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WEEKLY BULLETIN



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DETROIT, MICH., JANUARY 4, 1938

NO. 1

COOPERATION

by H. Jerome Darling

I recognized the article, "To Be or Not To Be" by Herbert G. Wenzell, as a very timely warning to the profession, and I made a sincere effort to find some solution for a part of the difficulties. I hoped that others would do likewise, and that this would provide a fund of information from which the profession could glean some real knowledge for the elimination of the many difficulties with which we are beset.

Criticism entered the picture and led away from the main issue; but I wish it to be known that I bear no ill will towards anyone in their sincere efforts to find the truth, and I hope that my comments have been received in the same spirit. My comments were intended to be in the nature of a duty to the profession as I see it.

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.

Upon the entry of Roger Allen into the scuffle between Rowland and myself, he took a "shy, wistful" swipe at my pet "purchasing agent." He claims that it will not hold water; but I don't believe that he has used his lantern in this case. He also intimated that my articles are besmirching to the "chaste pages of The Bulletin." Certain Grand Ra-

pids architects were anything but chaste in the past; they advertised extensively, and sold drawings and specifications at cut rates. My besmirching—an implied figment of Allen's own mind—would seem tame by comparison. He is an interesting writer; but he indulges in too much loose talk.

The idea of my "Purchasing Agent" was not only to hold water; but also to hold the architect to an ethical practice of his profession. As to its inability to hold water, I think Roger Allen has obligated himself to come forward with the proof, if any.

When an architect sells any separate part of his purchasing power—such as the drawings and specifications—he ceases to be a purchasing agent, and he ceases to be an ethical architect. Such practices should be abolished completely because it misrepresents the profession to the public, and it teaches the public—"Tells the World" by setting a bad example—to think of the architect only in that capacity. This is terrible salesmanship from the standpoint of the profession. To those of the public who are better informed, this practice suggests the elimination of the architectural supervision, and it cheapens the value of the separate drawings and specifications to the common level of the competitive offerings. This stigma adheres to the mind of a client even in the case of complete services. If you think that your separate drawings and specifi-

(Continued on Page 3)

QUALITY ALWAYS

GIBRALTAR—THE HEAVY DUTY CEMENT FLOOR

PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

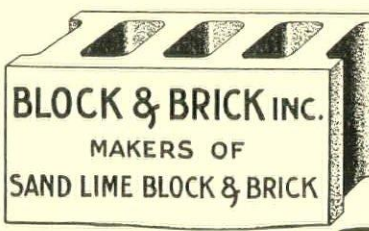
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SIMONE SIMON in
"LOVE AND HISSES"
STAGE
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PUNCH & JUDY THEATRE
Kercheval at Fisher Road Niagara 3898
WEDNESDAY - THURSDAY JAN. 5 and 6
Peter Lorre - Dolores DelRio
"LANCER SPY"
FRIDAY - SATURDAY JAN. 7 and 8
Louise Rainer - Spencer Tracy
"BIG CITY"
SATURDAY 11 P. M.
Lynne Overman . . . **"Partners In Crime"**
SUN. - MON. - TUES. JAN. 9, 10 and 11
Warner Baxter - Joan Bennett
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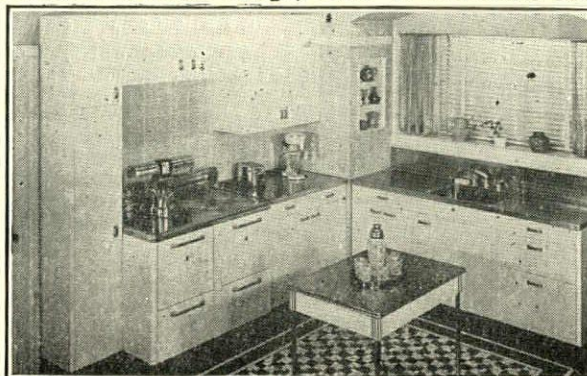
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COOPERATION

(Continued from Page 1)

cations will command a higher price than those of the contractor-architect, just remember that the innocent prospect is the final judge, and that you must compete with a free offering. Is it any wonder that the fee for complete services appears to be exorbitant by comparison? This makes it easy for the contractor to eliminate the architect entirely, and then he is in a good position to fool the innocent owner out of a much larger profit for a less perfect job. Should we help the contractor to fool the public to our own destruction? Doesn't the profession owe the public some protection against this contractor racket?

The Purchasing Agent idea—more fully defined in my previous articles—produces a different and much more favorable conception of the profession; it is a concise announcement that the ethical architect is something more than an artist, and it leaves no suggestion that the architectural service can be anything but one and inseparable. The profession certainly stands in great need of this very thing. The expression might make a good slogan; but perhaps this is too sordid for so dignified (?) a profession.

Therefore, I repeat, every architect must be a PURCHASING AGENT. The ethical architect is a Purchasing Agent, and as such he is forced to be "an artist AND a builder AND a business man;" furthermore he is forced to be all of these simultaneously. This is true today and it has been true since time immemorial.

The public rarely ever balk at the payment of a realtor's fee, and this in spite of the fact that the transaction may have involved very little time or effort on the part of the realtor. Why? The architect performs from about ten to twenty times as much work for a similar fee. Why? The architect usually must bargain with the prospective client as to the amount of his fee. Why? In the case of the realtor, isn't it largely a matter of forced cooperation; with no cheating or back biting? It appears that the architect has been allowed to run wild to the detriment of himself and the whole profession.

"A good thing to remember

And a better thing to do,

Is to work with the construction gang

And not with the wrecking crew."

No Herb!—excuse familiarity—I didn't lay myself open to your last suggestion. It needs more able attention than I can give. The joke is on you. The elimination of the "Tell the World" of my first article is explained by the last little word in that article, and "it" is a Purchasing Agent; also, it is time for me to resign in favor of others who should give the profession the benefit of their ideas; but I am in favor of "Telling the World" the whole truth.

BUILDING UPSWING TO LAST UNTIL 1944, SAYS A. I. A. OFFICIAL

The building industry is now on the upgrade and will experience increasing prosperity until 1944, when the peak will be reached, according to a report by Frederick H. Meyer of San Francisco, vice president of the American Institute of Architects.

"Lucky indeed is the architect or contractor starting in business at this time, on an ascending rather than a descending wave," Mr. Meyer declares.

The demand for dwellings will become so insistent that high costs of construction and high rents

will be ignored, he predicts. The history of the building industry, he points out, shows that revival begins with the erection of homes, and spreads to school, industrial, public utility, and other large structural operations.

To prevent recession, Mr. Meyer urges architects and contractors to fight the trend toward higher costs rather than to rely upon economic forces to bring about the needed adjustments. These groups, he asserts, should vigorously support any program which will lead to "a sensible, reasonable growth" in the price structure of labor and material.

"The peaks of great building activity in this country occurred in 1852, 1870, 1890, 1910, and 1926, indicating an average of eighteen years between peaks," the report says. "If the present general cycle of prosperity continues, the next peak will be attained in 1944.

"It is evident from the record of the past that in the first stages of revival there is great activity in home construction; factories and manufacturing buildings follow school building construction to care for the average needs, and not until the peak has been passed is the construction of office buildings, public utilities and buildings of similar nature undertaken, usually as a result of prosperity, when corporations are looking for an outlet in which to invest."

Discussing conditions on the West Coast, Mr. Meyer says that during 1924-26 there was greater activity in single family home building than in succeeding years, and that the lowest period of home construction extended from 1929 to 1935.

"For example, in the City of Oakland, located in the San Francisco Bay metropolitan area, there were 4,637 single family homes built in 1925, while in 1934 there were only 147. During the first half of 1937, 1,100 single family homes were erected, showing the upswing of the curve toward building prosperity.

"Vacancies, on the other hand, showed a steady increase from 1927 to 1933. Even in the height of prosperity in 1929, vacancies were in excess of 5.5 per cent, reaching a peak in 1933 of 6.7 per cent, and declining until in 1937 they were at the very low point of 1.5 per cent.

"With further influx of new settlers, improved income for the average family and a curtailed home building program, the number of vacant dwellings will be reduced until the demand for space cannot be ignored and homes will be built in spite of high cost and rent.

"The West seemingly enjoyed better business conditions even during the depths of the depression than prevailed in most of the United States. Perhaps its very isolation by the high mountains separating it from the desert country, and its temperate climate, have been the reasons for a great migration of people from the East to the West, particularly during the unusual conditions that existed in the central part of the United States.

"This influx of people, many of them without means, made the housing problem acute in all of the cities and towns of the West, to say nothing of the added social problems and the pressing need for the care of the sick and the destitute.

"While the construction industry in most of these communities valiantly attempted to meet the demand, they found it was impossible to keep pace, through no fault of their own, because the average builder could neither influence the public buyer demand for housing nor control the rise in price of building materials and labor. Recovery and prosperity were not old enough to build up new financial reserves for the houseseeker, and the newcomer usually was without funds."

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

The Builders' and Traders' Exchange Committee on Nominations and Elections through its chairman, Albert Beever, announces six candidates for the Board of Directors which will be voted upon by the membership at the annual election, January 18, 1938.

The six candidates are as follows:

Carl Barton of Barton Malow Co., general contractors;

Harrison Clippert of Clippert Brick Co., Manufacturers of common brick;

Joseph Dunn of Allied Painting and Decorating Co.;

Donald Graham operating under that name, a plastering contractor;

John Kuehne of Kuehne Electric Co., electrical contractor;

Paul Sutherland of Sutherland Avery Lumber Co.;

Three of the above will be elected to the board. It has for many years been the custom of this organization never to reelect directors. Each year the terms of three expire. The three whose terms expire this year are Herman Banbrook of Banbrook Gowan Company, general contractors, president of the Exchange; Edgar Leavenworth of Christa-Batchelder Marble Co., marble contractors; and Gage Cooper of the Cooper Supply Company, both vice-presidents.

According to E. J. Brunner, Secretary of the Exchange, plans are being made to entertain all members of the Exchange at "open house" on the day of the annual election and meeting. But the really big event being planned for is the "Michigan Building Industry Banquet" which will take place in February, exact date not determined. This event which last year overflowed the biggest accommodations available in the city is a joint undertaking of the Builders' and Traders' Exchange, Michigan Society of Architects and the Producers' Council of Michigan.

Asked to comment on the prospects for 1938 construction, Mr. Brunner, Secretary of the Exchange said Saturday "We must remember that with the exception of some speculative building of houses, all that our industry does is ordered in advance. We cannot go to the manufacturers and say, "We have some nice bargains on our shelves", and induce them to buy. They build when their particular business conditions make it seem feasible.

"Nor does the construction industry operate apartment houses, stores, or skyscrapers. We build them for interested owners. Owners are interested in having us build these small or these mighty buildings when they are satisfied it will be good business for them to have us do it.

"Therefore to a large extent what our prospects are for 1938 lie largely out of our hands, and to make an analysis would entail making an analysis of the general business prospects for Detroit.

"During 1937 there was more industrial construction in Detroit than during 1936. There is abundant evidence that just as soon as business sees its way clear to a forward movement there will be a marked increase in that type of construction.

"So far as getting the best for the money spent, 1938 should be a good year for the customer. Competition of particularly sharp nature rules the industry, but once the long heralded wave of real construction activity gets started there is bound to be some stiffening, although we do not look for any sharp price raises for some time".

COMMON HOUSING-ZONING IDEALS

The December Good Housekeeping presents a fine editorial regarding home selection that indorses and embodies fundamental features of Zoning — dependable permanency of home site advantages and adequate protection against intrusion of adverse influences.

The editorial lists five cardinal factors to consider when buying or building a home. We quote as follows:

"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.

Two of the five requisites for successful home-owning are **good neighborhood** and **good land use**. Without these the home-owning venture cannot be completely successful no matter how fine the other elements. For **good materias**, **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 features, **good neighborhood future**, **good land use**, **good architectural quality**, **good materials**, **sound construction**, should be missing, the editorial advises .

—THE PLANNER

CLASSIFIED BUILDING TRADES

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

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IRONITE WATERPROOFING AND RESTO-CRETE

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

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

HOW TO WIN FRIENDS AND ASTOUND ARCHITECTS

by Roger Allen

I like people; in fact some of my best friends are people. Nevertheless some of the people who come into my office with the ostensible purpose of selling me something do not behave in a manner calculated to endear them to me.

For instance, there is the Wrong Approach. A gentleman rushes madly in, wrings my hand warmly, and says, "You don't remember me, do you?"

Frequently this is the truest thing he says in the entire interview. As a matter of fact, like all architects I have plenty of trouble remembering my own name, let alone bothering with the cognomens of a lot of people who are complete strangers to me. Or would be complete strangers, if I had my rights.

It would be a far, far better thing for this fellow to enter my office quietly and speak as follows, "My name is Ephraim K. Zonk; I represent the Yeast Institute of America. We have discovered that by adding a certain quantity of yeast to the concrete aggregate, a six room concrete bungalow can be induced to expand until it covers a two and one half acre lot. More fun!" With an introductory approach like this, any salesman would be sure of an attentive hearing, at least from me.

But no, they do not talk like this. Most of them embark on an interminable and dreary monolog regarding their product, a monolog entirely lacking in any human interest. And then the next time they come around they expect me to remember who they are.

If I were a salesman instead of a shy and sensitive artist I would think up a speech that no architect would be able to forget if he lived 128 years. (Most architects do live 128 years, probably because conditions over which they have no control prevent them from indulging in the American vice of over-eating.)

I would enter the architect's office quietly, first removing my shoes, bow courteously in all directions and remark, "I am the seventh son of a seventh son, born with a caul. At an early age I left my home in East 42nd Street to go out west and hunt Indians. I was captured by a band of marauding Y.M.C.A. secretaries, from whom I was providentially rescued by a band of Utes. The Utes are so named because their tribal song is 'Ute take the high and I'll take the low road!'"

"The Utes taught me their ancient tribal lore, including the art of vegetable taxidermy. A vegetable taxidermist is a man who stuffs olives. I also engaged in the more usual forms of taxidermy, and this occasioned a little trouble with the authorities. They objected to my stuffing and mounting a buck's head. It happened to be the head of Buck Rogers.

"While with the Utes I discovered the principle that I wish to discuss with you today. Did you ever stop to think? I mean, did you ever stop to think that a beautiful and inexpensive plaster effect can be obtained by mixing pop corn with the putty coat? As soon as the house warms up the pop corn pops out, leaving a beautiful tapestry effect. A subsidiary effect is that the noise of the popping scares hell out of the wife's relatives, who leave the house never to return, under the impression that they are being machine-gunned from ambush. We make no extra charge for this result, as our motto is Service. If you desire any information along these lines get in touch with me and I will leave you know."

That's what I would tell the architect, and the next time I came around I bet he would remember me, provided that the first visit hadn't caused him to leave the country.

ROGER ALLEN

CHRISTMAS CARDS

This year's Christmas Greetings seemed unusual both as to quantity and quality. For instance, Professor Lorch's "Centennial Holiday" card depicting bits of Michigan's history from 1837 to 1937, a subject very near and dear to him.

The card of Harley and Ellington, the work of Malcolm R. Stirton, of that firm, is a creation of the finest type.

O. W. Burke Co. sent out reproductions of a perspective by Wirt C. Rowland. The subject, St. John's Episcopal Church at the corner of Woodward and Vernor Highway in Detroit, was most beautifully done. With the card an enclosure states:

ST. JOHN'S EPISCOPAL CHURCH

FOR over seventy-five years, "Old St. John's" at the corner of Woodward Avenue and Vernor Highway, Detroit, has been one of the architectural monuments reflecting the spiritual life of Detroit.

The parish was established in the year 1858, largely through the efforts of Michigan's Governor, Henry P. Baldwin. Its first rector was The Reverend William E. Armitage.

The cornerstone of the original chapel was laid on April 19, 1859, but had barely been completed when it was found inadequate to accommodate the congregation in the rapidly growing new residential district north of Grand Circus Park.

Plans were made immediately for building the main church. The original drawings were prepared by Anderson and Jordan, Architects, and the cornerstone of the main church was laid on June 6, 1860. Both church and chapel were built of Kelley Island Limestone; and the design of early English Gothic style has resulted in one of the most impressive examples of Gothic architecture in Detroit.

The church stood with comparatively few changes in structure until the widening of Woodward Avenue in 1936 necessitated its being moved. The church and chapel were moved as a unit, approximately sixty-five feet to the east; the tower was rebuilt; and the remainder of the structure was substantially improved and beautified.

The architects, O'Dell and Rowland, have preserved, intact, the beauty and dignity of the exterior of the edifice, and have produced an interior design in keeping with the exterior.

Smith, Hinchman and Grylls, Inc., served as consulting engineers.

St. John's Church has been and is today under its present rector, the Reverend I. C. Johnson, one of the guiding forces in the spiritual life of Detroit.

