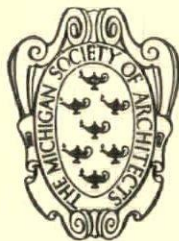


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WEEKLY BULLETIN



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Vol. 11

DETROIT, MICH., DECEMBER 7, 1937

No. 49



Smith, Hinchman & Grylls,
Architects & Engineers

Detail of Exterior
New Terrace Dining Room & Lounge Bar
Hotel Statler, Detroit

Jerome A. Utley,
General Contractor

THE NEW TERRACE DINING ROOM AND LOUNGE BAR HOTEL STATLER, DETROIT

Smith, Hinchman & Grylls, Inc., Architects & Engineers

By W. E. Kapp

Shortly after the Hotel Statler was built in 1914, the Gray Estate erected a building adjoining the Hotel on the South. The basement and lower stories were planned to accommodate a bank and shops; the upper stories provided 200 bedrooms, which were connected to the original hotel.

In the fall of 1936 the Hotels Statler Company, Inc. acquired this property and decided to extend the public rooms and services in the lower part of the building to meet the demands of increased business.

The building program, as presented by the Owners and developed with the Architects Smith, Hinchman & Grylls, provides a new main dining room with terraces arranged for dancing and entertainment; a new Lounge Bar, more commodious than the old one, and also arranged with terraces. These two rooms occupy the first floor of the former Gray Building and in this location have direct connection with the existing kitchen. With these facilities at the South end of the hotel and the main lobby at the North, a connection is provided by the new gallery and foyer. This occupies the westerly part of the old Cafe Rouge. The remaining sections of the Cafe and former bar room are being converted into shops with show windows on Washington Blvd., and the gallery. From this gallery, a new entrance has been arranged on Washington Blvd. to give convenient access to the new rooms, the present lobby, and the ball room and private dining room floor above by means of a new ball

room elevator of large size. On the ball room floor, the corridor serving the private dining rooms has been enlarged and check rooms added to receive guests at the new elevator, and extended through to the Gray Building where an additional small ball room, foyer, banquet hall, and two private dining rooms have been provided, with service and storage rooms.

In the basement areas, additional preparation rooms for kitchen services, wine and beer storage vaults, and mechanical equipment rooms for electrical and air conditioning units are arranged to meet the requirements of the services above.

Along with the space requirements, the Owners' program stipulated that the design of the rooms and materials used should be in harmony with the existing public spaces, but should differ from them sufficiently to show a modern touch without the bareness associated with much of the modern work. This has been accomplished by keeping the decorative parts of the work in scale with the lobby detail, and by using woods and metals on the walls in place of marble. From the soft colors of the

(Continued on Page 4)

ALL TERRAZZO WORK and GIBRALTAR FLOORS

in

The New Statler Terrace Dining Room and Lounge Bar

—by—

GIBRALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE LONGFELLOW 0044



FLOORS INC.

DETROIT MICH
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The Lighting Fixtures

FOR THE NEW

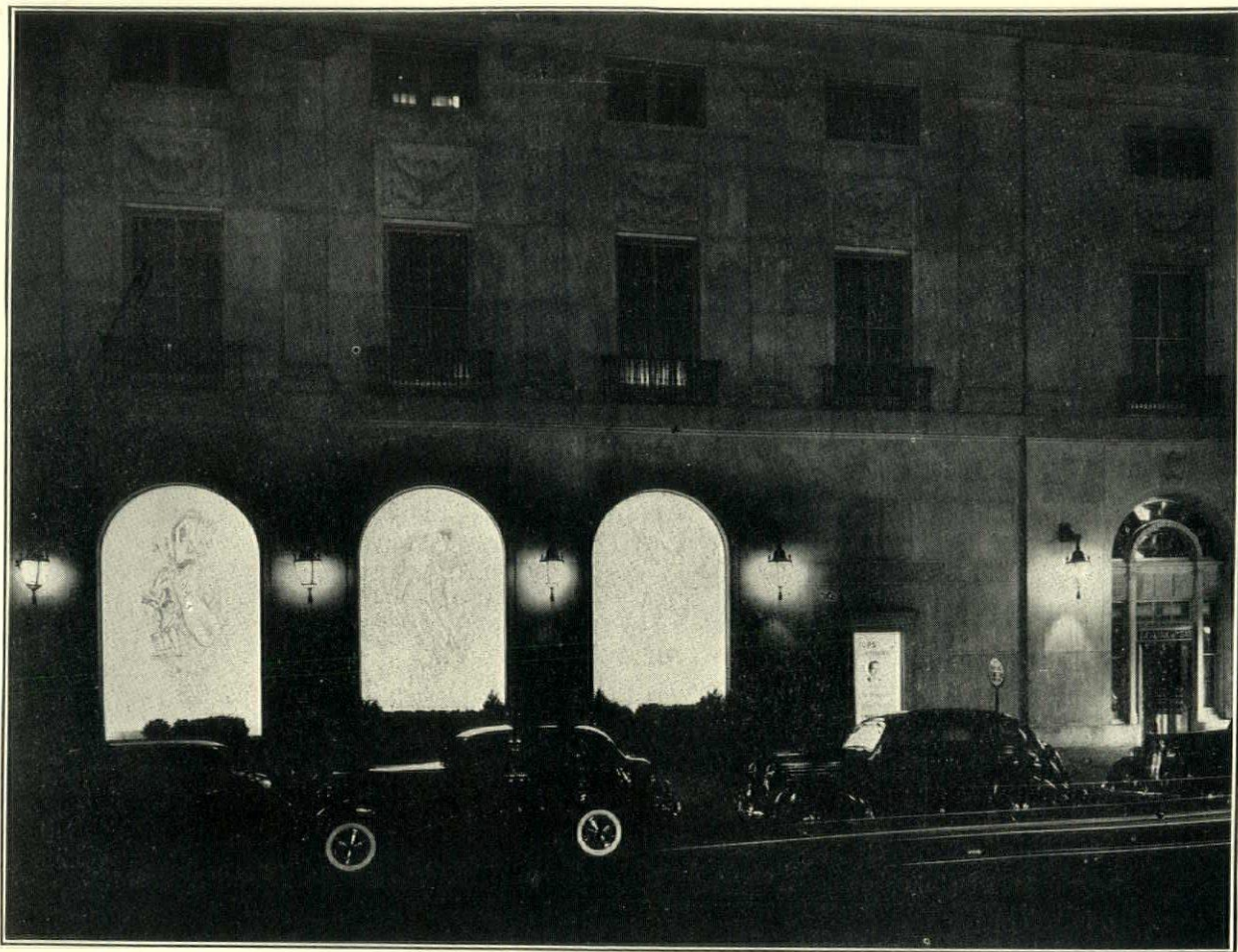
TERRACE DINING ROOM

AND LOUNGE BAR AT

HOTEL STATLER

Furnished and Installed by

DETROIT MANTEL & TILE CO.



Smith, Hinchman & Grylls,
Architects & Engineers

Exterior View
New Terrace Dining Room & Lounge Bar
Hotel Statler, Detroit

Jerome A. Utley,
General Contractor

PITTSBURGH **MIRRORS** *Contribute Brilliant Beauty to the Statler Terrace Room and Lounge Bar*

*T*HE mirrors used in the decoration of the new Statler Terrace Room and Lounge Bar are Pittsburgh Copper Back Structural Mirrors. Made from polished plate glass, and protected against deterioration by a special electro copper plated coating, these mirrors represent the tops in mirror quality.

Manufactured and Installed by

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Distributors of PC Glass Block and CARRARA Structural Glass.

THE NEW TERRACE DINING ROOM and LOUNGE BAR—HOTEL STATLER

(Continued from Page 2)

Botticino marble in the lobby, the new gallery with gray hawewood and aluminum walls, gray and lemon colored ceiling and a blue-black carpeted floor, leads to a raised foyer of the same materials and color. The furnishings in these areas are in bone finished woods and mellow leather, and like the furnishings in the other rooms were designed and built by the Rorimer-Brooks Studios.

The Lounge Bar at the South end of the foyer is semi-circular in form; the straight side paralleling Washington Blvd., and this entire wall has been covered with a great mirror, reflecting the curved part of the room and creating the illusion of a complete circle. A terrace with wall benches extends around the curved sides of the room, with wainscot of walnut and top rails of bronze. Against the center of the straight wall, a semi-circular bar and back bar, designed by Rorimer-Brooks Studios, have been placed. A semi-circular lighting fixture, close to the ceiling and against the mirror, helps to create the illusion of a circular room. The color scheme in this room is chiefly tan, walnut brown, and bronze, accented with blue in the columns and brownish red in the leathers and the carpets. To create this room, it was necessary to remove three of the steel columns in the former store space; transfer the load of the 15 stories above to new columns, and replace the load of the old foundations.

To the West of the bar room, and with its own entrance from the foyer, is the dining room—renamed "The Terrace Room." This rectangular room, with its terraces at the North and South ends, has a center section with a dance floor, and from this section three large openings give a vista through

the Lounge Bar to the great mirror, which in turn reflects the Terrace Room. The ceiling of the center section has been raised in three parts to permit various types of lighting to meet the requirements of luncheon, dinner, and supper service; with special lighting for the entertainers and the orchestra, located on the North terrace. A decorative screen backs the orchestra and masks the pantry doors. Mr. Rorimer's color scheme begins with a blue and black carpet, a low ebonized wood wainscot, and walls of a soft red color. The wall piers in the central portion of the room, the metal rails and colonnettes at the terraces, as well as the ceiling, are in white with accents of gold in the bronze top rails, door frames, and lighting fixtures.

In the new rooms on the ball room floor, the fine oak wood paneling from the former Cafe Rouge has been used in the banquet room and foyer. The private dining rooms, a part of the former Henri II banquet room, have been redecorated like their predecessor.

The design of the marquee at the new entrance is in keeping with the exterior of the building, while the new entrance below it is done in alumnium and black marble to tie in with the new gallery.

The store fronts now being installed are designed to retain the established character of the Washington Blvd. facade.

In the Gray Building section of the street front, the old cast iron and plate glass store fronts, extending to a height of 40 ft., have been removed and replaced with stone; continuing the design of the original hotel except in the first story wherein the requirement for a windowless wall in the Lounge Bar presented an interesting problem. The scheme of false windows was cast aside, along with a blank wall and large electric sign,—in favor of a "glorified bill board." This consists of three arches inside of which are arranged three shallow niches surfaced with decorative glass mosaics, depicting in an artistic manner the activities of the rooms behind. The bases of the niches are filled with planting, and the mosaics are lighted from a concealed source.

The magnitude of this alteration, the unusual requirements, and the structural and mechanical problems made it an interesting one from an architectural standpoint. In the development of the final solution, the Architects were assisted by Mr. H. B. Callis and Mr. W. R. Leber, with suggestions based on their experiences in the building and operations of the Hotels Statler. The work was executed by J. A. Utley and a group of sub-contractors whose combined efforts have produced in tangible form the Architects' conception of the Owners' program.

Architectural Metal Work

for

STATLER HOTEL
TERRACE DINING ROOM
AND LOUNGE BAR

furnished by

**THE FLOUR CITY
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STATLER HOTEL
Terrace Dining Room and Lounge Bar

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Smith, Hinchman & Grylls,
Architects & Engineers

Terrace Dining Room
Looking toward Orchestra Platform
Hotel Statler, Detroit

Jerome A. Utley,
General Contractor

New STATLER TERRACE DINNING ROOM And LOUNGE BAR

Complete Electrical Installation By

The JOHN H. BUSBY COMPANY

Electrical Contracting Engineers

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Detroit, Michigan

FLOORING PROBLEMS SOLVED

In the flooring of the new Statler Dining Room, Lounge and Dance Floor several factors of vital importance to owners, architects and general contractors were encountered.

First, a floor of the finest quality was required, and owing to the nature of the alteration work, the time element was of great importance.

While the flooring contractor, the Whitcombe-Bauer Flooring Co., are specialists in various types of floors, the nailed type of floor used here has proven a wise selection.

The company offers a service built up from years of experience and their advice and counsel is always available to architects who have floor problems, whether they involve floors of fine design and quality, or those for ordinary work areas.

Maple flooring for the Cocktail Lounge Dance Floor made by the Kneeland-Bigelow Co., of Bay City, combined with Bruce Floor Finish made by the E. L. Bruce Co., has given the Statler a floor of utmost durability and fine appearance. Oak Herringbone floor in the New Dining Room made by the E. L. Bruce Co., and finished with Bruce Floor Finish, resulted in a floor second to none in beauty.

The Whitcombe-Bauer Flooring Co. welcomes any problem of wood floor work. The harder they are, the more satisfaction the company derives in working them out.

NEW STATLER RENDEZVOUS OF DETROIT'S ELITE

The actual opening of the new Terrace Dining Room and Lounge Bar, long anticipated by Detroit, turned out to be one of the outstanding social events in years.

It was also one of the most exclusive. For months,

Our Congratulations

to the
STATLER

and
Their Architects
Smith, Hinchman & Grylls,

on
**THE NEW STATLER TERRACE
DINING ROOM and LOUNGE BAR**

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Hard and Soft Wood Lumber*

M. S. A. December Meeting

Intercollegiate Alumni Club

Friday Evening, December 17

Dinner at 6:30

BOARD OF DIRECTORS MEETING AT 5:30

President Andrew R. Morison in issuing a call to members of the Michigan Society of Architects to attend this December meeting has stressed the meeting stating that it will be preceded by a dinner. Those who cannot be present for dinner are urged to attend the meeting, about 7:30.

It is hoped that representatives of the various groups throughout the State will attend as several important matters will be discussed, such as nominating committees for the coming year and a discussion of the time and place for the next Annual Convention. Keep open this date. More details will be given in our next issue.

Dertoiters had been attempting to obtain reservations for the opening night in the new room. Some of these early requests came while construction work was still in its early stages. When the Junior League of Detroit took over the opening night for the benefit of its Blind Training Cottage, that organization found it easy to fill the room from its own membership list.

Leading fashion shops and department stores of the city, seizing upon the forthcoming opening as a focal point for style advertising, took advantage of the interest in the event and produced attractive shop windows and newspaper advertising, tying in with the opening. In fact, beautiful gowns were advertised as being in the latest colors—"Platinum Promenade Gray," "Terrace Room Pink," "Lounge Bar Beige," etc.

Fashion editors of Detroit newspapers seemingly entered into a race with the society editors in devoting space to the opening. Definitely, the new Statler rooms were on the map as typifying the latest in sophisticated entertainment in Detroit.

The Junior League opening was a huge success. So was the public opening on Monday night, November 15. Since that time the room has held its amazing first night popularity—so much so that the ropes are up every night in both the lounge bar and the dining room, and it has become necessary to make reservations for luncheon in the Terrace Room.

Both in its inherent beauty of design and decoration, and in its public acceptance as the smartest place to go in Detroit, the Terrace Room of the Statler has made an important place for itself in the Automobile City.

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Smith, Hinchman & Grylls,
Architects & Engineers

Terrace Dining Room
Looking toward Bar
Hotel Statler, Detroit

Jerome A. Utley,
General Contractor

The Terrace Dining Room
and Lounge Bar in
the Statler Hotel—
were designed, decorated,
and completely furnished by

The **RORIMER-BROOKS** *Studios*

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Decorators

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SOME OF THE THINGS ARCHITECTS SHOULD TELL THE PUBLIC

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

Editor's Note: The Weekly Bulletin welcomes an open discussion of the subject broached by Mr. Herbert G. Wenzell. It should be understood, however, that statements are opinions of the writers and not necessarily those of the Bulletin or of the Michigan Society of Architects. Our columns are open to any who may care to reply.

According to his comments in your recent issue, Mr. Wenzell seems to be thoroughly satisfied that the architects have been "Telling the World" through the medium of their architectural periodicals. However, it occurs to me that this is a very weak manner in which to approach the deception of much of the present day competition. Professional publications do not reach the public at large. If we are to be heard we must speak above a whisper.

What does the architect "Tell the World?" Does he speak only of art at a time when this is widely advertised as a free offering? If this is true, then I am not surprised that the average layman should think of the architect only as someone who makes the drawings. He knows that many registered architects are employed by and within the organization of various contractors. The contractor has let this be known. But how is the layman to know that the drawings and specifications prepared by these contractor-architects are comparable to the legal documents for a lawsuit which could be—but are not—prepared for the client by the opposing attorney.

Have we "Told the World" that the fundamental function of an architect—that of a Purchasing Agent—is null and void so long as he is in the employment of a contractor? Have we "Told the World" that, the absence of independent architectural supervision would give the contractor more freedom to interpret the drawings and specifications to his own

advantage; that the contractor is in business to enrich himself, not the owner; that this procedure has often led to much grief in the past, with great financial losses to the Owner in many cases, and that court records abound with such evidence?

Have we "Told the World" that the fundamental function of an architect must be that of a Purchasing Agent; that he must negotiate the purchase of completed structures which do not exist at the beginning of the transaction; that this involves the preparation of drawings and specifications to establish the requirements of the finished structure; that these drawings and specifications represent a portion of the architect's purchasing ability; that they are legal documents, and that they are only a part of the instruments which the architect uses in the performance of his service? Have we "Told the World" that there is no other way to build that can offer an equal amount of economy, of legal protection or of good architectural results?

Also, there are many other things to tell; but I still maintain that this telling is not complete until every man has heard, and but few there be who will listen when they are not concerned.

With all due respect to Mr. Rowland, it occurs to me that his article, in your last issue, is just another example of why the architect is being elimin-

(Continued on Page 10)

METAL MOULDINGS

in

THE NEW STATLER
TERRACE DINING ROOM
AND LOUNGE BAR

by

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Cabinets, Salamanders and Round Concrete
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PHOTOGRAPHY BY BARTON STUDIOS

The illustrations of the new Terrace Dining Room and Lounge Bar of the Hotel Statler, Detroit, in this issue are from photographs by Barton Studios, Inc. Mr. Ernest S. Barton specializes in architectural photographs, and is able to do justice to the architect's work.

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New Lounge Bar
Hotel Statler, Detroit

Jerome A. Utley,
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THE NEW STATLER BAR EQUIPMENT

by

LIQUID CARBONIC CORPORATION

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SOME OF THE THINGS ARCHITECTS SHOULD TELL THE PUBLIC

(Continued from Page 8)

ated from the independent practice of his profession.

Every architect in the independent practice of his profession is and has been a purchasing agent since time immemorial. However, it doesn't follow that a good purchasing agent must always use the lowest price. "The sweetness of low price never equals the bitterness of poor quality." It appears that Mr. Rowland's oil burner was anything but good purchasing. I have used the expression, "Purchasing Agent," to emphasize the idea. But this smacks of business and, therefore, is distasteful to "we" Rowlands. I gather that they would eliminate all of the business and retain only the play part of the professional obligations. This doesn't appeal to a client.

Mr. Rowland should know that the financial condition of the architect has nothing to do with his professional status; in fact, no more than in the case of a lawyer acting for this client.

Concerning the general contractor, I will go Mr. Rowland one better: Some of "we" architects actually forced the responsibility upon an unwilling contractor. But see what is happening. This very contractor, the one often invited to dine at our table, is becoming as another Japan. He is invading the sacred precincts of our territory; he is making us subject to his will and his meager emoluments. Should we give him our blessing?

Perhaps Mr. Rowland is only a portion of an independent architect; the portion "in the clouds." In my opinion, he is very inconsistent concerning the portion which must keep its feet upon the ground.

STATLER COCKTAIL LOUNGE and DINING ROOM

designed

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A STORY OF REJECTED VALUES

CHAPTER I.

In June, 1935, through the medium of the Detroit City Plan Commission, a report was completed in connection with Subsistence Homesteads for Southeastern Michigan. It was quite a complete and pretentious report and represented the cooperative and united effort of a large number of our good citizens, agencies and officials of industry, public utilities and municipalities.

CHAPTER II.

Within a year final report was received from headquarters that the project was not approved. All the year's sacrifices, cost and intensive effort seemed hopelessly wasted and completely lost. Those who had participated in the project felt that the work was a dismal failure and that all the compilations and summarizations in the reports were useless.

CHAPTER III.

Within one and a half year's interval since the disapproval of the project it has been very interesting and encouraging to witness the importance, value and service that has been manifested in the text of this rejected report. Perhaps foremost should be mentioned the fact that within six months the first-choice site selected in the report for the Subsistence Homesteads Project was purchased and utilized by private interests in a manner similar to the recommendations in the report. The proposed Subsistence Homesteads Project was intended as a Federal demonstration program to interest private capital in such improvements. The effort therefore was not wasted for that purpose and real accomplishment was achieved. There have been many calls by persons and corporations for the privilege of using this report. The City Plan Commission has had occasion to make good use of the report many times. As recently as last week some studies in the report were used in connection with investigations on a Harper-McGraw crosstown thoroughfare. It is altogether probable that many more uses will still be made of this rejected report.

CONCLUSION

There is good reason to believe that many valuable reports representing time, effort and expense are shelved and wasted because they may fail in their primary or main objective. Much could be salvaged from this loss if such reports could all be filed with some civic clearing house agency where all interested parties might find easy access to these rejected or frozen values.—THE PLANNER

WE BUILT THE OUTSIDE SIGNS

—identifying the Hotel Statler's new
Lounge Bar and Terrace Room

WALKER & Co.

