

341  
The Octagon,  
1741 New York Ave.,  
Washington, D.C.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

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

### Editor

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

Business Manager  
E. B. FAUQUIER

### DIRECTORS

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

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

Vol. 12

DETROIT, MICH., FEBRUARY 1, 1938

No. 5

## ARCHITECTURAL PRACTICE HOUSE-CLEANING

By Dalton R. Wells

Some few weeks ago, one of our clear thinking fellow Architects broke into print in the Weekly Bulletin with an article entitled, "TOWARD A BETTER UNDERSTANDING OF ARCHITECTS," which has evoked expressions from others on this most timely and pertinent matter. A few of the subsequent articles have had much merit in them — much food for thought; whereas, two or three of the articles were extravagant and flamboyant, thus lacking constructive thought, which is so much needed today toward solving a very vital problem facing the profession. In the January 11th issue there appeared a reprint of an anonymous letter received by Mr. John Fugard, Chairman of the A. I. A. Committee on State Organizations, which merits consideration by each and every Architect. It is to be hoped that every Architect has read that letter, and then has given thought to the subject matter. Let us get behind this most important matter — important for

a few interested ones lend their thought and energies. All must get behind the subject and do their utmost to prevent further skidding. If the status of the architectural profession is not a happy one, as we are told, and we are at the wrong end of the cycle of popularity, the question naturally arises — what is wrong with the present day practice of the profession that puts it in an unhappy state? Can it be said that the professions of medicine and law are at the same wrong end of the cycle of popularity, and are in a like unhappy state? I do not think so. Then, why so in our professions? No one who really knows can deny the truth that the architectural profession has not the standing with the public at large that these two just named professions have. Why, and why not? The answer can be none other than the architect himself. Then, what can be done about it? Let us thoroughly analyze it and face facts, though undoubtedly a most unpleasant procedure. It hurts to find out our weaknesses and to acknowledge them; but, it is a strong man who sees his faults, and then corrects them.

In the preceding paragraph, I said, "present day practice." It cannot be truthfully said that the present unhappy condition has suddenly come upon us. Neither can it be said that it is a present day condition alone. On the contrary, this present day unhappy condition has been growing over a period of years, and why? Simply because the profession has not been willing to face facts and acknowledge that they must take constructive steps to bring

(Continued on Page 7)

### ARCHITECTS' LUNCHEON

Hotel Norton Cafeteria  
Griswold and Jefferson

Every Wednesday, 12:15 P. M.

the future of the profession — and let us lend a whole-hearted support to constructive action toward a better understanding of Architects by the public.

In expressing some thoughts on this matter, perhaps I will bring down the hammers on my head. Be that as it may, I propose to express my thoughts in a "brass tacks" vein. To find out just what is ailing the practice of architecture, we must analyze past and present conditions in the profession, and then determine upon constructive remedies. We will get nowhere if we treat this matter lightly. Neither will we get anywhere if only

## QUALITY ALWAYS

GIBALTAR—THE HEAVY DUTY CEMENT FLOOR

PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

**GIBALTAR**

48 STATE FAIR AVENUE WEST

TELEPHONE LONGFELLOW 0044



**FLOORS INC.**

DETROIT MICH.

TELEPHONE LONGFELLOW 0045

**FREDERIC B. STEVENS, INC.**

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

Representatives for

**FEDERAL SEABOARD TERRA COTTA**

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

**JOHN H. FREEMAN**

**H A R D W A R E**  
**PROPERLY SUPERVISED**

Architects' Bldg.

TEmple 1-6760

**FOX THEATRE**

*Week Starting Friday, January 28th.*

**DOLORES DEL RIO - GEORGE SANDERS**

**"International Settlement"**

with June Lang, Dick Baldwin, Ruth Terry  
and John Carradine

**STAGE**

HAL KEMP and his famous orchestra with  
Maxine Gray; Bob Allen; "Saxie" Dewell; the  
famous Kemp "telegraphic trumpeteers." Edna  
Sedgewick—, delightful dance star of musical  
comedy. Bob Williams and "Red Dust"—novelty  
act sensational and the Four Kraddocks; four  
funny sailors—also The Six VIENNESE  
QUEENS OF HEARTS

**PUNCH & JUDY THEATRE**

Kercheval at Fisher Road

Niagara 3898

WEDNESDAY, THURS., FEB. 2, 3.  
Glenda Farrell—Barton MacLane in

**"THE ADVENTUROUS BLONDE"**

FRIDAY, SATURDAY, FEB. 4, 5.

Shirley Temple—Jean Hersholt in

**"HEIDI"**

SATURDAY—11 P. M.—Anne Nagel in

**"ESCAPE BY NIGHT"**

SUN., MON., TUES., FEB. 6, 7, 8.

Marlene Dietrich—Herbert Marshall in

**"ANGEL"**

Plus Maureen O'Sullivan—Edna Mae Oliver in

**"MY DEAR MISS ALDRICH"**

**UNDERWRITERS LABEL**  
**KALAMEIN & TIN CLAD**  
**FIRE DOORS**

**THE HOWIE COMPANY**

Established 1887

SPECIAL ENTRANCE DOORS

PEERLESS SKYLIGHTS

METAL COVERED MOULDINGS

TYler 5-4660

9011 Central

**"Standard"**  
PLUMBING FIXTURES

**"Sunbeam"**

AIR CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

**MAdison 4200**

801 W. BALTIMORE AT THIRD

*"Bring Your Clients to Our  
Display Rooms"*

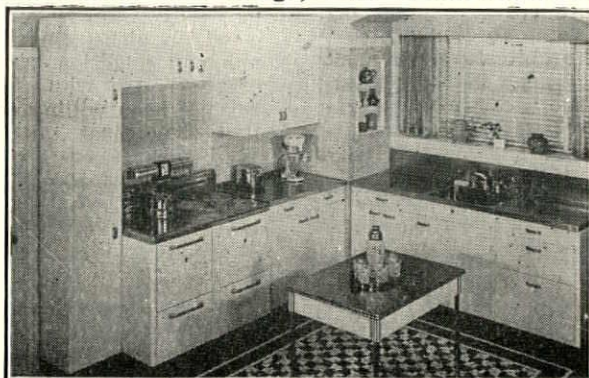
**MONEL-METAL STORE**

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

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

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

Detroit, Michigan

## M. S. A. 24TH ANNUAL CONVENTION BATTLE CREEK, MICHIGAN MARCH 25, 26, 1938

Architects as well as all others interested in the building industry should keep these dates in mind and plan to attend this convention which promises to be the most constructive yet held. Complete details will be given in future issues of The Bulletin as plans materialize.

### NEW A. I. A. COMMITTEE MEMBERS

Charles D. Maginnis, President of The American Institute of Architects, on the recommendations of Walter R. McCormick, Chairman of the Institute Committee on Housing, has made additional appointments to the Committee which include two Detroit members.

Andrew R. Morison was appointed to the Sub-Committee on the Small House Problem, and Clair W. Ditchy was appointed to the Sub-Committee on the Study of Basic Principles for National Housing Movement.

### MICHIGAN BUILDING INDUSTRY BANQUET

The Second Annual Michigan Building Industry Banquet on Thursday evening, February 17th, will have as speaker Mr. L. Hawkins, Executive Engineer of General Electric Research Laboratory, according to Andrew R. Morison, General Chairman of the event. Mr. Hawkins, whose headquarters are in Schenectady New York, is an outstanding national figure and renowned as an interesting public speaker. His services were secured through Mr. A. A. Shirley, past President of the Producers Council Club of Michigan. Mr. Shirley is with the local office of General Electric Company.

This year, as before, all elements of the building industry in Michigan will join forces in making the banquet a success. Reservations will be by tables and the Committee urge that selections will be by tables and the Committee urge that selections be made early. Tickets are \$3.00 per plate including tax and may be secured at the Builders' and Traders' Exchange. Tables will accommodate as many as ten. Dress is optional.

### PRESIDENT MAGINNIS GUEST SPEAKER IN DETROIT

On Friday evening, January 21st, the Engineering Society of Detroit devoted their meeting at Masonic Temple to the subject of Architecture. The membership in the Society, which is the largest of any local engineering group in the world, is made up of members of the engineering and technical professions, including architects, and each month a meeting is assigned to some particular group.

On this occasion they were fortunate in securing as guests of honor and speaker Mr. Charles D. Maginnis, of Boston, President of The American Institute of Architects.

Mr. J. H. Hunt, President of the Engineering Society of Detroit, opened the meeting and asked Mr. Clair W. Ditchy to introduce the speaker. In so doing Mr. Ditchy stated that it was his pleasure to pay the highest tribute that one architect could pay another — to address his as President of The American Institute of Architects.

Mr. Maginnis stated that he was not speaking for The American Institute of Architects but considered that he was just having a night off, which he was glad to devote to renewing his many valued friendships in Detroit. He gave a most interesting talk on "The New Architecture," which will be published in a future issue of the Bulletin.

### ARCHITECTS WEEKLY LUNCHEON

The weekly luncheons of Architects held every Wednesday noon at Hotel Norton Cafeteria, Jefferson and Griswold, continue to be well attended and many worth while matters are dealt with. This is bound to result in better conditions in the profession and will mean that architects here are in readiness for important work to come up in the near future. It is pointed out that not only architects but others in the building industry are invited to attend. Last week we had as guest Mr. George F. Emery, Chief Building Inspector, Department of Buildings and Safety Engineering, City of Detroit.

### ROD'S FAN MAIL

In a letter to Roger Allen, Hubert G. Ripley, of Boston, writes, "The Weekly Bulletin of the Michigan Society of Architects is a lively and stimulating publication full of interesting articles. The copies which are received in Boston are read with unperfunctory interest. Those who receive them here appreciate being on your mailing list. My wife and I like your article about the glad hand salesman immensely. We like all your articles. They stimulate our outlook on art and life."

Mr. Ripley also offered helpful suggestions for improving the Bulletin as to type size, and make-up.

We appreciate his interest and we are sure that the Bulletin will profit thereby.

### MOHOLY-NAGY HEARD IN DETROIT

Detroit art teachers, artists and architects heard L. Moholy-Nagy, director of the New Bauhaus, an American School of Design, opened in 1937 in the Marshall Field residence in Chicago, speak on "Why Bauhaus Education?" Wednesday afternoon in the Wayne University Auditorium.

He spoke under the auspices of the Department of Art Education, Detroit Public Schools.

"Bauhaus is an invented word, nearest to 'building house,'" said Moholy-Nagy. "The Bauhaus tries to give the student confidence in himself and his creative power, so that he will resolve to accomplish wonders."

The Bauhaus approach to art and design is artistic, scientific and technical, he said. The aim is a balance of intellect and emotion applied to life's problems. The student must think in terms of needs and functions, tools and materials. The present need is for designers who will work consciously toward a style which must grow out of the industrial age, the speaker declared.

The Bauhaus field of design is unlimited. Textiles, materials for every use, stage design, window display, experiments in color and the use of the camera as an art tool are among its developments.

### ASSEMBLY-LINE METHOD PRODUCES MODEL HOUSING WITHOUT SUBSIDY

*Buckingham Community, according to well-known authority "promises to be one of the most significant of all those that have been constructed in America to date."*

An automobile manufacturer has just completed and rented the first 622 family units of a 2,000-family housing project at Arlington, Virginia, that is intended as a physical pattern for rental housing in the large middle income group—families earning from \$1,500 to \$3,000 a year. The project is Buckingham Community, the owner and builder is Allie S. Freed, President of Buckingham Community, Inc., and of Paramount Motors Corporation

and Chairman of the Committee for Economic and Social Progress, Inc.; and the full story of the plan and construction of Buckingham is featured in an article by Oscar Fisher, entitled "Buckingham: Housing Laboratory" in the January issue of Architectural Record. Concurrently, the story of the Buckingham management plan is being told in the January issue of Real Estate Record.

No subsidy of any kind is involved in this project, the object of which is to demonstrate that large-scale rental housing planned and managed on the investment basis is a sound and profitable business. The Government's participation is limited to insurance of the mortgage by the Federal Housing Administration; the mortgage on the first section being held by the Prudential Life Insurance Company. It is the type of investment housing project that the housing legislation now pending in Congress seeks to facilitate. Its usefulness as a planning pattern for similar projects in the future is indicated by the public comment of Charles F. Lewis, head of the Chatham Village development in Pittsburgh, who recently said of Buckingham: "This skillfully planned project promises to be one of the most significant of all that have been constructed in America to date."

The technique of producing assembled automobiles has been largely applied to the construction of Buckingham, with somewhat revolutionary adaptations to the requirements of housing production. Mr. Freed recognized early that the assembly line must be on the site, not in a factory. Seeing the necessity of making Buckingham a planned community, he engaged the late Henry Wright, most distinguished of American community-plan experts, as consultant on the plot-plan and on the organization of the technical planning department of the construction company. Open lawns and ample play spaces for children are provided, parking bays for automobiles, and space for community social and shopping centers to be built at a later date.

Experiment, geared to production with a watchful eye on the market, was the key to the designing of the unit suites and unit buildings. All the buildings erected to date are two stories in height of simplified Georgian design, except one three-story building of modern design with cantilevered balconies. Monotony was avoided by varying the number of family units per building, by white paint on the red brick exteriors of some of the buildings, and by using a variety of entrance-porch motives.

A "Ford unit" of three rooms and a bath was evolved in the course of experimentation, this being the most popular unit as to size and room arrangement, and the one most susceptible of repetition in quantity in other buildings of almost any size or shape. A unit-group of five buildings around a court was also developed, capable of being repeated as a single small investment project or in numbers in a planned community either of grid-iron or irregular plan.

Standardization, however, was kept within reasonable limits, with ample recognition of the need for variety and avoidance of an institutional aspect. Just two-thirds of the family units (419) are of the three-room and bath type, while there are 48 two-room and bath suites, and 155 suites ranging in size from 4 rooms and bath to 7 rooms and bath. There are some duplex apartments with roof terraces. The rental range, \$35 to \$87.50 a suite, insures that the project will not be occupied by families of a single stratified income-level; although about three-fourths of the present tenants families have incomes of \$3,000 or less.

Since the project is planned for continuous operation and ownership, an unusually high standard of construction is maintained throughout. Preliminary estimates indicate a construction cost of \$1.181 per room and annual maintenance cost of \$47.54 per

room. The management program includes provision for reserves to replace mechanical equipment and make necessary repairs over the years, so that when the mortgage is fully amortized after 22 or 23 years and the project fully owned by the company that built it, it will still be a first-class property.

Buckingham reports an enormous waiting list as indication that it is offering to Washington families a housing value for their rent dollars that is difficult to match anywhere else in the metropolitan area of the capital city. One interesting management innovation is a clause in all leases permitting cancellation by landlord or tenant on 30 days written notice. This is regarded as advantageous to both management and tenants, and is one of the most important means toward making Buckingham a community of thoroughly satisfied families.

## REGIONAL DIRECTOR McCORMACK OUTLINES '38 PROGRAM

Architects of the Great Lakes states plan to unite in a 1938 program of organized activity, declares Walter R. McCormack of Cleveland in his annual report as regional director of the American Institute of Architects for the district including Ohio, Kentucky, Indiana and Michigan.

A meeting of all the institute chapters and state architectural societies in the area is to be held in February to perfect a regional organization, to elect officers, and to outline a method of procedure in carrying out institute policies as determined by the board of directors and the yearly convention, Mr. McCormack says.

### Seek Unity of Action

"We feel that the architects of the district will be more effective acting as a unit," he continues. "All of the states in the region have state architectural organizations, and two of these, Michigan and Ohio, are state society members of the institute. The other two, Indiana and Kentucky, have signified their intention to apply for affiliation with the institute prior to the 1938 convention. There is strong local sentiment that the state society movement should be carried forward immediately and with the utmost vigor on a nationwide basis."

If the institute formulated a policy to increase its membership, letting it be known throughout the country that registered architects of good standing would be welcomed as members, many valuable men might be added to the organization, Mr. McCormack points out.

"The chapter in the Miami and Mahoning valley steel areas have sustained serious losses in membership," he reports. "While the future may be said to hold much promise for the architectural profession, the present condition of the building industry in this section of the country is almost as acute as it was during the deepest part of the depression."

"We believe that there are a considerable number of architects who are not members of the institute and who hesitate to apply for membership because they do not believe the institute favors a more all-inclusive membership policy. Men who are admitted to practice under registration laws enacted through the efforts of the profession and who are vigorously examined by boards of registration composed generally of prominent members of the institute can not logically be refused membership or overlooked by chapter membership committees."

Mr. McCormack will visit all chapters and state societies in his district early in 1938 in order to ascertain for the institute's board of directors their difficulties as well as any suggestions which they may have for improving the relationship between the public and the architectural profession. He expects to turn over to his successor as director a completely unified group, ready for action.

## ALLIANCE OF PRIVATE ARCHITECTS WITH CIVIL SERVICE URGED

An alliance between the private architects and the Civil Service architectural organization is suggested by the New York Chapter of the American Institute of Architects in a statement disclosing hostility to the merit system governing employees in the public service.

In advocating the selection of architects for public works by open competition, the architectural profession has been accused of attacking the merit system, the statement explains. The contention is made, it is pointed out, that the public interest is better served by Civil Service workmen because work is done by them at a lower cost to the Government than under the guidance of the private architect.

"We do not believe this contention can be substantiated," declares the statement, made public by the New York Chapter's Committee on Public Information, of which Wesley S. Bessell, of 16 East 52nd Street is chairman. "Cost is a very debatable question. Costs under Civil Service have never been made public, nor are they available to the architectural profession, while the schedule of fee charges of the American Institute of Architects is available to everyone. If the authorities will place before us the exact costs of any given project, this question can then be answered.

"Another contention made is that the private architect does not pay a living wage to his drafts-men. This is absolutely untrue, as is proved by the fact that during good times the average draftsman preferred to work in the office of the private architect rather than that of the Government bureau, and only took Civil Service employment when the private architect was unable to make a living himself. Even today, the Civil Service ratio of salaries is lower than that which the private architect is still paying.

"One of the objectives of the American Institute of Architects in fostering the competition idea is to offer to the Government its best available talent by a fair method of selection instead of having the selection made through political favoritism or bureaucratic domination.

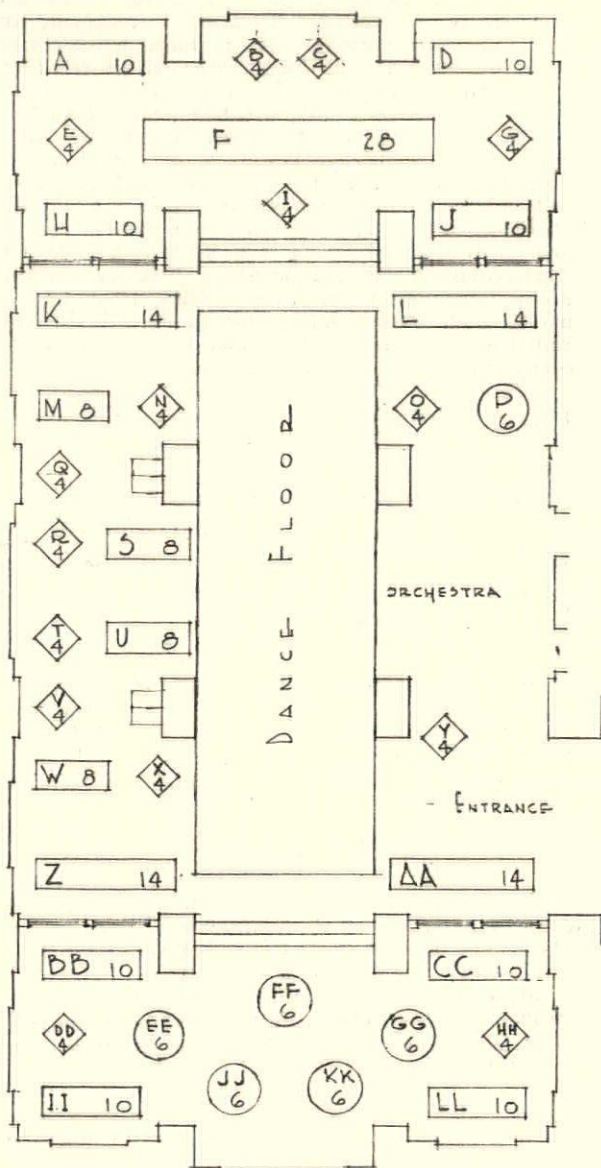
"There is no reason why the talent which is available throughout the private architectural field should not be allied with the Civil Service set-up, through a cooperative system. It is wrong to assume that the American Institute of Architects has attacked, or even criticized, the merit system of Government employees."

The Chapter reiterates its opposition to "bureaucratic" Government architecture. Conditions under which one half of the population will support the other half are rapidly developing, and there is danger that Government usurpation of architecture will spread to business and the professions generally, it is asserted. The Federal Government and the State and the City of New York are cited as examples of the encroachment of bureaucracy on architecture which imposes an unwarranted burden upon the taxpayer and excludes private architects from earning a living.

"In France, 'every workingman carries a soldier', which is another way of saying that one half of the population supports the other half," the Chapter's statement continues. "Statistics, if properly compiled, will indicate that a similar situation is rapidly developing in the United States.

"The Federal Government is now working on a plan to organize a department headed by a new Cabinet member whose duties will be to coordinate all construction projects to be carried out by the various arms of the Government. Should this plan succeed, the Government would, no doubt, design and supervise all Governmental work, thereby preventing private architects from ever designing or

(Continued on Page 8)



## SECOND ANNUAL DINNER-DANCE

The Second Annual Dinner-Dance of the Michigan Society of Architects will be held at the Intercollegiate Alumni Club in Detroit on Saturday evening, February 26th. Tickets are \$5.00 per couple and may be secured from Miss Smith at the Club by telephoning or calling in person.