Then too, there was Jim Moynes' telephoned greeting, and the prize bit received by Mr. and Mrs. Clair W. Ditchy from the Frank Stantons of Beltingham, Washington:

AS IS OUR annual custom, we of Frank Stanton's architectural office send Christmas greetings to the whole wide world. We do this, as always, with the greatest of pleasure. This season, having now enjoyed the luxury of client patronage for some considerable time; our first greetings go to those kind & appreciative ladies & gentlemen who have employed us. More than they will ever realize they have warmed our hearts & our homes, bolstered our courage & our bank credit, fed our pride & our alimentary parasites, kept our mortgages from foreclosing, our insurance from lapsing, & our old model A from going to the hock shop. Greetings also, and a glad New Year, to all capable builders; joy to every good building mechanic. Far more than Alma Mater have they contributed to our education. May we never graduate from their kindly tutelage. Good wishes to all lumbermen & building material dealers; sympathy to members of their free plan service departments; peace, even to insulating board salesmen. Our compliments to those who

(Continued on Page 7)

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 stories) 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. on Res. Provencal Rd., G. P. F., closed.

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.

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

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air

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

2 heavy press pits for local manufacturer.

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

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

2 power transformer stations for local Auto Co.

Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg., ready about Jan. 5.

Herman & 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. Fig. closed.

Same.—Alt to Kresge Foundation Bldg., 1534 Woodward. Figures by owner.

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.—Prep. sketches for hospital, owner withheld.

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

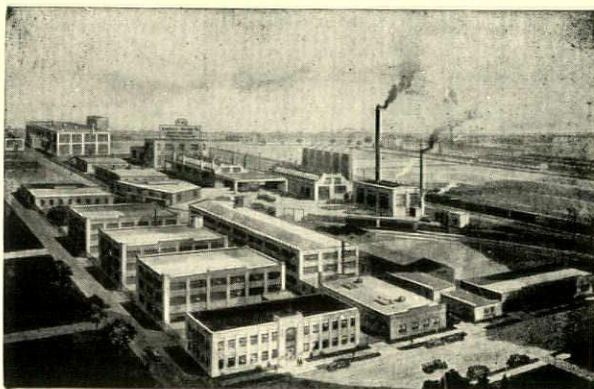
Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.—Sketches for res., Quarton Lakes Sub., 35x28.

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,



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Additions to Vocational School. 14 family Apt. bldg. postponed until spring.

Same.—Prep. plans for 2 story store and office bldg., Dearborn; 40x70—2 story addition to Veteran's Home; bridge between 2 bldgs.; school auditorium.

Stahl, John C., 1118 Francis Palms Bldg., CA. 5858.—Preparing plans, alteration to Metropolitan Baptist Church, Community House addition, 60x40, 2 sty., brick. Redy for bids end of January.

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.

CHRISTMAS CARDS

(Continued from Page 5)

have really earned their daily bread in six short hours, if any such there be. A grand New Year, and a brand New Deal, for Government report makers and form filler-in-ers, in all stages of despair. Joyous rounds of golf, and a whole flock of birdies, to PWA bosses smothered under tons & tons of papers which, the rules say, we must send them. Felicitations to non-benefitters from Social Security who, ne'er the less, are taxed for every berry month which brings them the poor house nearer. Comfort to air conditioning engineers, in all sorts of air conditions. A big wooly muffler for every bad little sound advertising truck, and a perpetual vacation for its operator. Silent Night, heavenly sleep, for all who dwell near creaking, groaning trolleys & boisterous all-night dredgers. Free pillows of the softest down and merciful general anesthesia, for those compelled to ride the cars. Relief to sufferers from alcoholic inebriety, both acute and chronic. Cheer to those holding sternly to the alkaline side of the lonely paths of righteousness. Joy to rejected & dejected suitors, wherever the moon shines. More joy to the accepted ones, for their needs are greater. A glad Yuletide to parents who lie awake through the small hours, waiting for daughter's boy friend to bring her home. Greetings to daughters who have no boy friends and, more particularly, to people who have no daughters. Merry Christmas to those who can't decide which color to choose for their new bath room fixtures. Merry Christmas, more especially, to those who have never had a chance to. Merry Christmas, most especially, to those who never will. God rest ye merry gentlemen! God bless us every one!

Mayor LaGuardia and the architect Whitney Warren are, so far as I can notice, the last defenders of the wide-brimmed black Stetson, so popular in Missouri and Kansas in the days when the Younger and James boys rode. The Mayor acquired a hanker for the style during his early Arizona days, and Warren, an elderly Brummel, evidently clung to the shape as a left-over of his student days in the Paris Latin Quarter. Hatters say no one can wear the pampas sombrero, on the screen, stage or sidewalk, like William S. Hart. Although the late Maclyn Arbuckle was not far behind.

—O. O. McINTYRE

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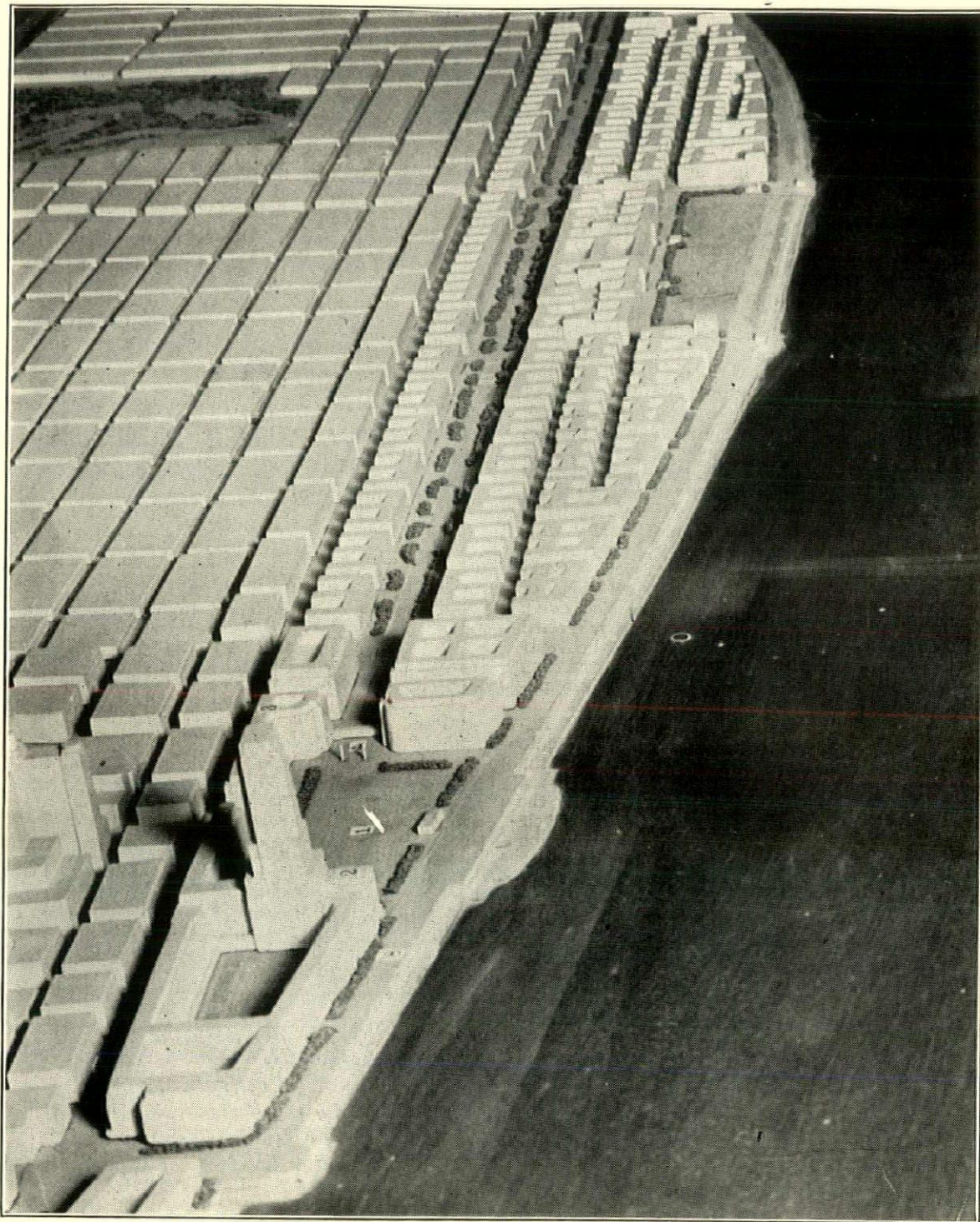
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Proposed Water Front Development for Detroit.
A Thesis by Walter Hickey, Cranbrook Academy of Art.

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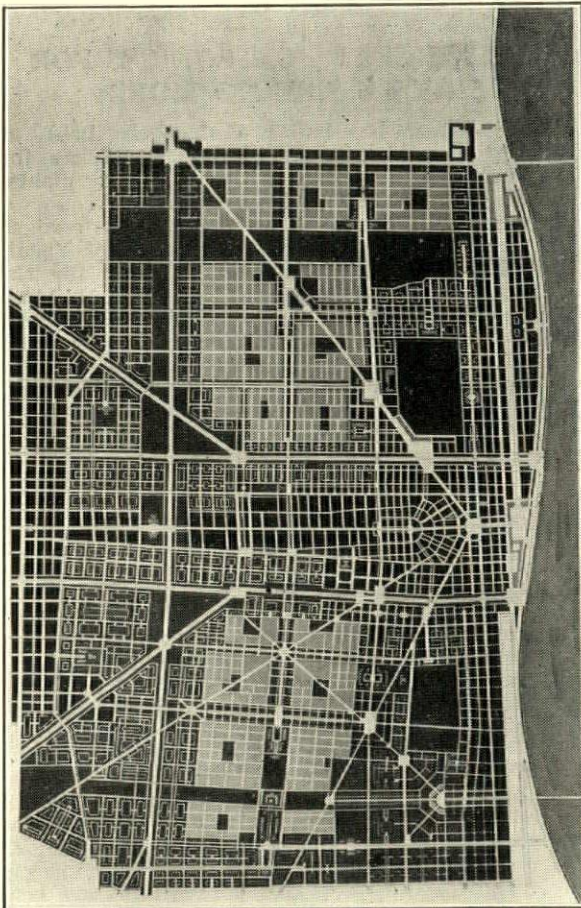
STUDIES FOR DETROIT CITY PLAN AND WATER FRONT DEVELOPMENT

by Walter Hickey

Editor's Note: Mr. Hickey, now with Ditchy-Farley-Perry, prepared these studies as his thesis at Cranbrook Academy of Art.

The purpose behind these studies for the City of Detroit was two-fold in its intent. One was a chance to study under Professor Saarinen, the other to submit a suggested layout for the City of Detroit.

The aim of today's studies should not be a static one. The needs and uses of the city are in a constant state of change. The present streets are far outmoded, and an ever increasing detriment to the city's functions. Their planning is not merely a question of civic embellishment, but of meeting practical, present and future needs. Their scope should be widened, to avoid the artificial superposition of elements as in the past, and include instead the physical three dimensional answer to the architectural, engineering, social, and economic needs of the city—not only as they exist today but as they may develop tomorrow.



Suggested Development, Inside Grand Boulevard.
Thesis of Walter Hickey, Cranbrook Academy of Art.

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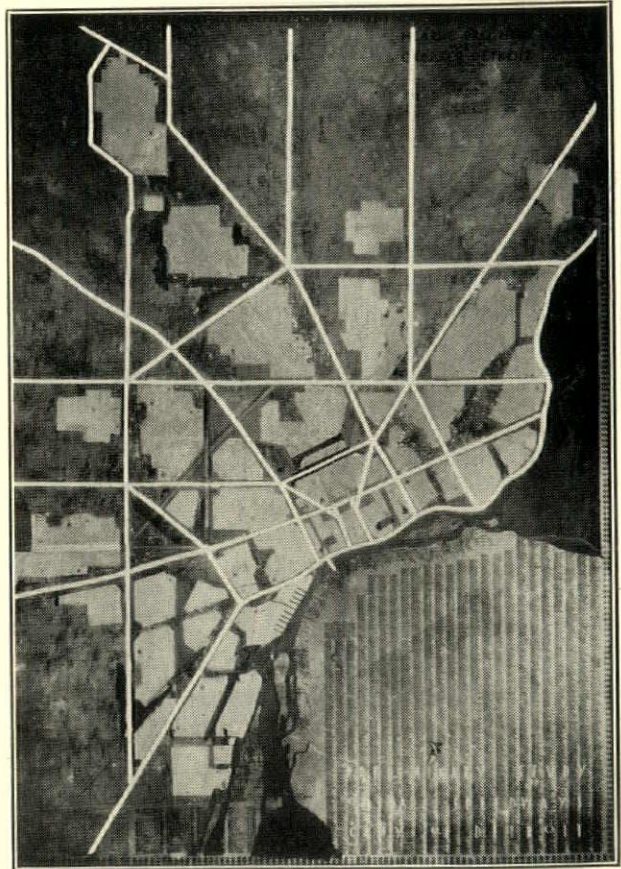
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The three photographs show three different studies developed at the Cranbrook Academy of Art.

The photograph of the model shows the water-front development, viewing it from the southwest. The highway bordering the river can be clearly seen. This is to connect to highways beyond the city which bound the lakes and form a part of the State Highway projects. The group of buildings in the lower corner of the picture include space for the city and county offices. The open plaza just beyond them is centering at the foot of Woodward Avenue, covering the railroad tracks and station, and forming an approach to the city from both the water and railroads. The buildings on the east side of the plaza are intended to contain offices, shops, etc., for the railroads. Just beyond them are to be an auditorium for civic lectures, and public functions, and a hotel bordering the boulevard and river. Beyond these to the east are to be apartments which would be easily accessible to the business district. At the far end, but not shown on the model photograph, is a group of buildings, to form perhaps a site for some institution.

All of this development is to be on the present site of many factories and railroad yards which even at present are too close to the business center of town. These could be relocated farther down the river, and housing developments fostered with them.



Suggested Layout, Metropolitan Detroit.
Thesis of Walter Hickey, Cranbrook Academy of Art.

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All this would aid in lessening the present traffic confusion.

The second photograph shows a suggested development for the area inside of Grand Boulevard. The river front development is shown here in relation to the rest of the city, and the locations of highways connecting it with the surrounding communities. The main, or through traffic arteries are separated entirely from interference by business, or living conditions, by a strip of parkway, the purpose being to insure a flow of unimpeded traffic, cross traffic being allowed only at main intersections and then handled by grade separations.

The third photograph shows a suggested layout of main traffic arteries which connect the Metropolitan area with the proposed waterfront.

These studies were not meant to be the ultimate or definite plan that should be followed. My main intention was to show the people of Detroit some of the possibilities that lie ahead of them, and what a concerted effort might be able to accomplish. Present land values and the location of some properties did not seem as important as the solution of the present traffic problem, which is doing more to destroy than benefit the city. A Master Plan should always be in the process of development and future tendencies allowed for. Plan for the future and let the past take care of itself!

**WELL-HEATED POSTOFFICES FOR
 HAWAII ARE NO MORE**

Public clamor has ended at last the habit of Washington architects who design postoffices for the islands and equip them with full heating plants, according to a news item from Honolulu.

As a result of the latest of such protests against plans for a new postoffice on the island of Yauai, C. T. Holden, chief inspection engineer for the Treasury Department, was sent here to investigate.

Ascertaining that the temperature of the islands rarely falls below 70 degrees, he discarded the plans for the well-heated postoffice and ordered new ones with a ventilation system installed instead.

**BREWERY PLANS BIG EXPANSION
 WILL SPEND \$500,000 TO
 PROVIDE JOBS**

The Pfeiffer Brewing Company will commence a \$500,000 building expansion program next Tuesday by Alfred Epstein, president of the company.

Included in plans for building are a new stock house, a compressor, a Government cellar, new storage tanks and proper changes in machinery.

Epstein said that the company wished to do its part in turning back the business recession by supplying jobs.

Combining the features of glass block and double glazing, Thermolux, a translucent glass developed in Italy, transmits sunlight minus sunheat. Its structure consists of a central lamina of spun silk threads regularly arranged, held between two sheets of clear glass. Edges of this porous layer are hermetically sealed so that the air it contains is not disturbed. The construction is such that the visible wave lengths of the spectrum are not distorted.

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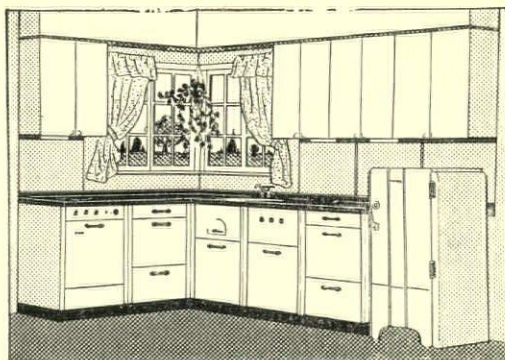
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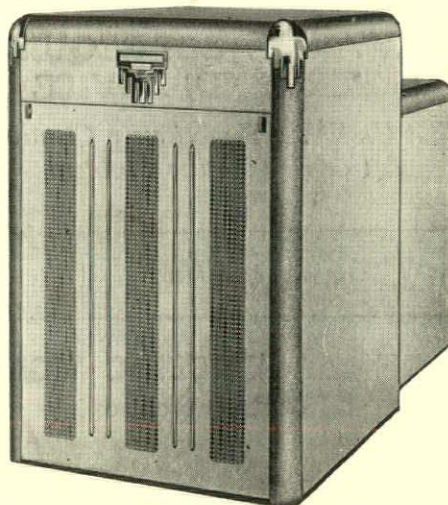
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DETROIT, MICH., JANUARY 11, 1938

NO. 2

THE INSTITUTE AND STATE ORGANIZATION

The following anonymous communication received by Mr. John Fugard, Chairman of the A. I. A. Committee on State Organizations, copy of which he mailed to all members of his committee, voices only the opinions of the author. The Committee commits itself neither for nor against the views expressed. However it is believed to be of general interest and if it evokes expressions of opinion it should be of great value.