NEON and ELECTRIC SIGNS
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The above illustration is from a photograph of a model made by Eliel Saarinen for a proposed civic center at the foot of Woodward Avenue, in Detroit.

Some years ago, the Detroit Chapter of The American Institute of Architects employed Mr. Saarinen to make a study of this problem. It is interesting to note that concerted effort is at last being made toward some kind of river front development. It is hoped that Mr. Saarinen's work will not be in vain.

RASEMAN ELECTED PRESIDENT AT DETROIT CHAPTER ANNUAL MEETING

Richard P. Raseman, Executive Secretary of Cranbrook Academy of Art, was elected president of the Detroit Chapter of The American Institute of Architects at its annual meeting at the Intercollegiate Alumni Club, Tuesday evening, November 30. Other officers elected were: Arthur K. Hyde, vice-president; Malcolm R. Stirton, treasurer; Talmage C. Hughes, secretary; Emil Lorch, director; and E. L. Brandt, executive secretary.

In relinquishing the chair to the new presiding officer, Mr. Alvin E. Harley, retiring president, expressed appreciation of the splendid work and cooperation of officers, directors and committee mem-

bers during the past year. He called attention to the fact that approximately fifty per cent of the members attended regular meetings during his administration. Reports were heard and approved, from the treasurer, secretary and the standing committees.

Members stood in silence for a moment in expression of their sorrow at the loss during the past year of our members, W. G. Malcomson and Gustave Mueller.

The executive secretary read a letter of appreciation from Mr. Ernest Wilby for the flowers recently sent him by the Chapter.

FLEXWOOD

selected by Architects, Smith Hinchman & Grylls as the medium of expressing the beauty of wood in the new Platinum Promenade of Hotel Statler.

FLEXWOOD makes possible execution of such design in truly remarkable veneers. Nearly all rare and exotic woods available for your selection.

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DETROIT

The president called upon Andrew R. Morison, president of the Michigan Society of Architects, to introduce the guest speaker of the evening, Mr. Louis C. Kingscott, architect and engineer of Kalamazoo. Mr. Kingscott, who was instrumental in the passage of the new Architects Registration Act, spoke regarding some of the details in connection with the preparation and passage of this law. Following Mr. Kingscott's talk a rising vote of thanks was extended to Mr. Morison and Mr. Kingscott, as well as to Messrs. Steinbaugh and Allen for their splendid work in this connection.

Mr. George D. Mason was called upon for a few words, and he stated that fifty years ago this month he joined The American Institute of Architects. He is still active in the Chapter, and he states that he gets a great deal of pleasure from association with the younger men.

Mr. H. J. Maxwell Grylls was also called upon, and he stated that Mr. Mason was one of the grand-

est men he ever knew. Mr. Grylls said that he would be 73 years old next March, and that he felt young because of his active interest in the Chapter.

Mr. Raseman in assuming his new office stated that he had two or three objectives for the coming year. One, was the increasing of the membership in the Chapter, and he asked that all members act toward interesting those who are eligible. Mr. Raseman also expressed hope that more might be done along the lines of civic improvements such as the water front development. He mentioned particularly the 1936 Detroit street traffic survey prepared by the State Highway Department under Commissioner Murray D. Van Wagonner, stating that it is about time that architects interested themselves in such movements of importance.

Guests present at the meeting were Louis C. Kingscott, Dr. Emil Rosinger, real estate editor of The Detroit News, and Alexander Girard, member of the New York Chapter, now with Thomas A. Esling Company, decorators.

Members present were as follows: Messrs. Stirton, Hyde, Pettibone, Sorensen, Raseman, Harley, Mason, Balle, Morison, McConkey, Thornton, Fry, Wenzell, Rowland, Kasurin, Ditchy, Kimball, Grylls, Burrows, Gabler, Marr, Brigham, Wright, Hughes, Gamber, and E. L. Brandt, executive secretary.

It is the shrinkage of raw oils in paint during weathering that causes the paint to peel and flake off. Recently, a South Bend manufacturing plant discovered a combination of soybean oil and tung oil which, mixed with paint, prevents this shrinkage. The discovery, which has altered all previous knowledge of how paint should be made, promises to make available a paint more durable than any now on the market.

—Adapted from Science News Letter.

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DETROIT

PURDUE ISSUES BOOKLET ON POSITION OF FURNITURE

The part furniture plays in interior decoration is outlined in the booklet, "Planning the Furniture Arrangement," No. 32 in the series of home information publications issued by Better Homes in America at Purdue University, Lafayette, Ind. The booklet was written by Donald Smith Freeley, director of the department of interior decoration of the Modern School of Applied Art in Boston and chairman of the Boston committee, Better Homes in America.

Mr. Freeley points out, in this sixteen-page discussion the principles of furniture arrangement, that no room is right, in spite of the quality of its furnishings, if the furnishings are not correctly arranged, and that no matter what one's financial situation may be it always is possible to rearrange rooms in a correct manner at no expense. "In good arrangement," Mr. Freeley states, "two purposes must be fulfilled by each piece of furniture if it is to function to its fullest advantage. It must serve a useful purpose and an esthetic one. It must serve as a decoration to the room and at the same time be a physical convenience."

Since all decoration is based upon the structure of the room, a section is devoted to that subject. Other topics concern the purposes of furniture, the functions of rooms, first impressions and centers of interest. Many pictures and diagrams of furniture illustrate the text.

DRAFTING EQUIPMENT FOR SALE

Mrs. George W. Graves, widow of our former member and beloved fellow, has for sale considerable miscellaneous equipment which would be of use to architects. Those who may be in need of such items

will render a service by calling at the office of the Weekly Bulletin, 120 Madison Avenue, where this material can be inspected and bought at the purchaser's own price. The only condition being that he let his conscience be his guide.

The material consists of a number of T-squares from 42" to 6'-0" in length; triangles of assorted sizes; architect's scales from 6" to 24"; cloth tapes 50' and 100'; slide rule; odd drawing instruments; pantograph; check protector; various office supplies; typewriter supplies; writing ink and drawing ink; shears; etc. There are also two registered architect's seals, which could be changed by an insert for the name.

LANDLORD PREFERS CHILDREN AS TENANTS

Otis R. Marston, apartment house owner of Berkeley, California, reversed the usual order when he advertised for tenants with children.

A sign hanging before a brand new apartment house building there said: "For Rent, Children Preferred."

Marston, a property owner for more than twenty years, revealed that he had finally convinced himself that it is more profitable to rent an apartment, flat or home to a family with children.

"It has taken me a long time to realize that children aren't half so destructive as adults, but now I know it's true," he said.

"In my experience, all the children have ever done was scuff a little paint or plaster off a wall. Adults have cost me a small fortune in one item alone, and that's replacing sink boards they ruined by jabs with ice-picks."

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GEORGE H. ROPES

In the recent death of George H. Ropes the profession of architecture has sustained a distinct loss. He was born August 14, 1868 in Boston, Massachusetts. His father was an architect in Boston, where he designed a number of public buildings. His mother's maiden name was Sophie Amelia Taft, a first cousin of the father of the late ex-president Taft.

In 1875 the family moved to Kansas where the father continued the practice of his profession, designing among other buildings, the State Capitol of Kansas.

After finishing high school, George attended the University of Kansas from 1888-1890, also working at times in his father's office; from 1890-1892 he studied architecture at the Massachusetts Institute of Technology.

He then entered the employ of C. Howard Walker and Thomas W. Kimball, Architects, in their western office in Omaha, Nebraska, coming from their office

in 1895 to that of Donaldson & Meier, Architects, as their superintendent in charge of the supervision of construction of the Union Trust Building, then being erected, at the northeast corner of Griswold and Congress Streets, Detroit.

While he was employed as their superintendent, Donaldson and Meier discovered that George was also an excellent draftsman and designer, so that, when the Union Trust Company building was completed, he was retained in their office as a draftsman. In 1900 he was made chief draftsman in Donaldson and Meier's office.

In 1902, he associated himself with F. Carl Pollmar, forming the architectural firm of Pollmar and Ropes.

In 1908 he married Miss Eva E. Hardcastle, who with a son, George Hardcastle Ropes survives him.

In 1931 Mr. W. H. Lundy, who had been with Pollmar & Ropes for about twenty years, joined the partnership, the name of the firm becoming Pollmar, Ropes and Lundy.

Mr. Ropes passed away November 16, 1937, from a sudden heart attack. He had been at work at the office as late as November 12, although he had been ailing for some time, suffering from low blood pressure. He had contemplated spending the coming winter in Florida with Mrs. Ropes, who had made arrangements to leave for the south on December 1st.

He was a Freemason, a member of Oriental Lodge and a life member of the Michigan Society of Architects.

Among the work done by the firm are the following buildings:

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Responsibility for structural safety of design has been placed on architects and engineers by many building codes and ordinances. Following a series of disastrous fires, particularly that of the ill-fated Kerns Hotel at Lansing, the Michigan State Assembly recently deemed it wise to also include fire safe construction among the responsibilities of these professions.

The result is that Michigan architects and engineers who henceforth fail to take steps necessary to assure fire safe construction in the school buildings they design will be in danger of having their licenses revoked, also liable for prosecution for misdemeanor, if we are to believe the statement made in a recent issue of the Bulletin of Michigan Society of Architects.

The primary purpose of the new law would appear to be erection of fire safe buildings for schools.

Hereafter plans and specifications for all Michigan school buildings of two or more floors—and the basement is counted as one floor—must be prepared by an architect or engineer registered in Michigan. He is made responsible for "constructing the building of adequate strength so as to resist fire, and . . . in a workmanlike manner".

Making it a misdemeanor should the architect

fail to see that his plans and specifications are executed so that the building will resist fire, is a new departure and for the first time emphasizes that fire safety insofar as building regulations are concerned, is recognized to be of at least equal importance with structural safety.

—The Architect and Engineer (San Francisco)

A step has been taken by the Chrysler Corporation, which, if followed by other large concerns, may have an effect on architects throughout the country. This Company employed an architect to make up general plans for sales and service agencies. A year was spent in this endeavor, resulting in the production of a book containing 48 building plans to fit every size dealership, taking into consideration all practical variations in lot size and location. Plans given in the book—"Dealer Building Information"—are complete and may, if it is so desired, be used just as they are. Chrysler dealers can study these suggested plans and use them as a guide to determine exactly what type layout best fills individual needs. If adaptations of the layout is required, a dealer may specify changes to the Chrysler Service Division and a complete set of plans will be drawn especially for his use.

At first glance one is inclined to say, "More bread out of the local architect's mouth!" There is a by-product of unpredictable size, however, in the prodding this may be to the other local dealers to rebuild and improve their own stations, with the aid of the best architectural talent available.

American Architect and Architecture

A single summer-weight blanket provides all the bed covering needed even in the most severe weather. For it is electrified and a thermostat maintains any desired temperature throughout the night. Safety features prevent shock (the current is stepped down to 23 volts) and overheating. The cost to operate is four cents a night. —Review of Reviews

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CIRCULAR OF ADVICE No. 15

Notice: Council fees changed by action of 1937 Con-
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Council Record \$25.00

Additional fee for Standard NCARB

Examination \$15.00

THE MENTOR:

Concerning His Duties

1. The Mentor is a member of the architectural profession qualified by experience and training to guide the Candidate for architectural practice during the period of his preparation or candidacy for a Standard Examination of the National Council of Architectural Registration Boards.

2. The Mentor acts as adviser to the Candidate. Such an obligation can be properly discharged only by those members of the profession who have a genuine interest in assisting their younger fellows to a proper understanding of their high responsibilities as professional men. The discharge of this obligation need not be either burdensome or technically difficult.

3. Circular of Advice No. 14 "Concerning the Council" outlines the purposes and functions of the National Council of Architectural Registration Boards.

4. Circular of Advice No. 16 "Concerning the Standard N.C.A.R.B. Junior Examination" explains the Council's procedure after enrolling an applicant as a Candidate for examination and states the type and scope of the examination.

5. Circular of Advice No. 3 gives the details concerning the examination.

6. All of these Circulars are available on application to the National Council of Architectural Registration Boards.

7. The Circulars establish a certain procedure:

(a) The Council calls upon the applicant to nominate a Mentor. In the choice of a Mentor the Candidate may, if he wishes, turn for guidance to the Committee on Education of the Chapter of the A. I. A. in whose territory lives, or request advice directly of the National Council.

(b) If the architect nominated as Mentor is satisfactory to the Council and records his willingness to act as Mentor to the applicant, the Council so advises the latter and his period of Candidacy begins.

Note: In determining the fitness of person to act as Mentors, the Council expects to have recourse to the advice of local architectural organization and committees therefrom.

(c) From then on, the relationship between the Mentor and the Candidate depends largely upon

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the personalities of these individuals. It is the responsibility of the Mentor to guide the Candidate in his final preparation for practice. It is not essential that the Candidate be in the office of his Mentor. The Candidate may even reside and be employed in a different city from that of his Mentor. But the relationship must be such as to permit the Mentor to fulfill his responsibilities to both the Council and the Candidate.

(d) The Mentor is informed, by Circular No. 3, of the details of the examination for which the Candidate is preparing. It is in no sense the Mentor's province to examine the Candidate. On the other hand, the Mentor must exercise a general supervision over the Candidate's methods of study and the use of his time during the period of Candidacy, as the Council does not permit a Candidate to present himself for a Standard N.C.A.R.B. Junior Examination until the Mentor certifies that, in his judgment, the Candidate is properly prepared.

(e) The Mentor therefore sees to it that at some time during his Candidacy the Candidate is employed in each of the several functions of an architect in the execution of real building problems, viz: preparation of preliminary studies, general drawings, specifications, and details; and supervision of work in process of construction.

8. It is assumed that the period of Candidacy last at least three years. It is possible that in special cases and for special reasons this period may be less, but it is more likely to be longer. This, however, is determined by the Council on the advice of the Mentor.

9. In offering this statement concerning the duties of the Mentor, the National Council of Architectural Registration Boards, recognizing the full responsibility of the Mentor toward the Candidates under his guidance, stresses the fact that this very responsibility makes the Mentor's position one of honor in the profession today and of great influence on the profession in the future.

Gerald Geerlings tells me of a serious threat to the convenience and pleasure of luncheon conferences. It seems that drawing on the tablecloth has become a national problem. I always thought these sketches washed out easily, but apparently the wear and tear in laundering has become another one of those things we have to worry about. Some of the hotels are now furnishings pads, but it is going to slow up thought in having to check the flow of ideas long enough to look for a pad. Incidentally, the statistician reveals that of tablecloth marking, 68½% are statistics; 13% are plans, whether of houses, boats, baby carriages, or what not; 7% run to verse, song titles, etc.; 3% are so-called humor; and 3% just unclassified blobs.—Editor's Diary, in *American Architect & Architecture*.

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MIX YOUR OWN

By Betty Thornley Stuart
(Reprinted from Collier's)

Our best decorators are mixing things up these days. And you can do the same, skillfully combining woods and periods, with not a single suite in the lot, to give yourself and any room a big lift.

"A good decorator has to be like a good doctor," says Mrs. Truman Handy, one of the leaders among New York's good decorators, "because she must take the owner's vague feelings that 'something is wrong with this room' and diagnose just what's the matter. Then she goes on to prescribe. She works with color, materials and furniture to put that room on its feet.

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"When she's experienced enough, she can go a step farther. She knows what the chief diseases of rooms are—and therefore what's apt to be wrong with your particular room, if you find yourself not liking it without quite knowing why.

"Perhaps this dissatisfaction starts after you've been to a really good movie. Perhaps it begins with a visit to a friend's house. Or maybe it jumps out of the pages of a decorating magazine you happen across. The rooms you see have something your rooms lack. What is it?

"Well, in my experience, what's wrong with a tremendous number of rooms, irrespective of the money spent on them, is that they're monotonous. This can be a matter of color, materials, line, arrangement, or all four. But the very worst form of monotony comes from buying furniture in suites instead of gathering your pieces separately. Whether you choose antiques, reproductions or modern pieces, you bought too much alike. Your room wears a uniform. It's not too much to say that any room in the world can be sunk with a suite."

Perhaps it would surprise you to know how many American dining rooms are still furnished with a dining table, chairs, sideboard and serving table—all of one wood, in one color and of one period. This means that general lines and ornament are repeated faithfully floor each piece.

Today's Rule

Altogether too often you'll find a bedroom containing a suite consisting of twin beds, night table, chest or chests, dressing table and possibly even chairs which are obviously sisters, cousins and aunts of one another. Even a living room is frequently given a start toward monotony with a big sofa and two big chairs which have the same lines and are upholstered alike. Here, strict matching is apt to be carried no farther, because the living room was the first to break away from Victorian tradition which demanded a solemnly matched suite in each room of the house.

Today's rule for the smart room prescribes a setup as elastic as you like, with no duplication at all unless it pleases you to use pairs of things.

A living room done in today's fashion probably begins with the expected sofa but leaves out the two big matching chairs, which are generally oversized for the average space, and substitutes a pair that are just as comfortable but not so bulky, up-

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holstered to match each other but not necessarily the sofa. Where wood shows in such a room—in tables, chests, cabinets or chairs—it can be as varied as you like and representative of as many periods as you please, provided the colors and general feeling don't clash.

But don't run away with the idea that such rooms aren't planned just as carefully as though each piece matched, says Mrs. Handy. Indeed much more brow-wrinkling goes into them, for skill, taste and individuality must rule if the room is to stand out as a success when finally put together.

Just as she does in selecting her clothes, the woman who furnishes in this fashion has to see which pieces go together and which don't and therefore shouldn't be chosen, no matter how attractive they may be in themselves. She wouldn't wear the whole rainbow in any one costume, therefore she won't be likely to put every color of wood in any one room. She wouldn't carry a delicate suede handbag with a rough tweed suite, so she avoids putting a slender eighteenth-century chair before a great oak desk. She wouldn't choose a printed coat over a printed dress of another design, so she naturally doesn't crowd any space in her house with too much insistent pattern. But these things, as she's long ago learned in clothes, are a matter of feeling and practice, rather than of laborious digging into books. And she speedily finds that the new method of furnishing gives her far more scope for showing what a clever little general she is in marshaling her forces.

Instead of having only one decision for each room, you have the fun of deciding on every piece by itself. There is no set rule that says you must have this or you must have that. You get what makes functioning easy and the picture pleasing, even if this means a modern sofa between the dining-room windows facing the sideboard instead of the expected serving table—or a big flat desk to write on in your bedroom instead of the chest you don't need because you have such generous closet space.

You can combine antiques with reproductions—modern pieces with either—things copied from magazine pictures and made by the local cabinetmaker with anything else. There is no fundamental reason why various kinds of beautiful things shouldn't go into the same room, just as you combine all sorts of personalities to make a lively party instead of inviting only relatives and in-laws.

When you ensemble your furniture in this fashion, you put the stamp of your own individuality on your decoration, as you never could do with a suite.

A New Room Any Time

Another advantage lies in the movability of what you have. Suite pieces are definitely earmarked dining room, bed room or living room and generally

can't be used elsewhere without looking like make-shifts. But pieces collected because they are useful and happen to please you can be put just as well in one room as in another. Upholstered side chairs in the living room can be moved into the dining room for a party, or vice versa. The comfortable little upholstered armchairs now used at the head and foot of so many smart tables would look just as well in a bedroom. The lacquered bedroom chest could be a hall piece or stand in the living room. And so it goes with most of what you own.

You can change your groupings with the seasons, the requirements of entertaining or your own moods. You can have a new room at any time, merely by shifting. And if you change your address, you'll find that your new-fashioned furniture is much more elastic in fitting into fresh quarters than are the old matched pieces that can't be divorced.

Your dining room, for instance, could have a plain oval walnut table on four slim tapering legs, half a dozen Queen Anne chairs with cabriole legs, in walnut or painted sky blue to black, together with a serving table which is nothing but a thick modern shelf on scrolled supports, painted like marble and backed by a big sheet of mirror.

Collecting furniture for a bedroom instead of buying it as a suite can work out to something as unexpected as a big double four-post Chippendale mahogany bed hung in chintz, flanked by two little Sheraton cabinets to hold lamps, a draped dressing table where no wood shows, a big lacquered Chip-

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pendale highboy with bright brass hardware, and two comfortable modern chairs. Or twin beds can be shoved together and treated as one, with a single upholstered headboard and a single cover in chintz. Instead of the draped dressing table, a Sheraton sofa table in rosewood might be used—one of those graceful pieces with drawers and drop leaves—completed by a dressing stand or an old gilt mirror. Instead of two chairs, there might be a single chair with a footstool that pulls up to it to make a chaise longue. Or a sofa can take the place of chairs entirely, except at the dressing table. In fact, the only limits set to variety in such a room are those of your purse and your imagination.

But aside from the much greater fun and versatility you get by collecting and combining odd pieces than you used to have in merely buying suites, there is a very decided financial advantage in favor of today's procedure.

When you get a suite you spend a really serious sum, whether you pay cash down after twenty years of married life or tie up a certain fixed percentage of your post-honeymoon income for installments. You may not need both a sideboard and a serving table, but you're afraid to leave out one or the other for fear you'll need it later when you can't match up. So you do without something else at the moment and buy the lot. You may not have adequate space for all those pieces in the bedroom suite, but if you move in the fall you may require

them. So you get them now and crowd them in somehow, no matter how little you like the effect or the outlay involved. Worse still, the over-all cost sometimes mounts so high that you end by choosing a less expensive suite, sacrificing quality to quantity and taking something you don't really want, in order to get those extra pieces which you could do without for a long time and perhaps forever.