They may also be obtained from C. L. T. Gabler, 616 Murphy Bldg., Cherry 4616; T. C. Hughes, 120 Madison Ave., Cherry 7660; George J. Haas, c/o Stran-Steel, 607 Shelby St., Randolph 6540; L. E. Caldwell, c/o Detroit Edison Co., 2000 Second Ave., Randolph 2100.

In making reservations by telephone tickets will have to be called for at least by February 22.

In order that those who desire may make up a party a seating diagram is shown above. The work of the Committee will be greatly facilitated if reservations are made early.

Joseph C. Goddeyne has been selected as architect for Bay City's proposed \$175,000 Farrogt School to replace a present structure built in 1868.

# 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.

**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. Architects and friends of the architects invited.**

**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:

Bids closed.

Factory extension, local manufacturer.

Additional office facilities for Automobile Club.

**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. Gen. Contract awarded to Miller-Davis Co., Kalamazoo, Htg. Ventilating and Plbg—Phoenix Sprinkler Co., Grand Rapids; El. Wk.—Central El. Co., Battle Creek.

**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.

**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.**—Battle Creek, Michigan—School addition, School District No. 3, Bedford Township, Calhoun County. Following contracts let: General, F. J. Skidmore and Son; Plumbing, F. A. Brown Co., Hastings, Michigan; Heating and Air Conditioning, Hunter Prell Co.; Electrical, Central Electric Co.

**Same**—W. K. Kellogg Foundation Health Camp, St. Mary's Lake, near Battle Creek—7 buildings.—Contracts let as follows: General, F. A. Skidmore and Son; Plumbing, Stephen J. Dempsey Co.; Electrical, Central Electric Co.

**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.

## "TO BE OR NOT TO BE"

Herb started it all,  
Now it's got to Paul;  
West said this and that,  
Jerome said that and this,  
Roger added his own twist:  
Pull the answer from a hat  
The question remains, you see  
"To be or not to be"—Anonymous.

## ARCHITECTURAL PRACTICE HOUSE-CLEANING

Continued from Page 1.

themselves out of their state of lethargy as to their own shortcomings.

The first fact to be analyzed and considered must be the service rendered. The profession has been crying for years to charge a uniform rate in percentage of construction cost for services rendered been uniform, and has it been commensurate with the fee asked. In most cases, I should say not. Instead, a most mediocre service has been rendered generally. This, to me, is the basic cause of our present day dilemma.

Now, let us consider what an Architect does for the service fee asked. He consults with his client to determine his requirements; then he prepares preliminary drawings illustrating such requirements; then he prepares working drawings and specifications upon which bids are received; and then when the contract is awarded, he supervises the construction. With all this professional service is coupled a great amount of business for the protection of the client. A client comes to an Architect — or in other words employs an architect — because he desires guidance in carrying out his ideas and in making his investment. Therefore, it behoves the Architect to guide his client to the end that a building is completed entirely satisfactory to the investor and within the contemplated expenditure. To do this, the Architect MUST prepare a set of plans and specifications that are practical and complete. Good design is essential, but it is in the last analysis a secondary matter. An impractical building, a building not serving its purpose to the best advantage, though it may have a finely designed facade, is a bad investment.

Further from an investment standpoint, a client should be given a building or every dollar invested. This can not be done when the working drawings and the specifications are incompletely prepared. The working drawings must fully and clearly illustrate all requirements, leaving nothing to the imagination of the contractor. They must be definite, complete and correct so that there may be no question as to their intent. The specifications must be a writing of simplicity, directness, completeness, and descriptive of the requirements of the working drawings. They must be devoid of ambiguities, confusion stops his operations and another contractor continues.

Generally, specifications are the weakest document produced. A great deal might be written on the subject, but only the high points can be touched upon here. Some few years ago many worthwhile articles appeared in "Pencil Points" on this most important phase of architectural service. It is to be regretted that they did not serve their purpose to a greater degree. It was not the fault of the articles. It was the fault of the Architects that they did not.

I speak from experience as an Engineer with the P.W.A., where I examined many plans and specifications, that the majority of them should never have been released from the office where they were prepared. They exhibited a woeful lack of proper preparation.

One specification, I recall, had to be rewritten from cover to cover. That caused the Architect an undue expense. So many Architects lose sight of the fact that the plans and the specifications are contract documents, and as such must "hold water." Let no Architect think for a moment he is saving on the cost of the contemplated structure, when he turns indefinite and incomplete plans and specifications over to the contractors for bids. If he thinks so, he is fooling himself. When a contractor has to do any guessing in taking off quantities

and preparing his bid, it is only natural that he play safe and protect his pocketbook. Therefore, the pocketbook of the investor suffers. If only each Architect was obliged to sit down at the estimator's table and take off quantities, such an experience would teach him a valuable lesson. I speak from experience on this.

There is a loud wail emanating from many offices, and justifiably, too, that many realtors and contractors have "horned in" on the profession, and have been and are today rendering architectural services. Some are rendering most acceptable service, yet many simply sell a job to a prospect on very indefinite drawings and specifications — drawings that are little more than crude sketches and specifications that are nothing more than a vague description of what the vendor proposes to include. Yet, both are accepted through ignorance on the prospects part, and a contract entered into. The prospect usually gets "stung," but he seldom realizes it until it is too late, or else never knows it.

On the other hand, I know of one concern in this city doing commercial speculaty building, who prepares as complete and definite a set of working drawings as any Architect would or could do. But, the specifications are the weak sister. This firm puts up a dollar-for-dollar building. What are you going to do about that? You must acknowledge that you and I have seen residences, where no Architect appeared in the picture, that were most acceptable creations in plan, design, and construction. Thus the contractor of home building has materially improved his status. The Architect from a financial standpoint has suffered. This condition is a serious problem for the Architect. What can be done about it, and what is going to be done about it? Can anything be done to retrieve this lost business?

Possibly the answer to the above cited condition is due to the fact that many Architects have allowed the contractor to show them how to build the building instead of the Architect showing the contractor how to build the building. In other words, such incomplete and indefinite plans and specifications has caused the investor to reason—why have an Architect, if my builder has to show the Architect how to build the building I contemplate? If I can get the building I want and at the right price, why should I add the cost of architectural services, when they have all the earmarks of being perfunctory?

Then there is the subject of supervision or superintendence, which must have consideration. There is a difference in the two only in whether a part time or full time service is rendered. This service consists primarily in seeing that the building is constructed strictly according to the contract, and that the plans are followed and the requirements of the specifications are lived up to. This so that the investor gets the building he has contracted for, also that the building is completed satisfactorily within the contract time. The Architect, or his delegated representative, must be a practical man to properly supervise. It doesn't take a contractor long to learn whether or not an Architect "knows his onions." If he doesn't he is not rendering the service for which he is being paid. The result is that an unscrupulous contractor probably will slip something over. Fortunately, unscrupulous and dishonest contractors are in the minority. This is a very important part of the whole service rendered. Having been in the contracting business, I have run across Architects whose supervisory service was more or less a joke. Being asked this or that on the building, they would be evasive — not knowing or else not wishing to assume any responsibility — and would agree to the contractors suggestion in reply to his own question. To me the Architect is being paid for responsible charge and should not be afraid to stand on his own feet. Let me say right here that being

arbitrary is not one of the requisites of resulting good supervision. Fairness and cooperation are requisites.

Business may be touched upon as the final thought. Aestheticism in the practice of architecture must never overrule the practical. Good business conduct is essentially a part of proper practice. Those who are most successful have fully appreciated this. From the solicitation of the commission to the receipt of the final payment for services rendered, business is a predominating factor. To lose sight of this fact, is to conduct an irresponsible practice, a practice which brings disaster in the long run. Repeat business in any line is always most desirable, as resistance in obtaining new business is eliminated. Therefore the Architect who can build up a fine repeat business has smooth sailing. Lackadaisical methods in business never got a man anywhere in any line.

Considering the foregoing expressed thoughts, I feel confident that all will agree with me that the profession needs a thorough practice housecleaning. If each practitioner will clean his own house accordingly, and thus assist in placing the profession as a whole in a position with Mr. John Q. Public that it should occupy, then I feel that none of us will have to worry further about not getting remunerative business.

## ALLIANCE OF PRIVATE ARCHITECTS

(Continued from Page 5)

participating in the construction of public buildings.

"A similar situation exists in the State of New York. Under the provisions of bills being introduced at Albany, the Department of Public Works would handle all State work from which private architects would be barred.

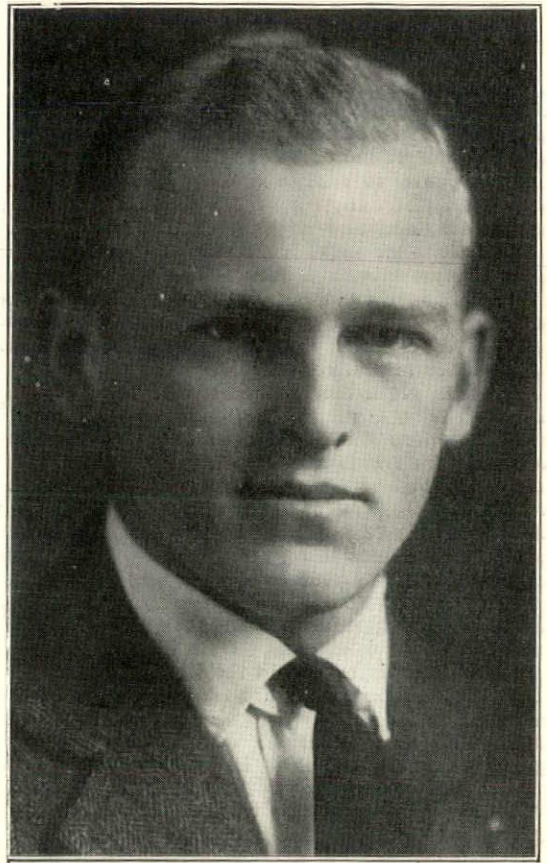
"It is obvious that if the State monopolizes public architecture, the Civil Service must be enlarged, and higher taxes levied. The Board of Education of New York City, for example, has decided not to employ private architects on the new school building program, and has engaged 24 additional draftsmen. This policy required a greater outlay of public funds.

"Every building done by the State or Federal Government deprives a private architect of the opportunity to earn a living, to give employment to architectural workers outside of the Government service, and to pay rent and other overhead expenses which are tax producing. At the same time, an expanded Civil Service necessarily places a non-taxpaying additional burden on that same architect, who is debarred from paying taxes because of decreased income.

"As an illustration, let us suppose that the State proposes to erect a State Capitol or other building costing a million dollars. Under ordinary practice the architect would receive 6 per cent, or \$60,000 as his fee. He would require the services of a force of draftsmen, and at the end of the year both the architect and the members of his staff would have to pay an income tax.

"Under State domination, this tax revenue is lost, and the tax burden is increased by a swollen Civil Service Department whose employees are non-taxpayers, and who at the taxpayers' expense are carried over periods when there is a drop in building operations.

"Government departments cannot produce plans more cheaply than private practitioners. On the contrary, the private architect can and does produce a given building in less time and at a lower cost than the Government organization. The sooner Federal and State Governments get out of the architectural profession as designers, so much sooner will the burden on the taxpayer be lightened and the architect recover his right to make a living unrestricted by political set-ups."



HOWARD LEE FARLEY

Howard Lee Farley of the firm of Ditchy-Farley-Perry, Architects, died suddenly Wednesday morning, January 19, 1938.

He was the son of Charles K. Farley and Henrietta M. Farley and was born August 17, 1895, at Almont, Michigan. He attended the public schools of Almont and later the College of Architecture, University of Michigan, from which institution he graduated in 1923.

Mr. Farley gained his architectural training in some of the leading architectural offices of Detroit, finally becoming a member of the firm of Ditchy-Farley-Perry, Architects, about a year ago.

Mr. Farley enlisted in the army at Youngstown, Ohio, May 28, 1917 and was honorably discharged April 9, 1919. As a sergeant of Company C-135th Machine Gun Battalion, 37th Division, A. E. F. he saw service at the front in the battles of Baccarat, Avocourt, Pannes, and the Meuse-Argonne. At the conclusion of the war he had completed a course in the Infantry Candidates School and was eligible for a commission in the infantry.

The design and supervision of the 1938 Builders Show House was entrusted to Mr. Farley and the house as it stands is largely the result of his work.

He was a member of the Masonic order, Alpha Rho Chi Fraternity, the Michigan Society of Architects and The Engineering Society of Detroit. He is survived by his mother, his wife and a son Richard, 9 years old, a sister Mrs. Alger Hipp, of Almont, and five brothers, Mark, Fred and Ronald, of Almont, Jean of Romeo, and Dr. Albert Farley, of Bay City, Michigan.

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

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

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

*Second*

**Michigan Building Industry Banquet**

*Sponsored by*

**Michigan Society of Architects**

**Producers Council Club of Michigan**

**Builders and Traders Exchange of Detroit**

**AT THE HOTEL STATLER**

*Thursday, February 17, 1938, at seven p. m.*

**Dress Optional**

**Plate \$3.00 each**

THIS WILL BE THE BIG INDUSTRY EVENT OF THE YEAR. RESERVATIONS for individuals or for tables of ten are being taken at the Builders' and Traders' Exchange,

439 Penobscot.

**CLASSIFIED BUILDING TRADES****GENERAL CONTRACTORS**

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

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

**IRONITE WATERPROOFING AND RESTO-CRETE**

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

**LUMBER DEALERS**

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

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

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

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

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

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

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

## CITIZENSHIP SUPPORT

The tremendous value of citizenship support in civic matters of importance was discussed in a recent group conference. It was startlingly impressive to hear stated, on good authority, that practically all great constructive civic improvements have been, in large measure, due to the united active and continuous interest and support of citizen committees, organizations and associations. Chicago, New York, Cincinnati, St. Louis, Milwaukee, San Francisco, and many other cities, were cited as definite examples and the differing effective methods and policies pursued in these cases were mentioned.

The municipal official is responsible for his certain definite duties and services and necessarily must center his prior attention and interest in this

effort. In the stress and urge of civic work, and in the thought of saving time, it is easy and natural to follow precedent and continue along the usual routine. Public officials are generally eager to know the views and reactions of the interested private citizens. It is logical too that, although the view of each individual citizen is of value, the united consensus of opinion of citizen groups, associations, and organizations has added value in direct proportion to the number of citizens represented. The greater number of diversified areas represented, the surer, less selfish and more dependable is the general consensus of opinion.

The interested citizen desires full and accurate information on all civic matters of discussion importance. One of the best educational and informative means of disseminating all pertinent facts, theories, arguments—pro and con, plans, etc. of public nature is through these civic organizations where they can be considered and discussed fully and freely.

The City Plan Commission believes that one of its serviceable public functions is to furnish upon request, accurate, reliable, information and data, also to give carefully considered opinions, dependable judgments and well advised recommendations on all civic planning matters.

The Detroit City Plan Commission also solicits and welcomes at all times, the opinions, suggestions, and constructive criticism on all matters that can help to make our city a more wholesome, useful, serviceable, safe and secure place in which to live.

—The Planner.

## SANE APPROACH WORKS CHANGE IN ARCHITECTURE

Revival of building and "a saner approach on the part of architects" are working important changes in the trend of contemporary architecture, says Harvey Wiley Corbett, New York architect.

Architects face great and alluring opportunities, according to Mr. Corbett, who points out that an enormous amount of building must be done.

He points out that contemporary architecture—one form of art—never is and never can be a thing apart. It always is and always must be an outgrowth of how the people live, what they think, where they work and what their human relationships happen to be.

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

**R. E. DAILEY & CO.****Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

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

**WENZEL FLOORS**

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

439 Penobscot Bldg. RAndolph 5500

**Detroit Lumber Co.**

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VInewood 1-2090

**O. W. BURKE COMPANY**

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MADison 0810

**CINDER  
BLOCK  
INC.**

HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

WANTED — Civil Engineer-Superintendent, seeks association with Architect. Twenty years' experience on design and construction of Hospitals, Central Heating Plants, Industrial Buildings and Residences. Call or write:

WEEKLY BULLETIN

*Specify*  
**NON-STICK WINDOWS**

*The First Completely Assembled Double-Hung Window*

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

(Listed in Sweet's Catalog)

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

2137 Gratiot

Detroit, Mich.

For  
BETTER BUILT HOMES  
Use Dwight's "PRE-SHRUNK" Lumber  
**DWIGHT LUMBER CO.**  
VInewood 2-4500

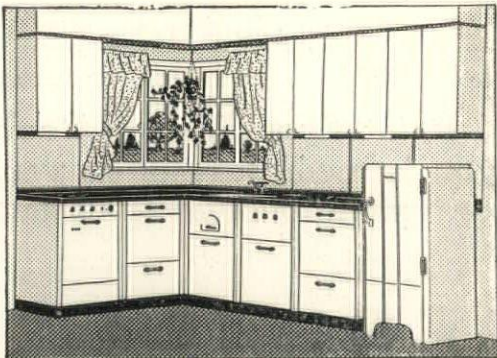
**GLANZ & KILLIAN CO.**  
Contractors  
PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS  
1761 W. Forest Ave. TEmple 1-7820

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

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

**ACME METALON COMPANY**  
Manufacturers of  
**METALON**  
THE METALIZED BUILDING UNIT  
9630-9690 Greeley Ave. Detroit, Mich.  
LONgfellow 5770-1-2-3

**The Ultimate Aim In Planning**  
... the electric kitchen is to obtain a livable,  
healthful, compact, colorful and efficient kitchen  
arrangement which provides for ample storage  
space easily accessible and sufficient work  
area to perform the various kitchen functions.  
Let us cooperate on any planning, remodeling  
or modernizing without obligation.



**GENERAL ELECTRIC  
SUPPLY CORP.**  
KITCHEN PLANNING DEPARTMENT  
2985 East Jefferson FItzroy 5800  
Michigan Distributors for  
General Electric Home Servants

## Economy Blue Print Co.

Quality and Service  
BLUE PRINTS—PHOTOSTATS  
317 W. Fort St. CADillac 1179  
DETROIT, MICH.

## F. H. Martin Construction Co.

955 E. Jefferson Ave. CADillac 4890  
DETROIT, MICHIGAN

GOOD  
HARDWARE FOR OVER 50 YEARS

**RAYL'S**  
1233 Griswold Street

**H. H. DICKINSON COMPANY**  
5785 Hamilton Ave. MADison 4950  
COMPLETE BUILDERS SUPPLIES  
Armored Concrete Curbing  
Master Builders Products  
Heatilators Asphalts

## Architects!

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

Call RANDolph 2400  
Extension 183

**CROWLEY-  
MILNER'S**  
Contract Sales Dept.

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

## BRUNY BROTHERS

*Tile and Terrazzo Contractors*

4758 Grand River Ave.

Detroit, Michigan

Phone TYler 6-6020

DAY AND EVENING COURSES  
in  
ENGINEERING AND CHEMISTRY

### Detroit Institute of Technology

New term begins February 7th, 1938

303 Downtown Y. M. C. A. Building

### NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
RAndolph  
4162

R. O.  
3480

Ann Arbor  
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

### W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,  
POWER PIPING and SPRINKLER  
SYSTEMS

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

### M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK

*Your Call Will Bring An Estimator*

TYler 4-5600



9080 ALPINE

### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

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

## WALKER & Co.

NEON and ELECTRIC SIGNS  
88 Custer Avenue

HANDBOOK  
of  
INTERIOR WIRING DESIGN



Prepared by  
DETROIT COMMITTEE OF INTERIOR WIRING DESIGN  
1937

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

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

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

THE DETROIT EDISON COMPANY

**Architects!** Our new Architectural Paint Specification Booklet will be mailed to you immediately upon your request. A postal card or Telephone call is all that is necessary.

## PAINT STORES, Inc.

General Offices:

FLINT  
MIDLAND

8780 Grand River TYler 4-1133  
DETROIT

SAGINAW  
LANSING

*Paint Specialists*

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

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

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

### Editor

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

Business Manager  
E. B. FAUQUIER

### DIRECTORS

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

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

Vol. 12

DETROIT, MICH. FEBRUARY 8, 1938

No. 6

### FIFTY-FIRST ANNUAL EXHIBITION 1937

## THE ARCHITECTURAL LEAGUE OF NEW YORK

### AMERICAN FINE ARTS BUILDING

215 West 57th Street, New York, N. Y.

**EDITOR'S NOTE:** Talmage C. Hughes, 120 Madison Avenue, Detroit, is local representative for the League and material from this district to be entered in the Exhibition should be sent to him.

Attention is called to paragraph 2, relative to preliminary photographs in duplicate, submission date for which is March 4.

**LAST DAY FOR ADVANCE SUBMISSION OF PHOTOGRAPHS**—Thursday, March 4th, 1937. At 115 East 40th Street.

**LAST DAY FOR RETURN OF ENTRY SLIPS**—Friday, Mich 12th, 1937. At 115 E. 40th Street.

**ONLY DAY FOR RECEPTION OF EXHIBITS**—Monday, April 12th, 9 A.M. to 5 P.M.  
At American Fine Arts Building, 215 West 57th Street.

By special arrangement with the Committee, large pieces of sculpture may be delivered on Thursday, April 15th, 1937.