The general status of the profession of architecture in the United States is not a happy one.

The work that comes to us is from two principal sources,—private and the various governmental subdivisions. In the first category we are beset, as perhaps never before, by a variety of competition: the client who has learnt enough to think he can do for himself; the contractor and manufacturer who offer architectural services at, so they say, no cost; the developers who likewise hide their service under their so-called single commission; and lastly by the financial and other institutions who employ architects on a salary rather than a professional basis. We are also often tempted and sometimes forced to lower our standards of ethics and commissions to those of our less professional brethren

PRESIDENT MAGINNIS TO VISIT DETROIT

The Engineering Society of Detroit has been successful in securing Mr. Charles D. Maginnis, President of the American Institute of Architects, as speaker for a joint meeting of The Engineering Society of Detroit, The Detroit Chapter American Institute of Architects, and The Michigan Society of Architects.

The meeting is to be held January 21, 1938 at the Masonic Temple, and will be preceded by a dinner at the same place at 6:30. The dinner (and the meeting) will be strictly informal and the dinner charge will be \$1.75.

to compete with their unprofessional methods. In the second or governmental category we are beset by the bureaus which perform architectural functions, by extreme suspicion (which we have in part justly earned) from the governmental spending agencies, and by the spoils system which would often require of us thoroughly unprofessional conduct before we are allowed to perform our professional services.

Historically, these are not new troubles. They are as old as the hills. The only differences are that they are intensified by the times and that the

trend in everything is toward greater and closer specialization and competition.

It must also be noted that we are at the wrong end of the cycle of popularity and are generally regarded by the public with suspicion, again much of which we have earned ourselves; for our design and execution of buildings have been often out of all relation to the economic conditions or actual requirements of the clients or have been in other ways execrable and incompetent. Our morals and our ethics too have been frequently, and rightly, questioned. This attitude toward us did not exist at the other end of the cycle a generation ago. It is new.

The principle weapon with which we have long had to fight this, and I wish to emphasize that it is a fight against our less worthy selves even more than against the public, has been The Institute and in one or two places, local societies. The Institute has striven since its inception against these things. It descends upon us whenever it finds a clear case of our transgression of its admirable rules. It seeks to lead us toward good design, honest and competent execution, a high probity and standard of ethics, and an ideal of disinterested public service. Most of all it holds up to each of us individually its ideal of professional life and the promise of its members' fellowship, commendation and honours. The benefit to us of all this guidance and these promises

(Continued on Page 4)

CORRECTION

In the article on Cooperation by H. Jerome Darling in the last issue of the Weekly Bulletin the word "Elimination" in the fourth sentence in the last paragraph should have read "Limitations".

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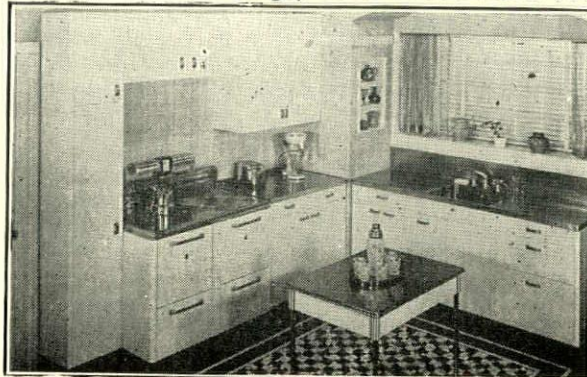
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Edited by E. J. Brunner

SALES AND USE TAX

Members of the Builders' and Traders' Exchange interested in problems of the Michigan sales tax and use tax should attend the annual meeting of the Exchange because this subject will be fully discussed and with a leader who is legal authority on the subject.

ANNUAL MEETING AND ELECTION

The annual meeting and election of the Builders' and Traders' Exchange together with the "open house" which always features this occasion will be held at the offices of the Exchange, 439 Penobscot Building on January 18.

Present plans call for the polls to be open from 9 a. m. to 3 p. m. and for annual meeting at three p. m. in accordance with the by-laws, and for the luncheon (free) from 12 to 3. Plans may be altered somewhat on account of planning for thorough discussion of the sales tax and the use tax which may take some time.

NEW CLASS IN ESTIMATING

Four successful terms of instruction have been completed by the Exchange's estimating school conducted by Echlin M. Kaake. A total of 110 men have taken one or more of the courses. Each term features courses for beginners and for advanced students.

The classes are open to members of the Exchange, and to employees of members who are recommended by their employers. A modest charge is made for the courses.

The fifth semester starts Monday evening, January 17 promptly at six p. m. in the plan rooms of the Exchange at 439 Penobscot Building. Classes on Monday and Wednesday evenings—term fifteen weeks.

Subjects covered completely embrace among other things plan readings; quantity survey on all architectural trades; cost analysis on all items of masonry and carpentry; general conditions, equipment rentals, sales and use taxes, social security taxes, overhead charges; specifications; contracts; cubic foot costs.

Plans available for class use include single residences; apartments; stores; schools; factory buildings and institutional buildings. Each student is allowed to work on the type of estimating which will do him the most good in his daily work.

Twelve men have already been enrolled which is half the total number which can be taken care of for the course.

Interesting data on the work of the Exchange done during the four completed courses is as follows:

- 110 men have taken one or more terms to date
- 80 member firms have been represented by students
- 21 men have taken two terms
- 4 men have taken three terms
- 1 man has taken four terms
- 1 company has sent ten employees to these classes
- 1 company has sent six of its employees
- 12 firms have sent two men each
- 10 heads of building firms have taken the course
- 12 sons of general contractors have taken the course
- 14 sons of sub contractors have taken the course

All this means that 80 members of the Builders and Traders' Exchange have profited by this valuable training for their employees; and by virtue of this training let us hope other firms were also benefited by better competition.

REVIEW OF PUBLICATION ENTITLED "ARCHITECTURAL DESIGN OF CONCRETE BRIDGES"

A new publication by the Portland Cement Association deals with the timely subject of architectural principles that apply to the design of bridges. Hardly anywhere are bridges designed without giving some consideration to appearance, beauty and architectural design, but little information has heretofore been available for engineers on this subject.

The booklet presents fundamental principles of architectural design, principles that have long been established in the visual arts but re-stated with particular reference to bridge design. The principles—Unity, Definition and Inflection—are discussed in detail and their application to a number of practical cases of bridge construction is illustrated. Three renderings and many photographs are included.

As a timely contribution to an important subject, the booklet should help stimulate further endeavor in making bridges pleasing to view, monuments to an era of engineering skill and science in bridge construction.

One real-estate operator rents his apartment houses by having two identical apartments vary as much as 10 percent in price. One sort of customer always notices the difference, compares the two apartments, and rushes to rent the cheaper one before anyone else notices the apparent mistake. On the other side, with equal frequency, bobs up the customer ready to pay \$10 difference in order to have the highest-priced suite on the floor.

—Kenneth M. Goode and M. Zenn Kaufman,
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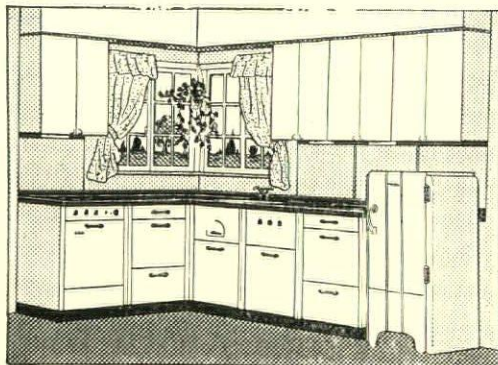
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ORGANIZATION**

(Continued from Page 1)

of reward is incalculable. And this extends to many who are not members as well.

But The Institute is not a government. It wields no weapons of compulsion. It is a minority, and neither represents nor controls the great majority of the profession. In spite of efforts to the contrary, it is an honorary society in every sense of the term and with all of the limitations thereof, and will always remain so.

It has several times been thought that it should change its situation and become all-inclusive, in order to really represent and at the same time control the whole of the profession. This proposal, though it always has its advocates, never gets beyond the debate stage, because there are also always plenty of members who believe, and with some justification, that the honours they have or are about to have would be cheapened; that the high moral plane upon which their professional lives have been led would be undermined and their friendly fellowship with others would be endangered.

Both factions are right, and at the same time wrong. Those who say it should have as large a membership as possible forget the dangers that there is no successful halfway between continuing as an honorary society and including as nearly as possible every one; that in conferring membership upon every one it would give up its most precious possession, cease to exert the same influence on the individual, and, snobbery apart, lose the high leadership that is historically its own and that should be cherished above all its other traditions.

The others, who remember these things first, forget that the world moves forward, that the number of our profession increases, that the trend in all the world around us is toward more organization and government and that we as a profession cannot afford not to have an all-inclusive organization to control ourselves at home and to fight our battles abroad.

The Institute, as it is, actually falls somewhere between the two ideas. It falls far short of being the honorary society some of the members would wish it to be. And, of course, since it is a minority, it falls even further short of representing and controlling the profession as a whole.

It has other failings, chief among which are its weight of red tape and slowness of motion. The activity within its own membership as an honorary society often interferes with its ability to act quickly and strongly in situations which arise outside.

More recent for the most part, we also have the fifteen or so state societies. What of them? My own is perhaps average. A small nucleus of men who believe firmly that we have to play the same game that lawyers, doctors, real estate men, manufacturers, bankers, and others play: that we must organize effectively every architect in our State so that we can strike at the State Capitol and everywhere else, both against our enemies and for ourselves; and so that at the same time we can educate and force our membership to maintain itself worthy of the public trust which we ask be placed upon us. A paid-up membership of a minority of those who are registered in the State. A President and a few others who work hard, practically without funds. A Journal with advertisements, appearing only with the greatest of difficulty because of the scarcity of material, struggling, but self-supporting. An Executive Secretary just sent forth to try to organize its potential membership paid on the promises of the few. And outside of this strug-

gle the great ignorance, apathy and even antagonism of the architects of the State.

Yet last year we missed by a fluke obtaining legislation that would have materially helped every one of us. And Ten Dollars from each of us would have changed the whole face of certain of our problems.

It is something most distinctly worth struggling for. We invariably find that we have only to explain our purposes and all antagonism and apathy disappear and the enthusiasm resulting makes us quite confident of the Association's ultimate usefulness.

Other State Associations are better organized than we. Others less well. Some have no influence; others great power. How much more could be accomplished if we all helped to organize to the point of being really effective, and could then join to control things nationally as well!

A superficial study of the American Medical Association and its history would be a most valuable thing. I believe I am right in stating that its power is largely due to the life devotion, ability and work of one man, Dr. Fishbein, and that he receives a salary in the neighborhood of \$25,000. a year. It is a national association, and yet its constant vigilance and effort is directed into every State. It dues are only \$7.00 a year and it is pretty much all-inclusive.

I believe that on a smaller scale, for we are fewer, we could find men resembling Dr. Fishbein, and do the same.

We have registration laws in all but six states. It is often said that these registration laws merely make difficulties for us and serve no useful purpose, either for us or for the public. I think it can be proved that by themselves they accomplish little but nuisance, but that backed by a strong and vigilant state society they can be made of practical and real value to all of us.

There are many other things that the state societies can do. Building reports can be organized to defray the society's expenses. We give away valuable property when we give plans and photographs to the commercial magazines. We allow newspapers to reproduce our drawings without giving the authors credit. Housing authorities are appointed on which sit not even one architect. We get no publicity. We do not advertise collectively. We attempt nothing to dramatize our importance to the public. And these are but a few of the things which we might profitably take up if we were but organized.

And I know that many of these things could be better done from a national headquarters than merely sporadically in the various States. First, because the set-up of the real means of publicity is national; but secondly and more urgently because of the fact that a national treasury would be larger and more easily filled, and its money could be spent more efficiently, even though nearly all of it would have to be spent in the individual states.

These considerations led certain persons last year to the conclusions formulated in a resolution passed by the Annual Convention of the Pennsylvania Association of Architects. It was subsequently sent to all State Societies and is as follows:

WHEREAS The American Institute of Architects has attempted by means of sponsoring State Associations to become the representative organization for the entire Profession of Architecture in the United States, and whereas The American Institute of Architects is essentially an honorary society and cannot successfully perform both the functions of an honorary and selective society and an all inclusively representative and therefore non-selective society, and whereas these two differences of purpose have long made themselves felt within the mem-

bership of the American Institute of Architects and have caused compromises which have been to the disadvantage of both purposes, now therefore be it

RESOLVED That the Pennsylvania Association of Architects in Annual Convention Assembled, at Philadelphia on April 16th, 1937, hereby places itself on record, recommends and directs, as the case may be,

1. That these two purposes can best be carried out by two separate organizations, that The American Institute of Architects should relinquish its attempted heading of the State Associations, retaining its functions as an honorary and professional body, and that the various State Associations form a federation to be entitled the National Association of Architects and which would be an all inclusive and non-selective body representing the business of Architecture,

2. That membership in this National Association of Architects be automatic upon registration in any state, upon practice in those states where there is no registration or upon seven years employment as a draftsman,

3. That dues in this National Association be a portion of or run concurrently with dues in any State Association so that the individual shall pay but one dues which shall entitle him to the privileges of both,

4. That the functions of this National Association be to coordinate and increase the influence of State Associations, and serve the Profession throughout the Country with group advertising, publicity for the Profession, exposure of bad practices, misfeasance and malfeasance in practice, to fight the inequitable or unfair competition of government bureaus and any and all others not qualified to practice architecture, to give such legislative and legal advice and in any and all other ways to further the standing, ethics, influence and position of the Profession throughout the country.

It raised a little tempest of approbation and of disapproval, which was perhaps gratifying to its authors, because at least it was shown that it was a live subject. I believe it still is.

But before I go further I want to ask whether there is any other way out, because I have come to believe that as proposed it has serious disadvantages.

It has become very clear to me, and I believe every one will agree with me that we need desperately a national organization which:

1. Represents every practicing and registered architect in the country, whether he pays dues or not, unless he shall have written to say he does not want to be represented.

2. Charges low dues.

3. Correlates, simplifies and, where possible, unifies the work of the State Societies into units where the employment of personnel is feasible.

4. Employs high salaried personnel to watch and further the interests of the profession in the various states or regions and nationally.

5. Has money at its disposal to advertise and to make its influence felt. That it should find writers of ghost stories who would dramatize the profession's usefulness and the shyster contractor's bad influence, and so forth.

6. Works toward the establishment of such means of self-support as

a) A national Journal,

b) With paid advertising,

c) A nation-wide system of building reports,

(Continued on Page 6)

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. on Res. Provencal Rd., G. P. F., closed.

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:

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

2 heavy press pits for local manufacturer.

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

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

2 power transformer stations for local Auto Co.

Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg., ready about Jan. 5.

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

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. Fig. closed.

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, Inc., Architects & Engineers, 1217 Griswold St., CA. 9651.—Prep. sketches for hospital, owner withheld.

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

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.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek.—Plans completed, seven buildings for W. K. Kellogg Foundation Health Camp, Saint Mary's Lake, near Battle Creek.

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.—Prep. plans for 2 story store and office bldg., Dearborn; 40x70—2 story addition to Veteran's Home; bridge between 2 bldgs.; school auditorium.

Stahl, John C., 1118 Francis Palms Bldg., CA. 5858.—Preparing plans, alteration to Metropolitan Baptist Church, Community House addition, 60x40, 2 sty., brick.

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.

THE INSTITUTE AND STATE ORGANIZATION

(Continued from Page 5)

d) A truly well edited publication of plates of currently executed buildings and structural, legal and other data.

7. Works for the standardization of registration laws and their enforcing acts, for national examinations and simplification of inter-state practice, and for the enactment and strict enforcement of laws which will require a high standard of business ethics throughout the profession.

The Pennsylvania Resolution says that there should be a national association separate from The Institute. I believe it is right in saying that The Institute as it is cannot do this job of representing the entire profession without sacrificing its value as a scholarly and honorary society. I know it will not be willing to sacrifice it, and I believe that a more truly representative and more mobile form of organization and government than The Institute's is essential to success.

The way out proposed some years ago was "Af-

filiation of State Societies." There are two principal things wrong with this plan as it stands now. First, that there would be no all-inclusive national organization, for the system is not such as covers everyone in the country. The Institute in this plan has asked everything of each society that affiliates and gives little or nothing in return, and but few have affiliated themselves, or ever will. It can never become all-inclusive by this means. The second is that even were they all affiliated, The Institute would be in control, and there would be no democratic representation.