No White Elephants

But it isn't only when you purchase that selecting and combining come easier on the bank balance. Fashions in decoration change, though not nearly so rapidly as those in clothes. Your financial standing goes up. The size of your family alters and you move. Any one of these factors may make you dissatisfied with your furniture. But to throw out a whole suite that no longer pleases you is a gesture few can afford. You keep your white elephant and envy the neighbors. Whereas, when your treasures don't stand or fall as a unit but have been gathered piece by piece, you can afford to weed out as gradually as you bought.

WILL NOT SUBDIVIDE TO SUIT TENANT

Three fourths of the habitable globe is in the hands of six nations. The other quarter is divided among the remaining sixty-odd countries. All told, there is only 57,000,000 square miles of earth, good, bad and indifferent. Of that the British control 13,172,000 square miles, or approximately one quarter. The second largest landholder is the Soviet Union, with 8,144,000 square miles—about one seventh of the total. France ranks third with nearly 5,000,000 square miles, and China fourth with some 4,250,000. Brazil comes fifth and the United States last, each with something like 3,000,000.—William Philip Simms in N. Y. World Telegram.

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A new concept of modern community planning which, it is believed, will influence profoundly the building industry, housing design and even the American way of life, will be demonstrated at the New York World's Fair 1939.

Preliminary plans call for the erection of a full-scale model village—The Town of Tomorrow. This community—representing a segment of a town of 3,500 population—will spread over ten acres of ground, cost in excess of \$1,500,000 and include thirty-five houses and group houses, a community arts center, a nursery school, a playground and stores.

The Town of Tomorrow will be an integrated neighborhood—not just a collection of model homes put up by individual exhibitors. Houses will be Fair-designed and Fair-built, with manufacturers contributing materials and furnishings and sharing in the cost. A roofing company, for example, will supply the roofs of four or five houses, a brick manufacturer the walls, a plumbing concern the bathroom and kitchen equipment. Commenting on the plan an official of the Fair said:

"Instead of or in addition to buying space or interior exhibit space in the Fair, these companies will buy parts of these model homes as a means of displaying their products. This procedure is something new. It has never been attempted at any previous exposition.

"In architecture the town will also represent a departure from the usual practice in model village design. A variety of architectural styles and building materials will be used, but the effect of the whole will be harmonious. Unity rather than uniformity will be the goal."—The Architect & Engineer (San Francisco)

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With many members of the Building Congress to see a radical departure in heating systems which American Radiator has been developing for seven years past. It applies a system of forced hot water heat through very tiny fin radiators, with air turbines just behind the radiator to recirculate the air in a room through the radiator under pressure. In other words, the old scheme of hot water heat by gravity flow with natural convection of the air about a radiator gives way to the scheme utilizing pressure at both ends—pressure for the water and pressure for the air. The whole radiator assembly requires considerably less than the space between normal studding and a depth of four and three-quarters inches. The hot water at 190 degrees is fed to the radiators through small size copper piping, and the air turbine is driven by a ½ inch copper tubing air line. Radiators are all one size—50 square feet of equivalent cast iron radiation. With the small piping sneaked in directly through the studs, the radiator installation is almost like a glorified electric junction box. The cost of installation is said to be about equal to a forced hot water system with concealed radiation.—Editor's Diary, In American Architect & Architecture.

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PEAK OF ECCENTRICITY REACHED BY STARS WHO LAVISH FOR- TUNES ON RENTED ESTATES

Eccentric Hollywood has topped itself. To achieve "comfort at any price," stars and directors rent estates and then pour in thousands of dollars for improvements such as complete redecorating, landscaping, addition of barrooms, garages, kennels, et cetera.

Bette Davis joins the list of stars who rent and then pay and pay.

Madge Evans leases a place in Beverly Hills, which she redecorated completely and to which she added dog kennels and a dark room in the basement for her brother who dabbles in photography.

Jeanette MacDonald's rented home received an overhaul by orders of the actress, with addition of a sun porch.

Rosalind Russell had her leased estate fixed up with new interior decorations, a resurfaced tennis court and other items.

Mae West lives in an apartment suite on Rossmore. Some time ago she "went to town" in re-furnishing and new decorating.

When Lew Ayres lived up in the hills as a single man, he added various improvements to the grounds. Then Ginger Rogers came into his life and Lew moved, leaving his handiwork as a sort of monument or something, and for the benefit of the owner.

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Of eight inventions which Dr. C. M. A. Stine calls "milestones of railroad progress," none was invented by a man whose business was railroads. Morse, who invented telegraphy, was an artist. Pullman was a Chicago street contractor and the railroads were reluctant to adopt his sleeping car. Eli H. Janney, who patented the first automatic car coupler, was a clerk in a dry-goods store. The automatic block-signal system was originated by a retired textile manufacturer, Thomas S. Hall. Westinghouse was a 23-year-old carpenter-machinist when he invented the air brake. A physician invented the vestibule buffer, eliminating open platforms. The refrigerator car was largely developed by packers. And the first electric locomotive was designed by Moses G. Farmer, a schoolteacher.

"Boss" Kettering, head of General Motors' research department and one of America's greatest inventors today, says, in fact, that "no man ever invents anything in the field in which he is trained"—he knows too much about the obstacles. Only in a field where his ignorance leads him to believe anything is possible is anything possible, insists Kettering who, incidentally, helped develop the fever machine now used by physicians to cure pneumonia, paresis and St. Vitus's dance. So mind your own business if you wish—but possibly if you do, you won't amount to much in it or in anything else.—*Ladies' Home Journal*

The thudding of tires on a brand-new and apparently smooth concrete highway has exasperated many motorists. The reason for this phenomenon is the bulging of the substance used to fill the joints between the big concrete blocks. Recently, the Parabond Corp. of America, in Cambridge, Mass., disclosed its novel solution, now adopted by Connecticut, Rhode Island and Massachusetts. Parabond is a rubber lastex compound poured into the expansion joints, where it jells. To prevent bulging when the concrete expands, it is thickly interlarded with puffed wheat. The porous globules of puffed wheat constitute bubbles in the mixture, a ridge across the highway.

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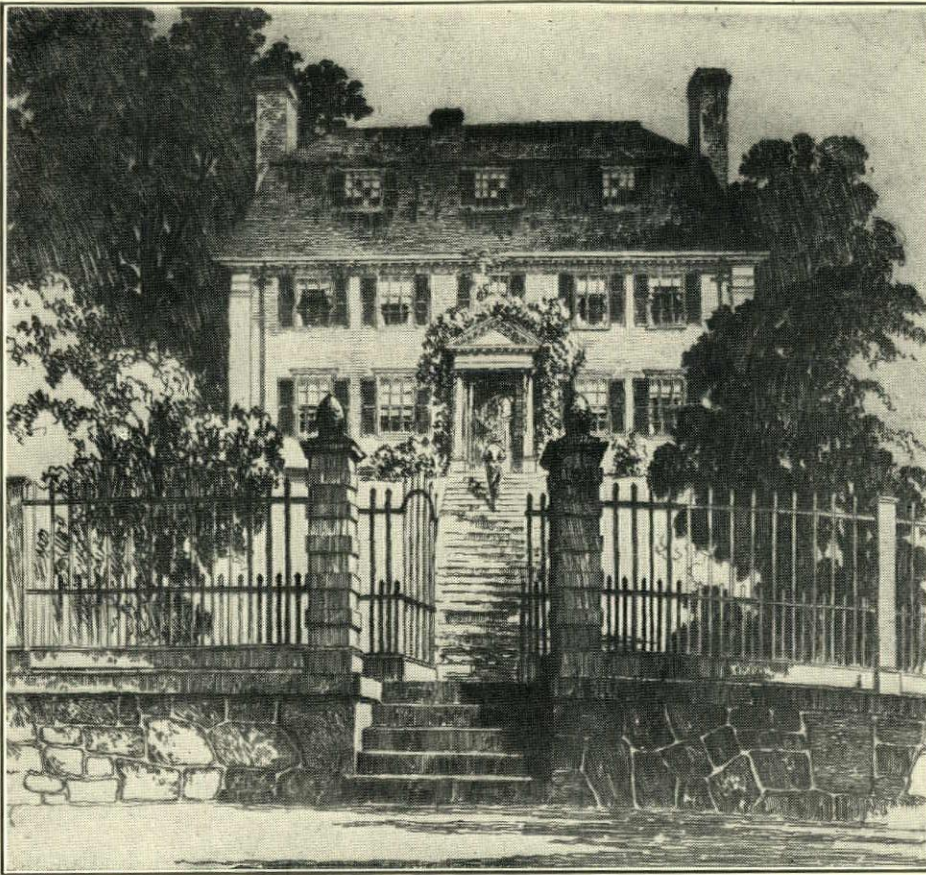
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Gloucester, Mass.
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Charles D. Hannan.

CHARLES D. HANNAN TO HAVE SHOW

Charles D. Hannan, well-known architectural draftsman of Detroit, has made an outstanding success as an artist and etcher. Recently he has returned from several months spent in Massachusetts, Vermont and Williamsburg, Virginia. He has brought back many oil paintings and etchings, which will be featured in a one-man show opening on November 29, for one week, at the Hughes Galleries, on Woodward Avenue near Grand Boulevard.

Included in this group will be twenty-six oils from the mountains of New England, and from the harbor at Gloucester.

One of Hannan's etchings of the first Ford factory as it now stands in Greenfield Village, has been used as the frontispiece on The Adcrafter, publication of the Detroit Adcraft Club, and another will appear as the Christmas insert in the December issue of that publication.

The work of Hannan in the coming show will delight the hearts of architects and art lovers. They are very reasonably priced from \$3.00 to \$10.00 for etchings. His address is 8039 Kercheval Ave., Tel. IVanhoe 0206.

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ARCHITECTS' REPORTS

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

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

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

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

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

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

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

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

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

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

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

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.—Plans for two medium sized houses, Grosse Pte, ready about Dec. 10.

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.
Harley & Ellington, 1507 Stroh Bldg., RA. 99030.

—Contract on Schmidt Bottling Wks., Wilkins St., let to Geo. W. Auch Co., El. Wk.—Jno H. Busby Co.

Haughey, Harvey J., RA. 1042.—Plans for four family Apt. Bldg. ready about Dec. 15.

Herman E. Simons, 710 Owen Bldg., RA. 8788.—Taking fig. on Bushnell Congregational Church (By invitation).

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

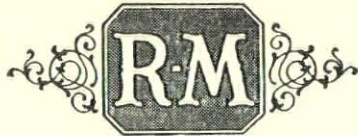
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Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Prep. preliminary drawings for res. for B. E. Hutchinson, Lake Shore Rd.

Same.—Alt. and add. to res. for Mrs. Arthur H. Buhl, Kenwood Rd. Contract let to Walter Trowell, Inc.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—One story Factory Bldg., 112x304'. Owners—Progressive Welders, Piquette Ave., taking fig.

Same.—Alt. to Sam's Cut Rate, Campau Store. Taking fig. about Dec. 8.

Same.—Alt. to Kresge Foundation Bldg., 1534 Woodward. Taking fig. about Dec. 8.

Lewis J. Sarvis, Battle Creek—taking bids on School Addition, School District No. 3, Bedford Township, Calhoun County, cost—\$50,000.00.

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. Bids due Nov. 24. Contract let to Lloyd Cole, Mt. Pleasant, Michigan.

Same.—Contract on Medical & Dental Offices for Dr. C. G. Adams let to John Ebert.

Same.—Office Bldg. for Dr. W. S. Anderson, Woodward near Hilldale. Contract let to E. E. Willoughby.

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

Same.—Plans for alt. to Rollins Co. (6 stories) completed about Nov. 30.

Sarvis J. Lewis, Battle Creek, Mich.—Taking bids on School add., School Dist. No. 3 Bedford Township, Calhoun County, cost \$50,000.

Stachowiak, Stephen J., 3005 Caniff Avenue, TO. 8-7122.—Preparing plans for 2-story store and office building, Dearborn, Michigan, 40x70' two story

addition to Veteran's Home, Bridge between two buildings, School auditorium, 14 family apartment building, postponed until Spring.

Same.—Preparing sketches for 50-bed hospital for contagious diseases, Administration building, Additions to Vocational School,

Same.—Plans completed for Store and sheet Metal Shop, Hamtramck, Michigan,

Same.—Bids closed for Sausage Factory, (Letting of contract and building of factory postponed until Spring.) Two story store and office building., (Let on Separate Contracts,) One story store building, 20x60', (Contract let to Starr Massoll Co.), 2-story and basement store and office bldg., (Contract let to K. Filip.

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 closed.

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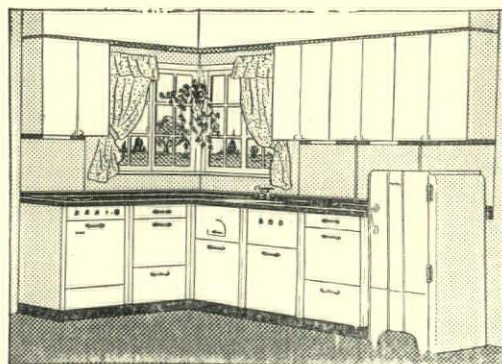
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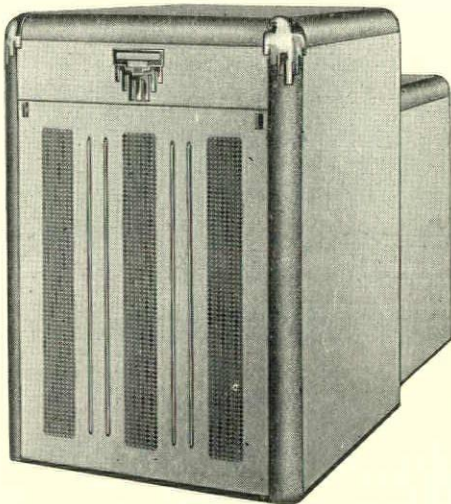
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CALL CH. 7660 FOR RESERVATIONS

Paul Marshall, chairman of the program committee for the Producers' Council Club of Michigan, has been called to Pittsburgh on account of the illness of his mother. It is important that reservations for this dinner be made in advance. In Paul's absence let's co-operate to make this meeting a big success. This is the Annual Joint Meeting of the Producers and the Detroit Chapter, A. I. A. All architects are invited, as well as others interested in the building industry.

It is expected that Mr. Russell Crevison, President of the National Producers' Council, will attend as principal speaker, and that Dr. Robert W. Kelso, president, and Branson V. Gamber, vice-president of the Detroit Housing Commission, will have something of interest to say.

MICHIGAN STATE BOARD OF EXAMINERS FOR REGISTRATION

Architects, Engineers, Surveyors

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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.

HUGE AMUSEMENT HALL OPENED IN LONDON

C. Howard Crane, Architect

The new Earls Court in London, England, said to be the largest exhibition and entertainment center in the world, has just been completed and will be opened with the London automobile show.

C. Howard Crane, Detroit architect, has been in London for some time engaged on this project.

On a triangular site of 12 acres spanning four railway tunnels, which had to be specially constructed, the main exhibition building provides seating capacity for 20,000 around a large arena containing in its center the biggest indoor swimming pool in Great Britain. A floor ordinarily covering the pool can be removed in a few minutes by the simple operation of a lever.

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Gary Cooper - George Raft
"SOULS AT SEA"

SATURDAY DECEMBER 11
Peter Lorre - Virginia Field
"THINK FAST, MR. MOTO"
11 P. M. . . Kay Francis in "Confession"

SUN. - MON. - TUES. DEC 12, 13 and 14
Gary Grant - Edward Arnold - Jack Oakie
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SCHOLARSHIP OPEN TO ARCHITECTS OF U. S. AND CANADA

To promote higher education in architecture, the American Institute of Architects will award Edward Langley scholarships in 1938 for advanced study, research, and travel, it is announced by Charles D. Maginnis of Boston, president of the Institute.

The grants, which will be limited to ten, with no stipend exceeding \$1,500, are open to architects, architectural draftsmen, graduate students, and teachers of architecture in the United States and Canada. Established in 1936 by the estate of the late Edward Langley, architect of Scranton, Pa., and a native of Canada, the scholarship fund aggregates \$104,000.

Architects may propose any other architects or architectural draftsmen as candidates for the awards to the Regional Director of the Institute who represents the district in which the proposers and candidates reside. Scholarships will be bestowed according to the character, ability, need, and purpose of each candidate. The Regional Directors may ask any candidate to submit examples of his work and to appear before them or their representative.

"To avoid unnecessary disappointment, a candidate should not be suggested unless his qualifications are outstanding and it is evident that the profession will be benefited by an award to him," the announcement said. Proposals will be received from January 1 to March 1, 1938.

Graduate students and teachers of architecture who wish to apply for the scholarships must be proposed by the faculty or head of architectural schools approved by the Institute to the Institute's Committee on Education, of which Dean William Emerson of Massachusetts Institute of Technology is chairman. Final awards, determined by the Institute's Investment Committee from nominations submitted by the Regional Directors and the Committee on Education, will be announced about June 1.

All proposals are to be made in duplicate on printed forms obtainable from the American Institute of Architects, 1741 New York Avenue, Washington, D. C. Undergraduates are not eligible for the scholarships, but they may be won by architectural draftsmen who plan to do undergraduate work or take special courses in architectural schools. A second award to the holder of a scholarship is allowed. No candidate may propose himself.

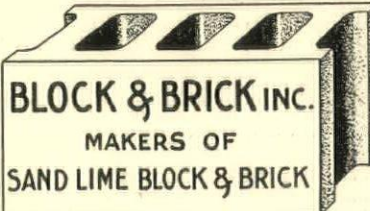
The Investment Committee of the Institute, which makes the final selection, consists of Edwin Bergstrom of Los Angeles, chairman, and Albert J. Evers of San Francisco and William G. Nolting of Baltimore.

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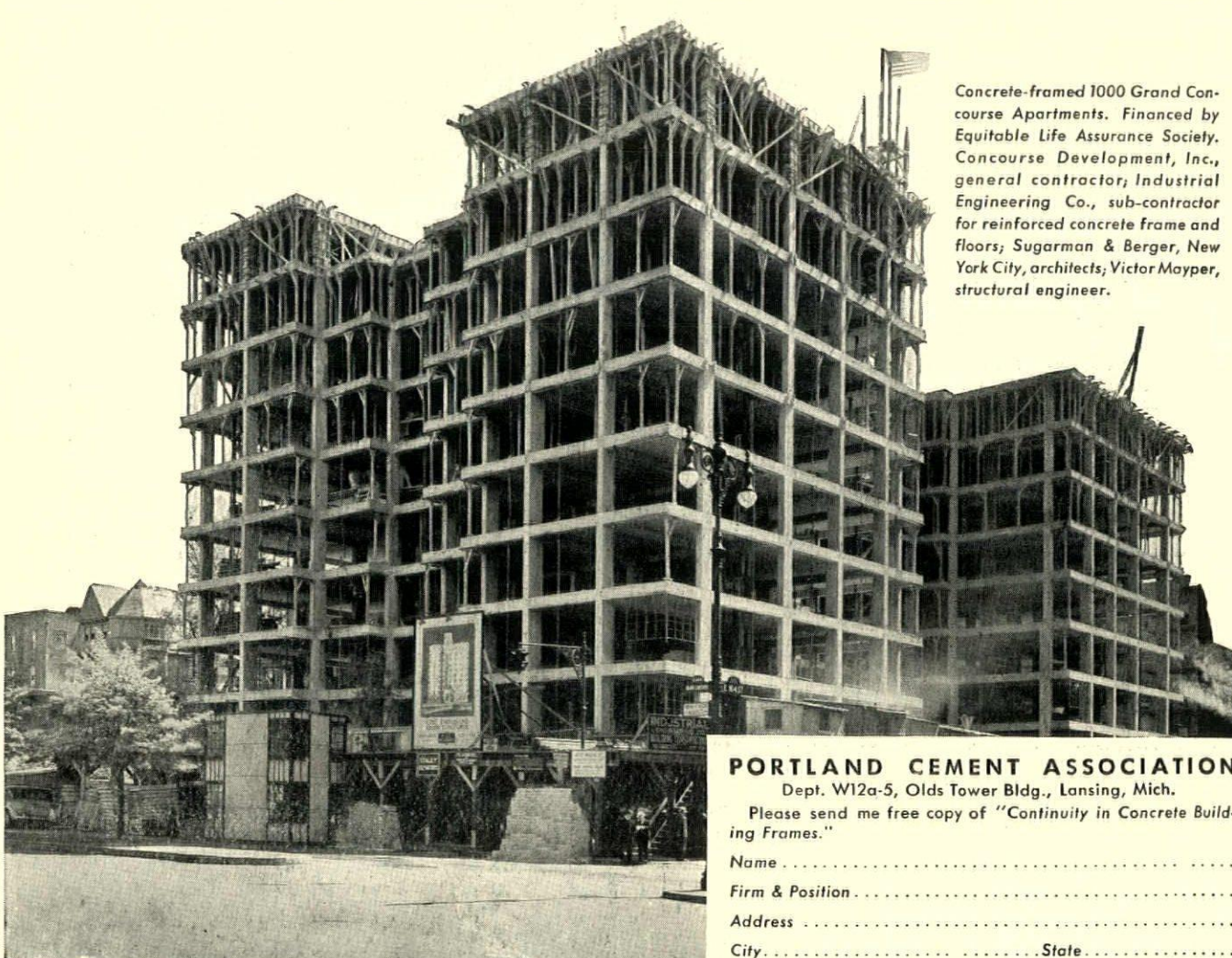
Another reason is structural efficiency—for, with reinforced concrete properly designed, the rigid frame provides greater resistance to vertical loads and wind forces.