**PRESS VIEW**—Wednesday, April 21st, 2 P.M. to 4 P.M.

**PREVIEW BY INVITATION**—Wednesday, April 21st, 8 to 10 P. M.

**AWARD OF MEDALS**—Wednesday, April 21st, 9 P.M.

**PUBLIC EXHIBITION**—From Thursday, April 22nd to Saturday, May 15th, inclusive.

**ADMISSION 25 CENTS**—Tax included.

**EXHIBITS DISCHARGED**—Monday, May 17th, 9 A.M. to 5 P.M.

**NOTE CONDITIONS FOR ALL PHOTOGRAPHIC ENTRIES.**

### NOTE THE REQUIRED SIZES FOR ALL PHOTOGRAPHS

1. THE EXHIBITION is illustrative of architecture and the allied arts. It will consist of drawings and models of proposed or executed work in structural, decorative and landscape architecture; sketches and finish and examples of decorative painting; sketches, models and finished example of decorative and monumental sculpture, drawings, models and executed work in the decorative arts; and photographs of executed work in any of the above branches. In view of the importance to the arts of the New York World's Fair 1939, exhibits of a nature that might be applicable to it are especially invited. The Board of Design of the New York World's Fair 1939 will co-operate in exhibiting sketches, drawings and models which should convey to the public a comprehensive idea of what study and work is entailed in creating such a great exposition.

The League would like to make the 1937 Exhibi-

tion a showing of actual drawings and models as well as photographs of executed work.

### ADVANCE SUBMISSION FOR PHOTOGRAPHS

2. The Committee urges that such exhibits as possible be submitted by photograph at the advanced submission date of March 4th, at 115 East 40th Street. Work submitted after that date may have to be rejected because of completed plans for the exhibition which has to be planned with some special features that may limit the amount of wall

(Continued on Page 7)

### ARCHITECTS' LUNCHEON

Hotel Norton Cafeteria  
Griswold and Jefferson

Every Wednesday, 12:15 P. M.

**FREDERIC B. STEVENS, INC.**

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

Representatives for

**FEDERAL SEABOARD TERRA COTTA**

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

**JOHN H. FREEMAN**

**HARDWARE**  
PROPERLY SUPERVISED

Architects' Bldg.

TEmple 1-6760

**FOX THEATRE**

*Week starting Friday, February 4th*

**SONJA HENIE — DON AMECHE**  
in **"HAPPY LANDING"**

with Cesar Romero, Jean Hersholt and  
Ethel Merman

STAGE

LORETTA LEE, song star of "Your Hit Parade". Gillette and Richards; dance stars, Wolfords Pets; European canine comedians; and Jimmy & Mildred Mulcay; Harmonica rhapsodists direct from Hollywood, plus

THE 16 GAE FOSTER GIRLS

and

THE SIX VIENNESE QUEENS OF HEARTS

**PUNCH & JUDY THEATRE**

Kercheval at Fisher Road

NIagara 3898

WEDNESDAY, THURS., FEB. 9, 10

Frances Farmer—Oscar Homolka  
"EBB TIDE"

FRIDAY, SATURDAY, FEB. 11—12

Lionel Barrymore—Robert Young  
NAVY, BLUE AND GOLD

SATURDAY—11P. M.—Richard Cromwell in  
"THE WRONG ROAD"

SUN., MON., TUES., FEB. 13, 14, 15

Joan Blondell—Pat O'Brien

"BACK IN CIRCULATION"

Plus Brian Aherne—Olivia De Havilland

"THE GREAT GARRICK"

UNDERWRITERS LABEL  
KALAMEIN & TIN CLAD  
FIRE DOORS

**THE HOWIE COMPANY**

Established 1887

SPECIAL ENTRANCE DOORS  
PEERLESS SKYLIGHTS  
METAL COVERED MOULDINGS

TYler 5-4660

9011 Central

**"Standard"**  
PLUMBING FIXTURES

AMERICAN RADIATOR  
CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"

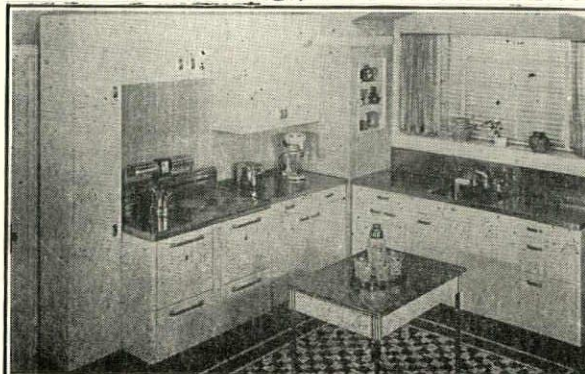
**MONEL-METAL STORE**

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

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

**WHITEHEAD METAL PRODUCTS OF N. Y., INC.**  
Tel. TEmple 1-8494 DETROIT, MICHIGAN

**Weekly Luncheon**  
**Wednesday, February 9, 12:15 P.M.**  
**HOTEL NORTON CAFETERIA**

George V. Haas, chairman of the noon luncheon committee, promises as speaker on some phases of the new Housing Legislation, Raymond M. Foley, State Administrator, Federal Housing Administration.

These meetings are leading up to a program which aims to extend architectural services to the small and medium size home, and every architect in this section should be interested in such work and should attend and become familiar with what this plan has to offer.

**ON "HOW TO WIN FRIENDS AND  
 ASTOUND ARCHITECTS"**

Mr. Roger Allen  
 1029 Grand Rapids National Bank Bldg.  
 Grand Rapids, Michigan  
 Dear Mr. Allen:

I have just read with a great deal of interest the article of yours which appeared in January 4, Bulletin of the Michigan Society of Architects. May I say I thoroughly enjoyed this article and I quite agree with your analysis of how a salesman should act in calling on an architect.

I am calling your article to the attention of all of our men and I am sure they will not only enjoy it from its amusing side but also be able to pick the meat out of it.

Sincerely  
 Minneapolis-Honeywell Regulator Co.  
 W. F. Arnoldy,  
 Detroit Manager

**REALTORS PLAN \$1,000,000,000 IN  
 HOUSING**

Erection of \$1,000,000,000 worth of modern homes in the next five years—\$200,000,000 a year—is the objective of a nation-wide group of leading real estate men, according to a report in the New York Building Congress News. The article goes on to say that this gigantic development is proceeding in the belief that amendments to the National Housing Act soon will be passed by Congress and is the first broad program of cooperation between government and business to attempt a telling blow at the heart of the business recession.

Announcement was made in New York by Walter S. Schmidt, president of Frederick A. Schmidt & Co. of Cincinnati, who was president of the National Association of Real Estate boards in 1935. Cooperating with him are Joseph Catherine of Brooklyn, present head of association, and Paul Stark of Madison, Wis., retiring president. Through nationwide organization, which it is hoped will concentrate purchasing power, command the experience of the ablest real estate talent and pool architectural and engineering ability, this group expects to provide homes for about 250,000 families with moderate incomes better than has been possible for the money ever before. Even air conditioning is being considered as one of the advantages that may be offered.

The announcement says that leading architects and experienced construction engineers will be invited to the conference for the purpose of considering the possibility of setting up a building construction and supply corporation which would concentrate the purchasing power and technical skill of the pooled resources and provide the operating branches of the project. The date and place of the conference is to be announced shortly.

**M. S. A. 24TH ANNUAL CONVENTION;  
 BATTLE CREEK, MARCH 25-26, 1938**

The Kalamazoo-Calhoun Counties Architects Association will be hosts to the Michigan Society of Architects at their Twenty-fourth Annual Convention in Battle Creek, on March 25th and 26th, according to an announcement by Andrew R. Morison of Detroit, President of the Society. About 150 architects from Michigan and neighboring states are expected, and all those interested in the building industry are invited.

Edward X. Tuttle of Battle Creek, heads a Committee on Arrangements. This year's meeting will be devoted largely to the furthering of local group organizations affiliated with the Michigan Society of Architects, which in turn is a State Association member of The American Institute of Architects, national selective body. This is in accordance with a national move toward unification of the profession throughout the country, in which Clair W. Ditchy of Detroit is a member of the National Committee.

Such local groups which have been organized during the past year and their Presidents are as follows: West Michigan Society of Architects, Roger Allen of Grand Rapids; Saginaw Valley Society of Architects, Robert B. Frantz of Saginaw; Ann Arbor Society of Architects, Wm. D. Cuthbert; Kalamazoo-Calhoun Counties Architects Associations, Edward X. Tuttle of Battle Creek.

This year a new Architects' Registration Act is in effect and a new Examining Board for Architects, Engineers, and Land Surveyors has been appointed by Governor Murphy as follows:

Andrew R. Morison of Detroit; Louis C. Kingscott, Kalamazoo; Derrick Hubert, Menominee; Professor Henry C. Anderson, University of Michigan; Professor Chester L. Allen, Michigan State College; Henry T. McGaughan, Pontiac; Laurence G. Lenhardt, Commissioner, Department of Water Supply, Detroit. The first named three are architects, the others engineers.

The Board has elected Anderson Chairman; Allen, Vice-Chairman; and Charles P. Olmstead (not a member of the Board) of the University of Michigan, Secretary.

There are some 700 architects registered in Michigan and under the Society's plan of organizations all are members either in the associate or active class.

**MICHIGAN BUILDING INDUSTRY  
 BANQUET**

The Second Annual Michigan Building Industry Banquet on Thursday evening, February 17th, will have as speaker Mr. L. A. Hawkins, Executive Engineer of General Electric Research Laboratory, according to Andrew R. Morison, General Chairman of the event. Mr. Hawkins, whose headquarters are in Schenectady New York, is an outstanding national figure and renowned as an interesting public speaker. His services were secured through Mr. A. A. Shirley, past President of the Producers Council Club of Michigan. Mr. Shirley is with the local office of General Electric Company.

Roger Allen of Grand Rapids will be toast master.

This year, as before, all elements of the building industry in Michigan will join forces in making the banquet a success. Reservations will be by tables and the Committee urge that selections will be by tables and the Committee urge that selections be made early. Tickets are \$3.00 per plate including tax and may be secured at the Builders' and Traders' Exchange. Tables will accommodate as many as ten. Dress is optional.



GEORGE J. HAAS

Karl A. Dietrich, general manager of the Stran-Steel Division of the Great Lakes Steel Corporation, announces the appointment of George J. Haas, as service manager.

The company has recently established a department devoted to the dissemination of information, on its products and provides such services to architects, builders, housing groups, lumber dealers, in a consultant capacity. Mr. Haas will head this department.

Mr. Haas has been engaged in the practice of architecture for many years and has been active in architectural organization circles.

He is a past president of the Michigan Society of Architects, and, for nearly two years has served the United States Housing Authority as assistant project manager, both at the Parkside Project in Detroit and the Brand Whitlock Homes Project at Toledo.

At the invitation of the Detroit City Gas Co. manufacturers and distributors of gas equipment and appliances which enter the home gathered at the Book Cadillac Hotel, when preliminary announcement of a nationwide architects' and builders' competition for "all-gas homes" sponsored by the American Gas Association was made by John F. Quinlan, director of the Home Appliance Bureau of the A. G. A.

"The Lawrence Institute of Technology will offer courses in structural steel and reinforced concrete during the second semester, starting February 7. These courses are particularly helpful for men preparing for State Board Examinations.

## TOWARDS A BETTER UNDERSTANDING OF EACH OTHER

By H. JEROME DARLING

It appears that each of us has been a victim of dire circumstances, and by this I mean Roger Allen, Talmage Hughes and myself.

Everything fitted together with an astounding perfection—if I understand the English language—to warrant my previous assumptions concerning the inferences which I gathered from the "Leonardo" article of Roger Allen. However, it seems that there was a misunderstanding to change the face of the whole situation. It appears that Herb Wenzell was intended as the other villain from the very first, and this just goes to show that one cannot believe everything he sees in print.

As it has been explained to me, Roger Allen's first article was a reply to Wirt Rowland's first article; whereas, I had presumed that it was a reply to Wirt's second article, "Darling—I'll Tell The World." As I understood the original information which I received from Mr. Hughes, the manuscript for Roger Allen's "Leonardo" article had been received previous to the publication of my article, and I took this to mean my current article which appeared the week previously, "Some of The Things Architects Should Tell The Public"; but, actually, this was my second article. Therefore, the misunderstanding resulted in "A Comedy of Errors." I believe, Roger, that we should blame Wirt Roland for all of the fireworks. He started both of us into action, and it isn't fair to Wirt that he should be entirely forgotten.

I am "tickled pink" to make the foregoing concession to the published admission of Roger Allen. Anyhow, Roger, none of the odium would have happened if you hadn't opened your "Leonardo" article in such a hard hitting manner. I note from your last article that you don't like this kind of thing in reverse, and now you are "yelling" for a "judicious lightness of touch." When this kind of thing appears in print it is more than likely to leave a different impression than when uttered in the seclusion of your understanding friends.

Sensitiveness and shyness are more or less universal; but free speech still prevails, and one must learn to take as well as to give. I am only an amateur writer, but it is my guess that I have the "drop on you" in this taking respect.

Your very clever wit seems to stupefy your admirers into accepting anything that you may happen to say; therefore, I beseech you not to get the idea that you can do no wrong. I notice that some of the highly paid professional humorists—in which class you belong, by your own admission—seem to believe themselves privileged to add to, distort and enlarge upon matters until these matters bear little, if any, semblance of the real facts. Your friend Stanton suggests that you cannot be "taken too literally," and I have discovered this myself; therefore I will make no effort to correct certain derogatory statements which I find in your last article. The letter of your friend Stanton, recently published in The Bulletin, seems to indicate that one should become "stewed" to appreciate your cleverness; but I believe that he was writing while in that condition. Your "stuff" is sufficiently outstanding to warrant the high compensation in accordance with your claim, and you do make a hit without resorting to the inflationary suggestions of the said Stanton. However, it appears that there must be at least one exception, and he seems to be it. Now, to avoid any "counterblast," if possible, I feel impelled to explain that there is no malice in these last remarks, and there is no lack of understanding. It is just one of my good natured rebuttals which I cannot refrain from using when the coaxing is too irresistible.

where was such coaxing in your "Leonardo" article; but, as explained in the first paragraph hereof it appeared later quite heatedly that this was unintentional. I cite above example to show that I have approached the whole argument—both real and personal—in a jovial spirit, and without any feeling of animosity. I may have played my cards in the manner of a serious game; but I assure you, Roger, that I had no gun on the table and that there were no lions present or in the offing, you anxiety to the contrary notwithstanding.

When you talk—in your last article—about the police, it sounds to me like the reaction of a guilty conscience. Therefore, Roger, I have become suspicious that maybe you are thievishly inclined, and so I have locked up my goat where it will be impossible for you to get it. However, I notice that your own goat has strayed onto my premises, and I don't like the smelly beast. I wish you would please attend to his removal. My goat is giving "milk of human kindness," and I offer this to you most freely. It is good for an upset feeling. But don't come prowling around with any idea of getting my goat.

### DETROIT CIVIC CENTERS

There are many types of civic centers. Some of the more important are as follows: commercial, industrial, transportation, public - municipal-service buildings, water front, cultural, educational, recreational, institutional, amusement, etc.

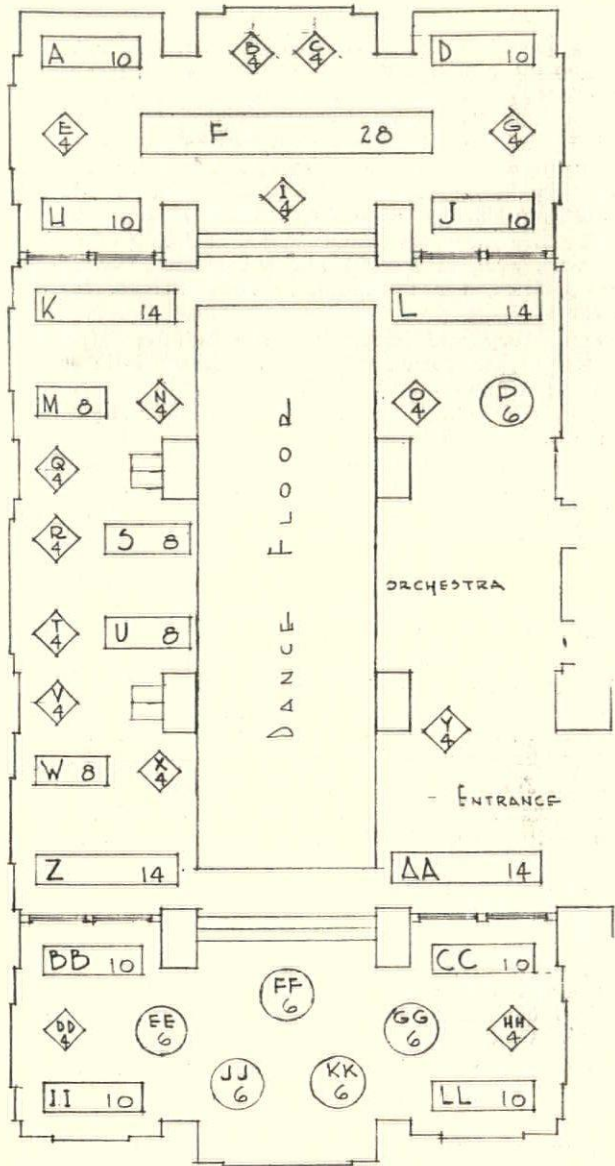
A small town can be conveniently and economically served by one civic center where the combined facilities of many types of civic centers may be grouped together in a common, serviceable area.

A city as large as Detroit might be served by a common civic center. To be reasonably consistent, however, it should necessarily be very large and centrally located with regard to area, population, and transportation facilities. A grave objection to any general combination of civic centers for any large city is that it results in needless and costly congestion. Congestion represents one of the greatest sources of waste and loss in municipalities. Each type of civic center is a major traffic attraction and when several types are combined in one common area the resultant congestion becomes a public nuisance, hazardous and uneconomic.

The thoroughfare structure of Detroit is conducive to centralized congestion. The fact that the main radial arterial highways converge to practically a focal point has been the reason for centering so much of our civic activities within a comparatively very small area. No other large city in the country has such a small central intensified use area. This accounts for the present excessive congestion in our central area.

A study of the important factors to be taken into account and given careful consideration in the selection of any type of civic center reveals the following;

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



### SECOND ANNUAL DINNER-DANCE

The Second Annual Dinner-Dance of the Michigan Society of Architects will be held at the Intercollegiate Alumni Club in Detroit on Saturday evening, February 26th. Tickets are \$5.00 per couple and may be secured from Miss Smith at the Club by telephoning or calling in person.

They may also be obtained from C. L. T. Gabler, 616 Murphy Bldg., Cherry 4616; T. C. Hughes, 120 Madison Ave., Cherry 7660; George J. Haas, c/o Stran-Steel, 607 Shelby St., Randolph 6540; L. E. Caldwell, c/o Detroit Edison Co., 2000 Second Ave., Randolph 2100.

In making reservations by telephone tickets will have to be called for at least by February 22.

In order that those who desire may make up a party a seating diagram is shown above. The work of the Committee will be greatly facilitated if reservations are made early.

H. H. Saylor, formerly Editor of American Architect and Architecture, is Editor and Publisher of a new magazine, "The Architect's World." Volume 1, No. 1 will appear about February 15.

## 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.

**Deihl, Geo.**, 120 Madison, CH. 7268.—Prep preliminary dwgs. on hospital, East Side, Detroit.

**Same.** Sylvestian Benedictine Monastery, near 6 mile and Southfield — Ready for bids, Feb. 7.

**Same.**—Contracts awarded for decorating interior, St. Joseph's Church, Howell, Mich.

**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 closed.

**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. Still pending.

**Plans in progress for Second Annual Architects Ball to be held at Intercollegiate Alumni Club, February 26. Architects and friends of the architects invited.**

**Giffels & Vallet, Inc.**, 1000 Marquette Bldg. — Preparing plans for superstructure General Contract for Tool and Die Shop, for Ford Motor Co.

Preparing plans for yard craneway and 5 bay extension to Hot Mill. Local steel plant. Construction work to be done by Owner.

Completed plans on superstructure for additions to grandstands, etc., **Briggs Stadium**, Detroit Baseball Co. Contract let to **W. E. Wood Co.**

Completed plans for superstructure on Eight Mile Road Power House, **Briggs Mfg. Co.**

Preparing plans for new factory building for local manufacturer. Name withheld for the present.

**Herman & Simons**, 710 Owen Bldg., RA 8788.—Fig. on Bushnell Congregational Church (By invitation) closed.

**Hyde & Williams**, 318 Woodward Blvd., MA 0803.—Fig. on Res. for Elvin Hoofmon. Location—Bal four Rd., G. P. Park. 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—Girls' Dormitory & Union Bldg., Western State Teachers College, Kalamazoo, Mich. Under construction.

**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.

**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. Alterations and additions to Vocational School.

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

**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.

### EASY TO INSTALL SHOWER OVER TUB IN OLD BATHROOM

Exciting and highly decorative new materials for shower curtains, new water-saving and non-clogging showerheads, and shower valves of jewel-like beauty are giving impetus to the modernization of bathrooms by the installation of a shower over the tub or in a separate compartment, says the Plumbing and Heating Industries Bureau.

The installation of shower equipment in an old bathroom has been greatly simplified by new and improved showers made especially for modernization work, the Bureau says.

Showers can be installed over a tub without marring or cutting the walls. In most cases it is merely necessary to replace the old spout over the tub with a new spout fitted with the shower riser pipe. The latter is then attached to the wall, the head is screwed on the riser, the shower curtain rod installed, and, with a flip of the diverter valve, the shower is ready for use.