The Pennsylvania idea might correct much of this. But the Pennsylvania Resolution loses sight of one great danger. Supposing its purpose is accomplished, The Institute left as an honorary society and the new national Association organized to represent the business of architecture rather than the profession. The Institute has the older name. Everything that has been done for the profession has pretty much been started by The Institute. When the new association went before the public would it not be in danger of the question "Who does represent the architects anyhow?" I know that the position of both would be immeasurably weakened and that it would not be long before the two would have to merge.

Is there a middle way? I suggest the following:

That two proposals be put under way at once, one among the state societies, the other within The Institute:—

First, the one among the State Societies:

That these drop at once all question of affiliation with The Institute and discuss instead the formation of something which I will designate as the National Association of Registered Architects and The American Institute." The title is too long and lame, and a better one should be found. But it should have two things apparent in it, one that it represents every architect in the country, and second that The Institute is there but in second place.

That they should agree to raise their dues a dollar or two and contribute two dollars per paid-up member to the National Treasury, and that membership in the state society would carry with it membership in the National.

That they should search high and low for the men who are going to be regional national executive directors at salaries to start with, say \$5,000, with expenses and promises of more, and of an assistant and editor at say \$6,000. The directors would spend nearly all of their time travelling, promoting and organizing, and the editor would stay at headquarters to handle desk work and publish the bulletin.

That a charter be drawn up with elastic by-laws but with something like the following provisions, if possible. Better arrangements will be found, but I suggest for consideration: First, that there be no national conventions required for the present anyhow. Second, that there be a central committee or board of directors of say two delegates from each state, plus the regional director of The Institute. Third, that officers be elected by this central board to serve staggered terms for three years. Fourth, that the by-laws be so written that upon the call for a meeting by the president, issued by telegram four days in advance to all directors, a quorum of only six may sit in any part of the country as an executive committee and act for the whole, but that meetings shall be subject to the whole committee from time to time. Fifth, that the terms of the directors from each state shall be three years, with staggered elections in their state societies. Sixth, that any new state society shall immediately have the right of representation, provided only that it shall be a bona fide state association. That for the present at least, that there be no other committees. Lastly, that the State Societies shall look forward to the help of the national organization editor and

the executive directors in particular, for their organizing, lobbying, etc.; to the bulletin for the dissemination of knowledge and help in organization work and to this combination to handle in their respective states all of the work of the new national organization and much of the work they are now doing or trying to do in their States.

Second, the proposal to The Institute:

That the new Institute Committee on State Organizations (which I hope every one realizes is the first really hopeful thing of importance that has come into being in a long while, since it is the first democratic and therefore possible committee on this question The Institute has had) start forthwith to study this question and if they deem well propose to the 1938 Convention of the Institute perhaps something as follows:

That The Institute abandon all so-called Affiliation of State Societies and release those already affiliated.

That The Institute formally present to the new association its share of the name thereof, and join in the preparation of the charter. That the Institute make place on the Board for one or two directors to be the Chairman and one other of the new organization. That The Institute find office space for the new association rent free in The Octagon for the first formative years.

That it guarantee for a period of five years the deficit of the new association up to the amount of, say \$20,000 and that it borrow or cut down on its own expenses and curtail its own activities as may be necessary to do so.

That The Institute look forward to I believe a not far distant time when this new left wing or arm can take from its shoulders much of the emergency and other legislative and persuasive work which it has been called upon to do, when it can forget the urge to become an all-inclusively representative body, or trade union, and when it can continue freely as the leader and the custodian of our high principles of practice.

In closing, I wish merely to say that I firmly believe it to be the immediate and imperative need of The Institute, and the State Societies, for their and the profession's preservation, that some such attempt be made, and at once.

NEW HOMES IN OLD COUNTRIES

by Herbert Undeen Nelson and Marion Lawrence Nelson

Published by the National Association of Real Estate Boards, Chicago, 1937, pp. 124. \$1.25
(Groups of ten copies, \$1.00)

Coincident with national discussion of President Roosevelt's proposal for encouragement of the building of three or four million new homes or housing units over the next five years comes publication of **New Homes In Old Countries**, by Herbert Undeen Nelson, and Marion Lawrence Nelson, first book written conversationally for the general reader from an authoritative background of our own national real estate experience on the great present home-building movement going on in England, Sweden, Germany and Italy and concerned with the present question of our own business statescraft as to what, in social policy or method, can produce a like impulse here.

The books is a lively human travelogue of a family motor trip of some 10,000 miles in nine countries in Europe and of conversations with leaders of the housing movement, both governmental and private, builders, manufacturers, financiers, city planners, cooperative building societies and wayside home owners. The observations have behind them Mr. Nelson's fifteen years of study as executive secretary (now vice-president) of the National Association of Real Estate Boards.

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Under the day by day observations there mounts this conclusion:

"Certainly if the old countries can have new homes, young America can have them, but the great new movement for home ownership in Europe has as its foundation conditions we have not yet created for ourselves in respect to: (1) financing; (2) taxes. The first two requirements for any housing and home ownership program of the kind that is making current European history would have to be the lifting of half the tax load from homes and the cutting in two of financing charges."

As one way to do this Mr. Nelson advances a proposal as thought-provoking as it is simple. It would tie together our two great current movements in this direction. The suggestion is for federal registration of bonafide homes held as homesteads, suburban or rural, to give them such status as would lower the cost of home building money and take from homes the fear of tax confiscation.

"The Swedes have a name for it," the authors observe.

"An owned home is called by them a 'fastighet'.

"Fastighet" means security.

"The word is not an accident. It is rooted in the deep convictions of a people who believe that a nation of home owners is strong in times of national and political contention, and that the man who owns his home has a better chance to weather economic storms, and, in times of personal misfortune, to safeguard the things in life he most prizes. Not only in Sweden is this impulse apparent but in Europe as a whole.

"There is a new Europe emerging. The pride of home ownership is supplanting the pride in arches raised for the march of victorious troops, palaces built to satisfy the whims of bygone rulers, huge parks where the king's deer used to roam, gardens laid out for the pleasure of frivolous courts. Out of shacks and huts and slums the common people are pouring into modern apartments and garden homes.

"To create nations of home owners is the definite objective of England, Sweden, Germany and Italy, and the policies of most of the European governments are being directed increasingly towards the encouragement of home ownership. In the comparatively poor and tiny country of Sweden with only six million inhabitants almost fifty thousand units in the low cost housing field have been added during the past few years. In England since the War three million new homes have been built. Germany, like England, is producing more than three hundred thousand new dwelling units each year and reconditions others at similar speed. Such figures, in the light of our own lethargy, are startling.

"To start and carry out a national rehousing effort on the foundation of home ownership requires some fresh thinking. For two generations Americans have become accustomed to the penalties imposed upon homes, so that they are assumed to be immutable and inherent in our economic system. But the nations of Europe are proving to us that these handicaps can be removed and that when they are removed business as a whole does not suffer.

"The first two requirements for any housing and home ownership program would have to be the

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Issues of Weekly

Bulletin

of

December 7, 1937

lifting of half the tax load from homes and the cutting in two of financing charges. Until taxes and financing costs on homes have been halved millions of families will be without their 'fastighets', their owned homes, their security, and will be denied the health, the joys, and the satisfactions which the ownership of a home provides.

"When our national leaders of finance and government will act as courageously as those of the countries across the water, then the sound of a hammer and the saw can again become our newest industrial anthem.

"As to methods we have a wide variety of choices. The simplest would seem to be to take a leaf from our own history, as well as from the recent experience of European countries, and restore the privileges and the safeguards of the homestead. One way to accomplish this would be to create a Federal homestead registration system which would permit any citizen who desires to own a home or co-operative apartment to register the project he wishes to undertake with a Federal bureau. Such registrants would be eligible for 90 per cent mortgage loans repayable in thirty years at a rate of interest of 3 per cent. The government could insure such loans if made by private capital or could make them available from government sources. If the government acts as trustee for all homesteads until they are paid for, it could limit their taxes by agreement with local governments, so that a homestead owner would not pay more than 1 per cent of the value of the home in taxes in any one year. A plan as simple as this would release the long pent up forces that are struggling for freedom to act, and, without subsidy or 'demonstration,' would give us a home building activity greater than our nation has ever known."

LET'S VISIT WITH KEN. MURCHISON

Last Wednesday evening the "Let's Visit" program of Jerry Danzig and Dave Driscoll was broadcast from the Beaux Arts Apartments at 310 East Forty-second Street in New York City.

Among the interesting people interviewed were Mr. and Mrs. Kenneth M. Murchison who occupy one of the apartments. Mr. Murchison, the eminent New York architect, said he had become used to living in a building for which he was the architect, and now the tenants come and go right in his presence, and it doesn't faze him.

He explained that the buildings were conceived by a group of New York architects who were Beaux Arts men, with the idea of creating in New York a bit of the streets of Paris. Great imagination was used in planning and design, with staggered floor levels, studio living rooms, terraces, etc.

For the past eighteen years Mr. Murchison has taken a leading part in the Beaux Arts Institute of Design, including the famous Beaux Arts Ball, which has become perhaps the most wonderful annual social event in the Metropolis, outdoing all others in its splendor and beauty.

Mr. Murchison, besides being general manager of the Ball, is orchestra leader. This position he said enables him to cover up mistakes in the show, resulting from insufficient rehearsing. Besides being an architect Mr. Murchison is an accomplished musician, and talented in many fields. He is vice president of a big New York bank.

LARGE-SCALE RENTAL HOUSING PROJECTS A BIG FIELD FOR 1938

Large-Scale rental housing projects, privately financed, constitute the outstanding architectural opportunity for 1938, declares a forecast by William Stanley Parker of Boston, chairman of the Committee on Construction Industry Relations of the American Institute of Architects. Such developments are greatly needed in all large American cities, Mr. Parker says.

"With the present concentrated effort to push forward a nation-wide housing program, architects may well lift their hopes so far as this program is concerned with large-scale rental projects," he explains. "Here is the architect's chance for constructive and profitable work in which he can make a real contribution towards the sound development of his city."

"A thousand small houses, built for rent in five or six large-scale neighborhood developments on a series of tracts scattered near the edge of the one-fare zone around a large city, and administered jointly under skilled management, are probably the safest long term investments available.

"Architects will need vision, persistence, and perhaps hypnotism to achieve success in this field, for finance has not yet seen the opportunities latent in such projects. Finance is still worshipping liquidity and courting high returns, a situation which means stock market rather than real property investments.

"Architects must hypnotize the financiers and erase these fixed ideas from their minds. The seed of this type of housing may then find a mental soil in which it can take root and flourish, and cause the financiers to flourish too."

Conditions in the architectural profession were more favorable in 1937 than in 1935, according to Mr. Parker. Almost all the draughtsmen for whom jobs were found in Boston this year by the Emergency Planning and Research Bureau, Inc., went to private employers, while two years ago many were still being sent to jobs on relief projects, he points out.

"In the field of the small house, speculatively built to sell, there is still the loaning agency to hurdle before the architect can hope to secure any substantial amount of employment," Mr. Parker continues. "A single small house, speculatively built for sale among a lot of others built by other speculators in an uncontrolled neighborhood, is about as risky an investment as a man can make, and those who most often make it can least afford to take the risk.

"Although the loaning agency hurdle is still a very high one, the Federal Home Loan Bank's Home Building Service' plan marks a significant and hopeful step forward. In comparison with the attitude of the loaning agencies ten years ago, this advocacy by a national loaning agency of architectural service for small houses is notable. Unfortunately, the extent to which the individual loaning agencies have failed to put the service plan into operation is also notable.

"The same practices of over-appraisal and under-supervision that were rampant in the late twenties have been observed in the loaning field during the past year. When the leadership of the Federal Home Loan Bank is followed, architects will come into their own in the small house field — if they are ready to take up the challenge and provide the kind and character of service the small house field needs.

"Modernization of old buildings seems likely to be more important than new commercial work in the future. Hotels and institutional buildings also, in my opinion, will not repeat the peaks of the twenties for some time.

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"Federal financing for public buildings in 1938 will undoubtedly be far less than in the recent program. Until the local tax situation has improved, states, cities and towns are not likely to assume the added financial load. The President has intimated that the future federal public works program will be reduced to \$500,000,000 a year, or \$750,000,000 less than in 1936.

"Cities, counties, and states in 1936 were spending only a little over \$1,000,000,000 on public building. I see no chance of their nearly doubling their expenditures in the immediate future. If they do not, and federal spending shrinks to less than half its recent amount, there will be added unemployment in the construction industry and in that branch of it which generally requires architects' services."

FRY & KASURIN TO PLAN CHILDREN'S HOME

Definite action toward a permanent home for the Michigan Children's Institute in Ann Arbor is seen in the selection of Fry & Kasurin, Ann Arbor firm by the building committee of the state administrative board, of architects, for the proposed structure, according to the Ann Arbor News.

The site for the institute has not been selected and no plans have been drawn by the architects. The action was to approve the Ann Arbor architects for the project, the cost of which is estimated at \$95,000.

At present, the Michigan Children's Institute occupies the house at 733 S. State St., formerly the home of Delta Chi fraternity. The institute was established in the State St. location in February, 1936, acquiring the property on a two-year lease.

Leasing the fraternity property by the state for the institute closed a controversy which was waged for several months during the time the state negotiated for the Kappa Sigma fraternity property on Washtenaw Ave., commonly known as the Hoover estate.

The Hoover property is located in Class A residential section of the city and the state's proposal met with a strong protest from nearby property owners. Attempts to change the zoning regulations to permit the state to occupy the property failed.

BANKERS POLL NO DEPRESSION

Reuben A. Lewis, Jr., executive vice-president of Chicago's Metropolitan Trust Company, has completed a poll of 133 bankers in 45 states. The bankers were queried on three points: is the present slump in business (1) a temporary recession; (2) the beginning of a major depression; (3) a serious set-back in general recovery from "the great depression." Dominant opinion disclosed by the poll was that the country is not headed for another major economic depression, but that the present slump in business will last another four months, perhaps longer. As to measures for aiding recovery, balancing the budget was ranked first in importance by the majority. Expansion of FHA's housing program was rated first in importance by seven, second by four.—FREEHOLD.

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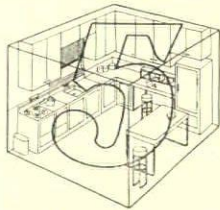
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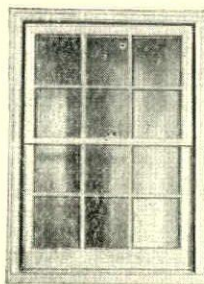
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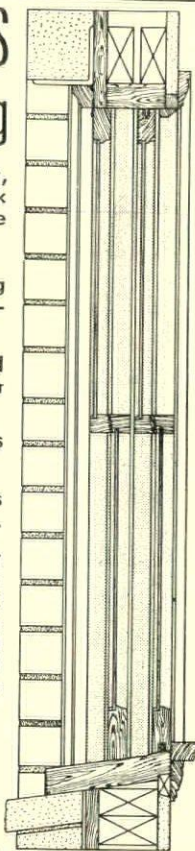
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Vol. 12

DETROIT, MICH., JANUARY 18, 1938

NO. 3

FURTHER COMMENT ON HAMLET

by Paul Kasurin

You guys who talk about rigor mortis or other foreign words, should be ruled out of order. I would like Pundit Allen to enlighten us further on this subject, or shall we delare the 'rigor mortis' dead in this discussion and in its place substitute 'vigor vividus'. For your enlightenment the last two words freely translated mean 'bubbling with life.'

Regarding Roger Allen's dissertation on Leonardo, the writer too has a weakness for him, but how many folks knew Leonardo in his day; and how many know him today? Only few architects and few painters knew of his name or fame, after he was dead. But did you ever hear of a decorator who had enough money to build a house anyway.

Further elucidating upon the letter of Roger Allen, it may be freely admitted and agreed that there are among architects, same as in other professions, good, bad and indifferent. But the degree of competency of architects is not worrying the profession a great deal now. We can not improve on that in a day or a year, but we can, if we will, improve the status of the architect in the eyes of the public, if we can force ourselves to make a good effort. No matter how screwy some architects might be in the take-off of materials from plans, we are still fairly

well convinced that they are more capable of planning and designing buildings than laymen or even building contractors are.

Then, here's where our work begins: trying to convince the prospective builder, the man on the street, that he cannot afford to be without the services of an architect. I agree with Roger that the architect is not losing ground. He has no ground to lose. And people may be more architect-conscious today than they were yesterday, but that does not mean a thing. They still don't know much about the architectural profession; not in the same sense as they know the medical or legal professions. As in the case of Leonardo, few people knew him, and as in the case of his later progeny, too small a percentage of people knew them. You can talk every day with substantial people, business men and professional men and it is a rare bird who knows his architect, as he should be known. There are exceptions, of course. Some time ago a friend mentioned that he was contemplating a domestic building to house his family, and for that purpose had amassed the tidy sum of \$7,500.00. I suggested that he should employ an architect to help him realize his dream. He at once sensed with appropriate indignation that possibly I was soliciting the work and set me right by stating that John Russell Pope was the only architect whom he considered competent to design his residence.