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Vol. 11

DETROIT, MICH., DECEMBER 14, 1937

No. 50

TAKE A LOOK AT LEONARDO

By Roger Allen

The argument that has been raging in the chaste pages of The Bulletin ever since the publication of "To Be or Not To Be" by Herbert G. Wenzell, plus Wirt Rowland's counterblast, has a strangely familiar sound. The subject is one that I have often heard discussed at Chapter meetings, as I sat there hopefully waiting for rigor mortis to set in.

Wenzell's remarks had a large amount of good hard sense in them. The whole argument boils down to this: Is the architect an artist, a builder or a business man? And the only answer that will hold water is that an architect is an artist AND a builder AND a business man. This maybe unfortunate, but it is true now, it was true yesterday and it will be true tomorrow.

M. S. A. December Meeting

Intercollegiate Alumni Club

Friday, Dec. 17, Dinner at 6:30 P. M.

BOARD OF DIRECTORS MEETING
AT 2:30 P. M.

President Andrew R. Morison has stressed the importance of both the directors meeting and the meeting following the dinner. Since there are a number of important matters to come before the membership as well as the board of Directors he issues an urgent call for a good attendance.

Especially is he desirous of a good representation from the various groups throughout the state, as some matters particularly effect them.

Officers and directors please note that owing to the number of matters to be taken up the directors meeting has been set for 2:30 P. M.

Architects who spend a lot of time trying to dislocate their necks by crying on their own shoulders over the sad state of affairs in which an architect can no longer be an artist, pure and simple (the pure part is what baffles them; being simple is easy enough) had better take a good gander at the career of the late Leonardo da Vinci, who in his time had more than a local reputation as a catch-as-catch-can artist. The boys down at the fire barn used to marvel at Leonardo, who could paint a very good painting in the morning, sculpt himself out a pretty fair Donald Duck in the afternoon and spend an

interesting and exciting evening getting blown up six or seven times while inventing a new kind of gunpowder. Did you ever hear of Leonardo putting on an act because he couldn't be an artist, and an artist only, leaving the vulgar details to lesser minds? No, you did not.

Leonardo is one of my favorite people, and I know him as well as if I had been through him with a lantern. He not only knew all about his art but he knew what he needed to know about the practical application thereof. When he had made the

(Continued on Page 11)

A CHALLENGE

By H. Jerome Darling

As a sequel to my article in your previous issue, I challenge anyone to show that it would be good policy, or that it is for the best interests of a client, that the architectural profession come under the domination of a general or any other contractor.

An architect is parading under false colors, and he is misrepresenting the profession to the public when he is under the employment as such of a contractor. This is malpractice, and these architects should suffer the consequences.

I know that many of the general contractors are endowed with a pleasing personality, but I cannot understand why their "taking ways" should instill Mr. Rowland with so much confidence in their integrity. I will admit that they do have larger resources than the average architect; but usually these larger resources were taken from the owners. Furthermore, these larger resources usually were accumulated as a broker of what formerly was exclusively a portion of the architectural service. The architect can save the profits of a general contractor for his clients, and this procedure did "corner the market" for the architectural profession in the past.

As a modern difficulty, with the general contractor as a competitor, the principal obstacles of the architectural profession are a gullible public and an architectural fee not concealed.



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The new plant of La Choy Food Products, Inc. was designed by Giffels & Vallet, Inc., Architects & Engineers, and built by A. W. Kutche & Co., General Contractors. It is of steel, concrete and brick construction and of a modern streamline design with a total floor area of 65,000 square feet. The structural features include the latest methods of providing maximum light throughout the total area and the scientific features recently developed for plants in which foods are packed and processed.

Manufacturing will be confined to the main floor to facilitate the operation of automatic equipment and minimize expense in handling finished goods. The second floor will be used for general offices and the storage of material, which can be delivered to the production lines by gravity conveyors.

WHY JITTER?

From Architectural Forum

It is difficult either to account for or justify the jitteriness which has lately gripped the businessmen of this country. We have always been of the opinion that the volume of industrial building construction was a good barometer of the immediate future, because manufacturers expand their plants only as they see the need for it. Judging from the volume of factory building during the first six months of this year, one can believe that the recent pause in business is but a lull before a more substantial prosperity than has been recorded this far in the current recovery.

It cannot be claimed that there has been over-expansion of production capacity. A survey made toward the end of 1934, to determine the need for

new factories, disclosed that at that time the country was behind in industrial construction to an extent conservatively estimated at \$970,000,000. Less than half of this has been built, notwithstanding the fact that we have had a further three years of industrial development since then. Thus it can be seen that we have far to go before we catch up with our requirements; and so long as we are in urgent need of production capacity, it is still a far cry from the end of the current recovery period.

We do not wish to appear overly bold in our prognostication; but we feel that we can fairly well follow that which transpires in industrial construction inasmuch as our office has been responsible for the design of 19 per cent of the total built in this country during this period, based on figures of the Brookmire Economic Service. Our observations cover a fair cross-section of the country as our buildings were erected in ten out of the fourteen States wherein manufacturing is a principal industry. Nor was the work in question restricted to any particular field. The plants were designed for the motor, steel, rubber, and aviation industries; factories for the manufacture of air conditioning equipment, Diesel engines, machine tools, office equipment, household appliances, drugs and chemicals, food products, cosmetics, and the like.

And the following figures seem to us most significant: 19 per cent of the work was due to obsolescence; 56 per cent was due to business expansion; 25 per cent was due to development of new products.

These figures disclose no cause for any attack of jitteriness.

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

ANNUAL JOINT DINNER

*Producers' Council Club of Michigan and
Detroit Chapter, American Institute
of Architects*

at Detroit-Leland Hotel Ballroom
Monday, Dec. 13, 1937 at 6:30 P. M.

\$2.00 PER PLATE

Speakers: RUSSELL G. CREVISTON, National President Producers' Council and, Sales Promotion Director, Crane Co.
DR. ROBERT W. KELSO, Director, U. of M. School of Social and Public Adm., and President, Citizens Housing and Planning Council of Detroit.

There will be music and refreshments.

Please make your reservation at once. The accommodations are limited. Call CH. 7660.

START CONSTRUCTION OF MERRILL-PALMER COMPETITION HOUSE

Excavation work is under way for the Merrill Palmer Competition House, whose design and plans by Harold H. Ehlert won first prize of \$500 in Detroit's first architectural competition of this kind for "designs of a medium-sized house." More than 40 drawings were submitted by Detroit and Michigan architects in the competition sponsored by the Merrill-Palmer Motherhood and Home Training School and the Hannan Real Estate Exchange, Inc., its representative. Branson V. Gamber was professional adviser. The home, whose design is classified as Colonial-American, with a "transitory trend toward modern," will be built at 17200 Pontchartrain Boulevard, just north of McNichols (Six Mile) Road. Since the Merrill Palmer House has been awarded the Good Housekeeping Shield, it becomes one of the demonstration houses in that publication's national program for Better Standards in Building. The Competition House is the first to be built on an unusual and prominent parcel of land comprising seventeen 100-foot lots owned by Merrill Palmer School.

Excavation work was started this week for the Merrill Palmer Competition House, whose design by Harold H. Ehlert won first prize of \$500 in De-

troit's first architectural competition of this kind, it was reported Saturday by Guy S. Greene, president of Hannan Real Exchange, Inc., representing the Merrill Palmer Motherhood and Home Training School. The Colonial-American-Modern home is to be built at 17200 Pontchartrain Boulevard, just north of McNichols (Six Mile) Road.

Following an architectural competition, conducted last spring under the auspices of the Michigan Society of Architects, plans were selected from more than 40 designs for the first house to be built on an unusual and prominent parcel of land, which in all comprises seventeen 100-foot lots. The house is to have four master bedrooms, two master baths and two maids' rooms and bath over an attached garage. It is being constructed on a 100-foot lot and will cost, exclusive of the lot, approximately \$21,000.

"We have just been notified that the Merrill-Palmer Competition House has been awarded the Good Housekeeping Shield for Better Standards in Building," Mr. Greene said. "This means that the property has been inspected by a field representative from Good Housekeeping's Studio of Architecture, Building and Furnishing, and that its plans and specifications have been checked and passed by the studio's architect and building engineer. With the Good Housekeeping Shield for excellence, the Merrill-Palmer house becomes one of the demonstration houses in that publication's national program for better standards of building."

The standards required by Good Housekeeping in

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Will Osborne and his orchestra; Andrea Marcelle in a "jungle fantasy"; Marion Bellitt and the English Brothers in a comedy dance.

making the award, Mr. Greene pointed out, include the major points with which a home buyer should concern himself when he contemplates making the largest single investment of his life. The quality of the architectural design and plan, the quality of the building specifications and the integrity of the materials out of which the house is to be built have all been investigated. The Competition House, he said, has been identified by Good Housekeeping as being a good example of the better standard in building. When completed, the house will be opened for public inspection.

"The thorough home construction program of Good Housekeeping cannot help but accomplish a most worthwhile purpose as it offers assurance to the buyer, first, that the house is well planned; second, that the materials contained therein are first-class; and, third, that they have been installed in an up-to-date and workmanlike manner," Mr. Greene added.

ALLEN ERA OF GOOD FEELING

From Architectural Forum

I have felt impelled to set down a highball glass that I was holding for a friend and write you a letter concerning the benefits of the Depression in re Architects, with a few sidelights on Bankers and Contractors.

Before the Depression it was possible to take up any architectural magazines without finding in them articles proving that more and more buildings were being brought into the world without an architect to assist at the accouchement. Things were coming to a pretty pass, to coin a phrase. When a man or woman wanted a house built, what did he or she do? He or she—or it—went out in front and whistled and up galloped either a contractor or a lumber company and threw free plans all over the whistler like confetti.

This procedure contained an element of danger. No one who was hit on the head with a picture in seven colors of a Cape Cod cottage with French

dressing and eleven gables, no two alike, was ever quite the same afterwards.

At any rate, the architect was doomed to extinction, it seemed. I thought it all over and decided that the only thing we architects could do was to picket all buildings not designed by architects, marching up and down in front of them carrying empty tee-squares. Then I got to thinking, "What is an empty tee-square?" and after worrying over this problem for some days everything went black in front of me.

I awoke, Mr. Forum, to a new world. And a far, far better world. What had happened while I lay comatose?

THE ARCHITECT HAD BEEN JUSTIFIED IN THE EYES OF MEN. Houses and all other types of buildings designed by competent architects had weathered the depression in far better shape and with less depreciation than the ones thrown together without benefit of clergy. So what happened then?

Intelligent bankers, building and loan officials and the better class of contractors saw the light. They started employing architects for their building operations. Governmental agencies put in some good licks boosting the architect-designed building.

You know what I think?

I think that another Era of Good Feeling is upon us. The old 3C motto—Canine Consume Canine—has gone into the discard. I believe that the time has now arrived when everyone will be willing to "shinny on his own side," as we used to remark at the Madison school playground.

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Two contractors who used to deface the subdivisions of Grand Rapids with the most God-awful houses that ever gave you painter's colic have taken to building houses that one of my colleagues designed. Naturally he didn't do it as well as I would have done it, but we can't have everything. At least he did it better than the contractors would have done it in the bad old days when they would simply have the painter rear back and Give It All.

The new viewpoint permeates the whole industry. Some of the credit is undoubtedly due to the fact that more laymen are reading architectural journals. As long as the circulation of these journals was confined to architects, the best examples of current architecture were not readily available to bankers, building and loan officials, and contractors. We were merely talking to ourselves. But with The Forum going to an audience that includes thousands who control building money, the picture is changed. No one who has been exposed to seeing just how much the building dollar can buy, will ever embark on a building program without architectural advice.

More power to you; more power to all of us. I think the dam has busted, and a flood of construction is about to engulf us. Blow up your water wings.

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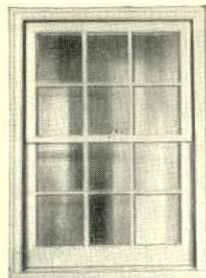
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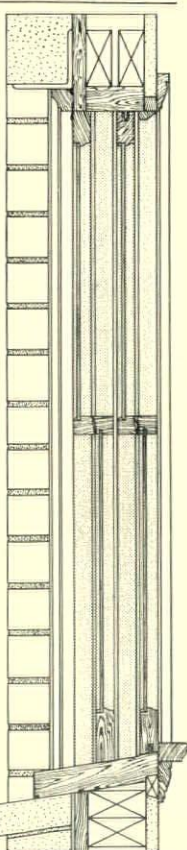


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SPECIFICATION COVER ADVERTISING

(From Illinois Society of Architects Monthly Bulletin)

The Editor: A matter has come to my attention about which I believe the members of the Society should be advised. A concern in Chicago prepares specification covers for the use of architects. These covers are given to architects gratis.

The covers contain advertisement of contractors material and equipment dealers, and manufacturers. The use of these covers by architects would, in my opinion, appear in very bad taste and might be considered very unethical.

Their use certainly does not add to the dignity of the profession. The literature and correspondence which, I am told, is used in securing these paid advertisements makes the use of the covers doubly reprehensible. The following quotations make this clear:

"As they will no doubt be used as a directory by him to call in contractorstofigure work in the future, we are calling on only a few firms whom he has selected as being satisfactory for representation. Part of the money which accrues from advertising space will be used to pay for printed stationery, signs, and office supplies for his office, which is usually considered necessary to secure new work." (The "his" obviously means the architect's.)

Any architect who uses these covers is theoretically getting something for nothing. Actually, he is placing himself under obligations which may not be a financial burden to him but may, under the circumstances, be considered a cost which the owner will pay.

It seems inconceivable that there are architects who will stoop to such petty and unethical means of saving a paltry sum of money.

—Elmer C. Jensen, President Illinois Society of Architects

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for a four-story and basement apartment building to be erected at the corner of Covington Drive and Second Blvd., Detroit, Mich., for Covington Apartment Corporation, owners.

For two stories and basement Mercantile Building—**Jos. Campalu and Yemans Avenues**, Hamtramck, Mich. (Federal Dept. Store).

For two story warehouse and remodeling of present warehouse at Twelfth and Marentette Aves., Detroit, Mich., for Cunningham Drug Stores, Inc.—Owners.

One story and basement store building (seven stores) on the corner of Van Dyke-Seven Mile Road and Stotter Ave., Detroit, Mich.

Same.—Preliminary studies for a Community Center Building—Detroit, Mich.

Same.—Bids closed on the six story apartment building—721 Seminole Ave., Detroit. Belvidere Land Company—Owners. Revising drawings, will ask for new bids on December 15th, 1937.

Same.—Taking bids for the remodeling of two story and basement store building—Corner of West Allegan and So. Washington Aves., Lansing, Mich. Cunningham Drug Stores, Inc.—Owners.

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. drawings on monastery, N. W. Detroit. Ready about Jan 30.

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.

Same.—Taking fig. on Hammond Res., Adrian, Mich.

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

Same.—Plans for two medium sized houses, Grosse Pte, ready soon.

Plans in progress for Second Annual Architects Ball to be held at Intercollegiate Alumni Club in January. Closing date for bids to be announced later by C. L. T. (Clark) Gabler.

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.

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Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg. ready about Dec. 15.

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Herman E. Simons, 710 Owen Bldg., RA. 8788.—Taking fig. on Bushnell Congregational Church (By invitation).

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

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—One story Factory Bldg., 112x304'. Owners—Progressive Welders, Piquette Ave., taking fig.

Same.—Alt. to Sam's Cut Rate, Campau Store. Taking fig. about Dec. 8.

Same.—Alt. to Kresge Foundation Bldg., 1534 Woodward. Taking fig. about Dec. 8.

Lewis J. Sarvis, Battle Creek—taking bids on School Addition, School District No. 3, Bedford Township, Calhoun County, cost—\$50,000.00.

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.—Prep. sketches for hospital, owner withheld.

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

Same.—Alt. and add. to Dexter Baptist Church. Contract let to Judson & Forrester.

Malcomson, Calder & Hammond, Architects & Engineers, **Henry S. Booth, Associate.**—Figures on Studio bldg. for Mr. Henry S. Booth. (Thornlea) Bloomfield Hills, Mich. Contract let to Stibbard Constr. 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 Dec. 12.

Sarvis J. Lewis, Battle Creek, Mich.—Taking bids on School add., School Dist. No. 3 Bedford Township, Calhoun County, cost \$50,000.

Stachowiak, Stephen J., 3005 Caniff Avenue, TO. 8-7122.—Preparing plans for 2-story store and office building, Dearborn, Michigan, 40x70' two story addition to Veteran's Home, Bridge between two buildings, School auditorium.

Same.—Preparing sketches for 50-bed hospital for contagious diseases, Administration building, Additions to Vocational School,

Same.—Plans completed for Store and sheet Metal Shop, Hamtramck, Michigan,

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 closed.

DRAFTING EQUIPMENT FOR SALE

Mrs. George W. Graves, widow of our former member and beloved fellow, has for sale considerable miscellaneous equipment which would be of use to architects. Those who may be in need of such items will render a service by calling at the office of the Weekly Bulletin, 120 Madison Avenue, where this material can be inspected and bought at the purchaser's own price. The only condition being that he let his conscience be his guide.

The material consists of a number of T-squares from 42" to 6'-0" in length; triangles of assorted sizes; architect's scales from 6" to 24"; cloth tapes 50' and 100'; slide rule; odd drawing instruments; pantograph; check protector; various office supplies; typewriter supplies; writing ink and drawing ink; shears; etc. There are also two registered architect's seals, which could be changed by an insert for the name.

A safety razor with a 58-inch ribbon blade has been marketed by a British company. The blade is carried on two small reels, the exposed portion between them forming the shaving surface. When this becomes dull, a twist of a knob brings a fresh section of the blade into use. The blade is made of rustless steel and requires no cleaning. It is estimated that one blade will last six months.—Popular Science.

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ARCHITECTURAL AND OTHER IMPRESSIONS OF EUROPE TODAY

as seen by Louis La Beaume

The Second Statewide Illinois Society of Architects Meeting held in Peoria on October 23 brought out some interesting speakers with interesting subjects.

Elmer C. Jensen, President of the I. S. A. conducted the meetings and called upon the speakers, according to a report in the Society's Monthly Bulletin:

Irving K. Pond was introduced by President Jensen with great good humor and Mr. Pond responded in a like vein. Secretary Fairlough says that he spoke from 9:03 to 9:10 P. M., was in good form, making a number of clever allusions to present architects and telling his famous reservoir story. A policeman saw an inebriate Irishman hovering suspiciously at the edge of the reservoir in Central Park. The policeman asked: "What are you doing here so late at night?" The Irishman pointed to the reflection of the moon far below in the pool. "Is that the moon down there?" he asked, and the policeman replied, "It is." "Then what in God's name am I doing up here?" said the Irishman. Mr. Pond said he knew why he was in Peoria. He was there to be the stooge for Louis La Beaume. In fact, he was the Charlie McCarthy on La Beaume's knee, replying to the erudite remarks of Mr. La Beaume with "Oh, yeah?" and "So's your old man!"

After this the President asked for suggestions of a city where the next statewide meeting should be

held in 1938. Ernest L. Stouffer of Champaign on behalf of his city extended a cordial invitation to hold the meeting there. Champaign-Urbana is the home of the state university with handsome buildings lining its impressive campus. Mr. Stouffer was thanked and assured that in all likelihood the Board of Directors would select Champaign for the next statewide meeting.

The President now introduced the noted architect, writer and the profession's foremost after-dinner speaker—Louis La Beaume of St. Louis. Mr. La Beaume had returned from a leisurely European trip a week before. Mrs. La Beaume had selected a slow boat and after nearly two weeks on the water, he and she landed in Naples. The subject assigned Mr. La Beaume was "Architectural and Other Impressions of Europe Today"—a large order, but he fulfilled that order in such a brilliant, humorous and penetrating way that his listeners after the hour he consumed would have been glad to sit and listen another hour.

Mr. La Beaume Pilots the Cruise

After listening to Mr. Booton's trials in aiming to achieve for the State of Illinois without adequate appropriation, the speaker finds Europe today extravagant compared to the regime of Governor Horner. The speaker waxes warm over the handsome new pier with its equipment in Naples, calls it modern and functional and says it clicks. He finds all over Italy exuberant spending, experimentation in design and criticism of design very superficial. Europe and Mexico are ahead of us in daring in the use of new materials and design. The Naples post office, provincial palace and new apartments are outstanding in the use of marble and glass in new forms.

Palermo has many new buildings. It is larger than Rome and one of the most important cities in Italy. The mosaics of Monreale Cathedral are brilliant, notwithstanding their great age. Venice was approached from the Adriatic by boat and pronounced truly the Adriatic's pearl. On the mainland, back of Venice, is a new tall, simple, modern ramp garage. Budapest was visited and impressed through its fine location and fine buildings. In Vienna the speaker sought out housing projects which Alfred Granger had talked so much about. These are generally court buildings, built for utility

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and having few frills. The Karl Marx housing, which played a part in a recent revolution, seemed an endless facade.