Showers made especially for the old bathroom in a multiplicity of styles adaptable for all kinds of tubs. Even the old-style tub on legs can be fitted with a shower using either curtains of oiled silk or metal panels which form a water-proof enclosure.

The new midget water-saving showerheads only two and one-quarter inches in diameter which concentrate the full stream on the bather have done much to increase the popularity of the shower.

**C. Howard Crane**, Detroit architect who designed many of the city's largest theaters in recent years, is being acclaimed in London, England, for his work in designing the mammoth Earls' Court, an 18-acre sports, convention and amusement arena in London. So great has been the demand on his time in England that Mr. Crane will take up residence there shortly, leaving his Detroit office in charge of associates, **Kichler and Kellogg**.

## THE ARCHITECTURAL LEAGUE

(Continued from Page 1)

space. Members having work they wish to exhibit which cannot be shown properly by photograph will please notify the Committee in making the submission. Photographs must be in duplicate and identified by name of work and author in such manner that the League may hold the photograph as record and notify each exhibitor of exactly what has been accepted.

Enlargement for photograph exhibits must be the same as the prints submitted in advance.

## CATALOGUE

3. The Committee solicits subjects for publication in the catalogue. Any exhibit is subject to publication in the catalogue unless the exhibitor stipulates otherwise.

Illustrations for the Catalogue will be selected from the material received at the advanced submission date and the exhibitors will be notified to furnish the Committee with glossy prints of such selections for half tone reproduction.

The acceptance of a work for illustration in the Catalogue requires the exhibition of an enlargement of every photograph used for illustration.

## UNIFORM REQUIREMENTS FOR PHOTOGRAPHS

4. For all photographic exhibits the Exhibition Committee is establishing uniform sizes. One uniform tone, no frames, simple mounts.

All enlargements shall be 15x20 inches or 22x30 inches only. They may be either horizontal or vertical. All photographs shall be on cream white photographic paper. They shall be mounted on heavy pulp board about 1/4 inch thick and shall have 1/2 inch black passe partout border except that for lettering the bottom border may be 1 inch wide. Lettering may not exceed this dimension and may not be on white. Sizes shall be inclusive of borders. One dimension of photograph may be filled out with a properly tinted photographic paper if essential for composition, but mat and passe partout sizes must be maintained.

## PLANS

5. Plans are desirable—but unless well presented they may fail of acceptance.

Exhibitor submitting plans or renderings for landscape or architectural work should endeavor to conform to sizes of photograph mounts and give thought to their harmony with the photographs. This is essential where such work is part of a photographic group to assist the committee who will do all they can to keep group intact and individual work in groups.

## DECORATIVE PAINTING, SCULPTURE AND DECORATIVE ARTS AND CRAFTS

6. Exhibits of Decorative Painting, Sculpture and Decorative Arts and Crafts are subject to clauses of General Conditions and Advance Submission of photographs which will materially assist the Committee in determining available material. Sizes and prevailing colors must be noted on such photographs. It is understood that full size portrait statues are not eligible unless especially solicited by the Jury of Selection.

## LANDSCAPE ARCHITECTURE

7. The Committee requests the submission of the work of Landscape Architects.

For this Exhibition old work may be rephotographed.

Such exhibits are subject to clauses covering General Conditions and Advance Submission of Photographs. In case of the rephotographing of old work such advance submission would be highly desirable. The fact that the work had been previously exhibited should be stated and the year of its exhibition.

## GENERAL CONDITIONS

8. Each exhibit must be marked on the back by one of the enclosed labels; additional labels will be furnished on application to the League Office.

9. Each exhibit must bear a title indicating the subject and author.

10. The omission of glass or frames is mandatory for all exhibits.

11. No exhibit may be offered for sale during the Exhibition.

12. Unless otherwise especially agreed, the League will not be responsible for the loss of, or any damage, to any of the exhibits arising from any cause whatsoever during carriage or while in its custody. All exhibits must be delivered prepaid by the exhibitors at the Galleries on April 12 and removed at their expense on May 17, 1937.

13. Exhibits not accepted by the Jury must be removed by the exhibitor when notified.

14. It is the observation of the Exhibition Committee that a number of members are regularly delinquent each year in delivering their exhibits to the League at the time stated in the circular of information. This complicates the work of the Exhibition Committee whose service is given voluntarily, as well as increasing the paid labor expense incidental to hanging, the Executive Committee therefore calls attention to its ruling that hereafter all exhibits received subsequent to the appointed day will be rejected irrespective of the fact of their acceptance for the Catalogue unless same shall have been granted when solicited.

15. The installation of certain of the exhibits and defraying of costs of same shall be borne by the individual exhibitor at the discretion of the Committee.

16. An entry fee of \$5.00 is required from each exhibitor. Check to be sent with entry slips. This fee will be refunded in case none of the exhibits is accepted.

17. The action of the Committee is final in all cases and exhibit once placed may not be thereafter changed or removed until the close of the exhibition.

18. The sending of an exhibit to the Fifty-first Annual Exhibition of the Architectural League shall constitute an assent on the part of the sender to the conditions above set forth.

19. Inasmuch as the League cannot be responsible for exhibits, it is recommended that exhibitors desiring to insure their works do so through their own broker or the following firms:

Bours and Company, Inc., 150 William Street.

20. Exhibits from points other than New York City must be sent to a consignee in New York who will deliver them at the galleries and return same at the close of the Exhibition. Carriage charges, packing and carriage between the consignee's address and the galleries will be paid by the exhibi-

## FLOWERS FOR VALENTINE DAY

## BREITMEYER'S

"When you think of FLOWERS think of Breitmeyer's"

Suppliers to The Michigan Society of Architects

Cherry 5380

Statler Hotel

Broadway at Park

Book Cadillac Hotel

tor. The name and address of the consignee is to be put upon the label on the back of the exhibit. Exhibits in packing boxes will not be received. The following are consignees to whom exhibits may be sent:

Jean Bohne, 34 West 46th Street. W. S. Budworth and Son, 424 West 52nd Street.

*The Henry O. Avery Prize*

**FOR SCULPTURE**

A PRIZE OF \$50 PRESENTED BY THE LATE MRS. SAMUEL P. AVERY IN MEMORY OF THE LATE HENRY O. AVERY

The Avery Prize will be awarded to the most meritorious piece of small sculpture exhibited in the Annual Exhibition of the Architectural League by a living artist under 30 years of age.

Selection to be made by the Committee on Sculpture for the 51st Annual Exhibition.

If no one qualifies under these restrictions the Jury has the right to act according to its own decision.

*The Birch Burdette Long Memorial Prize*  
Of \$100.00

**FOR RENDERING**

To commemorate the unusual work of Birch Burdette Long and a really important contribution to the history of American illustration, the Architectural League has gathered a fund from whose income an annual prize will be awarded as a recognition of excellence in architectural illustration.

This prize shall be called the Birch Burdette Long Memorial Prize and shall be awarded to the most distinguished architectural presentation at the annual exhibitions of the League. The amount of the prize is \$100.00.

It is hoped that the awarding of this prize will serve to not only perpetuate a distinguished achievement, but to also encourage the coming generation of draughtsmen to an appreciation of high standards of technique in their art.

The prize will be awarded by a committee appointed by the Executive Committee of the Architectural League.

**The Architectural League of New York**

President, Archibald Manning Brown; Vice-Presidents, Hildreth Meiere, Gaetano Cecere, Alfred Geiffert, Jr., Leon V. Solon, Edgar I. Williams; Secretary, William Platt; Treasurer, Fletcher Collins; Executive Secretary, Lucile A. Pedrick.  
Committee on Annual Exhibition and Jury of Selection

Director of Installation: Edgar I. Williams.

Committee on Annual Exhibition: Edgar I. Williams, Chairman; Archibald Manning Brown, Hildreth Meiere, Gaetano Cecere, Alfred Geiffert, Jr., Leon V. Solon, Julian Clarence Levi.

Committee on Landscape Architecture: Alfred Geiffert, Jr., Chairman; A. F. Brinckerhoff, C. Earl Morrow.

Committee on Decorative Painting: Hildreth Meiere, Chairman; Austin Purves, Jr., Harold W. Rambsch.

Committee on Architecture: Edgar I. Williams, Chairman; Arthur Lommiss Harmon, Francis Keally, Henry H. Saylor, Ralph Walker.

Committee on Crafts: Leon V. Solon, Chairman; Francis Lenygon, President, A. I. D.; Nancy McClelland, A. L. and A. I. D.; Henry F. Bultitude, A. L. and A. I. D.

Committee on Sculpture: Gaetano Cecere, Chairman; Edmond Amateis, Wheeler Williams, Ulric H. Ellerhusen, Joseph Kiselewski.

Committee on Foreign Exhibits: Julian Clarence Levi, Chairman; Harvey Wiley Corbett.

*The Architectural League*  
**OF NEW YORK**

1937

(Continued on Page 10)



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

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

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

## DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.  
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle  
DEARBORN—22113 Michigan

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

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

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

*YOU will be happy*

at the

# Michigan Building Industry Banquet

*Sponsored by*

**Michigan Society of Architects**

**Producers Council Club of Michigan**

**Builders' and Traders' Exchange of Detroit**

**AT THE HOTEL STATLER**

*Thursday, February 17, 1938, at seven p. m.*

Dress Optional

Plate \$3.00 each

*Reservations being made at Builders' and Traders' Exchange,*  
 tables of ten. Get in now if you expect to be well taken care of.

*Reservations being made rapidly at Builders' and Traders' Exchange,*  
 439 Penobscot Bldg.

**"WE'LL MEET YOU AND GREET YOU"**

and what entertainment is being planned by various firms and organizations.

For

**BETTER BUILT HOMES**

Use Dwight's "PRE-SHRUNK" Lumber

**DWIGHT LUMBER CO.**

VInewood 2-4500

**GLANZ & KILLIAN CO.**

Contractors

PLUMBING - HEATING - VENTILATING  
 FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmple 1-7820

## CLASSIFIED BUILDING TRADES

### GENERAL CONTRACTORS

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

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

**IRONITE WATERPROOFING AND  
 RESTO-CRETE**

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

### LUMBER DEALERS

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

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

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

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

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

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

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

(Continued from Page 8)

*Medals of Honor***Architecture — Decorative Painting — Sculpture  
and Landscape Architecture****JURY**

Archibald Manning Brown, Ex-Officio Chairman;  
Edgar I. Williams, Paul Cret, Henry R. Shepley,  
Thomas Harlan Ellett, Eugene Savage, George  
Biddle, Arthur Covey, Lee Lawrie, Chester Beach,  
Edward McCartan, Gilmore D. Clarke, Bremer W.  
Pond, Albert D. Taylor.

**Design and Craftsmanship in Native Industrial  
Art****JURY**

Archibald Manning Brown, Ex-Officio Chairman;  
Walter Dorwin Teague, Ely J. Kahn, Waylande  
Gregory, William C. Palmer.

**R. E. DAILEY & CO.**  
**Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

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

**WENZEL FLOORS**

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

439 Penobscot Bldg. RAndolph 5500

**Detroit Lumber Co.**

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VInewood 1-2090

**O. W. BURKE COMPANY**

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MAdison 0810

**CINDER  
BLOCK  
INC.**

•  
HOGarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

**MEDALS OF HONOR**

The League established in 1909 a gold medal in Painting, 1909 a gold medal in Sculpture, in 1915 a gold medal in Architecture, in 1919 a gold medal in Landscape Architecture, in 1920 a gold medal in Design and Craftsmanship in Native Industrial Art production and in 1927 two silver medals in Architecture, one for works of major importance and one for works of minor importance and offers these medals annually. They are intended to encourage the submission of works of merit, to raise thereby the standards of the League's exhibition and shall therefore be given only in recognition of superiority in work actually submitted and placed. The members of the Jury of Awards shall not be eligible for the awards. All other exhibitors are eligible for the awards, irrespective of the fact that the exhibitor may have already received any of the awards in former exhibitions.

**In Architecture, Decorative Painting, Sculpture and  
Landscape Architecture**

Works in Architecture and Landscape Architecture to be eligible for an award must be adequately presented by means of drawings, photographs or models of executed work. The Jury may request the submission of such additional data on the same work as may assist them in making the award.

Works in Decorative Painting and Sculpture to be eligible for an award must be actual Paintings and actual Sculpture and not consist merely of photographic representations.

The Juries may invite the submission of such works in the four arts as they may desire to consider for an award.

If, in the opinion of the Jury, the work submitted in either Architecture, Painting, Sculpture, or Landscape Architecture is not of sufficient merit to justify an award, no award shall be made.

The Jury of Award shall be fourteen in number, of which the President of the League shall be ex-officio Chairman. The Executive Committee shall appoint four Architects, one of whom shall be the Chairman of the Committee on Architecture, three Painters, three Sculptors and three Landscape Architects, and at least two of whom shall be former medalists.

A Medal shall be accompanied by a certificate setting forth the name of the completed work which formed the basis of the award, together with the considerations which, in the opinion of the Jury, characterizes the work as worthy of this distinction. In Design and Craftsmanship in Native Industrial Art

Work in Native Industrial Art to be eligible for an award may be in any of the Crafts. Such works shall be actual objects and of recent production but may be accompanied by photographs of the exhibitor's previous work in the same Craft.

The Jury of Award for the Medal in Design and

WANTED — Civil Engineer-Superintendent, seeks association with Architect. Twenty years' experience on design and construction of Hospitals, Central Heating Plants, Industrial Buildings and Residences. Call or write:

WEEKLY BULLETIN

*Specify***NON-STICK WINDOWS**

*The First Completely Assembled Double-Hung Window*

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

(Listed in Sweet's Catalog)

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

2137 Gratiot

**Detroit, Mich.**

Craftsmanship in Native Industrial Art shall be appointed by the President and Executive Committee of the League from among individuals qualified as authorities in the several departments of Industrial Art.

#### Instructions to All Juries

Each Jury shall be presented with a written statement of its duties and of the conditions upon which to award. They shall deliberate in private. On the day of their session they shall deliver to the Secretary's office a sealed written judgment addressed to the Executive Committee.

If the exhibitor of a work which is selected for award shall be a firm or an association, the Jury of Award shall notify them at least 48 hours before public announcement in order that the exhibitor may name the individual designer of the exhibit who shall be the recipient of the award. If no one is designated a single award shall be issued to the exhibitor.



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

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

### ACME CUT STONE CO.

9630-9690 Greeley Ave.

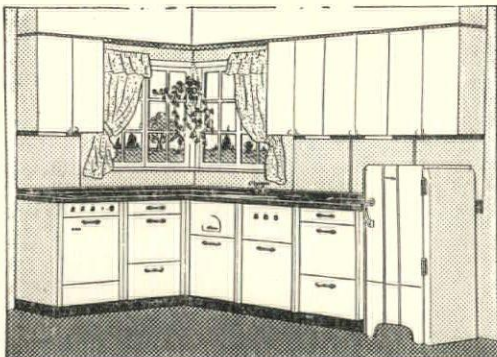
Detroit, Mich.

Longfellow 5770-1-2-3

## MEN REALIZE

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

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



### GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fitzroy 5800

Michigan Distributors for  
General Electric Home Servants

## Economy Blue Print Co.

*Quality and Service*

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

CAdillac 1179

DETROIT, MICH.

## F. H. Martin Construction Co.

955 E. Jefferson Ave.

CAdillac 4890

DETROIT, MICHIGAN

GOOD

HARDWARE FOR OVER 50 YEARS

**R A Y L ' S**

1233 Griswold Street

## H. H. DICKINSON COMPANY

5785 Hamilton Ave. MAdison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts

## Architects!

... for

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

Call RAndolph 2400

Extension 183

**CROWLEY-  
MILNER'S**

**Contract Sales Dept.**

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

## BRUNY BROTHERS

*Tile and Terrazzo Contractors*

4758 Grand River Ave.

Detroit, Michigan

Phone TYler 6-6020

DAY AND EVENING COURSES  
in  
ENGINEERING AND CHEMISTRY

### Detroit Institute of Technology

New term begins February 7th, 1938

303 Downtown Y. M. C. A. Building

### NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
RAndolph  
4162

R. O.  
3480

Ann Arbor  
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

### W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,  
POWER PIPING AND SPRINKLER  
SYSTEMS

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

### M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK

*Your Call Will Bring An Estimator*

TYler 4-5600



9080 ALPINE

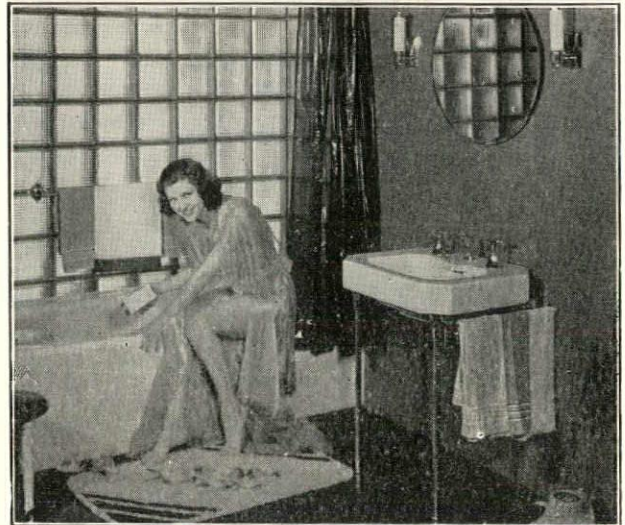
### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

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

## WALKER & Co.

NEON and ELECTRIC SIGNS

88 Custer Avenue



## Glass Block

STOPS HEAT • ADMITS LIGHT

### CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

**Architects!** Our new Architectural Paint Specification Booklet will be mailed to you immediately upon your request. A postal card or Telephone call is all that is necessary.

## PAINT STORES, Inc.

FLINT  
MIDLAND

General Offices:  
8780 Grand River TYler 4-1133  
DETROIT

SAGINAW  
LANSING

*Paint Specialists*

Mr. Harold A. Beam,  
14200 Woodmount,  
Detroit, Mich.



# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

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

### Editor

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

Business Manager  
E. B. FAUQUIER

### DIRECTORS

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

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

Vol. 12

DETROIT, MICH., FEBRUARY 15, 1938

No. 7

## ARCHITECTURE—A PROFESSION?

By EMILIO JOHN DI RIENZO

Columbia University Architectural Alumni News Letter

Much has been said and written concerning our noble profession of "Architecture." How much has actually been done by architects themselves to maintain the high standards of our profession and to protect them, is the proposition the writer would discuss in this article, and in addition thereto comment upon some practical solutions in the interests of the profession.

Speaking with architects, we find that they are dubious about the future; some apprehensive, some expentant, but none sure. One certainty is that whatever may happen to the architect or to architecture, both will continue to exist as long as civilization lasts. An architect is a master builder. Building will continue always and some group of men will be the master of it. They may or may not be the men we today call architects. If bankers, real estate developers, industrialists, or politicians determine how we are to build, they will be the real architects, even though they hire draftsmen and engineers to give shape to their ideas. The result will be good architecture or bad architecture, expressing truth or falsehood, frankness or hypocrisy. But we cannot avoid having architecture.

Architecture is the outward form of our civilization as it has been the lithic history of all civilizations. It affects and is affected by our political, social, and economic institutions. The ugliness and confusion of most parts of our cities, the shrieking falseness of many of our suburban developments, are the architectural expression of a defective society. The trained architects are there; our schools of today have finally awakened to the pulse of the times and are preparing architects as well as they ever did. But the profession itself has crawled into its snug little shell and has permitted the quacks to run riot over our field.

The architect has a duty to society over and above his duty to his associates, his clients, the money lenders, etc. He will have no part in creating slums,

in vulgarizing the countryside, in congesting the cities. His duty to society is to build more livable homes, more beautiful cities, more pleasant places of work. His duty is to build useful buildings in a beautiful way. His duty is to create beauty and discourage ugliness. If, by adding the individual parts, the architect cannot produce more than the sum of the parts, then he has failed. For the engineer can do that simple addition. The architect has to contribute that certain something which does not exist in the individual parts. His determined aspira-

### ARCHITECTS' LUNCHEON

Hotel Norton Cafeteria  
Griswold and Jefferson

Every Wednesday, 12:15 P. M.

tion with his fellow architects is to produce a great architecture; one that will truly express the dominant aspirations of our civilization. When his work is done, he can say, "This may not be what we are, but it is what we hope to be."

But there is something wrong in the relationship between the profession and society. The greater portion of our buildings are not designed by architects, and many of them have the minimum architectural service to comply with existing laws. Thus

Continued on page 7.

## QUALITY ALWAYS

GIBRALTAR—THE HEAVY DUTY CEMENT FLOOR  
PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

**GIBRALTAR**

48 STATE FAIR AVENUE WEST  
TELEPHONE LONGFELLOW 0044



**FLOORS INC.**

DETROIT MICH  
TELEPHONE LONGFELLOW 0045

**FREDERIC B. STEVENS, INC.**

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

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

**JOHN H. FREEMAN**

HARDWARE  
PROPERLY SUPERVISED

Architects' Bldg.