Now there's where we small fellows are at a disadvantage. Is it fair to have all the work go to

(Continued on Page 7)

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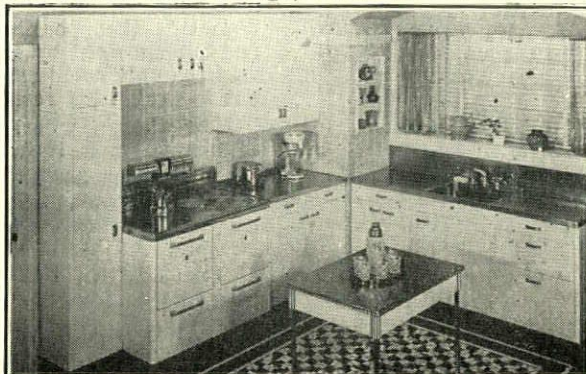
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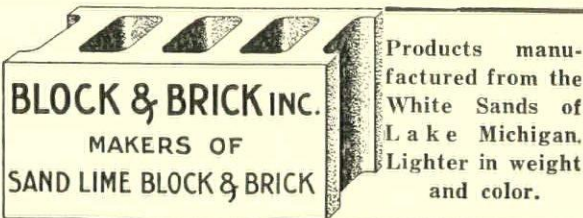
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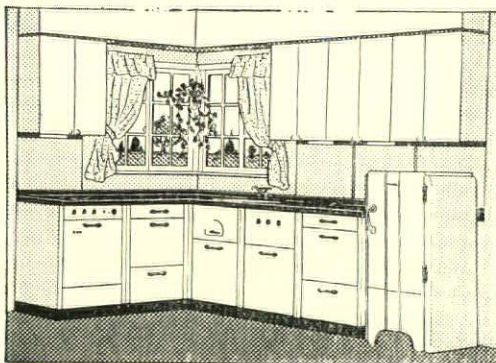
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FACTFINDER

Good evening.

Not many years after C. H. Hall held up the first
nugget of pure aluminum which he had produced
in the back shed for his home in Ohio, C. C. Hall
made another mineral discovery in the next state
to the west, Indiana. Mr. Hall number two was a
chemical engineer, and had a job managing a new
steel plant. He was trying out different rocks of the
neighborhood to find a type that he might use to
best advantage as a flux. Flux, you know, is that
substance which will combine with the impurities
in the metal ore which won't ordinarily melt, and
form a mass that will melt. Well, in trying out
these different rocks, the attention of C. C. Hall
was arrested by the behavior of one type of rock
in particular. This was an Indiana limestone of
peculiar qualities, which, at a certain point in the
melting process, seemed to string out. Mr. Hall
thought this was fun, and he gave up his job to
devote all of his time to his new mineral protege.
To experiments with this rock, he devoted ten years.
He wanted to make a fiber out of it—imagine the
miracle of it!—a fibrous material something like
cotton batting—made out of rocks! Well—he did it;
and the company he formed in 1907 leads in the
making of mineral wool. It's called silica cotton in
Europe.

However, to keep the record straight, mineral
wool was made before Hall made it out of rocks,
about forty years ago. Twenty years before that,
possibly, a similar material was being made out of
slag—the waste product of the steel mill. But Hall's
perseverance built the milestone that marks the
beginning of mineral wool as an industry. Some-
times, incidentally, it's called rock wool.

In case you've never seen any of it, it's a light
colored fluffy substance that's heavier than it looks.
The fibers of it go in every direction, creating arti-
ficial pockets of dead air that make it an ideal ma-
terial for insulation. It looks like lamb's wool or some-
thing made out of cotton, but when you squeeze it
in your hand, although it gives without cutting at
all, you can imagine for the first time that it was
made out of rocks or metal. And here's how it's
made.

In the first place it's made in a cupola, a tall
furnace built like a cylinder. In the bottom of it is
laid a bed of coke which may be five feet high, and
which, as you can imagine, makes a pretty hot fire.
On top of this fire, the cupola is charged with al-
ternate layers of rock and coke, each layer being
carefully measured or weighed, so that two layers
combined will be about one third coke and two thirds
rock. As the coke ignites, the rock is melted, and
in about three thousand degrees of heat, all descends
toward the bottom of the cupola, or furnace. Near
the bottom, the molten stuff is drawn off in a very
small, carefully regulated stream which promptly
is surprised to meet a very powerful jet of steam
or compressed air which breaks it up into little
pellets like buck shot. These are hurled into the air
by the steam, like so many comets whose tails are
formed of fine threads of metal, or rock. These
comets are shot through an opening into the "Wool
room", or gathering room. Here it is collected, or,
if the plant is modern, it is conveyed on a slowly
moving floor into the processing rooms.

An up-to-date cupola may get a new charge of rock and coke every fifteen minutes, and can turn out thousand pounds of rock wool every hour. One of the problems has been to keep the blowing up with the melting, and now, cupolas often let off a couple of streams of molten mineral at a time.

There is admittedly room for improvement in the production of mineral wool. For instance, a couple of experts have suggested that if the raw materials were pulverized before put in the furnace, a more uniform product might be turned out, and fuel saved. One of the newest companies, in Canada, is using an electric furnace which tilts up and pours the molten mineral in a fine stream onto a spinning machine. The stuff is spun rather than blown. The wool is oiled slightly and thrown from the whirling spinners into a collecting chamber.

Now mineral wool may be processed a number of different ways according to the use it's to be put to. It may be what they call granulated and sold as loose wool to be blown into the space between partitions for insulation. It may be packed into blankets held together by chicken wire; it may be mixed with other materials to become insulating cement, or blocks of rock cork or rock felt—the latter to be used in lining refrigerators—; or it may be used in making bricks for metallurgical furnaces.

New uses are constantly being found for it. For instance, not long ago a certain road that passed by a sanitarium in Ohio had to be repaired—but quietly! Blasting had to be done—but quietly. The patients must not be disturbed. Well, that road seemed quite a problem. However, the problem was met by covering each hole after it was loaded with dynamite, with three inches of rock wool for an area of six feet around each hole. Over the rock wool, workmen put asbestos paper, and over that an inch of dirt. Two hundred people gathered to witness the experiment! there was a muffled explosion; and no heart in that sanitarium skipped a single beat. This ability of mineral wool to muffle sound makes it invaluable in radio stations. The studios of Radio City in New York are all lined with it. And it's used as a lining for pipes through which conditioned air goes rushing. The movement of the air itself would be noisy—but more than that, the ducts through which it goes, are in reality magnified speaking tubes through which the secrets of one room or apartment might easily become the property in the next. But mineral wool lining the pipes deadens the sound, and secrets are safe.

It is also termite proof, which is more important than it sounds, for it means that it just about immune to old age. Furthermore, it offers a certain amount of protection against fire.

But mainly, it is used to control the temperature. Cold storage and packing plants and ice houses, and creameries all use it largely. The idea is that air in motion conveys heat and cold. And air is put in motion by a change in temperature, indoors as well as out. And it goes through wood, brick, concrete—almost any building material you can mention. However, if you can catch the air and hold it motionless—you've got insulation—that's what mineral does with its artificial air pockets created between the fibers.

It has taken mineral wool a long time to catch on—sixty years. But at last, folks are waking up to the money it saves in heating, and the cool comfort it affords in summer; and now, one company in Canada, where good rock for mineral wool was discovered a short six years ago near Niagara, employs thirty men on three eight-hour shifts, producing a carload of wool every day. The same may be true of a number of the thirty concerns producing it in the United States.

Scientific EX-CARBON GAS and HI-SPEED SOLVENOIL are more recent developments than mineral wool, but people are not a bit slow in catch-

ing on to their virtues. Drivers find within very few miles that SOLVENOIL and EX-CARBON GAS offered exclusively under the HI-SPEED sign do fight carbon, corrosion and sludge in the engine and thus do save expense.

And now they're making wool out of glass. There's enough thread in one pound of glass wool to stretch six hundred and fifty seven miles. You may be able to see through GLASS wool if it's pulled over your eyes; but you can't see your way out of an accident through the wool of carelessness. And that's a fact.

Good night.

RE-HOUSING AMERICA

John S. Jenkins

From The Charette

Housing the lower income families is one of the greatest problems facing civilization today. It is muddled in a chaos of social maladjustment, and until some clear-thinking economist frees our troubled world of its inequalities and burdens, we have the riddle of providing decent quarters for families who have little or no income.

The next bracket comprises a great mass of low-income families who can be reached by Public Housing. Many Governments have resorted to subsidized low-rent housing for this group, and while the arrangement has some bad features, it seems to be the only feasible method of guaranteeing speedy completion of well-planned projects, supervised and managed for the life-time of the dwellings. The cost of subsidy is overcome by decreasing the cost of administering government to these areas.

Now, let us consider the income bracket just above the sub-standard group; middle-class Americans we might call them, the real back-bone of our country. Through the Federal Housing Administration these home-owners are being assisted in vast numbers, for the first time in the history of the United States. But just who is designing the homes? There have been thousands of discussions, pro and con, as to whether the Architect can profitably design and supervise houses costing less than Five Thousand dollars. Considering office rent, salaries, and general overhead, it is questionable whether the Architect can economically assume the burden of properly housing the small home-owner for a fee less than three hundred dollars. It is also a question whether or not the average citizen will consent to pay this fee, even though over a thirty-year period, it is money wisely spent.

To my mind, the younger men, just out of college, or perhaps unable as yet to complete their courses, are the only group who can assume this tremendous task. Their present plight is sad indeed, and upon their shoulders rests the future of Architecture as a profession. After having spent approximately five thousand dollars of their parents' money, they are at the mercy of every depression, when employment for inexperienced men is impossible to find. Faced with a requirement of three years office experience before they are eligible to take the difficult State Board Examination for registration, the future looks hopeless, and they either drift off into other employment, or become outlaw designers, usually unfit for the work they are doing.

This force of potential young energy, now being wasted, could be utilized in designing and building moderately-priced homes, under the guidance of more experienced men. If three or four younger students were banded together into a Junior Architectural Firm, supervised, let us say one night each week by a Registered Architect, they could set up cheap office quarters, and go to work immediately. They could be limited to five thousand dollar dwellings or under. By pro-rating office expenses, fees, etc., and revolving the work among them, they would

(Continued on Page 7)

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.

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. on Res. Provencal Rd., G. P. F., closed.

Same.—Fig. on Res. G. P. F. Closed.

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:

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

2 heavy press pits for local manufacturer.

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

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

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

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co. Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg.

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

Hyde & Williams, 318 Woodward Blvd., MA 0803.—Taking fig. on Res. for Elvin Hoffmon. Location—Balfour Rd., G. P. Park.

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. Owners handling contracts.

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, Inc., Architects & Engineers, 1217 Griswold St., CA. 9651—Girls' Dormitory & Union Bldg., Western State Teachers College, Kalamazoo, Mich., being refigured by contractors who formerly submitted bids.

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

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.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek.—Plans completed, seven buildings for W. K. Kellogg Foundation Health Camp, Saint Mary's Lake, near Battle Creek.

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 Veterans' Home, 14 family apartment building, postponed until Spring. Alterations and Additions to Vocational School.

Same.—Preparing sketches for 50-bed hospital for contagious diseases, Administration building.

Same.—Plans completed for bridge between two buildings. Construction by the Hamtramck Board of Education, Maintenance Department.

School auditorium. Construction by the Hamtramck Board of Education, Maintenance Department.

Same.—Bids closed for Store and Sheet Metal Shop, Hamtramck, Michigan (Contract let to Knobloch Bros.).

Sausage Factory. (Letting of contract and building of factory postponed until Spring.)

Two store and office bldg.—(Contract let—(Separate Contracts). To be completed by February 1, 1938.

One story store uilding, 20'x60', (Contract let to Starr Massoll Co.). To be completed by January 15, 1938.

Two story and basement store and office bldg., (Contract let to K. Filip). Steel erection completed.

Stahl, John C., 1118 Francis Palms Bldg., CA. 5818.—Preparing plans, alteration to Metropolitan Baptist Church, Community House addition, 60x40, 2 sty., brick.

Same.—Prep. plans for store front, 6 Mile Rd., 40x80.

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. Held over.

Same.—Res. for E. Krim, Lasalle blvd. Held over.

RE-HOUSING AMERICA

(Continued from Page 5)

receive basic practical experience in contacting clients, designing, methods of construction, writing specifications, supervision, etc., and their present attitude of despair would change to a feeling of really belonging to the profession for which they trained.

Known as a Junior Architectural Firm, by reason of their comparatively low overhead, and inexperience, they could work for lower fees. However, their time so spent, would count as office experience for their eventual registration. Their clients would be prospective small home-owners, Contractors, Builders, etc. Competitions could be arranged for small Municipal and Governmental projects, and a spirit of rivalry encouraged. In time the Firm would disband and enter larger offices as competent, experienced draftsmen, greatly benefiting the profession. Small homes all over the country would improve immensely in design, livability, and quality. The Registered Architect who donates one evening a week of his time would be compensated with jobs the Juniors obtained which are beyond their price limit. Speaking other than in a monetary sense, he could justly feel that he is aiding in the rebuilding of low-cost homes in America.

We are in a period of changing economic systems. Professions as well as trades and industry in general must provide work for Youth. Young men and women of today have little to look forward to. Many have never worked in their lives, thousands of others are working for a mere existence, and nearly all despair of ever knowing any economic security through employment. Unless this danger is recognized in time to avert serious effects on the morale of the workers, the next generation may ruthlessly destroy all the restrictions used by professions and crafts in the interest of higher quality.

The Architect of today must become accustomed to a large scale planning, beginning with a thorough study of the neighborhood, and those whose visions stop at the property line, will be squeezed out of practice. Large scale projects require competent draftsmen, and they must be trained. Every Architectural Club or Association should revamp their programs and policies to encourage and school young draftsmen. The practice of over-working small forces rather than hiring new men must be stamped out. Work speeded up by political pressure, to the exclusion of proper study and design, should be severely criticized, and Governmental Officials educated to the evils of grinding out plans in great haste.

The world has reached a crucial point in its growth, and no Creed or institution can remain static. Rapid transportation is changing the face of our country, and Planners and Architects must have trained forces to design the rebuilding. We must have change, and if it is not wisely controlled it may become retrogression. Whether or not the Architects of tomorrow direct the Nations construction is up to the Architects of today.

STATE BUREAUCRACY MENACES SOUTHERN ARCHITECTS, SAYS A. I. A. DIRECTOR

State bureaucracy menaces Southern architects, according to Merrill C. Lee of Richmond, Va., in his annual report as Regional Director of the American Institute of Architects for the South Atlantic District, which comprises Virginia, North Carolina, South Carolina, Alabama, Florida, and Georgia.

Legislatures are erecting barriers which "keep every architect fighting for his right to exist," Mr. Lee declares.

"The trend in state legislation is charged with grave consequences to the architectural profession," he points out. "It is beyond our limited efforts to control locally and must be met with influential effort by our national organization."

Appraising construction prospects in the South, Mr. Lee cites the record of 1937 and the extensive building needs as hopeful indications. "Construction awards of approximately \$700,000,000 for the first nine months of this year in the sixteen Southern states more than equalled the total for the same period of 1936 and went ahead of similar periods in all other years since 1930," he says.

"General building shows a decided increase in private and commercial work that has been lacking for some time. Unquestionably many orders and commitments have been deferred; when uncertainties prevail, care in making commitments is no more than prudent. But despite the caution that has governed the operations of business and industry during the past four months the figures show that construction so far has marched on undisturbed. This record, coupled with the well known fact that there are large unfilled needs for construction, gives little support to pessimism.

"In South Carolina the general conditions of architectural activity are good. Private and commercial work have increased, and practically every architectural firm in the state has a steady business with indications of continuity. There are no available draftsmen. Reports of conditions in North Carolina, South Florida, and South Georgia are very encouraging in private work."

The Southern Chapters of the Institute are planning to sponsor State legislation which will make mandatory the employment of registered architects, Mr. Lee says. The South Carolina Chapter will introduce a bill in the coming session of the legislature to revise and strengthen the registration law. The Virginia Chapter, with engineering societies and officers of the state public utilities, will also back a new registration bill. The North Florida Chapter is expanding its activity in public relations to acquaint the public with the need for architectural service.

Campaigns to increase membership in the Southern Chapters are meeting with unusual success, according to Mr. Lee. Architects are seeking the co-operation of state engineering societies and the construction industry in efforts to solve mutual problems.

The Executive Committee of the Virginia Chapter is attempting to persuade the State Board of Education to turn back to the private architect the work of drawing school plans. This bureau furnishes free plans for schools to all the counties, and the work averages a total of \$3,500,000 annually.

FURTHER COMMENT ON HAMLET

(Continued from Page 1)

John Russell Pope? Should we not get up in arms and declare John Russell Pope (or his successors) an economic royalist, and proceed to exterminate him?