The new railroad station in Florence, Italy, he finds convenient, beautiful and impressive. Rome is disappointing and heavy. The new university buildings there are to him distressing, lacking in lightness, grace or elegance. The scale is large, uninteresting and appears to reflect the personality of Mussolini.

The speaker noted the legends and mottos of Mussolini's propaganda throughout Italy and placards with exhortations of "Believe, Obey, Fight" in evidence like billboards all over the country. Mr. La Beaume feels that the practice of architecture under such conditions is infinitely worse than in PWA projects.

In the Paris Exposition he finds many wonderful things, among these being the two great axes. He disagrees with John Holabird regarding the Exposition in a number of instances. Of Henry Russell Hitchcock whose critique of the Paris Fair appeared in the September Architectural Forum, he says, "Hitchcock is a critic and not an architect." The distinction is apparent in his review.

He admires the new Trocadero Museum. Russia's building he pronounces effective and recognizes Frank Lloyd Wright's influence, but the dominating feature is the haunting, huge figures atop the building. Both Russia and Germany in their Fair buildings he pronounces defiant. Germany's building is too huge and obscures certain essential features of the Fair. Finland's building, many kiosks and entrances are very interesting.

The Museum of Modern Art, a permanent structure, gives him a lift with its present surroundings, but he questions its appearance when other Fair buildings shall have been removed. The exhibits in this museum he grows enthusiastic over. It is the art of Europe in retrospect, beginning with the earliest times and coming down to the present. The exhibit of Renaissance paintings produces admiration and Tintoretto as shown in this exhibition produces ecstasy.

On returning to his native land and learning what his confreres have been thinking and talking about, he comes to The New Bauhaus in Chicago where Moholy-Nagy presides. He finds their language obscure, an effort to be the monsters of universality,

but what architects most desire—he among them—is to be left alone with a few tractable clients.

Turning to housing Mr. La Beaume asked, "Have you read the effusion in the October American Architect by a group of young architects in Federal employ on housing?" These men have a round table discussion about housing, the profession's equipment to handle it, and the results. This gives him the jitters and he is surprised, unimpressed, and amazed at the editors of the magazine over the elaborate and costly presentation of such vaporings.

Bureaucracy in Washington is the big problem of architecture and business, though the future for architects looks good to him and he urges his associates to assume current responsibilities toward changing trends rather than along sociological lines.

Modern housing had been studied and attempted in European countries before our efforts. There they had achieved and had made mistakes. No doubt we have made mistakes, but we shall continue our efforts. They cost money, of course, and to get this money the speaker proposes that we borrow it from our European debtors and not pay it back.

In the matter of prefabrication, again so much in print, he feels there is no danger of houses ever being produced like automobiles due to the variety and independence of taste of the American public. He concludes with a statement of unbounded faith in the continuance and the progress of the American architect.

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—Walter Winchell

Prayer: Forgive us our Christmases as we forgive those who Christmas against us.

—Gertrude Jekyll, noted English horticulturist

A smart man is one who hasn't let a woman pin anything on him since he was a baby.—Cokesbury Pi

Mine wasn't only the last horse in the race—I think it was the last race in the horse.

—Ben Bernie, radio

Nowadays the ocean seems to be a large body of water entirely surrounded by trouble.—Enka Voice

A fool and his money are some party.

—National Petroleum News

It seems to me that when a woman is wearing shorts her charms are enlarged without being enhanced.—Beverley Nichols, *No Place Like Home* (Doubleday, Doran)

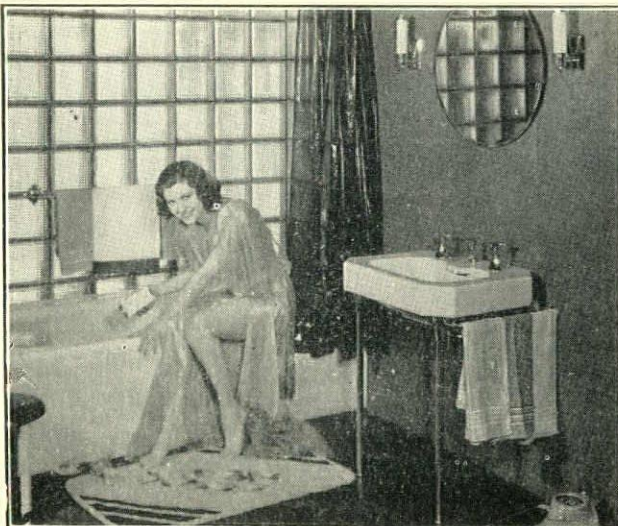
Toastmaster's introduction: Gentlemen, you have been giving your attention to a turkey stuffed with sage. Now you will hear from a sage stuffed with turkey.—Cokesbury Pi.

A merchant stated in his will: "I want six of my creditors for pallbearers—they have carried me so long they may as well finish the job."—N. Y. Post

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INSTITUTE ASKS REPEAL OF PROFITS TAX LAW

Repeal of the surtax on undistributed profits of industrial corporations by Congress at its present special session is asked by the officers and board of directors of the American Institute of Architects in a petition to President Roosevelt and members of the United States Senate and House of Representatives.

"The effect of this tax is to place an extraordinary additional cost on building construction and other improvements desired by these corporations," declares a resolution adopted by the directors of the Institute, of which Charles D. Maginnis of Boston is president.

"The claimed motive for this tax is to increase the income of the government, instead of which the actual results are to lessen the income because of the stifling effect on the earnings of the building construction industry and the so-called capital goods industries.

"The officers and the board of directors of the American Institute of Architects respectfully petition Congress at its present special session to repeal the surtax on undistributed profits at once."

If you visit the "Town of Tomorrow" exhibit at the New York World's Fair in 1939, you will see a squad of industrious laborers working away on an unfinished house. Nothing peculiar about that. But come back the next day, the day after—in short, every day for a couple of weeks. Then you will begin to doubt your own sanity, for the laborers will be working just as hard and the house will still be in the same state of incompleteness.

The secret is that all building done during the day will be undone in the night. The object—to show just what materials will go in to the house of tomorrow and just how they will be put there. If a foreman should forget and allow the house to be finished it would ruin the whole point—and he'd probably be fired for incompetency!

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TAKE A LOOK AT LEONARDO

(Continued from Page 1)

clay model for a bronze statue, did he call it a day and spend the afternoon at a movie? No, he stepped right out into the shop and demonstrated that he was the No. 1 foundryman of his time. When he felt like painting a portrait of the current Carole Lombard of that period, did he sit down and wail because the paints he had to use were inferior? No, he set to and invented a new type of paint. He varied the monotony of a life in which he never had more than ten things to do at a time by fooling around with an experimental flying machine. He was also the greatest expert on castration of his time; and castration is not what you think it is, you rascal, it means the science of military fortifications.

There, brothers, was a guy. And if all of us would study Leonardo more and Ruskin less we would be a dam sight better off. I agree with Aldous Huxley, who once wrote that "we should accept Mr. Ruskin's views on architecture as we interpret dreams; by assuming the contrary to be true."

I have no patience at all with the silly, half-baked idea that because an architect is an artist he cannot also be a builder and a business man. The demand for artists, as artists, in this country is so small that an artist is generally in just about as much demand as a suspender salesman in a nudist camp. If you tell me that people OUGHT to want artists, that's something else. I personally am not going to wait until they do want them.

What does a man who is about to build a building want of his architect? Does he want a man who is a great designer and a great designer only? You all know the answer to that one, for everyone of you has known great designers who ended up on relief for lack of a little common horse sense. The

client wants good designing, but he wants good designing plus technical ability in construction and the ABILITY TO GET THE JOB BUILT AFTER IT'S DESIGNED.

And if you think that all architects have that ability, excuse me while I step out and set fire to an orphanage.

I could make your blood run cold with tales of what I have seen and heard about SOME architects (not you, or you, or you) and the jams they get clients into. Is it too much to expect that an architect who is more familiar with his own plans than anyone else can be expected to be, should be able to take off an accurate and complete list of material that goes into the job? Do you think they all can? Well, I had an opportunity recently to look at a number of take-offs that certain architects prepared for federal agencies, notably to W.P.A., covering material for the buildings that they themselves had designed, and I can tell you that while in my time I had a certain reputation for shy, wistful humor, I never wrote anything as funny as some of those take-offs.

While I am delivering the Allen Lecture to End All Lectures, I might as well tell all. I am firmly

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convinced, after 25 years in the trenches, of this; Architecture is not a subject that you can learn so that it will stay learned. You have to keep learning it all over again. New materials and new techniques demand attention from the architect, and if his mind is closed and hermetically sealed against all innovations, how can he give them that attention? If you want to believe that the last advance in architecture died with Pugin, go ahead, but don't be surprised if your waiting room is empty. Lots of people don't want any part of Pugin.

If the architect is losing ground, let's find out why. Possibly it's because we don't give the customer as much service as the customer can get somewhere else. As for me, I deny absolutely that the architect IS losing ground; on the contrary, people are more architect-conscious today than they have been in years. If the architect will get in there and pitch, he'll find plenty of batters to pitch to.

I hope a lot of architects will write you letters stating in no uncertain terms that I am (a) crazy (b) in the pay of Moscow, or (c) correct as anything. What the Bulletin has needed for a long time, and what only the Bulletin readers can give it, is a good lively debate on the subject of what an architect is and what makes him tick. That is certainly one subject that every architect in the Society has at least one novel and original idea upon, and if he'll put that idea in writing and send it in, Tal Hughes will have to make his next edition one of 250 pages.

CARPENTTER CONTRACTORS ELECT

The Annual meeting and election of officers and directors of the Carpenter Contractors Association of Detroit was held at 2000 Gratiot Ave., Tuesday evening, December 7, 1937.

Officers and Board for 1938 as follows,—

President—Harry T. Wunderlich

Vice-Pres.—H. A. Amsbary

Treasurer—John H. Carter

Directors—W. S. Trowell, John Chandler, Frank Nowicki; these three newly elected for two years. H. T. Wunderlich, John H. Carter, Pres. and Treas. automatically members; B. T. Haberkorn, Curtis A. Massoll, these two hold over for year 1938. Total number of directors is seven.

Retiring President Walter S. Trowell was given a hearty rising vote of appreciation for his great work during 1937 which included: 1. Increase in membership of 25 percent. 2. Establishment of Employes labor exchange and employment bureau. 3. Adoption of Built-up Millwork Specifications.

Meetings are held first Tuesday in each month and as necessary.

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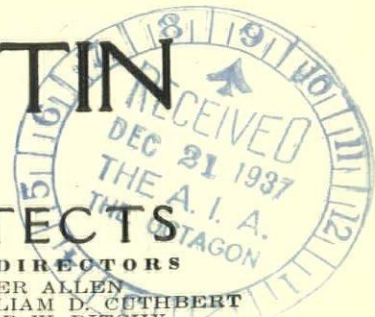
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Vol. 11

DETROIT, MICH., DECEMBER 21, 1937

No 51

PRODUCERS'-ARCHITECTS' ANNUAL MEETING A BIG SUCCESS

To provide proper housing for the low income group is costly, but it costs more not to provide it, Dr. Robert W. Kelso, president of the Citizens Housing and Planning Council of Detroit, told a large audience of producers and architects at their annual joint meeting at the Detroit-Leland last Monday evening.

Clair W. Ditchy, as toastmaster, was up to his usual good form in opening what he termed "A Boston Tea Party." Both, Dr. Kelso, and Russell G. Creviston, national president of the Producers' Council, were from Boston and wore their war paint, according to the toastmaster. Mr. Ditchy called upon Frank O'Neill, vice-president of the local Producers' group, who in the absence of A. A. Shirley, president, introduced Mr. Creviston by a relation of facts concerning the many important positions which he has held. At present, Mr. Creviston is head of advertising and sales promotion for the Crane Company. Mr. Creviston paid a fine compliment to the Detroit group, stating that the percentage of members to potential membership was the largest of any Producers' group in the country. He gave credit to Paul Marshall and Ted Morris, who were instrumental in its organization.

The speaker stated that the Producers represent only one side of the quadrangle that makes up the building industry: Design, planning and supervision by a competent architect is fundamental, he stated. The second side is construction; the third, sound financing, which takes into account the proper use of land; and fourth, the producers of quality materials. If we can have all four present in a building operation, the results are bound to be good, the speaker said.

Mr. Creviston expressed the belief that there is no crisis in the construction industry at the present time, but rather a hysteria of headlines created in

the imagination of the ill-advised. We are suffering from too many doctors, he said, pointing out that the construction industry, which is a secondary force, cannot properly function as long as there is doubt of the future of business in general. He does not expect a building boom, as the elements for such a movement are not in evidence at present. There is not now any great development of railroads or automobiles, which formerly required so much building. Instead, he looks to the future of building as that of rebuilding what has been done before. Electrification is another development which, he states, has only begun. Air conditioning also will add to the sum total of new requirements in building.

He doesn't expect any great movement toward decentralization because seventy per cent of the building market is in our cities and this is too much of a stake to leave neglected. In Chicago, the speaker said, fifty-seven per cent of the property is unsuitable for the F.H.A. as a sound place to finance new construction.

The speaker outlined the aims and purposes of the Producers' Council, stating it began in 1921 as a Structural Service Committee of the A.I.A., and later became an independent organization of manufacturers of fine building products, affiliated with the A. I. A. He spoke of the work being done to promote any legitimate interest of their members, and of the preparation of printed matter which

(Continued on Page 11)

Season's Greetings

BEST WISHES FOR A MERRY CHRISTMAS
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PIONEER SKYSCRAPER ARCHITECT BORN 100 YEARS AGO

Wednesday, December 15 was the 100th anniversary of the birth of George Browne Post, pioneer "skyscraper" architect of New York City, and president of the American Institute of Architects from 1896 to 1899. Called "an original and masterly planner," Post designed and built, 1897-1899, the St. Paul building at the corner of Broadway and Ann Street, which, twenty-five stories in height, was then not only the tallest building in New York but also in the world and which won the designation "skyscraper."

"Modern steel skeleton construction came of age in this building, which still stands as an important landmark in the City," declares a statement by William Orr Ludlow, chairman of public information of the American Institute of Architects. "Without caisson construction later developed for foundations, this building could not have been higher, as its weight loaded the soil to capacity by means of a reinforced concrete mat foundation six feet deep, which distributed the load over the entire lot."

Post had already, in 1868, been instrumental in having the first elevators ever to be used in an office building installed in the Equitable Building, for which he was consulting architect. "There is a story connected with this," Mr. Ludlow says. "When the owners claimed that a building over four stories in height would not rent, Mr. Post made a sporting offer personally to lease the 'unrentable' upper stories. Thus did he back his firm belief in the future of tall buildings equipped with elevators. The Equitable building soon rose to the then stupendous height of seven stories."

In 1879, Post pioneered in the development of metal skeleton construction in designing the New York Produce Exchange building, still standing at the foot of Broadway. As the Bessemer steel process had not then been discovered, he used cast iron columns and wrought iron girders of from 40 to 60 feet span supporting the four heavy fireproof stories of the interior court, thus for the first time adopting a metal cage and curtain wall for exterior wall construction. Only the interior court walls were so built because the New York City building laws did not allow a metallic framework and curtain wall construction to be used in walls fronting on a street.

In the Mills building at the corner of Broad Street and Exchange Place, completed in 1883, Post further developed the cage type of construction and installed the first plant for generating electricity in a building in New York City, the exhaust steam pipe being used to heat the building. Only four years previously Thomas A. Edison had announced

the discovery of the incandescent electric light. "Mr. Post was thus responsible for the oldest electric plant in New York City, if not in America or in the world, and thus did he and Mr. Edison link their talents in the early development of the modern building," Mr. Ludlow comments.

Other important business buildings by Post were The New York Stock Exchange, the original New York Times building, the World Telegram building, the original New York Western Union building, also with elevator; the Williamsburgh Savings Bank, the New York Cotton Exchange, the Pulitzer building, the Havemeyer building, The Astor Estate building, the Union Trust Company building, the Mutual Benefit and Prudential Life Insurance buildings in Newark; the bank of Pittsburgh, the Commercial Trust Company, Jersey City, and the Cleveland Trust Company, in which he incorporated the novel feature of a dome built of glass blocks, forerunner of the present glass block construction. He also designed the New York Hospital, and the residence of Cornelius Vanderbilt and Collis P. Huntington at Fifty-seventh Street and Fifth Avenue.

Post won many competitions and was a dominant member of the Board of the World's Columbian Exposition in Chicago in 1893. His designs for the Manufacturers and Liberal Arts building, the fair's largest structure, included thirty-four acres under one roof in which there were twenty-four acres of glass. In the 90's, Post published a project for a 500-foot tower which shows many elements later given expression in Le Brun's Metropolitan Tower.

In 1904 Post and his sons, William S. Post and James Otis Post, won by competition the buildings of the College of the City of New York, erected at Convent Avenue and 139th Street. The Wisconsin State Capitol with a dome eighty feet in diameter covered with granite caulked with lead wool for expansion and contraction under extreme thermal conditions, was the subject of a winning design by Post in 1907. It was not completed when he died on November 28, 1913.

Post was a leader in zoning and city planning as well as in the science and aesthetics of building. His early work in these fields led to the present zoning and setback laws. His ideas and studies in city planning and industrial housing were crystallized in the Eclipse Park development at Beloit, Wis., in 1916.

Post was one of those responsible for the development of the typical modern hotel plan, with hundreds of rooms, each with bath, and a monumental suite of public rooms below, arranged to give maximum income through the leasing of shops and concessions. The Hotel Statler in Cleveland was the first of many hotels designed by the Post firm.

Post was born in New York City on December 15,

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1837. He studied engineering at New York University and architecture in the atelier of Richard M. Hunt, recently returned from the Ecole des Beaux Arts in Paris. He served in the Civil War two years, entering as captain of the Twenty-second Regiment of the New York National Guard and being promoted to colonel and cited for gallantry in action.

He was a member of the American Academy of Arts and Letters, and of the American Section of the International Congress of Architects as well as of many other organizations in America and Europe. He was recipient of the Gold Medal, highest honor of the American Institute of Architects.

CLOVEN HOOFS

(Reprinted from Time)

With a show of fun and frankness unusual in his stereotyped profession, a San Francisco pressagent lately wrote: "When you come right down to it, a great World's Fair is the architect's form of that good old American custom, the Binge. . . . He can work in the realm of pure fantasy without worrying much about his client's idea of how a building ought to look, because he is using (perhaps happily) impermanent materials and because his real client is the general public, and what the general public wants is not utility, but romance and beauty and drama. For a World's Fair is, no matter what the brochures and prospecti say about it, a big show; it creates an illusion, and it has to be emotional, dramatic, and possibly dyed with deep but uncertain dyes of mysticism. The walls of most World's Fairs bear the imprint of the cloven hoof."

The San Francisco pressagent might well have added that when a fair is over there is frequently the devil to pay. For as often as not World's Fairs result in thumping deficits. Last week, World Fair planners the world around had reason to ponder this fact, for one World's Fair (Paris) closed for the winter thumpingly in the red, and two others (New York and San Francisco) passed milestones in careers which they expect to turn out in equally thumping profits.

Paris. France's Colonial Exposition of 1931 broke even budgetwise only when the Senate Finance Commission wrote in a theoretical profit of 50 millions of francs as an "increase in values which cannot be accounted for by the statistics of the Finance Ministry" i. e. national prestige and local business promotion. This year's Paris International Exposition, which closed last week for the winter,

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will presumably be also subject to such budgetary juggling. For it cost \$64,600,000, of which an estimated \$49,000,000 came as a direct Government subsidy. By last week 33,724,295 patrons had paid some \$4,746,000 to see the Fair's gaudy structures clustered along the Seine. To reopen them next year is expected to cost another \$16,950,000. In the Chamber of Deputies this week there was strong opposition to the idea from outlying provinces which dislike the thought of their trade suffering while Paris gains.

New York. As Grover Whalen, its president, is quick to point out, the 1939 New York World's Fair is a bird of a very different color from the Paris Exposition. Instead of a government-conceived, directed and subsidized essay in national propaganda, it is a privately-conceived and financed attempt by New York businessmen to drum up new trade. Inspired by the success in this respect of the Chicago, A Century of Progress in 1933-34, 115 leading New Yorkers in 1935 formed New York World's Fair Inc., a non-profit, non-stock corporation whose officers get no remuneration. New York State with \$10,000,000, but this is not a subsidy, for a large part of the money is being spent in basic improvements and reclamation of the Fair site which will be a park when the Fair is ended. The U. S. Government has authorized expenditure of \$3,000,000 and the Fair Corporation itself plans to spend about \$47,000,000, part financed by Fair revenues, the rest by a \$27,800,000 issue of 4%

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debentures which has been completely taken by the public. Domestic and foreign participants will ante enough more money to make the Fair fund total \$125,000,000, twice the Paris Exposition's cost and by all odds the biggest sum ever spent on a Fair in history.

Theme of the New York Fair is "Building the World of Tomorrow." This it is now busily doing in Flushing Meadows, a filled-in swamp nine miles from Manhattan, once beloved by rats but now graced by two artificial lakes, handsome landscaping. Only building finished is the Administration Building where most of the Fair Corporation's 900-odd employes work and where dressy President Whalen holds forth in a copper-lined board room. Like the Chicago A Century of Progress, the Administration Building is showily modern, as apparently will be most of some 350 other projected buildings which eventually will jam the site's 1,200 acres. Most of the New York Fair's space has already been let and last week Japan contracted to rent 10,000 sq. feet, Russia 110,000 and Hungary 36,000. Virtually all nations are expected. Attendance is estimated at 40,000,000 first year, 24,000,000 the second. When it is all over and the debentures have been paid off, President Whalen and associates expect to have a surplus of about \$8,000,000 which will go to the Comptroller of the City of New York for charities and improving Flushing Meadows Park. New York businessmen will already have received their share of the booty from the

\$50,000,000 a year Fair patrons are expected to spend at the Fair, the \$1,000,000,000 they will spend in the City itself.