TEmples 1-6760

**FOX THEATRE**  
Week Starting Friday, February 11

JANE WITHERS  
"CHECKERS"

with

Stuart Erwin and Una Merkel

STAGE

JANE WITHERS in person; Billy Gilbert co-  
median of "Happy Landing"—"On The Ave-  
nue"—"Rosalie" and "100 Men & A Girl". Gil  
Lamb eccentric dance wonder; Lois Parker;  
lovely dance stylist, Bob Foy, juggling wonder  
and

THE 16 GAE FOSTER GIRLS

**PUNCH & JUDY THEATRE**

Kercheval at Fisher Road Nlagara 3898

WEDNESDAY—THURSDAY Feb. 16 and 17

Tyrone Power — Loretta Young

"SECOND HONEYMOON"

FRIDAY—SATURDAY Feb. 18 and 19

Bobby Breen — Basil Rathbone

"MAKE A WISH"

Sat. 11 P. M. — Jack Holt in

"Outlaws of the Orient"

SUN.—MON.—TUES. February 20, 21 and 22

Paul Muni

"THE LIFE OF EMILE ZOLA"

UNDERWRITERS LABEL  
KALAMEIN & TIN CLAD  
FIRE DOORS

**THE HOWIE COMPANY**

Established 1887

SPECIAL ENTRANCE DOORS  
PEERLESS SKYLIGHTS  
METAL COVERED MOULDINGS

TYler 5-4660

9011 Central

**"Standard"**  
PLUMBING FIXTURES

**"Sunbeam"**

AIR CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our  
Display Rooms"

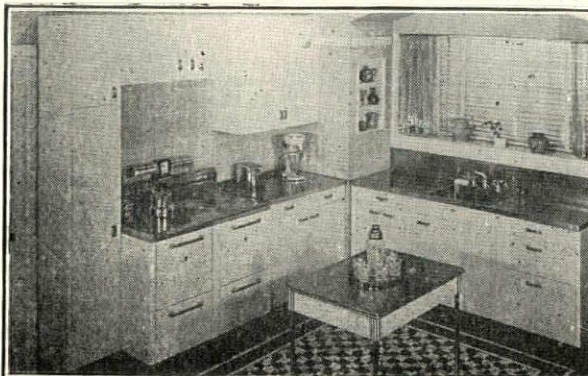
**MONEL-METAL STORE**

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators

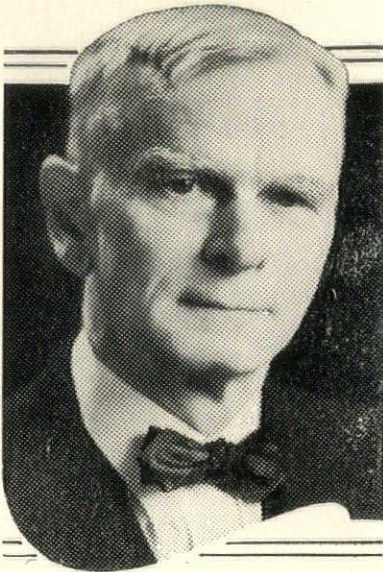


Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

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

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



L. A. Hawkins

**"GET SET FOR A BIG NIGHT"**

We are sure that those who attended last year will let nothing short of a broken leg keep them away from the **Second Annual Michigan Building Industry Banquet**, to be held Thursday, February 17, at the Statler Hotel.

**EVENTS**

5 p. m. to 7 p. m.—Second Annual Scavenger Hunt in search of our old friend, and companion, John ..... First prize is one bottle of Alka-Seltzer. Second prize, just a headache.

7 p. m.—A wonderful dinner, with music by the Della Robbia Orchestra, Dorothy Berlin and Billy Hammond, clever girl accordionists—A well balanced floor show of singing and dancing acts (all tops in their line) including the beautiful Jessita, who will be presented as "Toast of the Evening."

The speaker of the evening will be Mr. L. A. Hawkins, Executive Engineer of the General Electric Research Laboratory of Schenectady, New York. Mr. Hawkins is an outstanding national figure, and is renowned as a public speaker.

The Toastmaster (Sine Cura) will be Roger Allen, Architect and humorous writer, of Grand Rapids. Since very little is known of Mr. Allen's early history, we asked Iffy the Dopester to write his biography. Iffy reports that the only Allen listed in "Who's Who in Architecture" is "Rara Avis (rare bird to you) Allen, B.S., M.S., Ph.D." Not being sure that this is Roger Allen, he hesitates to write his biography, but he assures us that Roger will be just as good. We asked Iffy what the letters stood for after Allen's name and he informed us that they were degrees conferred upon him by his colleagues for his literary efforts to better their profession, and everyone should know what B.S. stands for; M.S. means more of the same thing, and Ph.D. is, piled high and deep. We are sure Roger will do it.

The banquet accommodations at Hotel Statler are limited. Last year some were not able to get tables. We are sure of an early sell-out this year, and to avoid disappointment, we urge you to make your reservations promptly at the Builders' and Traders' Exchange.

P. R. MARSHALL,  
Chairman, Attendance Committee.

**LEAGUE EXHIBIT COMMITTEE**

Talmage C. Hughes Chairman of the Detroit Area Committee of the 52nd Annual Exhibition of the Architectural League of New York announces that other members of the Committee have been appointed and have accepted the positions.

The Chairmen serving with Mr. Hughes are: Sculpture: Marshall Fredericks; Painting: Jay Boorsma, Director, Art School of the Society of Arts and Crafts; Landscape Architecture: George C. Cone.

This Committee representing architecture and the allied arts will be in charge of selecting and arranging an exhibit representative of the work done in the Detroit Area to be their contribution to the first national show of this kind to be organized, which the Architectural League will hold in New York from April 20 to May 12.

The country is divided into seven sections for the purpose of organization. These divisions are: Pacific Coast; Rocky Mountain; Middle West; South Atlantic; Far South and South West; New England; New York, of which Detroit is in the Middle West Section.

The Central New York Committee is now working on models of the large exhibition galleries in the Fine Arts Building on 57th Street to determine the amount of space to be allotted each area. The Committee is meanwhile making its preliminary plans for gathering material for its exhibit. The Committee urges that such exhibits as possible be submitted by photograph at the advance submission date of March 4.

**HAAS HEADS CONVENTION COMMITTEE**

Andrew R. Morison President of the Michigan Society of Architects has announced the appointment of George J. Haas as general chairman of a committee on arrangements for the Society's Twenty-fourth Annual Convention to be held in Battle Creek, March 25, and 26.

Edward X. Tuttle of Battle Creek, President of the Calhoun-Kalamazoo Counties Association of Architects, is chairman of a convention committee in Battle Creek.

Carl Kressbach of Jackson, states that a Jackson-Lansing Association of Architects will probably be formed before the convention. This will make five local organizations outside of Detroit affiliated with the Society. They are: Ann Arbor, Grand Rapids, Saginaw Valley, Calhoun-Kalamazoo, and Jackson-Lansing.

**LYNDON & SMITH IN ART CENTER COMPETITION**

Lyndon & Smith, Detroit Architects, have been invited, together with Gropius & Breuer, Cambridge, Massachusetts; Wm. Lescage, New York; and Richard J. Neutra, Los Angeles, to enter a competition to select an architect for a proposed art center for Wheaton College at Norton, Massachusetts. The competition is conducted by the Architectural Forum and the Museum of Modern Art. Non-invited competitors may also enter, according to the program as published in the February issue of The Forum.

**AVAILABLE**

ARCHITECT with long experience in own practice seeks connection in other office, as draftsman, specification writer, superintendent or in any capacity where his services are required; also open to proposition as contact man with organizations in the building industry. Further information may be had through the Weekly Bulletin.

## BUILDING DEPARTMENT BULLETINS

Mr. Talmadge C. Hughes,  
Executive Secretary,  
Michigan Society of Architects,  
Detroit, Michigan.

Dear Sir:

It has recently come to our attention that the architects, engineers, builders and others connected with the building industry might be concerned with various matters which are covered in bulletins issued by this Department. These bulletins cover approvals of materials and methods of construction, interpretation of the Code and other subjects of a similar nature. It is possible that the information contained therein might be of value to your members.

I am, therefore, transmitting herewith a set of the bulletins which have been issued to date and will forward other bulletins as they are issued.

It is, of course, impossible to circularize all persons connected with the building industry who might be affected by these bulletins, and we are, therefore, taking this means of making such information available to the members of your organization. Should you find that certain subjects relate directly to their work or activities, I would suggest that you advise me directly, in other cases, it might prove sufficient to maintain a file which will render this available to those who are especially interested for any reason.

Yours very truly,

BUREAU OF BUILDINGS

Geo. F. Emery

Chief Building Inspector.

### Index to Bulletins Issued by Bureau of Buildings Bulletin

No.	Subject	Date
67	Basement construction—	Sept. 29, '27
68	Ceiling construction, American clip-on—	Nov. 5, '30
69	Ceiling construction, Crysler clip—	Feb. 13, '31
70	Fences, high—	Nov. 24, '31
71	Veneering, tilestone—	Mar. 11, '32
72	Amusement devices—	Apr. 21, '32
73	Temporary stores—	Aug. 7, '31
74	Fire marshal complaints—	Sept. 24, '31
75	Absence from duty—	Nov. 6, '31
76	Access to fire escapes—	Nov. 6, '31
77	Access to fire escapes, dance halls—	Dec. 28, '33
78	Bleacher seats—	Feb. 27, '34
79	Steel smoke stacks—	Aug. 2, '34
80	Exits, doors in hotels—	Dec. 21, '34
81	Wall construction, Pontiac Hollow—	Dec. 28, '34
82	Work distribution sheet—	Jan. 31, '35
83	Access to fire escapes—	Feb. 15, '35
84	Joists, Lith I Bar—	May 1, '35
85	Tile, Hancock clay—	May 1, '35
86	Tents, gospel—	May 28, '35
87	Blocks, cinder stone faced—	June 13, '35
88	Veneering, Starlock brick—	Sept. 16, '35
89	Joists and studs, Stran Steel—	Sept. 16, '35
90	Building board, Beaver insulating Lockaire, Evenaire—	Aug. 21, '35
91	Wall construction, Pontiac hollow—	Oct. 25, '35
92	Wall boards in heating ducts—	Nov. 7, '35
93	Plaster, Zonolite—	Nov. 15, '35
94	Tile, Perrysburg clay—	Nov. 27, '35
95	Building board, Insulite—	Nov. 27, '35
96	Building board, plywood—	Nov. 27, '35
97	Wall construction, Steelix—	Nov. 27, '35
98	Inspection, semi-annual—	Jan. 22, '36
99	Public establishments—	Feb. 13, '36
100	Construction, insulated steel house—	Feb. 13, '36
101	Concrete block, manufacture of—	Apr. 15, 1936
102	Heaters—Florence cabinet—	Apr. 27, '36
103	Signs, code interpretation—	Apr. 29, '36
104	Fences, erection of lot line	
105	Building board, Gyplap—	May 20, '36
106	Building board, Gold Bond Gypsum—	June 3, '36
107	Multiple dwellings, inspection of—	June 4, '36
108	Gospel tents, bearing for joists, walls—rat-proof, stair enclosures, veneer—enamel steel facings, veneering—exterior of buildings with glass facings veneer—glass iron facing—	June 9, '36
109	Signs, parking lot—	June 12, '36
110	Sign permits—	June 18, '36
111	Signs, re: securing of licenses—	June 24, '36
112	Building debris—	June 25, '36
113	Wall construction, frameless steel—	July 6, '36
114	Wall construction, Thurber system—	July 6, '36
115	Building board, Silvercote Core—	July 9, '36
116	Garage, frame construction—	Sept. 11, '36
117	Pipe—Transite flue, ties—Clark stud—	Dec. 7, '36
118	Walls, concrete block (elimination of leakage)	Dec. 2, '36
119	Stanchions, boiler tube—	Jan. 11, '37
120	Exits in Class A-1 buildings—	Jan. 11, '37
121	Signs over transom windows—	Jan. 26, '37
122	Office, reporting in p. m.—	Jan. 29, '37
123	Sprinklers, basement—	Jan. 29, '37
124	Building boards, approved—	Feb. 17, '37
125	Cements, mortar—	Feb. 17, '37
126	Signs, interpretation of Section 2509.2—	Mar. 12, '37
127	Walls, openings in enclosing—	Mar. 15, '37
128	Signs, illuminated projecting—	Apr. 1, '37
129	Building board, Celotex Vaporseal—	Apr. 1, '37
130	Cement, Aetna Superfine mortar—	Apr. 9, '37
131	Stairs, basement—	Apr. 14, '37
132	Chimneys, interpretation of Section 2202.6—	Apr. 14, '37
133	Signs on Woodward Avenue—	May 5, '37
134	Signs on boulevards—	May 19, '37
135	Projections on buildings (5 stories or more)	May 19, '37
136	Building boards, Lockaire and Evenaire—	May 28, '37
137	Framing with plywood sheathing—	May 28, '37
138	Schools, nursery—	June 15, '37
139	Shooting galleries, public—	June 23, '37
140	Veneer, porcelain enamel facing—	July 1, '37
141	Theatres, Section 804.9—	June 30, '37
142	Veneer, Penn brick—	July 2, '37
143	Egress, existing Class A buildings—	July 2, '37
144	Veneer, Glass (board of rules)—	Sept. 30, '36
145	Side drives—	July 9, '37
146	Signs, skeleton transom—	July 13, '37
147	Theatres, floors above boiler room, Section 808—	July 22, '37
148	Signs on boulevards, Ordinance No. 23-D—	July 27, '37
149	Lath, perforated Gypsum—	July 27, '37
150	Theatres, interpretations—	July 29, '37
151	Heating systems installers, mechanical warm air—	July 29, '37
152	Veneering, Starlock brick—	Aug. 10, '37
153	Building Board, Temlock—	Aug. 10, '37
154	Structural steel—	Aug. 17, '37
155	Theatres (Section 810 of Building Code)—	Aug. 27, '37
156	Theatres, candy counters—	Aug. 27, '37
157	Churches, exit signs—	Aug. 27, '37
158	Steel joists, bridging—	Aug. 27, '37
159	Retaining walls (Section 211 of Building Codes)—	Aug. 27, '37
160	Fire limits, prohibited occupancies—	Sept. 2, '37
161	Incinerator installations—	Sept. 16, '37
162	Theatres, use of gas, Section 803—	Sept. 20, '37
163	Ordinance 327C—	Sept. 24, '37
164	Signs, flag banners—	Sept. 29, '37
165	Cement, Lehigh mortar—	Sept. 29, '37
166	Fire Department jurisdiction under Building Code—	Oct. 8, '37
167	Exits in existing Class C, buildings (Section 710 of Building Code)—	Oct. 8, '37
168	Wall board, Thermax—	Oct. 19, '37

- 169 Building paper on synthetic sheathing—Oct. 29, '37
- 170 Terra Cotta—Nov. 4, '37
- 171 Bleacher seats—Nov. 10, '37
- 172 Building boards, Insulite products—Dec. 1, '37
- 173 Cement, Lehigh mortar for waterproofing — Dec. 28, '37
- 174 Theatres, piping of gas into—Jan. 5, '38
- 175 Egress, access to fire escapes (existing Class A building)—Jan. 13, '38
- 176 Heating systems, gravity warm air—Jan. 13, '38
- 177 Building board, Weatherwood (asphalt siding)—Jan. 19, '38
- 178 Dry cleaning establishments—Jan. 14, '38
- 179 Plans by registered architect or engineer — Jan. 24, '38

## RAYMOND FOLEY SPEAKS TO ARCHITECTS

Mr. George J. Haas named as a committee of one to secure a real drawing card for the last architects' weekly luncheon succeeded in securing Mr. Raymond Foley, State Administrator of the Federal Housing Administration.

Mr. Foley gave a brief outline of the 1938 model of F. H. A. He stated that the changes had been brought about by progressive legislation. He summarized the provision of title II, which were limited to houses costing not more than \$16,000, provided for loans not to exceed 80 per cent of the F. H. A. appraised valuation and not to exceed a period of twenty years. The rate of interest was 5 per cent plus  $\frac{1}{2}$  of 1 per cent service charge. The new amendments, which somewhat liberalize all of these provisions, Mr. Foley believes will promote an increase of sound building and a large flow of mortgage money.

Mr. Foley touched upon the length of time necessary for foreclosure in Michigan, which is approximately twenty months, stating that this had been one obstacle in convincing lending institutions that it was sound to make high ratio loans. He suggested that this condition might be modified through legislation as applied to insured mortgages, pointing out that there is no greater percentage of foreclosure in states which have shorter terms. The long terms of foreclosure, he said, sometimes encourage delinquency. Such a movement, he continued, would have to have wide sponsorship.

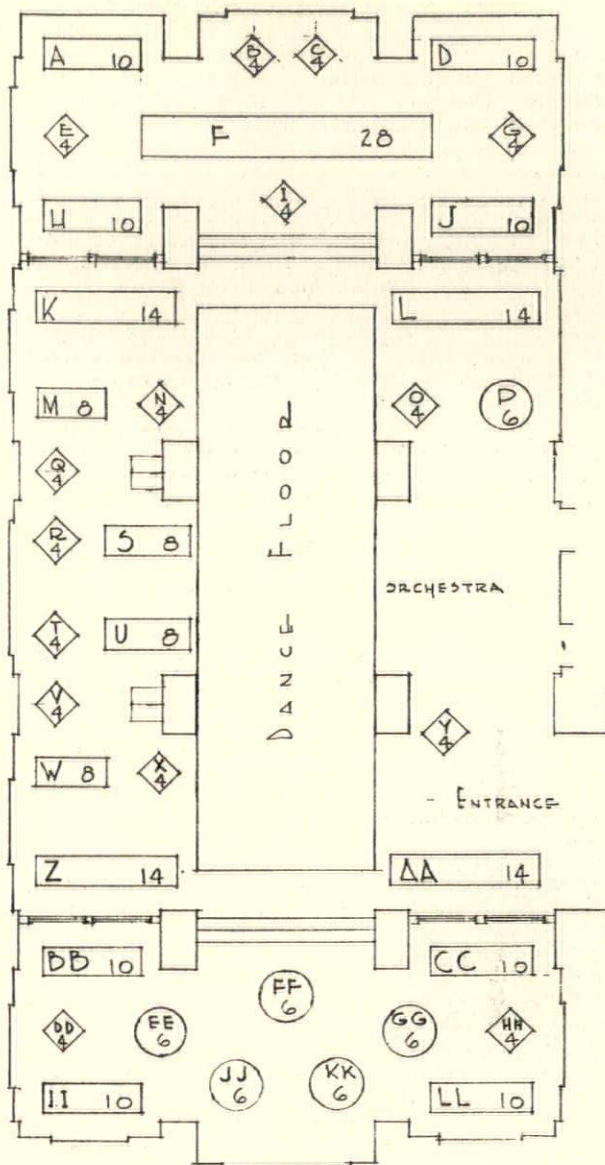
The speaker mentioned the well-known fact that in the past architects have not given sufficient attention to the small home. This condition he believes is rapidly changing.

In the outskirts of Michigan's industrial centers some terrible examples of shelter were built in the past which Mr. Foley stated would probably not have happened if twenty or thirty years ago there had been F. H. A. and other agencies to educate people in what constitutes good value in real estate and building. This, he said, was probably one of the chief factors in causing a depression.

The purposes of the F. H. A. have been twofold according to Mr. Foley, first to encourage better housing and second to increase employment.

Under the amendments title I, is reinstated, permitting the making of character loans for modernization not to exceed \$2,500. This provision, the F. H. A. has realized, holds a threat of "shanty town" construction, since the ratio of the loan to the cost of construction might be as much as 100 per cent. The administration is therefore making regulations to overcome this danger.

The administrator stressed the importance of architectural services even on the small home, pointing out that the borrower was not entitled to a high ratio loan unless plans and specifications were approved for an insured mortgage and construction inspected by the F. H. A.



## SECOND ANNUAL DINNER-DANCE

The Second Annual Dinner-Dance of the Michigan Society of Architects will be held at the Intercollegiate Alumni Club in Detroit on Saturday evening, February 26th. Tickets are \$5.00 per couple and may be secured from Miss Smith at the Club by telephoning or calling in person.

They may also be obtained from C. L. T. Gabler, 616 Murphy Bldg., Cherry 4616; T. C. Hughes, 120 Madison Ave., Cherry 7660; George J. Haas, c/o Stran-Steel, 607 Shelby St., Randolph 6540; L. E. Caldwell, c/o Detroit Edison Co., 2000 Second Ave., Randolph 2100.

In making reservations by telephone tickets will have to be called for not later than February 22.

In order that those who desire may make up a party a seating diagram is shown above. The work of the Committee will be greatly facilitated if reservations are made early.

Mr. Foley also mentioned the provisions in the act which permit insured mortgages for large-scale rental projects, which no longer are required to be on a strictly low rental basis. He states that if the architects would become really familiar with these provisions of the act there should be opened to them a new large field.

## 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. Held over.

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

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

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

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. Held over.

Same.—Remodeling of two story and basement store building—Corner of West Allegan and So. Washington Ave., Lansing, Mich. Cunningham Drug Stores, Inc. Contract let to Geo. T. Hagemer & Sons, Lansing.

Delhi, Geo., 120 Madison, CH. 7268.—Sylvestian Benedictine Monastery, near 6 mile and Southfield. Taking figures—General and Mechanical—by invitation.

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 closed.

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. Still pending.

Giffels & Vallet, Inc., 1000 Marquette Bldg. —Preparing plans for superstructure General Contract for Tool and Die Shop, for Ford Motor Co.

Preparing plans for yard craneway and 5 bay extension to Hot Mill. Local steel plant. Construction work to be done by Owner.

Completed plans on superstructure for additions

to grandstands, etc., Briggs Stadium, Detroit Baseball Co. Contract let to W. E. Wood Co.

Completed plans for superstructure on Eight Mile Road Power House, Briggs Mfg. Co.

Preparing plans for new factory building for local manufacturer. Name withheld for the present.

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

Hyde & Williams, 318 Woodward Blvd., MA 0803.

—Fig. on Res. for Elvin Hoofmon. Location—Ball four Rd., G. P. Park. Closed.