Oftentimes, too, the people get the architects mixed up with newsboys. Some time ago I was up the Campus way and ran into a fellow who had recently had a house built by an architect. Just then a score or so of newsboys came out on the streets yelling Extra, Extra. My friend turned to me and asked, what the hell all those architects were doing in Ann Arbor. Extras are a bad influence, lads, and a good way to avoid them is to include in your specifications an item that the contractor shall add, say 75%, to the amount of his bid to take care of miscellaneous and sundry things, forgotten by the architect.

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9080 ALPINE

Groping 'TOWARD A BETTER UNDERSTANDING OF ARCHITECTS' by Herbert Wenzell, you'll have to admit that Herb has things in his head. He has a suggestion that, if carried out in a big way, would entitle him to be put up next to Leonardo in the Rogues' Gallery of Fame, earned not for superior castramentation, but for advancement of architectural articulation. I am referring to Herb's suggestion of a production of a star cinema, a cinema of the year, (why not century), written by the best scenario writer in the country from a collection of truth and wit by some of our architectural luminaries, like Rod Allen et al. That Shrubby Weed (Sage to you) from Grand Rapids is smart as a whip, when it comes to adding human interest in the story.

Now I am getting het up. There is no doubt but that an eminent scenario writer, naturally in collaboration with an architectural committee, to insure correct representation of the best tradition of the profession, could produce a cinema, depicting the dangers of buildings erected without architectural service, and dramatize it in such a manner as to have a tremendously forceful appeal to the millions of people, such as no other medium could produce.

Here, indeed is something for the profession to think about. It will cost money, of course, but it would be worth plenty. And, Gentlemen: it would not only increase the architectural commissions, but what is more important, it would improve the understanding and appreciation of the profession and with it improve remuneration for architectural services.

Let us have more ideas on this subject.

DETROIT PLEDGED HELP OF LOAN BANK BOARD

Co-operation of the Federal Home Loan Bank Board, whose 13 members in the Detroit area have \$20,000,000 to loan, in solving Detroit's shortage of small homes was pledged Friday by James W. Follin, of Washington, chief of the Federal home-building service section.

Follin met with members of the Michigan Society of Architects at luncheon in the Intercollegiate Club. Among the participants were Andrew R. Morrison and Talmadge C. Hughes, president and secretary of the society; Frank G. Fleming, of the HOLC regional office, and Arthur K. Hyde.

Low Cost Is a Goal

"We are seeking co-operatively the goal of low-cost houses built of good materials that will conform to Federal Home Loan Bank standards and adequately fill Detroit's need of livable homes," Follin said.

Ditchy was named chairman of an architects' committee which will report back to the society on furnishing special plans and other services adjusted to Detroit.

The Federal Home Loan Bank Board's service, facilitating mortgage loans through building-and-loan institutions, is not a "Santa Claus" enterprise, but operates similarly to the Federal Housing Administration. The closest regional bank is in Indianapolis.

Pressure on Three Cities

"The board recognizes that three cities, Detroit, Washington and Los Angeles, are experiencing the greatest housing pressure," Follin said.

"Our major objectives is to assure the small home builder of sound investment and to eliminate shoddy construction, and in this I am sure the Michigan Society of Architects will be of valuable assistance."

The Federal plan links home-financing agencies and architects and technicians, and is financed by local capital.

Major services provided are sound financing coun-

1938

EDWARD LANGLEY SCHOLARSHIPS

The American Institute of Architects from January 1 to March 1, 1938, will receive proposals of candidates for Edward Langley Scholarships for the year 1938. Awards will be announced about June 1, 1938.

These scholarships are awarded annually for advanced work in architecture, for study, travel or research, as the holder of the scholarship elects. Awards to undergraduates are precluded, but awards may be made to architectural draftsmen who desire to do undergraduate work or take special courses in architectural schools. An award in a succeeding year to a holder of a scholarship is not precluded.

Competitive examinations will not be used as a method of selection.

The awards will be made and the grants determined by a committee of The Board of Directors of The Institute, according to the character, ability, need, and purpose of each candidate and the funds that are available. Only a very limited number of awards can be made in any year, so, to avoid unnecessary disappointment, a candidate should not be proposed unless his qualifications are outstanding and it is evident the profession will be benefited by an award to him.

The scholarships are open to all persons engaged in the profession of architecture. To facilitate making the awards, such persons are grouped as follows: **Group 1.**

Architects in active practice; architectural draftsmen employed by architects, whether the draftsmen are engaged in drafting, writing specifications, supervising, or acting as executives, and whether or not they are college graduates.

Group 2.

Teachers in schools of architecture; students about to graduate from such schools; post-graduate students of such schools who are engaged in post-graduate work either in college or in travel.

HOW TO PROPOSE CANDIDATES

Forms of Proposal.

Proposals of all candidates must be made in duplicate on printed forms, which may be obtained from The American Institute of Architects, 1741 New York Avenue, Washington, D. C.

Group 1 Candidates.

Any architect in the United States or Canada may propose any other architect or architectural draftsman as a candidate for an award in GROUP 1, but no one shall propose himself.

All proposals of candidates under GROUP 1 must be sent to the **Regional Director** of The American Institute of Architects who represents the district in which the proposer and the candidate reside, and must be in his office not later than March 1, 1938. The name and address of the Regional Director will be furnished with the printed forms of proposal.

From the proposals received by him, the Regional Director will nominate a prescribed number of candidates from his district to the Board Committee. The Director may request any candidate to submit examples of his work and to appear before him or his representative.

Group 2 Candidates.

The faculty or head of any architectural school approved by The Institute may propose any teacher in any such school, or any graduate of such engaged in post-graduate work in the school or in travel, or any student about to graduate from the school, as a candidate for an award in GROUP 2, but no one shall propose himself.

Proposals of candidates from GROUP 2 must be sent to the **Committee on Education**, The American Institute of Architects, 1741 New York Avenue, Washington, D. C. and be in that office not later than March 1, 1938.

From the proposals received by it, the Committee on Education will nominate a prescribed number of candidates to the Board Committee.

Awards of Scholarships.

The Board Committee will make its selection for awards from the candidates nominated to it by the Regional Directors from Group 1 and by the Committee on Education from Group 2.

KETTERING 'BANISHES' FEARS FOR FUTURE

Realty Men Hear His Predictions On Building

By Pat Dennis—Detroit Times

Fears for the future were banished by Charles F. Kettering, vice president of General Motors, in an address to 700 attending the forty-seventh annual banquet of the Detroit Real Estate Board in the Hotel Statler.

"We are living in a wonderful world," he told the realty dealers. "We are living in a wonderful country regardless of politics, regardless of everything else, and the common good sense of human beings will iron out difficulties.

"There is nothing in the world to keep us from going ahead and improving our lot and learning more about the world we live in."

Oldest Writing

Kettering told his listeners that one of the oldest known pieces of writing, uncovered by a famed Egyptologist complained of the passing of the good old days and the increased cost of living.

said, "and there are some good painters, too, it is "However black you paint the picture," Kettering a beautiful picture compared with the road you have come over. So, nobody need get discouraged about the future at all.

Better Buildings

"New materials, architectural innovation and such improvements as air conditioning, will enable builders to construct better buildings of all sorts and junk the old structures as obsolete or inadequate.

"Consequently, you have the whole town to clear out and rebuild.

"I am an optimist about the future," he added, "because that is where I am going to live the rest of my life, and I would like that to be a nice place and it will be, very largely."

High Points in Speech

"I don't think anybody thinks whether he is going to make any money out of a job he does well."

"Realtors are picture painters of the world."

"Money is the negative return of the great circuit of human industry . . .

Urges New Windows

"The movement of useful materials is the only thing that makes activity, and makes human labor, and everything else."

"If you are going to operate this country you only need about one-third of its population. What you are going to do with the other two-thirds I don't know. But we have gotten where we are eternally building, eternally tearing down and putting up, because tomorrow is going to present some things to us that are worth much more than the things we have today."

Kettering said he believed windows in homes should be half their present size because of the cold they permitted to enter. He observed window shades throughout the nation always were half way down anyway. He would use just the lower section with a new type of glass.

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FACT ABOUT ROOF INSULATION

Five car loads of Insulite Asphalted Roof Insulation have been shipped into Detroit and is being applied to on the new buildings of the Briggs Mfg. Co. on Eight Mile Road and the Fruehauf Trailer on French Road. Insulite has a patented process of manufacture, wherein the spruce and aspen fibres are coated with asphalt before being felted into the board giving the board high resistance to moisture and adding materially to its structural strength. Tests for insulation value are very satisfactory.

The roofing contract was let to the Arrow Roofing and Sheet Metal Works.

The Insulite Company has issued a very comprehensive book on heat losses on various built up roof structures, including three charts; one on Coefficients, the second on Radiation Requirements and another on Condensation. Full instruction on the use of these charts are published in the book which bears the title, "Facts About Roof Insulation." This book can be obtained by calling Harry A. Webster, TO. 7-2900 or Walter P. Fleming, NI. 1111.

O. S. U. EDUCATOR BECOMES HEAD OF CRANBROOK

Dr. Rudolph D. Lindquist, nationally known educator, will become director of Cranbrook School, Bloomfield Hills, on July 1.

Doctor Lindquist, 50, was born in Oakland, Cal. and professor of education at Ohio State University, has served Cranbrook for a year in an advisory capacity.

George T. Nicekrson, who has been acting head of the school since the resignation of Dr. William O. Stevens two years ago, will continue as dean.

Doctor Lindquist, 50, was born in Oakland, Cal. He was graduated from the University of California in 1915 and received a master's degree from California in 1922 and a doctor of philosophy degree in 1937. He did further post-graduate work at Columbia University.

He served overseas in the World War.

Doctor Lindquist married Anna Eldora Carlson of Cokato, Minn., in 1919, and has a daughter, Dorothy Jean, now a senior high school student.

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MR. BREITMEYER LOOKS AHEAD

Councilman Philip Breitmeyer, who was recently sworn into office, has some large plans for Detroit, some of which are immediately feasible, writes Commentator, W. K. Kelsey in The Detroit News.

If, as he proposes, the City Plan Commission were to frame a comprehensive scheme for a Civic Center on the river front, and the Council were to adopt it, Detroit could go on from there when funds are available. It is by no means beyond the bounds of possibility that if Detroit were assured that a certain number of blocks of property would eventually be included within the Civic Center, and sites were definitely allotted for prospective buildings, private capital would come forward in aid of the project.

For instance, if within the reserved section there were an adequate place for a Convention Hall, it would scarcely be necessary for the City to own and operate that hall; indeed, it might be better for the City not to own it or try to run it. But the encouragement to private capital to erect such a building would exist, if it were known what the rest of the Civic Center would eventually be like. Moreover, owners of property adjacent to the unbuilt Center would be more secure, knowing what was to come, and would plan accordingly.

U. S. CALLS ON ARCHITECTS FOR LOW-COST HOME DESIGNS

Seeking to improve the design and construction of the many low-cost homes now being built in the Detroit area and throughout Michigan, James W. Follin, chief of the home building service of the Federal Home Loan Bank Board, conferred with officers of the Michigan Society of Architects here Friday.

Follin asked the architects to appoint a committee to work out a group of designs for small homes and appoint representatives throughout the state to supervise the construction of homes financed by the banks and lending institutions which are members of the Federal bank board.

Under such an arrangement, Follin said, home-buyer clients of the board would be able to get competent architectural aid at a price they could afford to pay.

Construction of better type houses would benefit not only the home buyer but also the lending institutions as it would decrease obsolescence losses, he pointed out.

Officers of the Society of Architects who met with

Follin and will present his plan to the society's membership next week were:

Andrew R. Morrison, president; Talmage C. Hughes, secretary; Clair W. Ditchy and Arthur K. Hyde.

TELLING THE WORLD ABOUT U. S. PLUMBING

When Anthelme Brillat-Savarin, French epicurean, visited America in the early decades of the nineteenth century, he complained bitterly because New York did not contain even one fixed bath. The picture is quite different today, says the Plumbing and Heating Industries Bureau.

In the course of a century America has completely revolutionized its attitude toward plumbing equipment.

Today America is manufacturing bathtubs at the rate of about three-fourths of a million a year. As with automobiles and radios, so with bathtubs, mass production has enabled American manufacturers to produce a superior article for less money. Consequently the multiple bathroom dwelling is a commonplace in America.

Americans have beautiful bathrooms because plumbing fixture manufacturers have heeded the advice of William Morris who said: "Not only is it possible to make useful things works of art, but there is something wrong with a civilization that does not do this."

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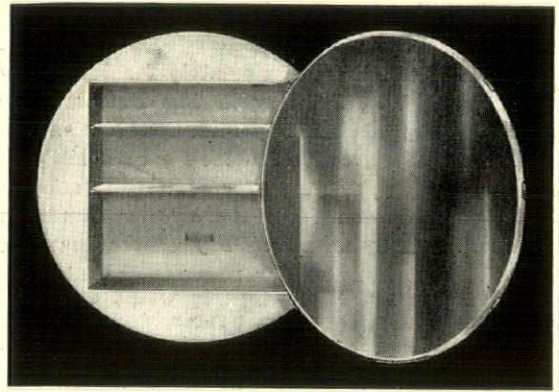
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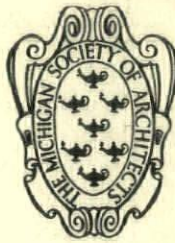
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WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

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No. 4

MR. ALLEN TIGHTENS UP HIS LOOSE TALK

By Roger Allen

Paul Kasurin's article in the current Bulletin encouraged me very much. Evidently he is not in favor of having me thrown to the lions, as H. Jerome Darling is. H. Jerome persists in believing that I accused him of "besmirching the pages of the Bulletin", when as a matter of fact I never saw H. Jerome's article until my article was written and in the Bulletin office. Mr. Hughes, the funny fellow, knew this perfectly well and why he didn't tell Mr. Darling so and thus relieve the pressure on Mr. Darling's boiler is more than I know. I am afraid that Mr. Hughes, like me, is just the dreamer type.

No, I was not answering H. Jerome Darling; I was talking about Wirt Rowland's article and the ones written by Herbert Wenzell. Both these gentlemen have known me for many a year and do not start yelling for the police when I engage in what Mr. Darling sternly refers to as "loose talk." No, in fact they egg me on.

ARCHITECTS' LUNCHEON

Hotel Norton Cafeteria
Griswold and Jefferson

Every Wednesday, 12:15 P. M.

I am very much afraid that Mr. Darling belongs to the ranks of those who suspect that because an article is bedded with a few gaudy wise-cracks, a touch or two of wit and some humor, it must necessarily be inferior to an article lacking these things. This is a mistake. The possession of humor is not necessarily an indication of a lack of intelligence.

Take, for instance, Mr. Kasurin's article. It contains a lot of good sound sense, and this sound sense is not impaired because Mr. Kasurin does not feel impelled to write as if he were delivering the annual oration in honor of members of the United Order Of Anchovy Curlers, Local No. 87, who passed away during the fiscal year of 1937. No, Mr. Kasurin makes his points just as well, or even better, by employing a judicious lightness of touch.

My arguments may or may not appeal to the reader. Certainly anyone who reads them has a right to quarrel as violently as may be with my conclusions. But the manner in which I present those arguments is my own affair. Of course if my manner offends any large number of readers

of The Bulletin undoubtedly the best thing for The Bulletin would be to cease printing anything I wrote, which would be quite all right with me, since as a matter of fact (difficult to believe as it may be for Mr. Darling) the stuff I write for The Bulletin is the only material I write for which I do not get paid. And paid, I am happy to announce, pretty well.

Mr. Darling's attitude represents one thing that is wrong with the profession; a tendency on the part of some of us to assume that anyone who disagrees with us is necessarily insane. As a matter of fact there is more than one solution for the problem of what is wrong with architecture, and the more we talk about the problem, whether it's loose talk or not, the likelier we are to arrive at a solution that is reasonably correct.

My thesis was, and still remains, that there is nothing whatever the matter with architecture that the architects themselves can't cure. The condition of the profession, if it is to be improved, must be improved from the inside out, not from the outside in. If the public does not appreciate the value of an architect's services, that is not the fault of the public, it is the fault of the only major profession (as Mr. Wenzell very ably pointed out) that has never engaged in a nation wide campaign to educate the public.

Mr. Darling has discovered that several Grand Rapids architects in the past have sold plans for less than they should have charged. Incidentally, from time to time wild rumors have reached me that such things have even taken place within the hallowed precincts of Wayne County, and yet I do not feel that this should cause Mr. Darling to sit in sack cloth and cast ashes on his head. But the point is that it is not primarily the fault of the public that they were able to get plans at cut prices; it was the fault of the architects who SOLD these plans at cut rates.

In the legal profession, when an abuse occurs, does the public have to correct that abuse? No, the bar association deals with the culprit. Does the medical profession wait for the public to deal with

(Continued on Page 9)

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FOX THEATRE

Week starting Friday, January 21st.

AN ALL STAR CAST

in

"Manhattan Merry-Go-Round"

with Phil Regan, Ann Dvorak, Leo Carrillo,
Tamara Geva, James Gleason and Gene Autry.