San Francisco. Since the International Convention of Expositions awarded to N. Y. the honor of holding the World's Fair of 1939, San Francisco's rival notions have been somewhat adrift. San Franciscans points out that Congress designated their Fair, which will begin in February 1939, two months before New York's, as "America's official World's Fair of the West in 1939." Its actual title, however, is "Golden Gate International Exposition" with the major subtitle "Pageant of the Pacific."

Like the New York Fair, an attempt to stimulate local business, San Francisco's Fair originally sprang from a local movement to get a better airport. To provide it and also what is certainly the most spectacular possible site for a Fair, San Francisco has created the "world's largest man-made island" on Yerba Buena Shoals in San Francisco Bay near the new San Francisco-Oakland Bay Bridge. With a WPA appropriation of \$3,800,000 this mile-long rectangle has been pumped up from the Bay floor to 13 ft. above high tide and last week it was turned over with appropriate ceremonies to the city.

Running San Francisco's Fair is a private corporation, Bay Exposition Inc., whose President Leland Cutler, onetime president of San Francisco's Chamber of Commerce, is now in the Orient wangling for participation. A more important wangling job is that of dynamic Ray Warner Smith, who is raising \$7,500,000 from California's firms by the good old "pledge and put up" sort of drive. So far he has extracted \$5,600,000. California is putting up \$5,000,000, the U. S. Government \$6,200,000 and the remaining \$33,200,000 the Fair will cost is coming from exhibitors and participants. These so far include 15 nations, many a colony and twelve States. Attendance is supposed to reach 20,000,000 before the Exposition closes in December 1939, and revenues, if any, will be prorated among the subscribers. With subscribers, Promoter Smith's method is very simple: "Be nice to the nice ones, and when the nice ones are all in we will be tough with the tough ones."

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FRESHMEN ARCHITECTS NAME HINSHAW AS HEAD

Election of officers for the many classes in the University of Michigan drew near a close last week when freshmen architects named Andrew B. Hinshaw of Bloomfield Hills as their president. Other class officers will be Herbert M. Bently, Saginaw, vice president; Miss Ann D. Wills, Niagara Falls, N. Y., secretary, and James D. Nielson, Winnetka, Ill., treasurer.

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THE NEAREST EXIT

One night Artemus Ward was told to visit an important social function and have a story for the next day's Cleveland Plain Dealer. He didn't care much for society anyhow, so he stopped on his way to mingle with some friends, forgetting all about the assignment until it was too late to go. He was persuaded by his friends to draw upon his imagination. The next day's Plain Dealer had a glowing account of the affair on the first page.

It was a scoop! Neither of the other papers had a word about it as far as Ward could discover until he found a small item at the bottom of a column which told him that the function had been postponed. Grabbing hat and coat, Ward left the office. In fact, he left Cleveland. Some weeks later he drifted back and was walking down the street when he ran into Col. Gray, his boss. Gray began to berate him for running away without saying a word. "Why did you do it?" demanded Gray. "Well, Colonel, if you must know," said Ward, "I couldn't afford to be associated with such an unreliable sheet."

—Cleveland Plain Dealer

CHUTE IS CHOSEN AS ARCHITECT

P. H. Chute, of Battle Creek, has been selected by the special building committee of the board of supervisors as the architect for the remodeling of the Calhoun County court house and jail as authorized by the board of supervisors at the fall session.

Mr. Chute, it is understood, is to submit preliminary sketches to the committee prior to the special meeting of the board in January.

The board, at the fall meeting, appropriated \$30,000 in connection with the remodeling program.

MICHIGAN STATE BOARD OF EXAMINERS FOR REGISTRATION

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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.

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PRESIDENT RASEMAN NAMES DETROIT CHAPTER COMMITTEE

CHAIRMEN

Richard P. Raseman, president of the Detroit Chapter of the American Institute of Architects, has announced the appointment of chairmen of the Chapter committees for the coming year as follows:

Publicity: Clair W. Ditchy,

Membership: Malcolm R. Stirton,

Lecture and Program: C. L. T. Gabler,

Exhibitions: Richard H. Marr,

Professional Practice: Herbert G. Wenzell,

Competitions: Branson V. Gamber,

Liaison Committee with City Planning Commission: Richard P. Raseman,

Counsellors to Engineering Society of Detroit: Richard P. Raseman, chairman and William B. Stratton,

Chapter History: Clair W. Ditchy, chairman, and Emil Lorch,

Liaison Officer with Producers' Council Club of Michigan: Talmage C. Hughes,

Education: Emil Lorch,

Chapter By-Laws: Aloys Frank Herman, chairman, and Adolf Eisen and C. W. Ditchy.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for a four-story and basement apartment building to be erected at the corner of Covington Drive and Second Blvd., Detroit, Mich., for Covington Apartment Corporation, owners.

For two stories and basement Mercantile Building—Jos. Campau and Yemans Avenues, Hamtramck, Mich. (Federal Dep't. Store.)

For two story warehouse and remodeling of present warehouse at Twelfth and Marentette Aves., Detroit, Mich., for Cunningham Drug Stores, Inc.—Owners.

One story and basement store building (seven stores) on the corner of Van Dyke-Seven Mile Road and Stotter Ave., Detroit, Mich.

Same.—Preliminary studies for a Community Center Building—Detroit, Mich.

Same.—Bids closed on the six story apartment building—721 Seminole Ave., Detroit. Belvidere Land Company—Owners. Revising drawings, will ask for new bids on December 15th, 1937.

Same.—Taking bids for the remodeling of two story and basement store building—Corner of West Allegan and So. Washington Aves., Lansing, Mich.

Cunningham Drug Stores, Inc.—Owners.

Bennet & 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. drawings on monastery, N. W. Detroit. Ready about Jan. 30.

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.

Same.—Taking fig. on Hammond Res., Adrian, Mich.

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

Same.—Fig. due on Res. Provencal Rd., G. P. F. Dec. 17.

Same.—Taking fig. on Res. G. P. F. beginnng about Dec. 22.

Plans in progress for Second Annual Architects Ball to be held at Intercollegiate Alumni Club in January. Closing date for bids to be announced later by C. L. T. (Clark) Gabler.

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

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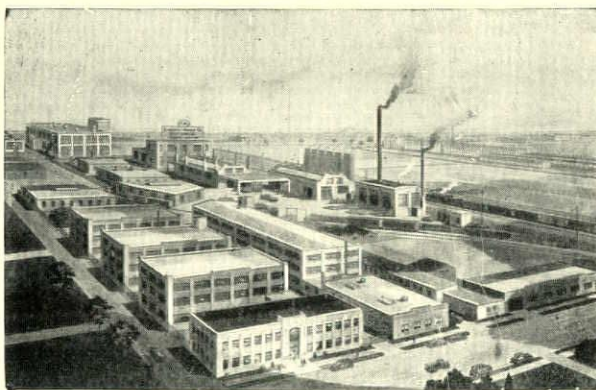
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Factory extension, local manufacturer.

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Additional office facilities for Automobile Club.

Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg. ready about Dec. 22.

Herman E. Simons, 710 Owen Bldg., RA 8788.—Taking fig. on Bushnell Congregational Church (By invitation).

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

Lewis, I. M., Inc., 816 Ford Bldg., RA. 4724.—

Same.—Alt. to Sam's Cut Rate, Campau Store. Taking fig. about Dec. 8.

Same.—Alt to Kresge Foundation Bldg., 1534 Woodward. Figures due Dec. 17th.

Lewis J. Sarvis, Battle Creek—taking bids on School Addition. School District No. 3, Bedford Township, Calhoun County, cost—\$50,000.00.

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 Co., Kalamazoo; 3rd, Muskegon Constr. Co., Muskegon, Mich.

Same.—Prep, sketches for hospital, owner withheld.

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

Same.—Alt. and add. to Dexter Baptist Church. Contract let to Judson R. Forrester.

Malcomson, Calder & Hammond, Architects & Engineers, Henry S. Booth, Associate.—Figures on Studio bldg. for Mr. Henry S. Booth. (Thornlea) Bloomfield Hills, Mich. Contract let to Stibbard Constr. Co.

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

Same.—Alt. to Rollins Co. (6 stories). Fig. closed.

Sarvis J. Lewis, Battle Creek, Mich.—Taking bids on school add., School Dist. No. 3 Bedford Township, Calhoun County, cost \$50,000.

Stachowiak, Stephen J., 3005 Caniff Avenue, TO. 8-7122.—Preparing plans for 2-story store and office building, Dearborn, Michigan, 40x70' two-story addition to Veteran's Home, Bridge between two buildings, School auditorium.

Same.—Preparing sketches for 50-bed hospital for contagious diseases, Administration building, Additions to Vocational School. 14 family Apt. bldg. postponed until spring.

Same.—Bids closed, sausage factory; letting of contracts and building of factory postponed until spring.

Same.—2 story store and office building let on separate contracts; 1 story store building 20x60 contract let to Starr Massoll Co.; 2 story store and basement store and office building—contract let to K. Filip; store sheet metal shop, Hamtramck—contract let.

Wetzel, B. C. & Co., 2317 Dime Bk. Bdg., CA. 4941.—Prep. plans for Iona State Hospital, Iona, Mich.

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

Same.—Store front for Winkleman Bros., E. Jefferson. Fig. closed.

Same.—Res. for E. Krim, Lasalle blvd. Bids closed.

DRAFTING EQUIPMENT FOR SALE

Mrs. George W. Graves, widow of our former member and beloved fellow, has for sale considerable miscellaneous equipment which would be of use to architects. Those who may be in need of such items will render a service by calling at the office of the Weekly Bulletin, 120 Madison Avenue, where this material can be inspected and bought at the purchaser's own price. The only condition being that he let his conscience be his guide.

The material consists of a number of T-squares from 42" to 6'0" in length; triangles of assorted sizes; architects' scales from 6" to 24"; cloth tapes 50' and 100'; slide rule; odd drawing instruments; pantograph; check protector; various office supplies; typewriter supplies; writing ink and drawing ink; shears; etc. There are also two registered architects seals, which could be changed by an insert for the name.

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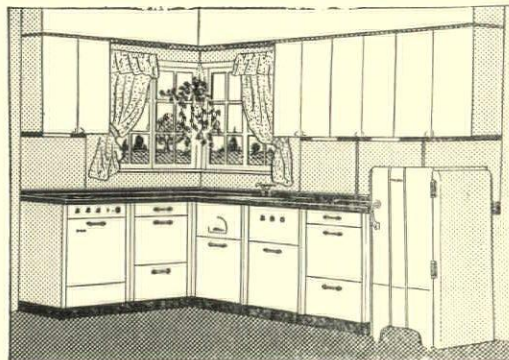
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AN ARCHITECT'S DREAM

ARCHITECTURE AND MODERN LIFE.

By Baker Brownell and Frank Lloyd Wright . . .
339 pp. . . New York: Harper and Brothers . . . \$4.

Reviewed by WALTER R. AGARD
(New York Herald Tribune)

The explosive rhetoric of our most provocative architect and sociological analysis by stimulating teacher combine to make this book challenging in deed to any one who is concerned about our cultural evolution. The bias is obvious: Professor Brownell is a disciple of Lao Tze and John Dewey, and Mr. Wright an individualist who looks upon any contemporary architecture not his own with a jaundiced eye. Yet their combined efforts have resulted in a book which will stir the imagination and summon inquiry into issues of the first magnitude.

Stating his principles like a lecturer, and illustrating them with a wealth of concrete instances. Professor Brownell finds that modern society is organized in terms of activities rather than people; life has become impersonal, pluralistic, disintegrated, with the individual no longer a unified personality. In a world "streaked with chaos," characterized by devotion to plasticity and power, all the old absolutes are being abandoned; urbanism, specialization

and opportunism govern our lives. The existing antidotes he finds in certain religious groups, efforts toward integrated community culture like the T. V. A., the democratic ideals which still function in rural America, participation in the creative arts.

But he hopes for more than these palliatives. He pleads for a "balanced society." Balanced in population, with a shift away from cities, which breed disintegration, back to the sanity of the country; from the industrial East to the hinterland; from specialized occupation to more completely self-sustaining ones, and a higher birth rate to match our increasing number of old-age survivors. Balanced industrially, centralization of wealth and power being checked by co-operative movements and by centralized control. Balanced in property, so that more people who directly use and operate the means of production shall also enjoy ownership. Balanced in politics, with more genuine democracy. Balanced in the activities of art, religion and education, so that creative energies shall be released from their present formalistic and commercially manipulated straightjackets.

How does architecture fit into this picture? Both Professor Brownell and Mr. Wright consider it a touchstone by which our entire social structure may be understood, and a creative force which can guide us toward the good life. In our miscellaneous buildings they see reflected our disorganized society. Mr. Wright minces no words in describing the spiritual anemia of modern buildings—the "spurious" Cathedral of St. John the Divine, "inversion" of the Lincoln Memorial, "aberration" of our state capitols, "morgues" of museums. In Mayan, early Chinese, Egyptian and Persian buildings he finds "organic" architecture, expressive of integrated and balanced living, which he exhorts us to achieve again today.

Both men, in addition to their enthusiasm for nature, are more devoted to the sensuous and intuitive elements in experience than they are to the intellectual ones. Mr. Wright praises Egyptian architecture for its smooth elegance, and prefers

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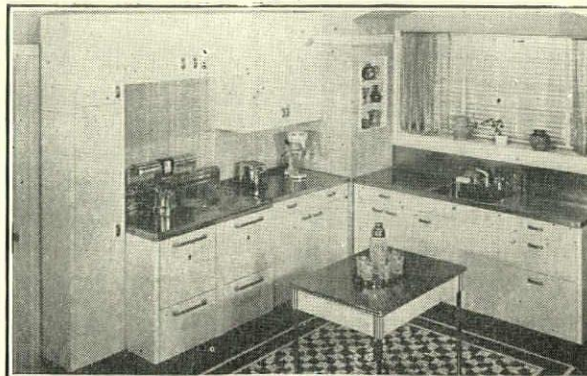
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Greek vases to Greek buildings; Professor Brownell delights in "naturalistic mysticism" and "the wholeness of concrete experience."

Mr. Wright is most convincing when he deals with concrete situations. He gives an especially vivid picture of the difficulties in erecting the Imperial Hotel in Tokio, and in describing the relation of a building to its natural setting his rhetoric rises above its customary turgid and bombastic level to become sheer poetry. He is not so successful in analyzing concepts, including his favorite one, "organic"; nor, it must be confessed, do his buildings (some of which are shown in beautiful illustrations) entirely conform to what he demands in theory. For instance, it is hard to justify his "open car-port" in place of the closed garage in a northern climate on any functional or human basis, if one considers the practical problems of excavating one's car after a blizzard! Another limitation of the book is Mr. Wright's disregard of his modernist contemporaries; from reading this book one would hardly know that there are men like Gropius, Saarinen and Le Corbusier who have put in substantial form their ideas about modern life and architecture.

In the concluding chapter, a dialogue between the two authors is reported, on the subject, "The Philosophy of Structure in Society and Architecture." It is a lively and interesting conversation, in which they try to differ without very great success, although Professor Brownell's definition of structure

as the arrangement of parts in a whole does not satisfy Mr. Wright, who prefers to call it the nature and structure of an organism. They finally agree that it may consist of the integrity in concrete things. Mr. Wright also affirms his faith in an Aristotelian analysis of causality, and even in Plato's conception of the "idea of the things," which displeases his colleague mightily. But Mr. Wright genially declares that one should never sit in judgment, and concludes the book with an outline of the plans for "Broadacre City," where both of them would find their dreams come true.

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A new type of department store, one block square and one story high, is now springing up in the Far West. The entire roof, including an overhanging balcony which extends out to the sidewalk's edge, is a free parking space. There are separate entrance and exit ramps and an elevator by which the patron gets to the interior of the store. The shopper no longer wastes time and temper trying to park within four or five blocks of the store. This new type of store may help substantially in relieving traffic congestion which now costs hundreds of millions of dollars annually.—THE NEW REPUBLIC

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ADVANCE NOTICE 19TH ANNUAL CONVENTION ASSOCIATED GENERAL CONTRACTORS OF AMERICA, INC.

Decision has been reached that the 19th Annual Convention of the Associated General Contractors of America, Inc., will be held at the Willard Hotel, Washington, D. C., February 8, 9, and 10, 1938.

Monday, Feb. 7th — Will be devoted to meetings of the Governing Board and Advisory Board, the Executive Committee, and a meeting of the Branch and Chapter Presidents, Secretaries and Managers along "Chapter Day" lines.

Tuesday, Feb. 8th — The first general sessions of the Convention will be held, opening at 10:30 A. M.

Wednesday, Feb. 9th — Will be devoted to Divisional meetings for Building Contractors, Highway Contractors and those in the Heavy Construction and Railroad Field.

Thursday, Feb. 10th — Will be devoted to general Convention sessions with the Association's annual banquet in the evening.

Friday, Feb. 11th — Is scheduled for the post convention meeting of the Governing Board and Advisory Board.

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CONGESTION

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one or more of the many forms of congestion, so also practically all of the civic disorders are evidences of some form of congestion. Congestion is an over-crowded state and an obstructive and disorganizing accumulation.

Cities are a composite of congestion where too many people are centered without adequate facilities or accommodations. Traffic-troubles are a result of transportation congestion where conditions hamper the movements, and safety hazards are created. Great skyscrapers are conducive to congestion where it is most uneconomical and difficult to provide reasonable facilities. Slums show the adverse results of congestion where population densities and limitations are not commensurate with moral, sanitary or social requisites. Congestion is not a planned or desired condition, but represents lack of planning. It develops quite unconsciously until it becomes so acute and serious as to demand attention. The physician, with the aid of nature, can perform near miracles for individual congestion distress. No such aid or miracle is possible with civic congestion. The disorders from civic congestion are not developed quickly but over a long period—often an extended term of years. In the interim, many complications and relationships with other civic developments become involved so that corrective measures are confronted with manifold additional burdens of cost and readjustment.

These subtle, civic, congestive, cancerous growths are continuously, yet rapidly, increasing and must

challenge corrective attention. It becomes a most vital essential of proper civic planning. This is not needless alarm, because congestion is the source and cause of our greatest civic waste and loss. It is only because we can not clearly see, nor definitely know, the truly colossal cost and extravagant, detrimental and demoralizing results that we continue our heedless indifference to this great economic hazard.—The Planner

FORM LETTER

(H. C. L. Jackson, The Detroit News)

If you have been, (and who hasn't? barraged with form-letters—there seems to be an increase rather than a decrease in this variety of direct-by-mail—you might be interested to know that someone has done something about it:

As we're informed by Erwin M. Solms, Mr. Ned Long has composed a form-letter to answer form-letters. Just so everything will be obvious, he's mimeographed his form-letter on glazed paper, in purple ink, with spaces left for the insertion of salutation and date. It reads as follows:

"Dear

"Your form letter of has come to my attention. I regret that I must answer in kind.

"Naturally you must have hundreds and thousands of such letters to send out, and personal attention to each would be impossible. Please believe me when I say that I find myself in a similar position. If I were to accord each form letter I receive a personal reply, I would have little time for anything else.

"Cordially yours,

"Ned Long."

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ARCHITECTURAL LEAGUE NAMES CHAIRMAN FOR 1938 EXHIBITION

The 52nd Annual Exhibition of the Architectural League of New York, which is to be held in New York City, April 19th to May 13th, 1938, will be national in character and scope, featuring every section of the country.

Talmage C. Hughes has been named chairman for the Detroit area, by Francis Keally, chairman of the League's Exhibition Committee.

The Architectural League feels that next year is an opportune time to present before the American public a comprehensive architectural cross section of the United States.

Contrary to the established precedent, the national exhibition of 1938, provides that a local jury in each subdivision will have full jurisdiction in the selection of the material that is to represent its locality.

In 1939, the year of the grand opening of the World's Fair in New York City, the Architectural League is planning an exhibition on an even broader scale. This show will feature the architecture and allied arts of the Western Hemisphere.

During that same year, New York will be host to both the International Congress of Architects and the American Institute of Architects, as well as other important art groups.

The 1938 exhibition, therefore, will be in a sense a stepping stone for the 1939 show, for it is planned to have a national jury select the outstanding work from the 1938 exhibition, this material to be held over and form the nucleus for the United States section of the 1939 exhibition.

In the forthcoming show, the usual medals and prizes will be awarded for the most meritorious work in the various classifications. The enclosed

circular of information of last year's exhibition will give you a comprehensive picture of our annual exhibitions.

The various chairmen throughout the country will become members of a National Committee representing the Architectural League. Through the assistance of this group it is hoped to achieve an outstanding and distinguished exhibition.

Inasmuch as painting, sculpture, landscape architecture, and the crafts, play a definite part in the annual exhibitions, it is essential that members of these professions cooperate in every way possible with local chairmen, so that each section of the country will present a well-balanced exhibition.