Malcomson, Calder & Hammond, Inc., Architects & Engineers, 1217 Griswold St., CA. 9651—

Preparing working drawings for add. to Lincoln High School, Ferndale, Mich. Figures to be taken later.

Plans completed for Second Annual Architects Ball to be held at Intercollegiate Alumni Club, February 26. Architects and friends of the architects invited.

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

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

Same, Battle Creek. —Plans completed, seven buildings for W. K. Kellogg Foundation Health Camp, Saint Mary's Lake, near Battle Creek. Battle Creek.

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

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. Alterations and additions to Vocational School.

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

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.

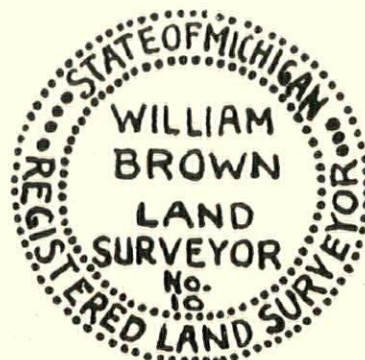
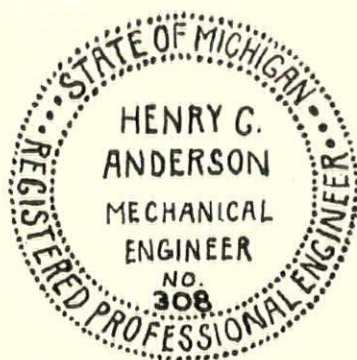
Wetzel, B. C. & Co., 2317 Dime Bk. Bdg., CA. 4941.—Prep. plans for Iona State Hospital, Iona, Mich.

### MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS

306 TRANSPORTATION BLDG., DETROIT

The following action was taken by the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors at its last meeting on January 27:

"Motion was made and passed that the following designs of seals for individual registrants be approved:



"It was further moved and passed that no other design for seals may be used by registrants and that each registrant acquiring a seal be required

to furnish the board with an imprint of the seal for filing with the board and for checking as to compliance with the design."

## ARCHITECTURE — A PROFESSION?

Continued from page 1.

many opportunities for creating beautiful cities go into the hands of the quacks who give us the well-known monstrosities.

Now let us get to the core of the trouble. So far we have tried to briefly state the importance of the architect in the development of a society toward its highest ideals. We have also stated that the architect is there today, but for some reason he does not play his important part in the scheme of things. For some reason a great many of our important buildings are constructed without the benefit of his services, thousands of badly designed and uneconomic homes are forced on the community by the retired silk merchant just become "suburban developer." From every side the architect finds forces at work limiting his sphere of activity. He finds the field pregnant with devices intended to avoid the use of the architect. He discovers stock-plan experts, draftsmen working for small fees, manufacturers offering plan services with their products, the Federal Government chiseling down professional services to the detriment of the private architect, fly-by-night developers jerry-building thousands of structures by exploiting "talented younger university men."

Besides all these loopholes in the profession, the architect awakes with a stunned consciousness to the fact that the profession itself is not really doing anything about it. Occasionally one reads a fine article in one of the architectural monthlies. But the public does not see it. Occasionally one architect exchanges feelings with another. But still the public does not hear about it. In fact, the public is quite ignorant of the architectural profession, and public opinion is far from unanimous as to the value of the architect. To them the architect is still the fellow who makes blueprints for the contractors. He is thought of as a most impractical business man and a most unnecessary fellow. There is the rub.

Public relations play a vital part in the life of the other professions, corporations, and businesses. Millions are spent yearly to acquaint the Americans with the beneficent services of the telephone companies, the steel companies, and other industries. Professional associations, such as the American Medical Association and the American Dental Association, are constantly on the alert to see that the country is not misinformed concerning the function of the doctor or the dentist. Yet we sit by with an apparent indifference to the way our profession is presented to the public.

When one is ill, one immediately consults his physician, not the druggist. The medical profession has educated the public and the public's law-makers to the value of the doctor's services. The dental profession has likewise made the country aware of the invaluable and indispensable services of the dentist. Yet when a man contemplates a building operation, he usually calls in the contractor, for some reason or other, and not the architect. The contractor then hires the architect or a draftsman. The result: bad planning, uneconomic construction, ugly buildings, the owner has a white elephant, the community one more eyesore, and the architect has lost one more opportunity.

Without the concerted effort of each and every member of this honorable profession to show a willingness to stamp out the evil practices which are daily undermining our profession, we must make up our minds that we cannot and will not achieve the high aims and purposes to which we have dedicated our lives. It seems to the writer that each of us must instill interest and enthusiasm into the individual local organizations and memberships and from these local media receive such publicity as can

be had, so that in the final analysis the entire country may become aware of the position and importance of the architect in the community.

Our dilemma does not rest so much with the problem of honest competition between ourselves, but with the dishonest, fraudulent, and highly inexperienced competition from the unprofessional person who represents himself and appears to the public as capable of performing our work. Most of the complaint we can correct ourselves through honest publicity media. The rest can be cured by necessary protective legislation against the quack.

If we have been lax to protect our own interest up to the present, it is not yet too late, in the opinion of the writer, to put our shoulders to the wheel in our own self-preservation and in the interests of our noble profession. The position of leader in the community once held by the architect must be regained. He must win back his place as the originator, developer, and planner of fine buildings and cities.

Let us think not.

"it nobler in the mind to suffer

The slings and arrows of outrageous fortune"

BUT

"to take arms against a sea of troubles,  
And by opposing end them."

## CORRECTIONS

We regret to state that lately a number of typographical errors, as well as others not so casual, have appeared in the Bulletin and, lest readers get the idea that Authors of articles are dumb, we take all of the blame on ourselves.

Needless to say that it is necessary to revamp our proofreading department, for there have been a number of "extenuating circumstances" of late which have not been conducive to the best results. Chief among these have been changes in personnel at the printer's.

Particular reference is made to the last article of H. Jerome Darling. We pledge ourselves to correct this weakness, and our apologies are offered to those who have been offended.

## ARCHITECT CLOSES STUDY IN EUROPE

Joseph T. Daverman has returned to Grand Rapids from a six-month tour of Europe as the recipient of the Edward L. Ryerson traveling fellowship in architecture.

The tour included a five-week stay in London and environs, four weeks in Paris, two weeks in Florence Italy, and two weeks in Rome, besides visiting The Netherlands, Belgium, Germany, Switzerland and Austria.

The prime purpose of the trip was to study the architecture of the European countries, particularly the various periods of design from Early Greek and Roman, through Romanesque, Gothic, Renaissance to Modern European architecture.

Daverman, now associated with the firm of J. & G. Daverman Company, architects, is a graduate of the college of architecture, University of Michigan, and is affiliated with Phi Alpha Kappa fraternity.

Whitney Warren was honored by a dinner after the elections held by the Society of Beaux-Arts Architects at its annual meeting in New York City. Mr. Warren's resignation as Director of the B. A. I. D. was announced at the banquet. The Society also presented a scroll to Mr. Warren and a song, composed in his honor by Kenneth Murchison, was sung to him. At the meeting before the dinner, William F. Lamb was elected Vice-President of the Society, and Benjamin W. Morris, Chairman of the Education Committee.

## A SUGGESTED ARCHITECTS' CREED

By PIERRE LINDHOUT

Apropos to "House Cleaning" in the recent *Week-ly Bulletins*, it may be well to remind every one in the profession that we are all subject to a bad case of the "jitters."

We are individuals in spite of readily made partnerships — partnerships formed to overcome the short-comings of individuals in particular phases of our practices, with the stress on the need of contact men—some of these "go-getters" are the "sores" on the profession. Their "hail fellow, well met" approach, their affiliations with a "purpose" and their empty claim for recognition of past patriotism, even if they were unwilling conscripts who went no further than a concentration camp, constitutes about the limit of their ability as Architects. This small group is the festering wound which causes us to lose the respect of the public, and which constantly prevents us from forming a united front, without which we cannot succeed.

As individuals we must compete not only with fair professional ability to produce, but with some who use high-pressure salesmanship and the politics of the lowly ward class.

The criticisms on some of the *Bulletin's* so-called light vein articles is only a proof of the lack of sense of humor by the majority of the profession—I am one of them. Most of those who would attempt such a program of self-advancement would find themselves ostracized, a few would succeed—some, even to the extent of having work thrown into their laps to stop "the biting well-meant" sarcasm.

Those of us who have spent a quarter of a century or more in our field of endeavor know that the work of the past is the provider of the present; and where we may have to extend ourselves sometimes to slap away a pestering gnat or stinging hornet of "small" competition, we came through the depression, and some of us, good Democrats, even without government employment.

We, as architects, are our own worst enemies. Judgments are passed by us on one of our colleague's work without grounds. Salesmen and others find it a requisite of their trade to tell of the short-comings of other architects as sweet music to our ears. We have not enough charity in our hearts to give the other fellow the benefit of the doubt. "Beauty is only skin deep," so the proverb goes, and so should an architect's service be judged. Some of us take pride in monuments we may point out; others in the repeat orders of the ordinary jobs, devoid of all glamour, except the "peace of heart and mind," when at the end of the day we rest at home, not feeling the necessity of having to go out to make the good fellowship contacts to bring home the bacon at the expense of the other fellow.

As far as other professions are concerned, do not be beguiled that they haven't their troubles. The "society" and "joiner" members are very much in evidence. The sugar-coated remarks and "better than thou" boys are just as plentiful in other professions as they are in ours. Their disagreements are not published, however, to be made the common gossip of those who benefit by showing off the professions in the wrong light. These other professions are organized to help their profession as a whole, and skillfully so. The results of their publicity through well organized channels are wide and beneficial to all and the members can forget that they do not make good "bed-fellows" for each other.

Stick to your knitting, fellows. When you drop a stitch, pick it up. Don't blame the other fellow. When you get your face slapped, turn the other cheek, but, as far as I am concerned, if the so-and-so

should take me seriously and as much as touch my other cheek, he'd better watch out when he makes his next professional approach.

I suggest as the Architects' Creed:

Organization — publicity paid for or solicited — advertising within limits — dignified approach — 100 per cent, plus service for the dollar—an individual source of information for the uninitiated in the duties of our profession — treating the "little fellow" as courteous as the "big shot" — considering no job too small even if you have to lose money on it.

Let us see how many architects the next convention will draw. Can it be that some of those fellows who are conspicuous by their absence are ashamed to meet the fellow who still has that proverbial knife "sticking in his back"? Come on over to this next good fellowship convention. You may find out the wound is not bleeding at all, and it will be such a relief on your conscience.

## ANNOUNCEMENT

Nelson Company cordially extend an invitation to all members of the Michigan Society of Architects to visit their exhibit of plumbing, heating and air conditioning products to be displayed at the Detroit Builders' Show February 18 to 27, inclusive.

Mr. Ermatinger, in charge of the Nelson Company exhibit, states that no expense has been spared to make this exhibit ultra modern and attractive. We believe that it will be of interest to each one of our members to visit this display.

Booth numbers are 162-3-4-5-6—167-8-9-70-71.

## RESERVED SEATS FOR TELEVISION MEETING

The Engineering Society of Detroit and the Detroit-Ann Arbor Section of the American Institute of Electrical Engineers are sponsoring a joint meeting to be held Wednesday, March 2, 1938, at 8 p. m. in the main auditorium of the Masonic Temple. The speaker will be Mr. Albert F. Murray, engineer in charge of television, Philco Radio & Television Corporation, Philadelphia, and his subject will be, "Television—Its Progress and Problems." There will be several demonstrations and experiments along with the talk. Elaborate equipment will be shipped from Philadelphia for use at this meeting.

Owing to the popularity of the subject, an unusual demand for tickets has arisen. As a result The Engineering Society of Detroit has engaged the main auditorium of the Masonic Temple in order to accommodate a larger number.

Extra seats will be available for members of the Affiliate Society Members of The Engineering Society of Detroit in the proportion that the number of extra tickets bears to the total number of such members who are not members of The Engineering Society of Detroit.

Will you please inform your members in such forms as you may choose, that in due time each will receive an announcement of this meeting with a prepaid postcard reservation form attached. It will be necessary to return the card to this office requesting a ticket of admission which will be mailed in the order of receipt of reservations until the quota for each group has been exhausted. All seats will be reserved. If any of the members anticipates that his ticket will not be used, it would be appreciated if he would return it to this office. On the last three days prior to the meeting, all remaining tickets, if any, will be given out upon application at the Society office. No tickets will be mailed after Sunday.

Yours very truly,

E. L. BRANDT,  
Managing Secretary.

# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice pres.-treasurer.

Directors: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Giesekeing; Vern Taylor; Paul Sutherland. Edwin J. Brunner, secretary.

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

## S O L D

"I wouldn't let a broken leg keep me away from the February 17 affair.

I anticipate with relish the opportunity afforded to meet my old and new friends in exactly the proper setting—and with the proper "set-ups" I hope—I hope."

"It's the finest thing you people could do to bring the building industry of Michigan together this way. And I know Mr. Hawkins will give us something to think about and do a good job doing it. Of course, our old friend Roger Allen is the inimitable as toastmaster. So I'll be seeing you at the Statler."

**MAKE YOUR RESERVATION NOW . . . DO NOT DELAY . . .  
YOU MAY NOT GET IN**

*Reservations being made at Builders'  
Traders' Exchange, 439 Penobscot.  
\$3.00 per plate. Every plate will be  
reserved.*

### CLASSIFIED BUILDING TRADES

#### GENERAL CONTRACTORS

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

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

#### IRONITE WATERPROOFING AND RESTO-CRETE

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

#### LUMBER DEALERS

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

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

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Established 1864.

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

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

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

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

WANTED — Civil Engineer-Superintendent, seeks association with Architect. Twenty years' experience on design and construction of Hospitals, Central Heating Plants, Industrial Buildings and Residences. Call or write:  
WEEKLY BULLETIN

### O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MAdison 0810

**CINDER  
BLOCK  
INC.**

HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes



### Let these kitchens help you

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

**THE DETROIT EDISON COMPANY**  
E

For  
**BETTER BUILT HOMES**  
Use Dwight's "PRE-SHRUNK" Lumber  
**DWIGHT LUMBER CO.**  
VInewood 2-4500

### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

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

**WALKER & Co.**

**NEON and ELECTRIC SIGNS**  
88 Custer Avenue

## SCHROEDER PAINT & GLASS COMPANY

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

5914-5938 Twelfth Street

Phone MAdison 3500

Detroit, Mich.

*Specify*

## NON-STICK WINDOWS

*The First Completely Assembled Double-Hung Window*

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

(Listed in Sweet's Catalog)

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

2137 Gratiot

Detroit, Mich.

**Detroit Lumber Co.***"Most Modern Finish Factory in Michigan"*

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. Vinewood 1-2090

**Economy Blue Print Co.***Quality and Service*

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

Cadillac 1179

DETROIT, MICH.

**WENZEL FLOORS**

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile—Cork Tile

439 Penobscot Bldg.

Randolph 5500

**F. H. Martin  
Construction Co.**

955 E. Jefferson Ave.

Cadillac 4890

DETROIT, MICHIGAN

**BLOCK & BRICK INC.**

MAKERS OF

SAND LIME BLOCK &amp; BRICK

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

GOOD

HARDWARE FOR OVER 50 YEARS

**RAYL'S**

1233 Griswold Street

**ACME CUT STONE CO.**

9630-9690 Greeley Ave.

Detroit, Mich.

Longfellow 5770-1-2-3

**H. H. DICKINSON COMPANY**

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

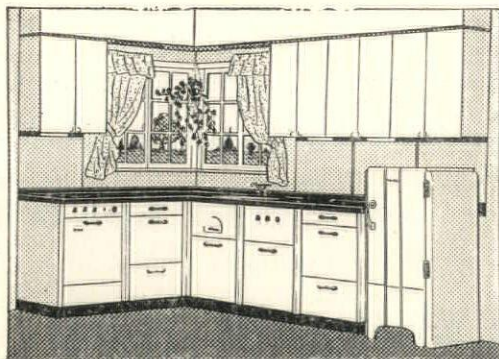
Heatilators

Asphalts

**MEN REALIZE**

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

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

**GENERAL ELECTRIC  
SUPPLY CORP.**

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fltzy 5800

Michigan Distributors for

General Electric Home Servants

**Architects!**

... for

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

Call **Randolph 2400**

Extension 183

**CROWLEY-  
MILNER'S****Contract Sales Dept.**

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

**R. E. DAILEY & CO.****Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

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

DAY AND EVENING COURSES  
in  
ENGINEERING AND CHEMISTRY

**Detroit Institute of Technology**

New term begins February 7th, 1938

303 Downtown Y. M. C. A. Building

**NELSON COMPANY**

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
Randolph  
4162

R. O.  
3480

Ann Arbor  
23701

**WHOLESALE**

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

**W. J. PHILLIPS**

PLUMBING, HEATING, VENTILATING,  
POWER PIPING and SPRINKLER  
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH.  
ELmhurst 6 83 ROYal Oak 2257

**M. DEN BRAVEN COMPANY**

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK

TYler 4-5600



9080 ALPINE

Your Call Will Bring An Estimator

**GLANZ & KILLIAN CO.****Contractors**

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmple 1-7820

**ARCHITECTS, ENGINEERS & LAND SURVEYORS**

A recent Act of the Michigan State Senate, requires that you place your Seal on Plans, Specifications, Plates and Reports, when filed with Public Authorities.

We quote below the Act No. 68 as appeared in the issue of August 3, 1937 this gazette.

"Each registrant hereunder, who is required to file plans, specifications, and reports with public authorities, shall upon registration obtain a seal of the design authorized by the board, bearing the registrant's name and the legend, "registered architect," "registered professional engineer," or "registered land surveyor." Plans, specifications, plats and reports issued by a registrant shall be stamped with the said seal when filed with public authorities, during the life of the registrant's certificate, but it shall be unlawful for any one to stamp or seal any documents, with said seal after the certificate of the registrant named thereon has expired or has been revoked, unless said certificate shall have been renewed or re-issued."

Below is a facsimile design as approved for Architects.



We also have the approved designs for Engineers, Land Surveyors, Notary Public and Corporations. Our seal department can execute your design on short notice. Let us quote you on a pocket or desk type seal.

DETROIT & REGAL RUBBER STAMP CO.  
523 Shelby St. Detroit, Mich.

Phones: Caddillac 1152-53-1504  
Reliable for over fifty years.

**Architects!** Our new Architectural Paint Specification Booklet will be mailed to you immediately upon your request. A postal card or Telephone call is all that is necessary.

**PAINT STORES, Inc.**

General Offices:

FLINT  
MIDLAND

8780 Grand River TYler 4-1133  
DETROIT

SAGINAW  
LANSING

Paint Specialists

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

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

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

### Editor

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

Business Manager  
E. B. FAUQUIER

### DIRECTORS

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

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

Vol. 12

DETROIT, MICH., FEBRUARY 22, 1938

No. 8

## NEW YORK, OLD AND NEW

as seen by  
Wirt C. Rowland

Whether one threads the silver roads which lead from here to the great metropolis or—should he prefer a safer way (as I did)—to consign himself to the tender mercies of a Pullman porter (without any drinks in Canada), it is at any rate a great event nowadays!

While dining with an architectural friend one evening, shortly after the New Year, there welled up from some subconscious depths within me, and—borne out on certain delectable fumes—that which became vocal in the words, "Let's go to New York." Accordingly in a day or so, we were found knocking at the portals of that city, demanding to be served in every possible way.

So many have asked me (as though to put me "on the pan") "Was it a business trip?" which met a rather stammering response. I offered as a "blind" the word—"Research (of which, many kinds there be). My friend had just read the book on McKim, and I, "My Life in Architecture" by Cram.

These books formed the basis of research which we carried on very conscientiously, liberally amended by very divergent activities, and I shall here give impressions which will cover carefully, only those things—which I wish you to know!

The New York that I knew in my halycon days is now no more. How the mighty has fallen! Fifth Avenue is not the Fifth Avenue of yore, the upper end of which toward Fifty-Ninth Street was once lined with Vanderbuilt residences. I am not sure but that some of the palaces above that street which were so carefully designed have become erstwhile the habitat of undertakers! The commercial buildings which have followed in the wake of the tread of time are impossibly thin and meager in appearance even if they do shield by show window some of the choicest of merchandise.

St. Patrick's Church still stands its ground. And across from it that bewildering pile—the Radio Center Building—gathering to herself several daughters of the same complexion, each one as blank and gray as a stone quarry and relieved only by certain fanciful entrances by four nationalities. If there were gardens—hanging or otherwise—as some illustrations so blandly offer, I did not see them (at times my sight was somewhat dimmed)!

The interior of this group of buildings is one sea of marble and shiny and slippery wood. I can speak feelingly of the music hall where one is allowed to smoke during the performance! The

interior of this hall is very impressive and seems to me very well done. It is a problem which may be very well met by the current modernism which is, in itself, essentially stagey.

What may we say of building in New York since the incursion of a so-called functional style? One wearies of it, and the best part of the modern cocktail bars and restaurants, so ecstatically shown in architectural magazines is not the bars and restaurants themselves!

Even some of that best part may be a bit too modern!

### ARCHITECTS' LUNCHEON

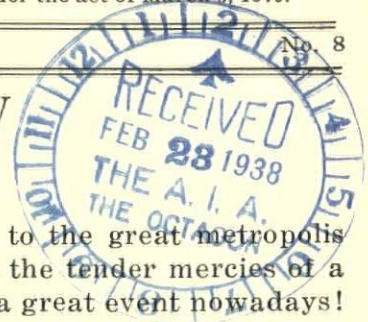
Hotel Norton Cafeteria  
Griswold and Jefferson

Every Wednesday, 12:15 P. M.