STAGE

MARY DEES, the platinum blond who doubled
for Jean Harlow in "Saratoga" headlines the
Fox Theatre's biggest 1938 show. Monte Blue,
Red Skelton, the Robbins Family, Galli Galli;
magician—and returning—The 16 GAE FOSTER
GIRLS with a host of new dance divertissements.

PUNCH & JUDY THEATRE

Kercheval at Fisher Road

Niagara 3898

THURS. - FRIDAY

JAN. 27, 28

Robert Montgomery - Rosalind Russell

Robert Benchley

"LIVE, LOVE & LEARN"

SATURDAY

JANUARY 29

Jack Haley - Ann Southern

"DANGER—LOVE AT WORK"

11 P.M. Flora Robson—"Troopship"

SUN., MON., TUES.

JAN. 30, 31, Feb. 1

Eddie Cantor in

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Detroit, Michigan

A SHAKESPEARE GARDEN FOR DETROIT?

Over thirty years ago a Shakespeare Study Club was organized in Detroit with the purpose of studying and interpreting the works of William Shakespeare. The interest of this club developed to the point of an enthusiastic desire for a Shakespeare Garden. This enthusiasm was so genuine and substantial that they secured concessions for the sale of seeds, candy, beverages, and ice cream at the National Flower Shows. They obtained funds by this means for the purpose of establishing a Shakespeare Garden and fitting memorial.

A succession of trials, misfortunes and disappointments, entirely beyond the responsibility or control of the Shakespeare Club, made the realization of their hopes more prospective than promising. Undaunted in courage, and untiring in their determined persistence, this most loyal group of ladies have finally awakened the active interest of Councilman Philip Breitmeyer, Commissioner Busch of the Department of Parks and Boulevards, and also the City Plan Commission in this worthy project.

In a long search for a choice location of a Shakespeare Garden, all available ones had supposedly been well considered. Recently, however, Scripps Park was mentioned as a desirable site. The ladies of the Shakespeare Club visited this suggested site and appeared unanimous in their recommendation that Scripps Park be accepted as the choice location. The action of the Shakespeare Club was supported by both the Department of Parks and Boulevards, and the City Plan Commission.

The staff of the City Plan Commission is now working on the detail plans and have asked the Cranbrook Academy to participate with them in the plan and design for a Shakespeare Garden. It seems very consistent and fitting that Cranbrook Academy have a part in this work because the Scripps family, donors of the Park to the City, also have interests in the Academy.

Present prospects appear bright that in the near future Detroit can have a truly great Shakespeare Garden—one that they may be proud of and one for which the loyal group of ladies of the Shakespeare Club are mostly responsible. —The Planner

ARCHITECTS BALL, FEBRUARY 26TH

Cornelius L. T. Gabler, Chairman of the Society's Entertainment and Program Committee, has announced the date for the second annual Architects' Ball as February 26th. The event which will be held at the Intercollegiate Alumni Club, will be remembered by those who attended last year as a most enjoyable social function by bringing together many Architects and their friends throughout the building industry. Plan now to attend this event.

Gabler, has named a committee consisting of George J. Haas, chairman; Lawrence Caldwell, Malcolm R. Stirton, Talmage C. Hughes, Clair W. Ditchy and Frank H. Wright to complete arrangements for the Ball.

This year reservations will be made by tables, and a seating diagram together with full information will be published in next week's Bulletin.

GENERAL BUILDERS ELECT

Ralph A. MacMullen, Secretary of the General Builders Association of Detroit has announced that the Association at its annual meeting, held January 12, 1938, elected the following officers:

L. P. Richardson, President; A. F. Malow, Vice-President; H. E. Clafehn, Treasurer; W. L. Couse, and H. M. Martens, Members of the Executive Committee.

SAYS MR. F. C. STANTON OF BELLINGHAM, WASHINGTON

This is to thank you for the great pleasure the BULLETIN has brought during the past year. Every number has contained news of old friends. This is of especial value since the OFs themselves appear to suffer, well nigh universally and continually, from writers' cramp. Thank you also for yielding to the entreaties of staunchest Old Friend Ditchy and publishing bits about my own inconsequential doings. Last, but by no means least, I appreciate the opportunity of reading my favorite Architect-Author-Humorist, Mr. Roger Allen.

Deriving, as I do, so much of entertainment, comfort and courage from Mr. Allen's work, I am surprised to read in your January 4 number that Mr. H. Jerome Darling says "he indulges in too much loose talk." Now, I don't want any quarrel with Mr. Darling. God knows I already have enough people mad at me, what with PWA and Social Security officials finding my records all messed up, a lady client on my trail because she does not like her kitchen cabinets, and my family still unable to forget that I had a liquor breath all during the holidays. But if Allen's is loose talk, I say let's have more loose talk, and less of any other kind. If Allen is a loose talker, then so is Benchley and Leacock and E. B. White, and so was Lardner and Mr. Dooley and Mark Twain. And when everything is sifted through, it may easily turn out that the wisest words of all came from the so-called jesters, and in the guise of loose talk.

Mr. Allen, by his own admission, is a shy and sensitive artists, and as such must be wooed with fineness, not attacked brutally, as one would an engineering formula. Nor can he be taken too literally. He should never be read before breakfast, under direct sunlight, or within two hours after one has punched a time clock. As a favorable first approach, let Mr. Darling try a 24-hour period of fasting and prayer, then cocktails, a soul-satisfying dinner, liqueur, cigars, dim lights, soft music, dancing girls, and then Allen. Or try the last four numbers as a mixer for Allen. This formula has worked in the most stubborn of cases, and we predict for Mr. Darling a well deserved, deep and abiding spiritual blessing.

REGISTRATION BOARD ELECTS OFFICERS

The Michigan State Board of Registration for Architects, Engineers, and Land Surveyors, met on January 6th, at East Lansing.

This was the first meeting held by the new board since taking office. Professor Henry C. Anderson, Dean of Mechanical Engineering, University of Michigan, was elected Chairman, and Professor Chester L. Allen, of Michigan State College, was elected Vice-Chairman. Charles P. Olmstead, of the University of Michigan, elected Secretary. Andrew University of Michigan, was elected Secretary Andrew R. Morison, Detroit member of the board announces that application forms have been approved and will be ready for distribution in the near future.

LEWIS F. DIETRICH

Lewis F. Dietrich, Detroit architect, died at his home at 2968 Gray Avenue on Sunday, January 15. He was 63 years of age.

Mr. Dietrich had practiced here for many years and had specialized in residence work. He was a member of the Michigan Society of Architects and was highly regarded in his profession.

He leaves his wife, Gertrude; a daughter, Ruth; a son, Parker, and a sister, Mrs. Emma Groll.

MICHIGAN SOCIETY CONVENTION TO BE IN BATTLE CREEK

The Twenty-fourth annual convention of The Michigan Society of Architects will be held in Battle Creek sometime in March according to an announcement by President A. R. Morison, following a meeting of the Board of Directors. The Society accepted the invitation of the Kalamazoo-Calhoun County Architects' Association which was delivered to the Board by Edward X. Tuttle of Battle Creek. The exact dates of the Annual Meeting have been left for the local group at Battle Creek to decide. It is tentatively thought that the meeting will be held on March 25th, and 26th, the Detroit delegation leaving on the evening of March 24th.

It is expected a large attendance will be had since this year's interest will be centered mostly around the matter of local group organizations. Such groups as the West Michigan Society of Architects at Grand Rapids, The Saginaw Valley Society of Architects, The Ann Arbor Society of Architects, and the Calhoun-Kalamazoo group have been formed during the past year as a result of the work done by a committee headed by Wm. D. Cuthbert, of Ann Arbor. These local groups are affiliated with the Society.

The last time the Society held its Annual Convention in Battle Creek was in 1925, when it is said that A. B. Chanel put on the entire show alone and unassisted. From our recollections it was a sell-out, and if one man can accomplish that we may expect even bigger things from the present group.

PRODUCERS HAVE NEW ADMINISTRATION

The Producers' Council Club of Michigan met January 11th at the Savoyard Club, Detroit.

The officers elected for the year are as follows:

President — Frank O'Neil, Kohler Co.

Vice-President—F. W. Clise, Johns-Manville Corp.

Treasurer — William Ennis, Armstrong Cork Co.

Secretary—W. J. Torbet, Detroit Steel Products.

The 1938 committee representing the Producers' Council Club of Michigan, to serve on the Michigan Industry Banquet, is made up of Paul Marshall, Albert A. Shirley, and Frank O'Neil.

The Club plans five open meetings, which will take place in the evening and several noon luncheons.

Mr. Albert A. Shirley, outgoing President, gave a resume of the Club activities in 1937.

W. J. Torbet, Secretary,

The Producers' Council Club of Michigan

LUMBER DEALERS CONVENTION

The Michigan Retail Lumber Dealer's Association will hold their annual convention Lumber and Building Material exhibit at the Hotel Statler in Detroit on February 1st to 4th. Architects are invited to visit the exhibit from 4 P.M. to 10 P.M. Tuesday, February 1.

ARCHITECTS' LUNCHEON

The regular Weekly Luncheon of Architects held at Hotel Norton is gaining added importance and interest, with some gratifying results in the offing. All architects and their friends are invited to attend — Every Wednesday, 12:15 P. M.

MODERN BATHROOM OFFERS BEAUTY PLUS UTILITY

Beauty of form and time-saving efficiency!

These twin ideals of today find expression in architecture, in home furnishing, and in a hundred things that serve daily life.

Nowhere are they better expressed than in modern plumbing fixtures, says the Plumbing and Heating Industries Bureau.

The modern bathroom is utterly unlike its predecessor of two decades or even a decade ago. Years ago plumbing fixtures were bought for utility alone. Today they are purchased with the purpose of making the bathroom one of the most beautiful rooms in the house, as well as because of the utility of the fixtures.

The old-style tub on legs was the first plumbing fixture to show the effect of the modern urge for beauty in design. The modern built-in tub, with its low streamlined design, has a beauty and symmetry that the old tub never had.

The old-style lavatory was just a place in which to wash. Its piping was exposed. A rubber plug with chain held the water in the bowl. The modern lavatory with its lustrous surface, chromium plated fittings, useful shelfback, and generous slab-space has greater functional utility in addition to its superb beauty and modern styling.

Closets have been improved in appearance and are more quiet and positive in their flushing action. Faucets and valves are made with renewable seats with the result that they will outlast the life of the average house.

BUILDING INDUSTRY BANQUET

The Second Annual Building Industry Banquet has been announced for February 17th, 1938 at Hotel Statler. This banquet which was inaugurated a year ago in conjunction with the Society's Twenty-third Annual Convention in Detroit, is sponsored by The Michigan Society of Architects, Builders and Traders Exchange, and Producers Council Club of Michigan. Since the Society's Twenty-fourth Annual Convention is to be held in Battle Creek in March, it was decided to hold the Building Industry Banquet in Detroit in February. Last year approximately 1000 were in attendance and it is expected that this year's event will draw as many.

The Committee on arrangements consists of the following:

A. R. Morison, C. L. T. Gabler, Talmage Hughes and George F. Diehl, representing the Michigan Society of Architects; Paul R. Marshall, A. A. Shirley and Francis P. O'Neil, representing the Producers Council Club of Michigan. Herman Banbrook, H. Eugene Webb and E. C. Brunner, representing the Builders' and Traders' Exchange.

BULLETIN

Howard L. Farley, member of the firm of Ditchy-Farley-Perry died suddenly Wednesday, January 19. He was on the way to his office and after parking his car succumbed to a heart attack and was removed to Receiving Hospital, but was dead on arrival.

Movies? They had them in far-off Greece. Pictures were painted on pillars in progressive fashion, the idea being to ride by them on horseback and thus get the effect of "motion." Then some smart inventor devised a better method. He painted a series of pictures in a spiral sequence on a single revolving pillar. This was spun by a rope and thus the audience enjoyed the first cinema.

BATH ROOMS AND CHATEAUX FOOM AMERICA'S SIXTY FAMILIES by Ferdiand Lundberg

Bathrooms, swimming pools, and stamp collections take up a good deal of surplus money. *Fortune* (January, 1931) says the Ralph Pulitzer family of New York have their most prized bathroom embellished in a jungle motif, "walls decorated with monkeys swinging from palm trees, gaudy flamingos, and yawning crocodiles, all painted on gold canvas." The champion in the bathroom sweepstakes appears to be W. C. Grunow, radio manufacturer, who owns a tub "made from a single slab of Mexican onyx marble, costing \$12,000, and equipped with fixtures of 24-carat gold plate."

Although all the standard equipped estates have their swimming pools, perhaps the prize of them all is on the estate of the late Henry H. Rogers at Southampton. This pool cost \$250,000 and was designed in Pompeian style by Architect John Russell Pope. On the Long Island estate of Mrs. Dodge Sloane, a separate glass building, which can be opened at will to the elements, contains an elaborate swimming pool, tennis court, and billiard and backgammon rooms.

It has become the recent fashion to point to the four estates and many apartments of William Randolph Hearst as representing the apogee of contemporary extravagance; but Hearst is merely "keeping up with the Joneses" and doing it very noisily. His is the minimum standard equipment of the contemporary American multimillionaire.

Several decades ago George Vanderbilt's Biltmore chateau in North Carolina cost \$6,000,000, and to duplicate it today would probably cost three times as much. It is large enough to take into its folds all the Hearst chateaux in California, with sufficient room left over in which to have a hunt ball. The probable aggregate cost of all the Vanderbilt dwelling places is not less than \$125,000,000, with the value of three alone exceeding \$25,000,000.

The Du Pont clan, because of its many members, probably owns more personal possessions than any other American family, although the Vanderbilt family runs it a close second and the Rockefellers probably come third. The Du Ponts own more yachts, pipe organs, swimming pools, ducal estates, and more bathrooms than any other family in the world today. They employ more servants than the royal family of Great Britain, not excluding the King's Own Life Guards.

Delaware itself is a private fief of the Du Ponts. Near the environs of Wilmington there are precisely two dozen Du Pont country estates. There is Winterthur, the 150-room residence of the Henry F. du Ponts; the cost of the whole establishment touches \$10,000,000. Then there is Longwood, residence of Pierre du Pont, with its six acres of glassed-over tropical gardens. The house has nearly two hundred rooms. A feature is an organ of ten thousand pipes, with a volume sufficient to fill three cathedrals. The organ pipes give out into the indoor gardens, to which the public is admitted occasionally at a small charge, which goes to local charities and helps reduce Du Pont taxes. The value of the entire Longwood plant is at least \$15,000,000. All in all the residential establishments of the Du Ponts may be conservatively estimated as costing at least \$150,000,000, or more than ten per cent of the total university and college endowment of the nation.

The wooden crosstie, under railroad tracks, is believed to be one kind of industrial equipment for which a satisfactory substitute never has been developed. During the past 50 years more than 2500 patents on other kinds of ties have been issued but not one of them has been adopted.

FOUR-ROOM HOME

The "building" of an advertising folder popped into the mind of a man who used to be in the real estate business the other day when he met JACK CLVER, commercial photographer.

Does Jack know about his part in a subdivision incident in those glad, mad days when business frontage on unpaved roads was good for \$50 per foot, and alert salesmen of small homes were canvassing in flivvers, and driving 12-cylinder jobs on their day off?

An advertising manager for a small-home firm got a Great Idea; He'd build a folder, with a retouched picture of his 4-room home on one page and, facing it, a photograph of the Old Folks' Home, at Eloise. Then, in the best tenets of "shock" advertising, he'd spread in heavy type over both:

"Your Choice—This Home or the Poor House."

He called in Photographers Bert Miller and Jack Culver and sent them out to get a picture of Eloise.

Back they came. The advertising manager gave the photo one look, studied the trim old people posed under the spreading shady trees, standing on the neat green lawn, sighed, and tossed the photograph, and his Big Idea, into the discard.

Compared to the picture of his 4-Room Home, he figured the folks would prefer Eloise.—H. C. L. Jackson, *Detroit News*.

N. Y. SAVINGS BANKS IMPOSE STRICT BUILDING REQUIREMENTS

As a further step in the campaign for improved building construction, more stringent minimum requirements for six-story apartment houses were recently adopted by the Group V Mortgage Information Bureau, comprising savings banks in the boroughs of Brooklyn and Queens, New York. Of particular interest to designers—in view of the 1936 Bronx apartment collapse in which 17 men were killed—are the stipulations that architectural supervision shall be furnished and that each building shall have a building superintendent on the job during the entire time of construction. Also included in the revised specifications are stricter requirements as to size of floor beams, and the prohibition of use of second-hand steel, and second-hand brick, because of its misuse by builders and its improper cleaning and laying.—ARCHITECTURAL RECORD

In Michigan's early days the movement of the Dutch westward was through a great wilderness in the southern part of the state. Draining the marches they built their homes and laid the foundations for what were later to become Michigan's Dutch settlements. Here today the housewives wear wooden shoes, scrub the sidewalks, and clean the pavements to the center of the streets each morning in front of their homes. Now, once a year in some communities hundreds of thousands of tulip bulbs are planted and when they bloom the city is scrubbed until it shines, and the entire citizenry dons old-time Dutch costumes for a week of celebration.