PRODUCERS' - ARCHITECTS' ANNUAL MEETING A BIG SUCCESS

(Continued from Page 1)

goes to the architects' desks. This material comes under the scrutiny of the Structural Service Committee of the Institute, and is in such form as the architect wants it to be. Wherever the architect is missing, the speaker said, 99.9 per cent of quality materials are missing.

Dr. Kelso, president of the Citizens Housing And Planning Council, of Detroit, gave his audience a most complete and interesting picture of the important housing problem which faces our city. Housing is one of the primary basic elements of social welfare, he said. A few generations back our forefathers cleared the land and built log huts. Then came towns and villages, when America was formulating, and from 1820 to 1850 her population doubled every ten years. This was a great experimental laboratory. Then came the war followed by a period of reconstruction. We are entering another period of reconstruction now, he said. He spoke in favor of the proposed Federal Real Property Inventory for Detroit.



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LISTS FIVE CARDINAL ELEMENTS TO LOOK FOR WHEN YOU BUY OR BUILD A HOME

"Look for five things, when you buy or build a house, if you want your house to be an investment as well as a home." So says an editorial in the December Good Housekeeping.

"Two of the five requisites for successful home-owning are good neighborhood and good land use. Without these," continues the editorial, "the home-owning venture cannot be completely successful no matter how fine the other elements. For good materials, good construction and good architecture (the other cardinal factors to look for) must have the stabilizing influence of a neighborhood whose restrictions will permanently protect the home from the encroachment of bad influences.

"Look for a house whose future is protected. Look for a community before you look for a house. Look for a neighborhood whose character is crystallized—crystallized in the form of restrictions that will preserve the same lovely things for your children that attracted you there in the first place.

"But also demand good land use. This means the way the house is set on the lot, and the way your land is related to other houses and lots. It means that not more than a certain percentage of your land should be covered by house and garage. It means that your land should add to the beauty and utility of your house—just as a fine mounting enhances the beauty of a gem.

If you get these two important components you are well on your way to a safe, stabilized home investment."

Not one of five factors, good neighborhood future, good land use, good architectural quality, good materials, sound construction, should be missing, the editorial advises.

DON'T FEED THE STATUARY

King Stanislaus I of Poland, like many another king and court at the time, desired to emulate the grandeur of Versailles as it had been laid out for Louis XIV. Copies of Versailles, more or less faithful, sprang up in practically all capitals of Europe. Stanislaus had grand allees and a long water canal and all the other fixings—only he ran a little short on statuary. However, he was not to be outdone by this little difficulty: when he gave a fete in his garden, he went out and hired models, male and female as God made them, draped them in classical garments and then had them pose as gods and goddesses in the shrubby niches and along the water channels

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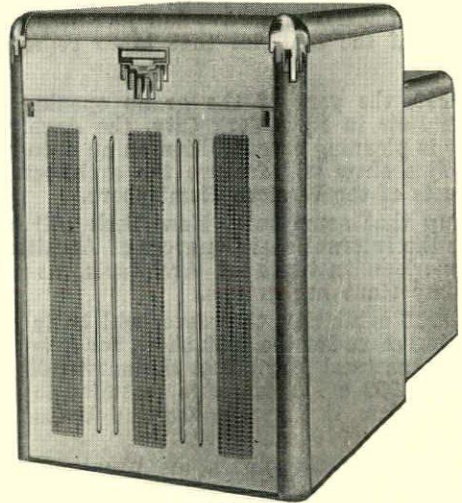
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Vol. 11

DETROIT, MICH., DECEMBER 28, 1937

NO. 52

TOWARD A BETTER UNDERSTANDING OF ARCHITECTURE

By Herbert G. Wenzel

The discussion elicited by the article in the Bulletin of Nov. 2 has unfortunately again developed into the inevitable, perennial question for which 'rigor mortis' has been hopefully awaited by Mr. Allen.

I did not bring in the question of the competence of the architect. I assumed that the average architect is competent. Assuming this, I called attention to the fact that many business interests are subordinating his practice as a professional man. I stated that this may be the concomitant of modern business conditions, but I also expressed my belief that the independence of the architect is essential to architectural progress. I am prepared to prove this beyond a doubt, therefore for the time being, it may be accepted. Finally, I expressed the hope that concerted action might be initiated by those best qualified to save the situation for the average architect in private practice, if it be possible.

PRESIDENT MAGINNIS TO VISIT DETROIT CHAPTER

Charles D. Maginnis, president of The American Institute of Architects will be the guest of the Detroit Chapter of the Institute at a meeting in Masonic Temple on Friday, January 21, according to an announcement by Richard P. Raseman, president of the local chapter.

This meeting which is to take the place of the chapter's regular January meeting is to be held jointly with the Michigan Society of Architects and the Engineering Society of Detroit.

I agree with Mr. Darling that the "world should be told". Individual effort will not do this and organized effort to date has accomplished little. Assume that the public has finally become architect-conscious as Mr. Allen in his optimism contends. The individual "architect-conscious" client is disinclined to consider the question of adequate fees for service, then, assuming the client exists, the architect reduces his fee. He is competing then, not only with his fellow practitioner but also with "the interests" which would subordinate him. Reducing his fee, he performs reduces the cost of his service by the route of insufficiently studied plans and specifications. Inadequate plans lead to trouble. The trouble is traced to the architect with the final result that

the architect becomes subject to adverse criticism both by the client and contractor. And this reflects upon the entire profession and plays into the hands of the "interests".

The public should be told, of course, why an adequate fee is necessary for adequate service, and what that service consists of. Mr. Darling does not venture a suggestion as to how this should be done. Perhaps the answer is so simple as to be naive, so naive that it has never before been thought of!

Two suggestions occur to me.

The advertising profession is the most highly remunerative and the architectural the least. The advertiser, as things are, is a necessity for putting things over, i.e., 'educating the public'. Advertising may be blatant or subtle as required, whether in the case of baked beans or the value of expert opinion. Now to make this all very simple, suppose we had a national organization with every competent architect a member and—here's the important thing—suppose every member were assessed \$100. per year for 3 years to enlist the most highly remunerative profession "to tell the world". I venture to say that in 3 years the world would be so well told and sold that the architect would have to produce or else—. Instead of designing 10% of the structures built he would be responsible for at least 80%. This method has one merit—it would accomplish results.

My other suggestion made some years ago, like many really worth while schemes, never even went to the incubator. It is, briefly, to utilize the movie—produce a star cinema, similar to "Men in White", which was perhaps the most outstanding presentation for the medical profession that I recall. Assume that such a production were to be the "movie of the year" and the star actors—the architect and the client, were to receive the vote of the nation for the best performance of the year, etc. The possibilities are staggering. Such architects as are

(Continued on Page 11)

DETROIT EDISON COMPANY DEMONSTRATION KITCHENS

To help architects, builders and persons planning to build new homes, The Detroit Edison Company has opened a permanent exhibit of five model All-Electric kitchens in the Detroit Edison office at 1415 Farmer Street. A variety of equipment has been placed in settings that will appeal to every home builder. Architects will find the suggestions and ideas embodied in these kitchens extremely valuable both in their planning work and in showing clients how electric kitchen appliances will look when installed.

Major electrical appliances built by the principal manufacturers are completely connected, so that they may be operated exactly as in a home kitchen. Visitors will also see many new ideas for lighting arrangements, cupboard plans, suggestions for floor and wall coverings, and attractive kitchen color schemes.

One-wall, two-wall and three-wall layouts are included, to display a variety of plans suitable for different types of homes. They are adaptable to small, medium and large homes as well as apartments. However, every kitchen is efficient and step-saving. Inspection of these rooms will demonstrate forcibly the advantages of the modern All-Electric kitchen.

The first kitchen shows a color scheme of peach and cadet blue with white pine woodwork, maple stained. Major electrical appliances include a refrigerator and apartment model range. The room is small and compact, equally suitable for an apartment or small home. Following is a kitchen for a typical five-room house. Here the color scheme is white and yellow, with Monel metal work surfaces. The electric equipment includes, range, refrigerator and dishwasher.

The third kitchen is larger, designed for a home where there is help in the kitchen, or more than two people working. Everything in it is washable, including the curtains and the plaid yellow gray and white wall covering. White cupboards are combined with black linoleum work surfaces. Here the electrical equipment includes range, refrigerator and towel drier. Next a small two-wall kitchen, with an end wall of glass brick, is decorated in pale green and yellow. It combines range, refrigerator, and dishwasher, in a compact setup.

The fifth kitchen, designed for a very large residence where help is employed, is finished in blue and white, with stainless steel work surfaces. Major electrical equipment includes range, refrigerator, dishwasher, garbage grinder in the sink drain, and towel drier. A butler's pantry adjoining the kitchen has two work surfaces, a small sink, and additional cupboard space.

The Detroit Edison Company invites architects to bring their clients in to inspect these unique kitchens. No equipment is sold at the exhibit. A competent staff is always present to give advice and information about the equipment displayed.

NATIONAL RESOURCES COMMITTEE ZONING CONFERENCE

The first National Zoning Conference was called by the National Resources Committee December 13-14 at the Medina Club in Chicago. The conference was a response to the growing urge and need for a fuller and more general understanding, comparison and interpretation of zoning methods, trends, procedures, technique, application, adaptations and amplifications.

The splendid attendance of about two hundred and fifty representatives, together with the active and continued interest at every session, made it an outstanding conference. The general and individual value of the conference was greatly enhanced also by the practical emphasis on round table discussion, a truly discussional conference.

A general resume is somewhat difficult because so much was covered and space is limited. The following will present a few of the conclusions on zoning that appear to hold general consensus of opinion.

Zoning is no "cure-all" panacea. It has its limitations but also has its definite needed effective place in best civic operations and procedures.

Zoning is not City Planning, but is a method—a means—a tool—a procedure by which civic planning is made more useful, valueable, and effective.

"Rurban" areas just outside larger cities) and Rural Zoning has come into much more extended use as a means of providing, protecting and preserving the individual, community and civic rights and values.

The Police Power has been greatly enlarged as a most effective method of Zoning accomplishment. Recent court decisions have given greater encouragement and confidence in its use and value. The Police Power and Power of Eminent Domain are the formidable power couple that combine as the legal basis for civic planning achievement.

Zoning must be comprehensive in scope and legally based on health, safety, morals and general welfare conditions.

Zoning is slowly, but surely, developing out of its formative stage into the transitional stage. There is good reason for confidence that Zoning will soon reach a stabilized stage when more general and needed standards of type, method, and procedure can be more fully realized.—The Planner

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DITCHY GUEST OF TOLEDO CHAPTER

Clair W. Ditchy, past president of the Michigan Society of Architects accepted an invitation to speak at the meeting of the Toledo Chapter of The American Institute of Architects on November 6, at the Fort Meigs Hotel at Toledo.

After the routine business was disposed of the meeting was addressed by Mr. Montgomery, a mural painter who has been decorating the walls of several of the rooms in the Commodore Perry Hotel, and also has many other murals to his credit in Toledo.

His discussion in which those present participated with much interest, was devoted to the present status of mural painting; the murals of Rivera, Benton, and others, and the apparent tendency toward cartooning, and political comment as contrasted with the work of former times when restraint and dignity were employed, and murals enhanced rather than destroyed the architecture of a room, and the literary content was allegorical, religious, or historical, and not a reflection of the usually radical politics of the painter. Mr. Montgomery spoke a bit wistfully of the days gone by and assured the audience that he belonged to the old school.

Mr. Ditchy's remarks could have been gathered under the heading "Modern Professional Problems." He dealt mainly with the activities of the Institute's Committee on State Organization, and the problems which it is hoped may be solved by closer and unified action among the State Societies. Among these, publicity, higher standards of practice, a vigorous campaign against shyshtering were discussed. He was invited to make some comment on the new Michigan Registration Act which he did, and finished off with a few remarks about about small houses and housing. He was surprised to discover that Toledo's Traffic Commissioner is an architect, Mr. Rebinette.

WHEELER RETURNS TO MOYNES CO.

C. Garland Wheeler has returned to James A. Moynes and Company, general builders, as a vice president in charge of estimating, according to James A. Moynes, president of the company.

Mr. Wheeler is well known among the architects, having been previously connected with the Moynes company. His many friends wish him every success during the coming year.

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HARRY W. MEIER

A heart attack caused the death Monday, December 17, at his home, 3818 Iroquois Ave., of Harry W. Meier, member of the architectural firm of Donaldson & Meier, designers of many of Detroit's outstanding buildings and churches.

He was born in Detroit 49 years ago and was educated in the Detroit public schools and the University of Michigan, graduating from the latter as a civil engineer in 1911. A short time later he joined the firm of Donaldson & Meier, of which his father, Henry J. Meier, who died in 1917, was one of the founders.

Among the buildings for which the firm was the architect are the Penobscot and Stott Buildings, St. Aloysius Church, Sacred Heart Seminary and other churches, and the Detroit Zoological Gardens.

He is survived by his wife, Mable Carroll Meier; three children, Harry, Mary Anne and Elizabeth Carol; his mother, Mrs. Mathilda Meier, and four sisters, Mrs. Edward J. Posselius, Mrs. Karl Heinkelmann, Mrs. Fred Gibson and Miss Frances Meier.

GRAND RAPIDS ARCHITECTS MEET

Discussion of the new state registration act for engineers and architects was held at a dinner meeting of the West Michigan Society of Architects at the Association of Commerce dining room on December 14. Roger Allen is president of the society.

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ARCHITETS LEARN OF HOUSING

Government Housing projects, both current and projected, was the major topic of discussion at the regular monthly meeting of the Michigan Society of Architects held at the Intercollegiate Alumni Club in Detroit Friday evening, December 17.

Andrew R. Morison, president of the society, presided and called upon Messrs. Gamber, Sukert and Trout, who gave a very interesting picture of what Detroit is doing and hoping to do about housing for the low income groups.

Mr. Gamber also reported on the proposed Minimum Standards of Service for Architects, which indicated that progress is being made on this document.

A communication from W. D. Cuthbert outlined the proposed changes in by-laws for the formation of local organizations affiliated with the Society.

Convention To Be in Battle Creek

An invitation from the architects of Kalamazoo and Calhoun Counties to hold the Annual Convention in Battle Creek was accepted. The invitation was presented by Edward X. Tuttle of Battle Creek. The convention will probably be held in March, 1938. The Building Industry Banquet which was inaugurated last year will be held in Detroit in February, and the Architects' Ball in January.

A Report of Treasurer John C. Thornton was

heard at a directors meeting just prior to the dinner. This report was most gratifying and showed that the treasurer has been doing a splendid job.

Those present at the dinner were Messrs. Drittler of Hillsdale, Tuttle of Battle Creek, Lorch of Ann Arbor, Kressbach of Jackson, Gerganoff of Ypsilanti, Thornton, Stahl, Gies, Trout, Haas, Diehl, Gamber, Morison, Gabler, Kamper, Sukert, Caldwell, Hyde, Leinweber, Hughes, Kuni, Weaver, F. Wright, Leone, Conklin, Bauer.

Noon Luncheons To Be Resumed

It was the expression of those present that noon luncheons of architects should be resumed after the first of the year. A committee was appointed to work out the details of time and place.

Architects Visit Parkside Housing

George J. Haas, assistant project manager of the Government Housing project known as Parkside invited the members of the Society to visit this development, in a group. Consequently, about twenty-five were present on Tuesday morning and were conducted about the grounds and through the buildings by Mr. Haas and two other architects employed on the project, Messrs. Howard Ladue and Homer Harper. A great deal of interest was to be seen and every one present seemed eager to know more about this development.

NELSON ROCKEFELLER TELLS STORY OF CENTER

From Building Congress News

The second luncheon meeting in the New York Building Congress series celebrating great construction industry achievements honored Rockefeller Center on November 10. Nelson A. Rockefeller, executive vice-president of the Center, and principal speaker at the meeting, said the Center came into being when his father, John D. Rockefeller, Jr., saddled with a long lease at \$3,300,000 a year on almost three blocks of unimproved property in the heart of New York, found that the first onslaught of the depression had made it impossible for the Metropolitan Opera Association to build a new opera house on the land, as expected, and so followed the only available course and improved the property himself. Mr. Rockefeller described some of the problems his father met and solved in carrying forward this great enterprise at a time when construction activity in New York was almost at a standstill and reported that the buildings now standing show an occupancy average of more than 80 per cent.

Put Cost at \$100,000,000

The early estimates of about \$250,000,000 on the probable total cost of Rockefeller Center were far too high. Mr. Rockefeller said, "I am glad to state that the total investment to date, including the advances under The Metropolitan Life Mortgage, is just over \$100,000,000, or less than half of the ru-

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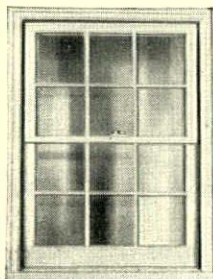
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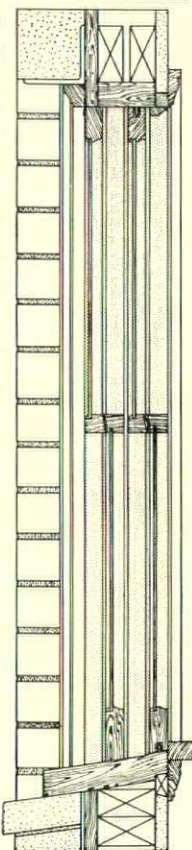
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mored figure. The operation of Rockefeller Center has been expensive during these years of development because we have had to carry so much vacant property. Remember that we had relatively no income for the first three years and then 40 per cent of the property was vacant for the next three years, 21 per cent for the following year and even today approximately 14 per cent is unimproved. It goes without saying that the existing buildings could not carry the load of those vacant properties. However, when all the buildings in the Center have been completed and are successfully rented, father's vision of a city within a city will have come true and his unfaltering courage and foresight will have its just reward."

More Buildings in Plan

Concerning some of the completed structures and plans for other buildings, Mr. Rockefeller said in part: "Since the completion of the first group of buildings we added, in 1935, the Italian and International Building, with a total of 825,000 square feet. This year we completed the thirty-six story office building between Forty-eighth and Forty-ninth Streets, containing approximately 360,000 square feet. We still have one more office building to erect on Sixth Avenue, between Forty-eighth and Forty-ninth Streets, and two smaller buildings next to the Music Hall and Center Theater.

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"Progress has been made with the development of the plans for these buildings and within the next year or so they should be completed.

"When this is done, the promotional phase of Rockefeller Center's activities will end and our overhead expenses can be materially reduced and at the same time the carrying charges on the now vacant lots will be absorbed. The renting program in Rockefeller Center is now approaching a suc-year or so they should be completed.

Harrison Paid Tribute to Rockefeller and Others

Wallace K. Harrison of the associated architects who designed Rockefeller Center paid tribute to the foresight and courage of Mr. Rockefeller and his associates. After outlining the plans and problems of the architects, Mr. Harrison paid tribute to 'several men who have worn themselves out during these years of stress and difficulty' and said in part: "I would like to mention first, Col. Arthur Woods who was the ideal man to lead this enterprise. Dr. Todd, a man old in experience and possessing the ability to see new things with enthusiasm. We all miss him. Roxy, a genius with the faults of a showman had the spirit which first made Radio City possible. Peter Clark, the most brilliant mechanical engineer I have ever known, and the countless men down the line who risked life and limb at the dangerous game of erecting a skyscraper, to them really goes all credit. Finally, to Raymond Hood, a man who did more for American Architecture than almost any other. A leader in what was once the greatest industry of our country and which, thanks to you and men like Ray, will soon be again."

Thomas S. Holden, President of the Building Congress and Vice President of F. W. Dodge Corporation, presided at the meeting and introduced the two speakers. In closing the meeting, he conveyed to Mr. Rockefeller the appreciation of the construction industry of New York and said in part: "We are grateful to you for carrying on this undertaking at a time when few of us had other opportunities to work at our respective trades. However, you not only provided work for our professional and business men and skilled and unskilled mechanics when that work was sorely needed, but you gave to each

(Continued on page 9)

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for a four-story and basement apartment building to be erected at the corner of Covington Drive and Second Blvd., Detroit, Mich., for Covington Apartment Corporation, owners.

For two stories and basement Mercantile Building—Jos. Campau and Yemans Avenues, Hamtramck, Mich. (Federal Dep't. Store.)

For two story warehouse and remodeling of present warehouse at Twelfth and Marentette Aves., Detroit, Mich., for Cunningham Drug Stores, Inc.—Owners.

One story and basement store building (seven stores) on the corner of Van Dyke-Seven Mile Road and Stotter Ave., Detroit, Mich.

Same.—Preliminary studies for a Community Center Building—Detroit, Mich.

Same.—Bids closed on the six story apartment building—721 Seminole Ave., Detroit. Belvidere Land Company—Owners. Revising drawings, will ask for new bids on December 15th, 1937.

Same.—Taking bids for the remodeling of two story and basement store building—Corner of West Allegan and So. Washington Aves., Lansing, Mich. Cunningham Drug Stores, Inc.—Owners.

Bennet & 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. drawings on monastery, N. W. Detroit. Ready about Jan. 30.

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.

Same.—Taking fig. on Hammond Res., Adrian, Mich.

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

Same.—Fig. due on Res. Provencal Rd., G. P. F. Dec. 17.

Same.—Taking fig. on Res. G. P. F. beginning about Dec. 22.