The Waldorf, the latest and most expensive of hosteleries seems to have been done with an open purse and thereby the purses of patrons must pop open like clams or oysters. Perhaps its most magnificent room is that dining room on the Madison side completely covered with gold leaf with mural panels by Sert. And a Sert mural seems much the same in the Waldorf or on the lobby wall of Radio Center!

Is it possible to meditate a bit amongst all this melange of store fronts modernized, here and there a new building with nice thin vertical piers which must have looked so pretty—and so new—on a drawing? Contrast them with certain work of three decades ago which were so eclectic—facades like the University Club, and the Gorham Building. To be sure, though they covered modestly their members of construction, there was fine and discriminating taste shown in every line and proportion, intellectual adjustment of older forms which now seems to put to shame present ob-

(Continued on Page 6)



WANTED — Civil Engineer-Superintendent, seeks association with Architect. Twenty years' experience on design and construction of Hospitals, Central Heating Plants, Industrial Buildings and Residences. Call or write:  
WEEKLY BULLETIN

## JOHN H. FREEMAN

HARDWARE  
PROPERLY SUPERVISED

Architects' Bldg.

TEmpLe 1-6760

## PUNCH & JUDY THEATRE

Kercheval at Fisher Road NIagara 3898

WEDNESDAY — THURSDAY Feb. 23 - 24  
Kay Francis in "FIRST LADY"

FRIDAY — SATURDAY February 25 - 26  
Leslie Howard — Joan Blondell  
"STAND-IN"

Saturday 11 P. M. — Edmund Lowe in  
"MURDER ON DIAMOND ROW"

SUN. - MON. - TUES. Feb. 27, 28 and 29  
William Powell — Myrna Loy  
"DOUBLE WEDDING"

**"Standard"**  
PLUMBING FIXTURES

AMERICAN RADIATOR  
CONDITIONING SYSTEMS

**Murray W. Sales & Co.**

MAdison 4200  
801 W. BALTIMORE AT THIRD  
"Bring Your Clients to Our  
Display Rooms"

For  
BETTER BUILT HOMES  
Use Dwight's "PRE-SHRUNK" Lumber  
**DWIGHT LUMBER CO.**  
VInewood 2-4500

## FREDERIC B. STEVENS, INC.

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

FEDERAL SEABOARD TERRA COTTA  
Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

## FOX THEATRE

Week starting — Friday, February 18th.  
IN PERSON

**BENNY GOODMAN and his famous  
orchestra featuring**

Gene Krupa, ace drummer man; Teddy Wilson,  
pianist; Lionel Hampton and his swing vibra-  
phone; Martha Tilton, Benny Goodman's radio  
sweetheart of swing songs; the Benny Good-  
man trio and the Benny Goodman quartet.

SCREEN ATTRACTION

John Boles, Luli Deste and Francis Drake  
in

"SHE MARRIED AN ARTIST"

UNDERWRITERS LABEL  
KALAMEIN & TIN CLAD  
FIRE DOORS

## THE HOWIE COMPANY

Established 1887

SPECIAL ENTRANCE DOORS  
PEERLESS SKYLIGHTS  
METAL COVERED MOULDINGS

TYler 5-4660

9011 Central

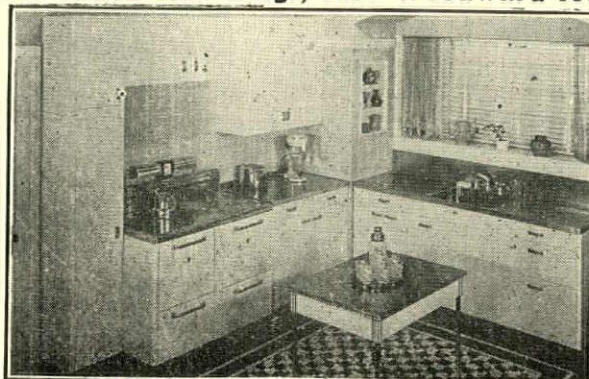
## MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks  
and  
Cabinet Tops

Whitehead Auto-  
matic Water  
Heaters

Wood Cabinets  
Electric Dishwashers  
Ranges and  
Refrigerators



Use Our Kitchen  
Planning Service

Whitehead Steel  
Kitchen Cabinets

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

**WHITEHEAD METAL PRODUCTS OF N. Y., INC.**  
Tel. TEmpLe 1-8494

Detroit, Michigan

# BULLETIN BOARD

## DEPARTMENT OF BUILDINGS AND SAFETY ENGINEERING BUREAU OF BUILDINGS

BULLETIN NO. 179

January 24, 1938

### Re: Plans by Registered Architect or Engineer

Attention is directed to the fact that Act 240 of the Public Acts of 1937 regulating the practice of the professions of architecture, engineering and surveying became effective on January 1, 1938. Among other things this act provides that no public official shall accept for filing as a public record a plan, specification, report or land survey which does not bear the seal of a registered architect, engineer, or surveyor as the character of the work may require. Certain exceptions and limitations to this requirement are contained in the statute.

Pursuant to this provision, therefore, the Department of Buildings and Safety Engineering will require all plans and specifications presented for filing in connection with the issuance of a permit to bear the seal of a duly registered architect or engineer as authorized by the State Board of Registration, except in the following cases which are specifically exempted in the act.

1. Plans and specifications for residential buildings costing less than \$15,000. The cost of buildings for this purpose will be the estimated value regularly determined by the Department for statistical and permit fee records. Sheds and minor garages used in connection with residential buildings will be classified as residential buildings.

2. Plans and specifications prepared by an owner for the construction of buildings on his own property for his own use. In this case the plans must contain an affidavit to this effect.

3. Plans and specifications for public works costing less than \$2,000.

This rule will be effective on and after March 1, 1938.

GEORGE F. EMERY  
Chief Building Inspector

APPROVED: Jos. P. Wolff  
Commissioner

## ARCHITECTURAL EXHIBITION

Closing date for advanced submission of photographs for the 1938 exhibition of the Architectural League of New York is March 2nd. Any ordinary photographs will be suitable for this purpose which is in order to determine what material is acceptable.

It has been determined that some of the larger offices will not enter this year and therefore, it is all the more important to have the support of the smaller offices. It would seem that since housing is of such importance at this time that such material would be most suitable. Whether or not we win medals Detroit should uphold its own in this exhibition. The material for the 1938 show will be held over to be shown at the World's Fair in New York in 1939. Cooperation of local architects is earnestly solicited. Address Talmage C. Hughes, 120 Madison Ave.

## AVAILABLE

ARCHITECT with long experience in own practice seeks connection in other office, as draftsman, specification writer, superintendent or in any capacity where his services are required; also open to proposition as contact man with organizations in the building industry. Further information may be had through the Weekly Bulletin.

## WEEKLY LUNCHEONS

A good attendance is something most desirable at the round table discussions every Wednesday at the Norton Hotel. Last week Bill Cuthbert of Ann Arbor acted as chairman and an interesting discussion on aspects of Detroit's city plan movements was had. A discussion led by Branson Gamber was entered into by most of those present. It was pointed out that a civic center may not be the answer but perhaps proper study would recommend several civic centers. At any rate, Detroit's city plan as a whole should be studied with regard to certain fixed elements and tied in with other features such as traffic, zoning etc., Architects and Engineers are perhaps best qualified to think in terms of advanced planning and they should interest themselves in this movement which means so much to Detroit's future. There is planned for the near future a forum on this subject.

There seems little to be gained by rushing into some project which takes into account only a few of the aspects, and it might prove a costly mistake. The river side drive and river front development should be studied separately.

It is hoped that more architects will attend these weekly luncheons and lend their assistance, which should be helpful to all.

## BOOTH TRAVELING FELLOWSHIP

The College of Architecture, University of Michigan, announces that the George G. Booth Traveling Fellowship in Architecture will be offered again this year, and the competition in design will be conducted during the two weeks beginning April 8. This competition is open to all graduates of the school who have not reached their thirtieth birthday on that date. Prospective candidates should write to the office of the College of Architecture, University of Michigan, at once.

## MICHIGAN SOCIETY OF ARCHITECT MEETINGS

The Board of Directors of the Michigan Society of Architects will meet at the Intercollegiate Alumni Club Wednesday, March 2nd at 2:00 P. M. This meeting will be followed by a meeting of the membership at 6:30 P. M. at the Club. At the membership meeting the members will elect a nominations committee to prepare a slate of officers and directors for the coming year.

## CHAPTER MEETINGS

The Board of Directors of the Detroit Chapter of The American Institute of Architects will meet at the Intercollegiate Alumni Club Thursday afternoon, February 24th, at 5:00 P. M. This meeting will be followed by a general membership meeting and dinner at 6:30 P. M.

## (AIR MAIL)

Dear Mr. Hughes:

I somehow failed to get your issue of last week. The date is, I think, the 8th of February. I am greatly interested in the big Allen-Darling Fued, and cannot afford to miss a number. If you have an extra one you can send me, it will be greatly appreciated.

Best wishes  
F. C. STANTON.

ATTEND THE CONVENTION  
M. S. A. 24th Annual Convention  
Battle Creek, March 25 — 26.



**JEROME H. NYMBERG**  
**APPOINTED BRANCH MANAGER**  
 Henry W. Jackson New Service Manager

Frank H. Dewey, general manager of the air conditioning division of Gar Wood Industries, Inc., has announced the appointment of Jerome H. Nymberg as manager of the Detroit air conditioning branch to succeed Norman Saylor who is no longer connected with the company.

Mr. Nymberg has been associated with the Gar Wood organization for the past fifteen years. Prior to his promotion to the branch managership, he was manager of installation and service for the Detroit air conditioning branch. Henry W. Jackson has been named to fill the position of installation and service manager vacated by Mr. Nymberg.

In making the announcement of Mr. Nymberg's appointment, Mr. Dewey stated that his wide acquaintance and contact with Gar Wood owners and builders, and thorough knowledge of service, installation and functions of Gar Wood air conditioning systems and products, make him an invaluable man for the position of branch manager.

**GEORGE A. SIVIER**

George A. Sivier, general manager of the John A. Mercier Brick Company, died on Monday February 7.

Mr. Sivier had a host of friends among the architects and throughout the building industry in Michigan. He was born at Kingston, Ontario, September 2, 1875. He was formerly a construction engineer and he served as associate sales manager of the United Fuel and Supply Company.

For the past 15 years he was secretary and general manager of the John A. Mercier Brick Co. The family home is at 12666 Montevista Ave. He leaves his wife, Leonore G. Sivier and a sister, Mrs. Mary Frances Mills.

**P. W. A. PROJECT**

(The following communications are from the office of Frank Stanton of Bellingham, Washington.)

(Copy)

**WOHLEB AND STANTON**  
 Architects

Inspection Division

January 27, 1938.

From: E. E. Weston, Superintendent of Construction, North Bellingham Grade School, P. W. A. Project, Docket Washington No. 1461 DS.

To: Home Office.

Subject: Request for leave of absence.

I hereby apply for leave of absence during the week beginning February 21, 1938. I have decided to get married and February 22 is the day the lady has set.

(Signed) WESTON.

**WOHLEB AND STANTON**  
 Architects  
 Herald Building  
 Bellingham, Washington

January 28, 1938.

Mr. E. E. Weston  
 North Bellingham, Wash.

Dear Weston:

The content of your letter of yesterday was not surprising to us here, knowing you as we do, but the apparent casualness of your attitude certainly is. You have been engaged in work under the Federal Emergency Administration of Public Works for some time now, and should be familiar with Official Procedure. To refresh your memory, I am outlining below a few of the things you will have to do before your proposed nuptials may take place:

1. You must prepare statements setting forth the Necessity or Convenience of the proposed Change. I should hate to think your marriage is one of convenience. My dear Weston, I do hope yours is not a marriage of necessity.

2. Copies of the Proposal must be submitted to disinterested laboratories for physical and chemical tests. I judge from some communications between you and your lady, which I happened to overhear, that your Proposal will show a saccharine content of practically 100 per cent. This should not be cause for rejection provided your BTU output at the time of delivery was sufficient to bring the temperature up to somewhere near the boiling point, with zero weather outside.

3. After the laboratory attendants have sufficiently recovered from nausea to report, a Change Order must be prepared. This should be accompanied by certified copies of the proposed Marriage Bond, Insurance Policies, etc., etc. For detailed requirements on life insurance, see "Kickbucket Statute," sections D, I, and E.

4. Your entire Financial Setup must be revised. In your present optimistic state of mind, it is hard for you to realize the necessity for this, but all budget items must be practically doubled. The Contingency item should be increased 1,000 per cent, to provide for possible expansion.

You will be required to furnish an unlimited number of copies of the above named documents, do a lot of swearing to and at them, produce them day before yesterday, and send them here, there and everywhere. As no Operations of any Nature may be Performed until approval by the Proper Officials is given, you cannot reasonably plan a Washington's Birthday wedding, unless you don't care what Washington's Birthday it will be.

In view of the above requirements, and my oft-repeated advice, the wise course would be to just forget about the whole business. If this, in your slightly deranged mental state, seems impossible to you, you may be assured of (unofficial) Public Approval and the Forgiveness of High Heaven if you and your Love choose to Live Together-in-Sin pending the arrival of the Official Approval Envelope, penalty for private use three hundred dollars. This should be coming along about the time your eldest son or daughter is ready for High School.

Yours, with deep sympathy,

F. C. STANTON.

Crack newspaper artists go in for home building in a big way. The greatest splurge, of course, is the moated castle of Bob Ripley's in Connecticut. Then the town house of Rube Goldberg, nudging the Schwab mansion near the drive. And John T. McCutcheon's estate on a Pacific island. Segar is building a \$100,000 hacienda near Los Angeles from profits of his Pop-Eye strip. Cliff McBride has a similar establishment at Altadena. So it goes.

O. O. McINTYRE.

## HOUSING CONSTRUCTION CYCLE NOT COINCIDENT WITH GENERAL BUSINESS CYCLE

From an analysis of the probable urban housing market during the next five years, George Terborgh, Arlington, Virginia, formerly of the Brookings Institution, in an address given before the Cyclical Variations Section, Subcommittee on Research and Statistics, Central Housing Committee, and published in the current (January) issue of the Journal of the American Institute of Real Estate Appraisers, summarizes the prospect in three propositions. (The estimates, it should be noted, are based upon the assumption that the period will be prosperous.) His three-fold conclusions:

"(1) If building averages around 800,000 units a year for the next five years, the period should close with a reasonably comfortable housing situation; (2) If construction averages 700,000 units annually, the period should close with a shortage comparable in magnitude with the present shortage; (3) If the average is 600,000 units, the shortage at the end of the period promises to be very acute, comparable, let us say, with the worst period after the World War."

He adds: "I am inclined to believe that, barring unexpected developments in pre-fabrication, government subsidies, or other alleviations of the situation, supply and demand will be equated during the next five years (if the period is prosperous) by a volume of construction which averages between 600,000 and 700,000 dwelling units a year. This would represent an average expenditure at pre-depression building cost levels (including repair activity) of four to four and one half billions of dollars annually."

### Turning Points Not Those of General Business Cycle

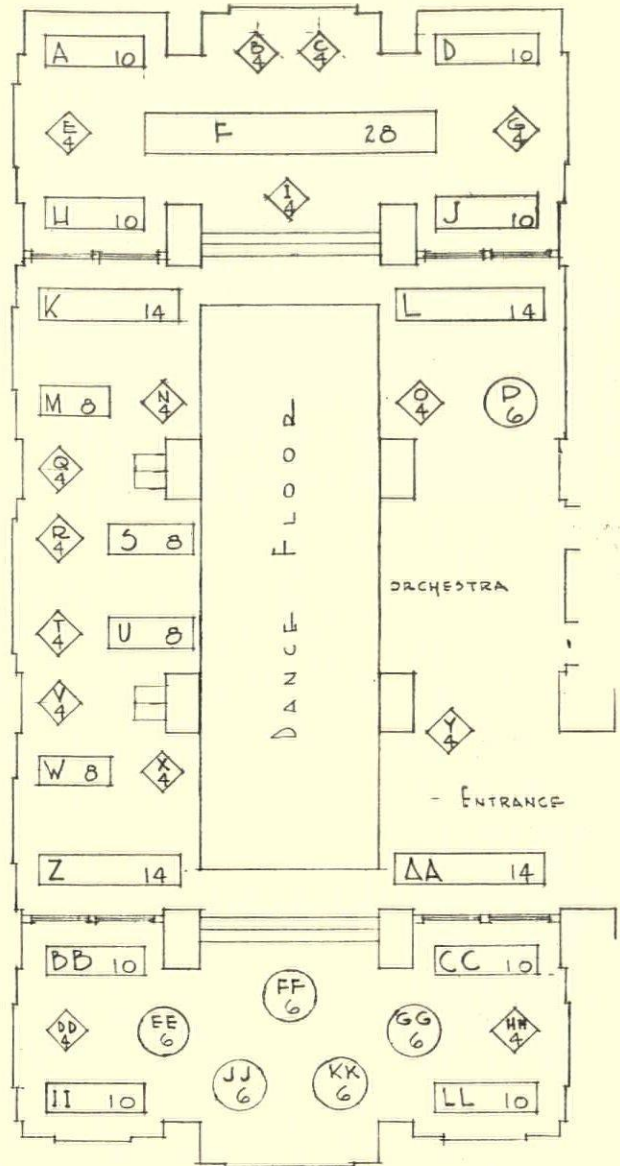
Swings in housing construction volume are more extreme than those which characterize the output of durable goods as a whole, he finds from his analysis of national data. Further, its turning points differ quite widely from those recorded by most types of durable goods production and by business activity in general, Mr. Terborgh points out. "Thus, the trend in residential building turned downward in the middle of 1919, a year ahead of the break in business, and began rising early in 1921, several months ahead of the general recovery. Its next downturn came late in 1925, four years ahead of general recession, and the succeeding upturn appeared about the beginning of 1935, almost two years after the business revival set in. It is apparent that housing construction has been in an exceptional degree a law unto itself."

Its great weight in general business makes these fluctuations significant. "Expenditures for new construction and repairs in this field averaged nearly five billion dollars annually during the residential building boom of 1923-1928, a figure which represents roughly 35 per cent of the total for consumers' durable goods and 15 per cent of the total for all durable goods in the same period. While the relative importance of housing over a long period is somewhat less (these percentages averaged twenty-nine and twelve, respectively, over the past eighteen years), it remains even upon this basis a major component of the durable goods output."

### Has Extraordinary Length of Useful Life

"One reason for the extreme amplitude of fluctuation in housing activity is the extraordinary durability of the product. New dwellings have an average life expectancy of somewhere between fifty and one hundred years . . . Another consequence of this extreme durability: Since replacement demand is so insignificant, the market for new housing depends chiefly upon a continued expansion in residential

(Continued on Page 7)



### LAST CALL

The Second Annual Dinner-Dance of the Michigan Society of Architects will be held at the Intercollegiate Alumni Club in Detroit on Saturday evening, February 26th. Tickets are \$5.00 per couple and may be secured from Miss Smith at the Club by telephoning or calling in person.

They may also be obtained from C. L. T. Gabler, 616 Murphy Bldg., Cherry 4616; T. C. Hughes, 120 Madison Ave., Cherry 7660; George J. Haas, c/o Stran-Steel, 607 Shelby St., Randolph 6540; L. E. Caldwell, c/o Detroit Edison Co., 2000 Second Ave., Randolph 2100.

In making reservations by telephone tickets will have to be called for not later than February 22.

In order that those who desire may make up a party a seating diagram is shown above. Only a few tables are left.

### O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MA 0810

## NEW YORK OLD AND NEW

(Continued from Page 1)

sessions, horizontal or vertical, beginning somewhere and ending no where!

I have called—freely, I have called the facade of the Morgan Library (not the addition) the finest piece of Renaissance in the world, which was designed by a modern master or combination of masters who knew their way. It is not excelled or even equalled by the old masters who first showed the way. I claim this as expert in testimony as I can give as an individual, for I have seen every great example of that style. Never have I failed in visits to New York to pay my tribute to this superb building—no matter whether I am maligned for doing so by the modern smart-aleck or the pseudo socialist!

I am convinced, considering the present aspect and tendency of building in New York that the zenith of its greatness was reached in that period—the “gay nineties.” To regard the facades of the Grand Central Station, the New York Library, and many others of that period less refined, whose cartouches throw out their bellies obtrusively over doorways, and from the friezes of which one may gather all sorts of fruit, flowers, and fauna—they are not smooth—they have gutts—and they are big stuff!

Pursuing the more sober vein of church architecture, my opinion is probably divergent from that of those who believe they know what they are doing. Old Trinity Church on the lower part of Manhattan Island is representative without doubt, of a certain period of Gothic in America. As I remember, its detail is crude, but it is crude from the honesty of stone cutters and the lack of sophistication.

The Church of St. Thomas on Fifth Avenue is one of the most notable examples of modern Gothic we have. My general impression, which has held throughout the years it has been built, is that it is overwrought—that it had no valid reason for attempting to impress the public gaze with its richness. Its very position and massing would make it secure in importance. We find in Europe many doorways as rich, but, almost inevitably their main structure was not obscured by the direction of the ornamentation. Such is not the case with the main doorway of St. Thomas.

St. Bartholomew's on Park Avenue is something to weep over. The main entrances are and always have been inspiring. But the church against which these distinguished sculptured doorways are set is not a part of them, nor is the interior as calm and distinctive an interpretation of the same style. For some reason the recent dome over the crossing seems to have been a deliberate effort toward inconsistency and puts the final stigma on a building which should have tried its measure toward the nobility of a great Romanesque tradition without the interpolation of modern ideas.