When 60 employees of an Indiana Auto Accessory Factory staged a sit - down strike the president wished to settle it as quickly as possible. "Boys, you might as well be comfortable here," he told the strikers. He sent for blankets and three cases of brandy. When the brandy was almost gone he brought in 16 young ladies to furnish entertainment. At the height of the festivities the president left to round up all the wives of the strikers and returning they viewed the Indiana version of a Bacchanalian rebel. The strike was ended.

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.

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. Held over.

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. Bids due Jan. 31.

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

Same.—Prep. plans for church, Allenton, Mich.

Derrick & Gamber, Inc., 35 fl. Union Trust Bldg., CA. 3175.—Plans for 5th Church of Christ Scientist, North Woodward, ready March 1st.

Same.—Fig. on Res. Provencal Rd., G. P. F., closed.

Same.—Res. Radnor Circle, G. P. F. Con. let to Peter A. Kockx & Son.

Plans in progress for Second Annual Architects Ball to be held at Intercollegiate Alumni Club, February 26. 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:

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

2 heavy press pits for local manufacturer.

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

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

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

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Haughey, Harvey J., RA. 1047.—Plans for four family Apt. Bldg. Held over.

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

Hyde & Williams, 318 Woodward Blvd., MA 0803.—Taking fig. on Res. for Elvin Hoffmon. Location—Balfour Rd., G. P. Park.

Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Alt. to Res. for Mrs. Arthur H. Buhl, Kenwood Rd. Con. let to Walter S. Trowell.

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, Inc., Architects & Engineers, 1217 Griswold St., CA. 9651—Girls' Dormitory & Union Bldg., Western State Teachers College, Kalamazoo, Mich., being refurnished by contractors who formerly submitted bids.

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

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

Same.—Alt. to Rollins Co. (6 stories). Contracts let: Carpentry—Pom McFate Co.; Masonry—C. B. Hawkins; Plbg., Htg.—R. L. Spitzley Co.; El. Wk.—Carl Weller; Gl.—Cadillac Gl. Co.; Plastering—Berti Co.

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

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek.—Plans completed, seven buildings for W. K. Kellogg Foundation Health Camp, Saint Mary's Lake, near Battle Creek.

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 Veterans' Home, 14 family apartment building, postponed until Spring. Alterations and Additions to Vocational School.

Same.—Preparing sketches for 50-bed hospital for contagious diseases, Administration building.

Same.—Plans completed for bridge between two buildings. Construction by the Hamtramck Board of Education, Maintenance Department.

School auditorium. Construction by the Hamtramck Board of Education, Maintenance Department.

Stahl, John C., 1118 Francis Palms Bldg., CA. 5818.—Preparing plans, alteration to Metropolitan Baptist Church, Community House addition, 60x40, 2 sty., brick.

Same.—Prep. plans for store front, 6 Mile Rd., 40x80.

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. Held over.

Same.—Res. for E. Krim, Lasalle blvd. Held over.

"The Frontier Shack," the Chicago & North Western-Union Pacific's popular new lounge-club car on the Chicago-Denver run, is a faithful reproduction of a western tavern in the days of Buffalo Bill and Calamity Jane. The sole modern touches are air-conditioning and electric lighting. The walls and low-beamed ceilings are of unfinished pine boards; the floor is scrub oak. Brass lamps with smoked chimneys hang from the ceiling, and on shelves decorated with perforated paper stand replicas of oil burners. The small windows are smoke-stained, and the walls are covered with authentic pictures, signs and ornaments of frontier days.

HOME BUILDING INDUSTRY LACKS SALESMANSHIP

An intensive campaign to re-sell American families on the desirability of home ownership is one of the most practical means of reviving the building industry. The vigorous sales efforts of other lines have all but crowded from the public's attention the superior advantages of home ownership. The average family makes liberal expenditures for many things not nearly so essential and far less profitable, yet neglects to acquire the roof over head. The problem is one of merchandising.

Such was the gist of an evening's discussion of "What's Wrong With the Building Industry" at the Architects Club of Chicago. Among the visitors were contractors, engineers, material manufacturers and mortgage bankers. Many of them joined in the roundtable.

That much is wrong with the building industry was quickly evident from the first talk. Other speakers presented additional ills or amplified faults previously mentioned.

Cost was declared not to be the chief hindrance to a revival of home building. People continue to buy expensive furs, jewelry and automobiles which—judging by standards of well balanced personal or family budgets—they really can't afford. Desirability of ownership of such things is aroused by vigorous promotional campaigns. Perhaps people are flattered or their vanity appealed to by high-pressure salesmen, aided by the fact that neighbors have acquired similar things.

Because they buy luxuries — and an automobile must be classed as a luxury for many families — other standards of living must, in too many cases, be lowered in order to make the income reach. One of these standards is shelter.

Many families will give up their apartments or even relinquish equities in residences, live in crowded quarters and endure the rasping of nerves that results when more than one family is domiciled in a single house, yet hang on to their autos, even though used only for pleasure.

Prior to the automobile era, it was the supreme ambition of each couple of newlyweds to acquire as soon as possible, "a little home all their own."

Modern improvements reduce the chore of home maintenance to little more than the effort of keeping house in a flat. A residence well built requires little outlay for upkeep. Protected from commercial encroachment by wise zoning laws, such a home is a liquid asset in time of emergency. The householder, able to meet his payments on the more liberal terms of the F.H.A., is an enthusiastic booster for home ownership.

It is apparent that a concerted and vigorous campaign is needed to sell the advantages of home ownership to the oncoming generation. Of course, proven materials and sound construction must be advocated, to insure that the buyer will not be compelled to continually "dig" to keep his property presentable. When "sold" by his own experience on the advantages of owning a well-built and comfortable home, he and his relatives and friends will be found to be the long-sought "aces" that are needed on the sales force of the building industry.

—Metal Lath News

John A. Fry, president of the Detroit-Michigan Stove Co., has been named to the board of directors for Gas Exhibits, Inc., the organization formed to arrange for the gas industry's participation in the 1939 New York World's Fair. It is expected that ground will be broken this month for the gas exhibits building which will occupy a plot of more than 87,000 square feet.

SCREEN STAR

Into a restaurant in Hollywood which, around mealtime, erupts into a rash of fork-wielding motion picture celebrities, stepped, one day last summer, a Detroit school teacher.

She was bent, she told the proprietor, on seeing some screen stars first hand. "You're pretty early for 'em," said the proprietor dubiously, "but if any come in, I'll tip you off."

Through her lunch the teacher dawdled. Suddenly she stiffened in interest as three men came in. She glanced at the proprietor. He seemed pretty bored. She signaled him. He sauntered over.

"You promised to show me any screen stars that came in," she chided. "And I positively know that one of those men is a screen star. I've seen him a hundred times. The one with the lovely auburn hair," she explained.

"Him?" said the proprietor. "He's Governor Murphy of Michigan."—H. C. L. Jackson, Det. News.

COLUMBIA EXHIBIT TRACES CENTURIES OF HOME DESIGN

Constituting a history of popular taste in architecture from 1570 to 1890, an exhibition of 100 house plan books of Europe and America is on view in Avery Library, Columbia University. Only by a study of plan books can one gain an understanding of such things as the "general absurdity" of houses in the 1870's, declares Talbot F. Hamlin, who assembled the collection.

House plan books, which distributed architectural ideas widely through the population, were of two types, the exhibition discloses. Before 1800 they were carefully designed and beautifully illustrated for educated gentlemen and architects, and were intended more for inspiration than for direct copying. After the turn of the century they served primarily as "pattern" books.

This change, Mr. Hamlin explains, was the natural result of an enormous growth in population, great geographical expansion, and the beginning of the industrial revolution. Because there were not enough trained architects to handle all the necessary building activity, plan books supplied the demand for architectural patterns, falling into the hands of more poorly trained builders. Every village carpenter followed the models in a plan book.

Included in the Columbia collection is Andrea Palladio's "Quattro Libri dell'Architettura," published in 1750, which is said to be the first volume extensively used as a "plan book." Philips Vingboons' work, appearing in 1665, shows designs of buildings which still line the canals of Amsterdam.

"With the development of the idea of democracy towards the end of the eighteenth century, the production of plan books of every sort increased enormously, thus spreading broadly the new restrained, classic forms which were coming into use," Mr. Hamlin says. "The golden age of architectural plan book making was in 1790-1840. Plan books came out in great numbers. Most of them were devoted to smaller buildings, and used quaint engravings, sometimes colored, to present excellently the exquisite refinement, reserve, and elimination of detail which anticipated the atmosphere of much present-day architecture.

"The battle between classic and romantic modes began in England about the middle of the nineteenth century. Gothic, rustic, and 'Swiss' styles abounded, and jig-saw wooden details were becoming more and more common. The decline of taste in this period was largely due to the general ideal of ostentation.

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"The real flood of American house plan books did not come until the 1840's, although Lafever's cottage design in "The Young Builder's General Instructor", published in 1829, was widely imitated. 'In designing a cottage for domestic conveniences, the designer should have in view frugality, convenience, and neatness, in a plain style,' Lafever asserts. 'A wide hall running through the house in any direction is room lost, and an opening for the reception of cold in the winter, and no material benefit arising from it in the summer season.'

"American plan books in 1845-60 reflected the conflict of classic and romantic tendencies which had confused the English taste. There was also a strong development of a new type of simple classic house with broad eaves, towers and rambling or square plans, known as the 'Italian', 'Tuscan', or 'Bracketted' style.

"In 1860-80 the Queen Anne style became fashionable in America. It was characterized by a growing use of turned spindles, decorative shingles, and all sorts of craftsmanship trickery. This vogue represented the high-water mark of the mansard roof type of design. Quantity production broke down the standards of execution and ostentation tended to be the one aim in popular buildings.

"American plan books continued to reveal a general low level of architectural taste. More and more finicky details were added until all matters of basic composition were submerged. This condition is seen, for example, in William T. Comstock's "Modern Architectural Designs and Details", published in 1881. Brownstone houses were erected in eastern cities and jig-saw villas in the town and country.

'About 1890 came a return to simple, functional house design and a direct and expressive use of simple materials, following the work of H. H. Richardson. These typically American buildings featured ample shingled surfaces, broad spreading gambrel roofs, spacious rooms and porches."

GRAND RAPIDS CHAPTER ELECTS OFFICERS

Officers and directors for 1938 were elected at the Annual Meeting of Grand Rapids Chapter of The American Institute of Architects held last week, according to an announcement by John P. Baker, of Grand Rapids, newly elected Secretary-Treasurer. Other officers elected are as follows: Warren L. Rindge, Grand Rapids, President; William A. Stone, Kalamazoo, Vice-President; Edwin E. Valentine, Muskegon, Director; Harry L. Mead, Grand Rapids, Director. The Grand Rapids Chapter serves Western and Northern Michigan.

A course intended to restore the old Yankee custom of being a "Jack of all trades" has been tried at Berea College, Kentucky. The classroom built by the students is divided into sections in which each boy is taught to mix and lay concrete, to lay brick, to learn enough carpentry to make home repairs, or even to build small structures, to learn something about plumbing, sanitation, how to bring running water to the kitchen, to repair leaking faucets, and how to install a bathroom. He learns what the electrician does, and a quick course in upholstering ends the training. The idea being that when he has graduated from all of the sections he is a skilled handyman, the delight of wives when times are bad.

Butcher Jack Grisby of Oklahoma City, sought to end picketing in front of his shop. When striking employees had a man in front with a placard telling their troubles he hired a negro mammy full of years and of ample breadth, and had her walk alongside the picketer with a sign reading, "Just Married."

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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

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Edited by E. J. Brunner

BUILDERS' AND TRADERS' GO TO TOWN

Over three hundred Builders' and Traders' and friends crossed the threshold of the Builders' and Traders' suite in the Penobscot Tuesday.

Members cast ballots to elect three new directors with the result that C. O. Barton, Harrison Clipper, and Paul Sutherland were elected. Of course, three out of six to be elected, three were defeated. But these three were not far behind. They were Joe Dunn, Donald Graham, and John Kuehne.

The annual meeting was called to order promptly at 3 p. m. and lasted with enthusiasm until 5 p. m. with the room crowded. But at the same time in the other biggest room crowded to the limit there was a session of simply mixing and singing.

The roll call round present of the officers and directors President Herman Banbrook; Vice President Edgar Leavenworth, Treasurer John Wenzel, Secretary E. J. Brunner; directors Bert Haberkorn; Walter Gieseking; Ray Spitzley; George Cruickshank; Vern Taylor.

Treasurers report greeted with a cheer enumerated among other important things a profit in operations for the year in substantial amount.

Secretary's report enumerated among other things a substantial increase in membership and in services done for members and for the industry.

William Seeley's report of the golf outings read by the secretary gave news of a very successful season. In fact it was a march of successes in the reports.

President Herman Banbrook gave a very constructive address outlining among other things the desirability of the Exchange reviving joint activities with architects on working conditions in the industry and of the Exchange actively pushing the matter of training apprentices.

With Arthur T. Iverson, attorney on sales tax matters present to lead the discussion, the meeting took over one and one half hours on the subject of the Michigan Sales Tax and the Michigan Use Tax.

Near the close of the meeting Albert Beaver did the official presenting of a travelling bag to the retiring president, Jess Stoddard only president serving over one term (1918 and 1927) gave a hearty address in regard to activities of the Exchange.

The secretary gave a report on the progress of the Estimating School established by the Exchange two years ago.

From twelve o'clock to three p. m. luncheon and punch was served by the girls of the Exchange. Nora Beltz who made the punch is seriously being considered for the position of "Punch Queen" of Michigan. She is the girl who put punch in punch.

The inner man was well taken care of. Statistics show 313 present. Shortest time of stay goes to Leo Richardson of W. E. Wood Co. who hopped a taxicab from a meeting to get to the Exchange in time to vote before three. He arrived at 2.5999999 and departed at 3 flat. Longest time goes to (well he says we should not tell his name) He arrived at 9:45 and left at 9:45—one a. m. the other p. m. Latest arrivals were Mason P. Rumney and Claire Ditchey—(other statistics will positively not be given out)

In spite of the fact that the Exchange was putting on a three ring celebration of its 54th birthday and that Beltz, McFarland, Kreitzer, Maley, and Carbury were best with serving luncheon for multitudes, and others were busy entertaining, THE NEWS WAS PUBLISHED. We never let the public down.

ROGER ALLEN TIGHTENS UP HIS LOOSE TALK

(Continued from Page 1)

illegal practitioners? No, the state and county medical societies deal with the offender.

I am not asserting that large numbers of the members of our profession are unethical, although obviously some of them are. I am arguing that the only adult view to take of the matter is that we must regulate our own profession.

And if the public remains in Stygian darkness as to the value of our services, why blame the public? Just what have we done to inform them? I do not know of any other profession or business where the vitally important business of selling the value of that profession or business to the public has been as totally neglected as is the case with architecture. As Herb Wenzell says, the answer is to plan a campaign of national advertising. And when you plan that, you will find certain architects refusing to spend a nickel of their own money on the project, because they believe that some other agency should do it FOR the architect.

That has always been one of the most curious things to me; that architects should feel that material dealers, manufacturers and architectural magazines should advertize the profession, AT THEIR OWN EXPENSE. Why should they? The answer, such as it is, is that the architect aids the manufacturer, the dealer, etc., and that in gratitude he should boost our game. This is so silly as not to be worth discussing, other than to point out that when

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some other man than the architect is paying the bill, he's going to decide on what he's going to say. And it may not be what we want said.

Publicity costs money. Advertising the profession costs money. If it's worth doing, it should be done well, and no national campaign worth going into can be financed with marbles. But unless the public is informed, then where are our new clients going to come from?

It seems that I incensed Mr. Darling particularly by saying that the public today is more architect-conscious than ever. They are. The percentage of architect-designed buildings today is greater than it was before the 1929 depression. The prestige of the architect was not damaged by the depression for the simple reason that architect-designed buildings came through the depression, with its attendant let-down in proper maintenance, better by far than did the buildings erected by contractors and speculative builders without architectural supervision. I have had at least half a dozen lending agencies—banks, building and loan officials, and insurance companies—tell me that this was true.

This being true, we are in a good strategic position to take advantage of it. I would like to point out that the people we have to fight are using plenty of publicity, which they pay for themselves, to tell their story. They're not waiting for some one else to do it for them.

I said, and I repeat, that the only person who can help the architect is the architect. He can do it in this state and national societies; he can't do it individually. When the time arrives, if it ever arrives, that architects can co-operate as closely as they must co-operate in order to sell themselves to the public, then the profession will begin to go places.

And if that's loose talk, show me the holes in it.

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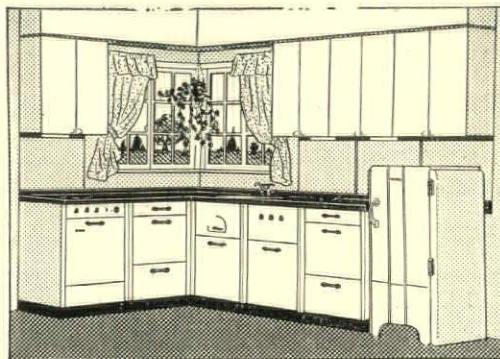
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