Plans in progress for Second Annual Architects Ball to be held at Intercollegiate Alumni Club in January. Closing date for bids to be announced later by C. L. T. (Clark) Gabler.

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

Preparing plans on following:

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Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg. ready about Dec. 22.

Herman E. Simons, 710 Owen Bldg., RA 8788.—Taking fig. on Bushnell Congregational Church (By invitation).

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

Lewis, I. M., Inc., 816 Ford Bldg., RA. 4724.—

Same.—Alt. to Sam's Cut Rate, Campau Store. Taking fig. about Dec. 8.

Same.—Alt. to Kresge Foundation Bldg., 1534 Woodward. Figures due Dec. 17th.

Lewis J. Sarvis, Battle Creek—taking bids on School Addition. School District No. 3, Bedford Township, Calhoun County, cost—\$50,000.00.

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 Co., Kalamazoo; 3rd, Muskegon Constr. Co., Muskegon, Mich.

Same.—Prep. sketches for hospital, owner withheld.

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

Same.—Alt. and add. to Dexter Baptist Church. Contract let to Judson R. Forrester.

Malcomson, Calder & Hammond, Architects & Engineers, Henry S. Booth, Associate.—Figures on Studio bldg. for Mr. Henry S. Booth. (Thornlea) Bloomfield Hills, Mich. Contract let to Stibbard Constr. Co.

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

Same.—Alt. to Rollins Co. (6 stories). Fig. closed.

Sarvis J. Lewis, Battle Creek, Mich.—Taking bids on school add., School Dist. No. 3 Bedford Township, Calhoun County, cost \$50,000.

Stachowiak, Stephen J., 3005 Caniff Avenue, TO. 8-7122.—Preparing plans for 2-story store and office building, Dearborn, Michigan, 40x70' two-story addition to Veteran's Home, Bridge between two buildings, School auditorium.

Same.—Preparing sketches for 50-bed hospital for contagious diseases, Administration building, Additions to Vocational School, 14 family Apt. bldg. postponed until spring.

Same.—Bids closed, sausage factory; letting of contracts and building of factory postponed until spring.

Same.—2 story store and office building let on separate contracts; 1 story store building 20x60 contract let to Starr Massoll Co.; 2 story store and basement store and office building—contract let to K. Filip; store sheet metal shop, Hamtramck—contract let.

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

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

Same.—Store front for Winkleman Bros., E. Jefferson. Fig. closed.

Same.—Res. for E. Krim, Lasalle blvd. Bids closed.

CONSTRUCTION BEGUN ON MEDICS' BUILDING

CARO—Foundations have been completed for what is said to be the first office building in this part of the state designed solely for the use of physicians. The building, planned for several months by Drs. L. L. Savage and E. H. Merrill, will be ready for occupancy about March 1. Omar F. Rains, Detroit, is the contractor in charge, and the plans were made by Ditchey-Farley-Perry, Detroit architects.

The building will be one story high with a 34-foot front and 71-foot depth. The material for the exterior will be a manufactured stone. Within will be two physicians' consultation rooms, two treatment rooms, and single rooms for X-ray, operating, laboratory, physiotherapy and furnace. The building will set back 20 feet from the sidewalk on West Lincoln street, a half block from State.

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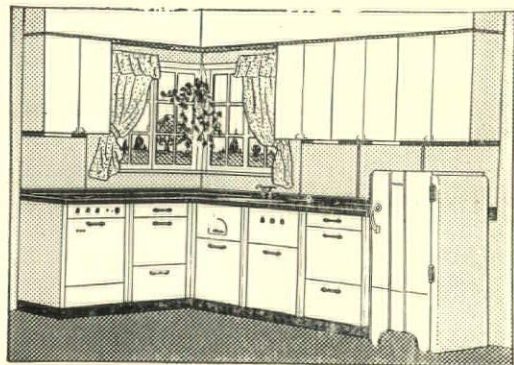
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HARLEY & ELLINGTON TO DESIGN ENGINEERS BUILDING

The architectural firm of Harley and Ellington has been engaged to design the proposed new home of the Engineering Society of Detroit, it has been announced by the trustees of the Rackham Engineering Foundation.

A special committee of Rackham Foundation trustees is now considering possible sites for the structure.

The building is to be a memorial to the late Horace H. Rackham. An endowment of \$500,000 was created by the Rackham Fund early in 1936 for the benefit of the Engineering Society, and early in 1937 another \$500,000 gift was made by the fund for the purchase of a site and the erection and furnishing of a permanent building.

The firm of Harley and Ellington is well and most favorably known.

Members of the firm are Alvin E. Harley and C. Kenneth Bell, both members of the American Institute of Architects, and Harold S. Ellington, first vice-president of the engineering society.

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Staff Executives are: Malcolm R. Stirton, architectural design; Frederick N. Harley, Industrial design; William B. Millar, Structural Engineering; Stanley H. Merick, Mechanical Engineering; Ralph D. Ver Valin, Specifications.

This firm has designed a number of outstanding buildings in and around Detroit, such as the Wardell Apartment Hotel, Fort Wayne Hotel, Stroh Office Building, Stroh Brewery, Bertha Fisher Nurses Home of Providence Hospital, Arnold Homes for Aged, United States Marine Hospital, Fourth Church of Christ, Scientist, and others.

Harley is a past president of the Detroit chapter, A. I. A., and Ellington is one of the incorporators of the engineering society.

The site where the new building will be erected has yet to be decided by a special committee of the Rackham Foundation.

COUNCIL ACCEPTS OFFER ON CRAN- BROOK PLANNING AID

The offer of the Cranbrook Academy of Art to donate the services of its city planning staff to Detroit has been accepted by the City Council.

The staff members will act as consultants on planning problems, particularly the proposed new city zoning ordinance.

Richard P. Raseman, academy secretary, wrote the Council as follows:

"We have had for several years one of the leading post graduate schools for the advanced study of city planning, in which each student, a college graduate, works on an actual city as his problem.

"More than a score of cities have been so studied and several have later employed these students to continue their work, either as municipal employees or through local, semi-official agencies. Pontiac and Flint are in this class and the study of Saginaw is about to begin.

"Such cities as Richmond, Va., Providence, R. I., Chicago and many others have received the benefit of these studies.

"Mr. Eliel Saarinen, the president of the academy,

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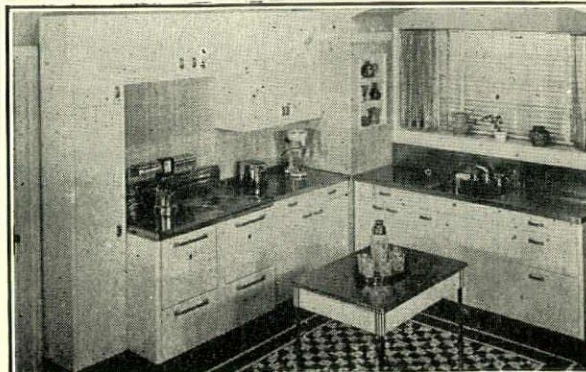
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under whose direction the work in city planning is conducted, is one of the foremost authorities on the subject. The academy wishes to offer to Detroit the services of Mr. Saarinen and its staff members as consultants in assisting Detroit to achieve a satisfactory and comprehensive plan with its attending zoning legislation.

"his service will be given at no cost as a part of our public service."

NELSON ROCKEFELLER TELLS STORY OF CENTER

(Continued from page 5)

one a chance to express the very highest technical and artistic capacity he had in him. But we would prove ourselves rather small if our appreciation went no further than expressions of gratitude for opportunities of employment and profit. As citizens of New York, we wish to thank you for the creation of one of the finest civic assets we now possess."

Guests of Honor

Architects of the Center sitting with the speakers were: William H. MacMurray, Corbett & MacMurray; L. Andrew Reinhard, Reinhard & Hofmeister; Henry Hofmeister, Reinhard & Hofmeister; Harvey Wiley Corbett, Corbett & MacMurray; and J. Andre Foulhoux, Harrison & Foulhoux. Clyde R. Place and H. G. Balcom represented the engineers. Contractors, sitting at the Speakers' Table, who constructed the buildings in the Center included John C. Hegeman, Hegeman-Harris Company; Henry C. Irons, Irons and Reynolds, Inc.; John Lowry, John Lowry, Inc.; Joseph R. Barr, Barr and Lane, Inc.; and John W. Harris, Hegeman-Harris Company.

A.I.A. PRESIDENT POINTS WAY TO CIVIC UPLIFT THROUGH HOUSING

By Charles D. Maginnis
OF BOSTON, PRESIDENT OF THE AMERICAN INSTITUTE OF ARCHITECTS

President Roosevelt has embarked on a great enterprise whose validity and beneficence to the nation are beyond controversy. It might fittingly have been entered on in the days of our prosperity as a fine gesture of statesmanship. As it is, the provocation has developed curiously.

We mourned over the Great Depression as over an unmitigated calamity. Emerging slowly out of it, however, we perceive that it gave as well as took away. In a time of spiritual unsettlement we got a stark and revealing view of our social order, which disclosed unexpected and perilous weaknesses. It awakened the social consciousness of the nation to the need of remedies. And we took critical account of the state of our national health, we perceived the slum.

How long its significance might have remained

undetected in the general sweep of our materialistic order cannot be guessed, but there was small hint in our history that we perceived the menace of this cancerous spot. It was a wretchedness which we accepted as fit enough for the elements of our cities who largely created it. The slum, however, has been a vexing and challenging problem in Europe for centuries. In the European economy, however, it was too dangerous a phenomenon to be ignored.

The modern democracies and the authoritarian states with differing philosophies have addressed it with an equally intelligent and scientific efficiency. President Roosevelt, convinced of its outstanding claim to the support of Government, has now constituted slum clearance one of the great interests of his administration. In the Housing Act, now to be generously amended, there has been set up a plan which contemplates, with the cooperation of states, municipalities and private groups, the construction of areas of low-cost housing, with a corresponding evacuation of existing blighted areas.

The Housing Administrator is already functioning at Washington in the person of Nathan Straus, an able, experienced and sympathetic official who will coordinate with the civic and regional authorities which are independently to be set up in the affected localities throughout the country. These slum projects will be highly influential in stimulating private capital in those small house projects of a better class to meet the needs of families which belong in the lower income brackets.

Of this type, statistics reveal an enormous shortage. Indications point, therefore, to the early erection of a multitude of individual small dwellings mostly in organized groupings. Already intensive study of the principles which shall govern these

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developments is under way by economic and manufacturing experts.

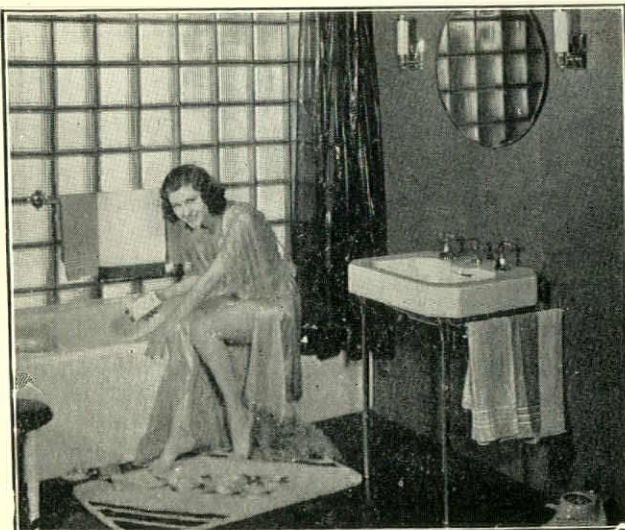
The bearings of this immense program on the attractiveness of the American scene, however, are of profound concern if its full beneficence is to be realized. Is it to be rendered in terms of architectural attractiveness or will it make for unnumbered square miles of illiterate ugliness? If it is to be left to the exploitation of purely commercial interests the effect can hardly fail to be disastrous to the civic pride of the country.

The American public has grown sensitive through many educational agencies to the artistic possibilities of the small dwelling and its group relationship. It will gladly receive the assurance that the economically severe limitations which will govern the enterprises contemplated by this program do not exclude the possibility of such an issue as shall embody something of the charm and graciousness of our better domesticities. To this end the skill and imagination of the architect are indispensable—just as they have always been indispensable in what is physically most impressive in the American community.

Hitherto, the cost of his individual service has been an impediment to his association with the more modest type of dwelling and, as a consequence, the buildings in this class, which represent a preponderant proportion of our construction, are a pervasive and unsightly liability of our landscapes. A system of architectural group service has now been instituted, and will be comprehensively extended,

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which will provide to the individual owner the aid of talented domestic architects at a cost in keeping with the low capital expenditure, so as to insure the adequate cooperation of the architectural profession in this great national opportunity.

The architectural profession of America, conscious of its obvious responsibility for the success of this great construction policy has pledged the Government its earnest collaboration. It is to be hoped that in a spirit of enlightened patriotism all interests which can assist will not fail it.

TO AWAKEN ARCHITECTS

To The Editor:—Overlooking the disease notice compliment which appeared exclusively above one of my recent articles, also the information of Roger Allen that my kind of stuff is besmirching to the "chaste pages of The Bulletin," I still think his writing is clever; but I cannot see that he offers any real solution to the problem brought out by Mr. Wenzell. In fact, he states that he hasn't even noticed such a problem. Perhaps conditions are different up in his neck of the woods than they are here in Detroit and in other large centers. If he would take his lantern and go through the problem here in Detroit as he has gone through Leonardo, maybe he could be a real help in finding a solution of the difficulty. Otherwise, I fear that his article will lull the architect into a deeper slumber than before. I confess that I need arousing as much as anyone; but, at least, I am aware of it, and that is something. My articles were intended as an effort to awaken the architect to some of the prevailing conditions; but my efforts seem to have been feeble and not in taste.

I also contend that the architect is an artist, a builder and a business man, and I said as much in my article under date of November 16th., 1937; also, The Bulletin of May 23rd., 1933, contains a similar article from my discredited pen.

I see the artistic ability of the architect as purchasing power; but, of course, this may be a rather sordid way of looking at it. It would probably suit Mr. Rowland better to call it the connecting link between the air castle and the reality.

I contend that my purchasing agent is a combination of an artist, a builder and a business man all under one condensed heading, and that it is all inclusive.

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TOWARD A BETTER UNDERSTANDING OF ARCHITECTURE

(Continued from page 1)

portrayed today in the movies are looking for jobs or are high class gigolos. Such characters readily lend themselves to sympathy or ridicule.

The tendency among some architects and so, the public, to belittle the "artist", meaning the one who does the creative work of architecture, is unfortunate. It is, of course, founded on the fact that we have in the past had a great deal of so-called "paper-architecture" produced by clever men with but little experience in evolving plan and construction. This again is the fault of the architect whose vision is so narrow as to eliminate from design these basic elements. The designer has been placed in a false position and was employed to dress up an abortion called a plan and somehow put order and a seeming good intention on a skeleton construction. This is not architecture, nor is it design.

Happily, this state of affairs is rapidly improving, but some architects persist in stressing their value to the public in all matters except **good architecture**. In this connection I wish to quote from a recent speech by President Roosevelt—"All over the United States there are scattered the most terrible monstrosities of architecture perpetrated by the Government on the people of the United States. To be sure many of them were built during an unfortunate period of ART."—"Now what was that unfortunate period when **Architecture** was not understood, even in its fundamentals, but business and building were. Primarily the so-called architect of that period or any period producing bad architecture was a builder and business man.

Now I can imagine that what the advertiser will stress above all things in his publicity is the thing which primarily the architect has to sell and that is architecture (call it Art if you wish). He will

stress the fact that good architecture has an economic value beyond any other single requirement of civilization. He will cite hundreds of cases where poor architecture has proved a liability, and as it bulks up in history, the loss is tremendous. The advertiser knows that a client 9 times out of 10 is a better business man than the Architect. He knows too, that the builders play a major part in the achievement of finished structures and he knows that the public is fully aware of it—so much so that 9 times out of 10 the builder gets the entire credit for the completed structure. But our advertiser also knows that in 9 cases out of 10 the man on the street has no conception of what is meant by creative effort and its far reaching results. He has no conception of the control and responsibility involved in a set of blue prints and specifications. I think, therefore, that the advertiser will stress only the primary function of the architect.

And I think he would put it up to the profession — what you are striving for in a big way? It won't do to tell the man on the street that the architect is merely out to make a living, to save the client money, to chisel contractors, or that he is an expert on oil-burning equipment. This does not appeal to the imagination. Not altogether comparable, yet it is noteworthy, that the publicity of the medical profession has to do with service to human-

Best Wishes for a Merry Christmas and
A Happy and Prosperous New Year

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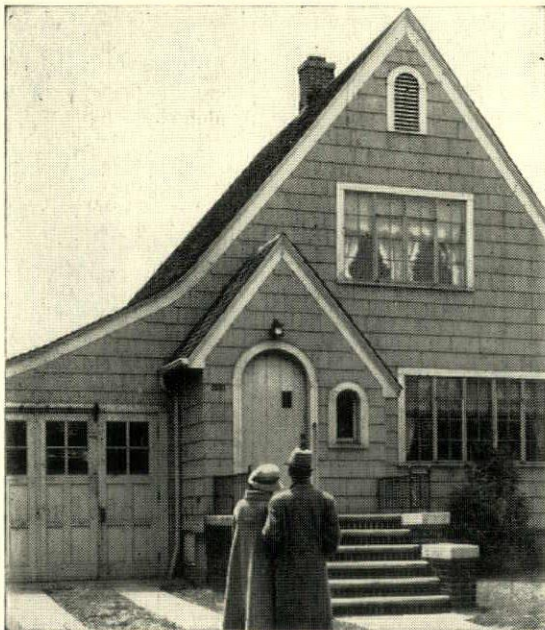
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ity, with research, and everlasting sacrifice. The profession is idealized. It has dramatic possibilities.

I think the advertiser would idealize the architects. I think he would like to show the architect as a sort of Leonardo, not quite a superman but still the man who creates and if he doesn't know, one who wants to know. He is not satisfied to wait for clients, his office is also a laboratory for the development of ideas which may bear fruition tomorrow or perhaps in fifty years. He has the vision of the city, of its possibilities and problems of evolution—he prepares plans and models of his ideas. He looks into the future, he is leading instead of following, telling them instead of being told.

Yes, I think the advertiser might take a look at Leonardo. He would not find it possible to standardize the architect—place him in a niche with a stenographer and leave the indelible impression that the competent architect is for progress in art and building. Rather, I think he would picture him with rolled up sleeves at a drafting board.

Postscript:—

There is before me as I complete this article a letter from the president of a chain of hotels, who is desirous of obtaining the architectural services of an aggressive man. He states that his company plans to build several hotels. He knows what he wants in the way of plans, but the man whom he desires to prepare them "shall not be tied down by a lot of rules and ethics". He wishes this office to recommend an architect.

Also before me is a letter informing me that I have been appointed chairman of the Committee of Professional Practice of the Detroit Chapter A.I.A.

The coincidence is remarkable.

There have been disturbing rumors to the effect that rock wool as insulation takes unto itself water from the air or from leaks, and becomes useless as insulation. Johns-Manville, with a number of engineers and architects, cut into the walls of ninety houses in the Great Lakes and Atlantic seaboard area—houses which had been insulated with rock wool for from one to ten years. The findings: rock wool does not invite condensation and will not take up moisture from the air; where leaky walls or wet plaster have brought moisture into the rock wool, the latter has dried out without subsequent loss of insulating efficiency. Naturally, neither rock wool nor any other form of insulation will maintain its efficiency if handicapped by repeated wetting from unrepaired leaks.

—American Architect and Architecture

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London's historic 10 Downing Street, home of England's Premiers, and virtually the capital of the British Empire, is being modernized by the installation of a hot water heating system.

For two centuries the only heat in the time-stained gray stone residence of the world's most powerful Premier has been supplied by massive fireplaces. Before these fireplaces have stood Peel and Palmerston, Disraeli and Gladstone. In the light of the leaping flames of the great fireplaces have been read momentous messages from the far-flung domains of the British Empire.

Many of the huge fireplaces will be retained—for picture-que effect only. The job of heating the venerable building will be done American-style with hot water heating equipment made by the English affiliates of two American manufacturers.

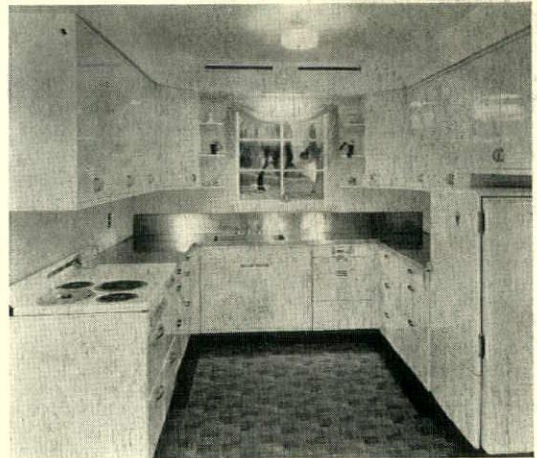
The heating plant will be fully automatic and equipped with a pump to supply forced circulation of hot water to the radiators.

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Five model All-Electric kitchens are now open as a permanent exhibit at 1415 Farmer Street. Nothing is sold at this location. You and your clients are invited to inspect the exhibit at any time. The newest electric kitchen appliances, with modern lighting and decoration, bring you the newest ideas in kitchen planning. Attendants are always present to give advice and information.

THE DETROIT EDISON COMPANY

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