitation to the Michigan Society of Architects to hold their 1938 convention in Battle Creek, Kalamazoo or Jackson."



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

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

*Patronize Our Advertisers!*

#### JOHN H. FREEMAN

ARCHITECTURAL HARDWARE  
PROPERLY SERVICED

Architects' Bldg.

TEmpLe 1-6760

❖  
**YOU TAKE  
NO CHANCES  
WHEN YOU SPECIFY**

*Gar Wood*

**AUTOMATIC HEATING AND  
AIR CONDITIONING**

❖  
**THOUSANDS OF  
SATISFIED MICHIGAN HOME  
OWNERS SAY:**

**"The GAR WOOD SYSTEM is  
DEPENDABLE,  
EFFICIENT  
and  
ECONOMICAL  
in  
PERFORMANCE"**

❖  
**TESTIMONIALS FURNISHED  
ON REQUEST**

❖  
**GAR WOOD INDUSTRIES,  
INC.**

**DETROIT BRANCH  
409 CONNECTICUT AVENUE  
TOWnsend 8-6256**

❖