The Church of the Heavenly Rest (my first visit to it) is the latest of interpretations of modern Gothic. This is something to say—for its plain surfaces have nothing but a hard smooth texture. Its main facade suggests that the designers were still stimulated by a certain English example of many years ago and already very well reused on the front of the West Point Chapel. The interior lacks interest and that interest is hardly awakened by the modern lighting so proudly shown by the verger in charge. Neither could I look upon the glass and bronze doors in the narthex (obviously of a modern tinge) as consistent with the Gothic tradition, even though their execution is of the finest.

Again concerning the interior lighting of this church, it is modern, clever and somewhat con-

cealed, and, by some sort of rheostat, can be dimmed or increased till the entire interior is flooded with light. To me, this is theatrical and thereby contrary to the purposes of the church as a place in which to worship. It is entirely on the same plane as the floodlighting of church towers which is a descent into rank commercialism. I am not a strict medievalist, but obviously there must be a fairly firm line drawn where end those things which pertain to buying and selling, and where begins that which pertains to the spirit and has no price.

The Riverside Church as viewed from the west has that peculiar effect of being a central tower against which only the chancel has been built—the nave and transept wings to follow. This is perhaps on account of the extreme height of the tower which lacks the balance of a long nave. It is curious that this combination, in spite of the fact that the tower is higher perhaps by hundreds of feet than in European churches, gives no sense of a greater scale.

The interior of the present nave I suppose has been sacrificed to the idea of a size of congregation rather than that of the symbols of a mass or ritual. It is therefore wider in span than any of the cathedrals of Europe and loses the effect of its real height. Its chancel screens of white stone or marble and its pulpit are beautiful after the manner of a true craft, and I am curious to know what artist is responsible for them.

Those who have read “My Life in Architecture” by Ralph Adams Cram will there observe what has been happening to the Church of St. John the Divine elsewhere proclaimed in certain printed pamphlets as the largest and greatest cathedral in the whole world!

Within my own early memory of its inception in the Romanesque style are the huge parabolic arches in granite which formed the crossing and which stood for a time alone in their impressiveness, after which the apse and finally the apsidal chapels were built. I may say that I am not entirely in sympathy with the effort to make into Gothic that which would have been as worthy and impressive in Romanesque.

Especially, I am not in sympathy with the superimposition of an octagonal Gothic lantern on the crossing which is expressed in no way on the plan as it was in the English cathedral of Ely. Again we encounter extreme size and height in St. John the Divine which I mistrust may not achieve the real scale found in European Churches. To “Anglicize” a church of such huge proportions seems to me like a “tour de force.” One has in mind Trinity Church in Boston before it was disfigured by the present narthex porch—a pigmy in actual size beside the great New York cathedral, but somewhat of great majesty, as done in the chosen style of one of the most powerful personalities in American architectural history.

Whatever Mr. Cram's problems in St. John the Divine, his last book is to me evidence that he has lived during the most interesting period of American art and without doubt he has exercised a most beneficent influence on church architecture and as well to say effected a partial return to the proper symbolism of worship in America,—Evangelical and Anglican alike.

Much of the later church building called modern Gothic seems to me to be mixed with ideas of Renaissance proportion whereas Gothic proportion is in idiom aside and of itself. However, Gothic work in New York, seemingly has this advantage—of being done to a completion and finish seldom found elsewhere—which argues of substantial means.

Now that everything architectural has been laid low and that my critical sense has contributed sub-

stantially to my own enjoyment (!), I may say that, in a purer vein and a more innocent way, the most inspiring exhibits we saw in museums (and they were by no means neglected) were two alcoves of water colors by two American artists — John Sargent and Winslow Homer, in the Brooklyn Museum. Why is it that a water-color is more interesting to a draftsman than an oil painting?

The Metropolitan Museum seemed in a partial state of siege! The former large architectural cast gallery was closed and other galleries which I had hoped to show my friend. A trip through the Morgan wing, its French panelling with the rich color of centuries and its Gothic objects and carvings made the American wing look crude, shabby and pioneer even though Early American has become the obsession of women's clubs most of whom seemed to be going through the day we were there!

The Frick Museum is a thoroughly fine example of paintings exhibited in their true environment—as furniture—not merely as a collection,—where one may rest and look again. New Yorkers have here a great privilege.

New York's skyline as so often vaunted gets tiresome. From one's room, it is to see an endless succession of towers rising amid stepped up buildings without number, virtually like human filing cases. These do not make it great—only powerful. I found the intimately "human" in the little "holes in the wall," the small restaurants and cafes which defy the accession of the "modern."

They are not mercenary because for many years they have known both success and failure and, like Kipling, "treat both imposters just the same." In like manner, we were welcomed at the Architectural League Building. We may have been either successes or failures, but we were warmly welcomed just the same. They have an awfully cosy little bar there and the whole atmosphere was redolent of (what shall I say?)—the best approach to the essence of architecture!

I shall conclude with the strains of "Der Meistersinger" which great opera of Wagner's I sat before with wondering eyes and ears, and mouth agape, knowing that only in New York—nowhere else in America, but the historic "Met" could this sort of thing be! Hast du hungrig? Go to New York!

## FIRST WOMEN ELECTED MEMBER OF BROOKLYN CHAPTER

Olive F. Tjaden, architect of Garden City, L. I., has been elected to membership in the Brooklyn Chapter of the American Institute of Architects. Miss Tjaden is the first woman to become a member of the Brooklyn Chapter.

During ten years of independent practice, Miss Tjaden has designed 600 homes. She has been chosen to plan a house for the New York World's Fair of 1939. Her work includes show rooms for the Ford Motor Company and General Motors Corporation. She was the architect of the Inwood Country Club at Atlantic Beach, L. I., the Grace Episcopal Church in Whitestone, Queens, and the Baptist Church in Bellerose, L. I. She directed the remodeling of the Congregational Church in Garden City.

A native of Brooklyn, Miss Tjaden attended Bay Ridge High School and Manual Training School in Brooklyn before graduating from Jamaica High School, Jamaica, L. I. She majored in sciences in secondary school as she planned at that time to study medicine.

In 1926, at the age of 19, Miss Tjaden received the degree of bachelor of architecture from Cornell University. She was the only woman in her graduating class. She worked first with Richard T. Childs, Garden City realtor, and later with Thomas W. Lamb, New York theater architect. In 1928 she

began independent practice as the youngest registered architect in New York State.

Miss Tjaden expects to continue to specialize in residential architecture. Her work ranges from bungalows to mansions. Whenever possible, she does all the landscape architecture for her houses.

"My clients have been very gracious in accepting me in a man's field," Miss Tjaden says. "Most wives are able to persuade their husbands that it is only logical for a woman to plan a home."

Miss Tjaden finds the architectural profession taxing, both mentally and physically, for a woman. "It requires an enormous amount of energy and patience, as well as a mastery of technical drafting and designing talent," she explains. "Workmen and contractors are inclined to be skeptical of a woman architect's ability. I had to construct a brick fireplace by hand before I gained enough confidence to dictate to the building men."

## HOUSING CONSTRUCTION CYCLE NOT COINCIDENT WITH GENERAL BUSINESS CYCLE

(Continued from Page 5)

occupancy. (In the twenties, replacement accounted for about 10 per cent of the new construction.) Fluctuations in total volume of occupancy are relatively small, but fluctuations in the rate at which this volume grows are large. The total of nonfarm occupancy actually declined during the worst part of the depression and remained below the 1929 figure until 1934. New construction did not begin to revive before 1935.

"Realignment in rents and values have clearly not proceeded fast enough to keep building in step with the growth of occupancy. Just as in the twenties when we passed from a shortage to a surplus of housing because of the delayed response of building to the underlying supply and demand situation, we have already passed in the thirties from a surplus to a shortage and for the same reason.

"If the next few years are prosperous, the housing market will experience an exceptional concentration of demand. Superimposed upon the regular demand will be a special and temporary demand attributable to the aftereffects of the depression. This special demand appears to total something like 1,100,000 dwelling units . . . In view of the fact that the five-year period starts at a relatively low level of construction, the attainment of a rate of 800,000 units a year cannot be expected until we are well into the period . . . The inference is that there will be some housing shortage remaining at the end of the period. There seems no doubt, in any event, that the current housing shortage will become considerably worse before it begins to be generally alleviated."

A good set of plans and specifications is as necessary for a private residence as for the Boulder Dam. However, an owner is not equipped technically to see that his "good set of plans and specifications" are religiously followed by the builder during construction. He should, therefore, employ a reputable architect to supervise the construction. However, it is not within the province of any agreement with an architect that an architect guarantee to see that all labor and material bills on the project are paid or pay them himself, or that the project is completed within the price made by the contractor. That is where the surety fits into the picture.

Standard Accident Insurance Co.

## ARCHITECTS' REPORTS

**Agree, Chas. N.**, 1140 Book Tower, CA. 9263.—

One story and basement store building (seven stores) on the corner of Van Dyke-Seven Mile Road and Stotter Ave., Detroit, Mich. Contracts let as follows: Masonry, Federal Builders, Inc.; Steel, Acorn Iron Works; Macotta, Maul Macotta Corp.; Carpentry, Emil Van Sile; Painting, Nicodemus Krueger; Glass, Ohio Plate Glass Co.; Plumbing & heating, Greenbaum & Weisman; Ventilating, J. Brodie & Son.

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

**Deihl, Geo.**, 120 Madison, CH. 7268.—Sylvestian Benedictine Monastery, near 6 mile and Southfield. Taking figures—General and Mechanical—by invitation.

**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 closed.

**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. Still pending.

**Giffels & Vallet, Inc.**, 1000 Marquette Bldg. — Preparing plans for superstructure General Contract for Tool and Die Shop, for Ford Motor Co.

Preparing plans for new factory building for local manufacturer. Name withheld for the present.

**Herman & Simons**, 710 Owen Bldg., RA 8788.—Fig. on Bushnell Congregational Church (By invitation) closed.

**Hyde & Williams**, 318 Woodward Blvd., MA 0803.—Fig. on Res. for Elvin Hoffmon. Location—Bal-four Rd., G. P. Park. Closed.

**Malcomson, Calder & Hammond, Inc., Architects & Engineers**, 1217 Griswold St., CA. 9651—

Preparing working drawings for add. to Lincoln High School, Ferndale, Mich. Figures to be taken later.

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

**Same, Battle Creek.** — Plans completed, seven buildings for W. K. Kellogg Foundation Health Camp, Saint Mary's Lake, near Battle Creek. Battle Creek.

**Same.**—Preparing plans for a \$100,000.00 addition to school building at Gull Lake, Calhoun County.

**Schley, Cyril E.**, 605 Lafayette Bldg., CA. 8499.—Sketches for Res., Quarton Lakes Sub., 35x28. Owner—A. B. Jakel, 1200 W. Fort St. Taking fig.

**Same.**—Alt. to Third Church of Christ Scientist. Plans completed soon.

**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. Alterations and additions to Vocational School.

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

**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.

### THRIFTY HEATING FOR \$6,000 HOUSE

Coincident with the announcement of the government's program for the construction of \$6,000 houses, the heating industry offers equipment designed to provide maximum economy and efficiency at low cost, says the Plumbing and Heating Industries Bureau.

Thanks to the revolutionary improvements made in heating equipment, the builder of a \$6,000 house today can have a heating plant that is more responsive to thermostatic controls and more economical in its operation than anything that could be purchased a few years ago.

Quick-venting air valves for steam heating plants and forced circulation for hot water systems; special boilers for liquid, gaseous, and oil fuels; attractive slim-tube radiators; and convectors for complete concealment in the wall are among the most significant new developments in the heating industry.

The use of a pump to mechanically force the circulation of hot water between the boiler and the radiators makes this type of heating plant very positive and responsive in its operation. The use of smaller radiators, smaller pipe, and smaller valves and fittings make it possible to effect a substantial saving in the original cost of the hot water plant.

### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

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

## WALKER & Co.

**NEON and ELECTRIC SIGNS**  
88 Custer Avenue

### CINDER BLOCK INC.

●  
HOgarth 1140

Cinder Concrete  
Units  
For  
Firesafe Homes

### Specify NON-STICK WINDOWS

*The First Completely Assembled Double-Hung Window*

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

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

2137 Gratiot

Detroit, Mich.

(Listed in Sweet's Catalog)

# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice pres.-treasurer.

Directors: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Giesekeing; Vern Taylor;

Paul Sutherland. Edwin J. Brunner, secretary.

439 Penobscot Bldg., RANDOLPH 5500

Edited by E. J. Brunner

## Officers, Directors, Standing and Committees of Builders' and Traders' Exchange

President, Bert T. Haberkorn of same, carpenter contractor, 2658 Porter St.

Vice-President, Ray L. Spitzley of R. L. Spitzley Heating Co., heating, piping and air conditioning contractors, 1200 W. Fort St.

Vice-Pres. & Treasurer, John Wenzel of Wenzel Floors Co. resilient flooring contractors, 439 Penobscot Bldg.

Secretary-manager, Edwin J. Brunner, 439 Penobscot Building.

### Second year directors:

George Cruickshank of Krimmel and Cruickshank, surety bonds and insurance, 1008 Fox Bldg.

Walter Giesekeing of Wire and Iron Products Co., wire mesh products, window guards etc., 840 Cherry St.

Vern Taylor of Concrete Steel Fireproofing Co., reinforced steel and kindred items.

### First year directors:

Carl O. Barton of Barton-Malow Co., general contractors, 1900 E. Jefferson.

Harrison Clippert of Clippert Brick Co., common brick manufacturers, Wyoming and Southern Ave.

Paul Sutherland of Sutherland Avery Lumber Co., lumber, 5172 St. Jean Ave.

### Legislative Committee:

Herman Banbrook of Banbrook-Gowan Co., general contractors, 4829 Woodward Ave.

Albert Beaver of Beaver Plastering Co., plastering contractors, 439 Penobscot Bldg.

William C. Restrict of Restrict Lumber Co., lumber, 1000 W. Grand Blvd.

Leo Rowley of Leo H. Rowley Inc., painting contractors, 2444 Field Ave.

Mason P. Rumney of Detroit Steel Products Co., steel sash and other steel products, 2250 E. Grand Blvd.

### Finance Committee:

Herman Clafehn of Albert A. Albrecht Co., general contractors, 1204 Penobscot Bldg.

Edward Horning of Detroit Lumber Co., lumber, 5601 W. Jefferson.

Edwin Kriehoff of Kriehoff Co., general contractors, 6661 French Road.

### Membership Committee:

Gage Cooper of Cooper Supply Co., builders supplies, 6480 E. Eight Mile Road.

E. S. Clark of Hazelton-Clark Co., general contractors, 150 W. Fort St.

Edgar Leavenworth of Christa Bachelder Marble Co., marble contractors, 7437 St. Aubin.

### Room and Rules Committee:

Gudmund Jacobs of Ludowici-Celadon Co., roof tile, 439 Penobscot Bldg.

John Kuehne of Kuehne Electric Co., electrical contractors, 242 W. Lafayette.

Howard Miller of Masonite Corporation, masonite products, 439 Penobscot Bldg.

### Entertainment Committee:

William Sabo of American Gypsum Co., gypsum products, 10108 W. Jefferson.

Alfred Bradine of Huron Portland Cement Co., cement, 1325 Ford Bldg.

Benjamin Capp of Wolverine Marble Co., marble contractors, 14280 Lumpkin.

Richard Bruny of Bruny Bros., tile contractors, 7145 Tireman.

Edward Schuster of Schuster Equipment Co. Inc., contractors equipment, 10435 Northlawn.

### Golf Committee:

William F. Seeley of Western Waterproofing Co., waterproofing contractors, 410 Murphy Bldg.

### PLASTERING CRAFT AT BUILDERS SHOW.

Tom Murphy "the metal lath man of Mich." calls our attention to booths No. 333 and 334 at the north Cass hall of the current builders show at Convention hall. This booth is occupied by the Bldg. Trades Apprentice Council of the Board of Education, in cooperation with various manufacturers.

The theme of this exhibit is "There is no substitute for good plastering."

It will be recalled, that Tom in 1930 won first prize for the most educational exhibit in the show.

Architects are invited to visit booths No. 333 and 334.

## CLASSIFIED BUILDING TRADES

### GENERAL CONTRACTORS

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

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

IRONITE WATERPROOFING AND RESTO-CRETE

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

### LUMBER DEALERS

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

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

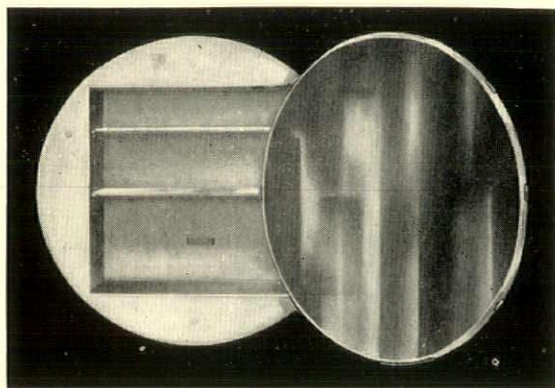
C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Estab-lished 1864.

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

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

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

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



Round-to-Square Recess Type Medicine Cabinet  
Mirror 22" Diameter— $\frac{3}{4}$ " Bevel  
Best Quality Polished Plate Mirror  
Wall Opening  $14\frac{1}{2}$  x  $14\frac{1}{2}$

## IDEAL CABINET CORPORATION

DIVISION OF  
DESLAURIERS COLUMN MOULD CO., INC.

Main Office and Factory  
8841 Central Ave. **TYler 6-2500**  
DETROIT, MICH.

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



## Glass Block

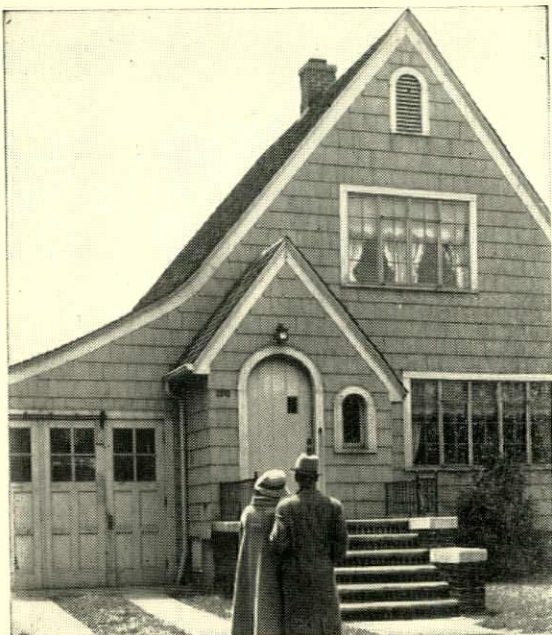
STOPS HEAT • ADMITS LIGHT

## CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940



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

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

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

## DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.  
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle  
DEARBORN—22113 Michigan

**Detroit Lumber Co.***"Most Modern Finish Factory in Michigan"*

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. Vinewood 1-2090

**Economy Blue Print Co.***Quality and Service*

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

Cadillac 1179

DETROIT, MICH.

**WENZEL FLOORS**


Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile—Cork Tile

439 Penobscot Bldg.

Randolph 5500



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

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

**F. H. Martin  
Construction Co.**

955 E. Jefferson Ave.

Cadillac 4890

DETROIT, MICHIGAN

GOOD  
HARDWARE FOR OVER 50 YEARS**RAYL'S**

1233 Griswold Street

**ACME METALON COMPANY**

Manufacturers of

**METALON**

THE METALIZED BUILDING UNIT

9330-9690 Greeley Ave.

Detroit, Mich.

Longfellow 5770-1-2-3

**H. H. DICKINSON COMPANY**

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

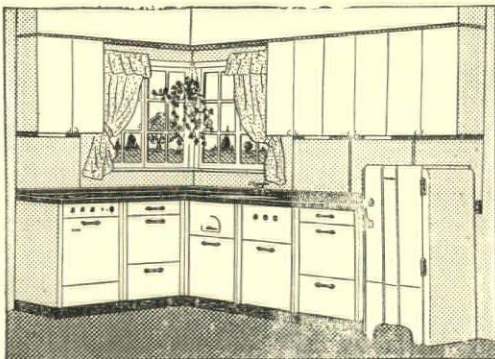
Heatilators

Asphalts

**Architects and Builders**

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

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

**GENERAL ELECTRIC  
SUPPLY CORP.**

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fltzy 5800

Michigan Distributors for

General Electric Home Servants

**Architects!**

... for

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

Call RANDolph 2400

Extension 183

**CROWLEY-  
MILNER'S****Contract Sales Dept.**

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

**R. E. DAILEY & CO.****Contractors**

Industrial and Commercial Construction  
MAINTENANCE WORK

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

**GLANZ & KILLIAN CO.****Contractors**

PLUMBING - HEATING - VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmple 1-7820

DAY AND EVENING COURSES  
in  
ENGINEERING AND CHEMISTRY

**Detroit Institute of Technology**

New term begins February 7th, 1938

393 Downtown Y. M. C. A. Building

**NELSON COMPANY**

DETROIT — ROYAL OAK — ANN ARBOR

Phone  
RAndolph  
4162

R. O.  
3480

Ann Arbor  
23701

**WHOLESALE**

PLUMBING AND HEATING SUPPLIES  
Dependable Products—Dependable Service

**W. J. PHILLIPS**

PLUMBING, HEATING, VENTILATING,  
POWER PIPING and SPRINKLER  
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.  
DETROIT, MICH. ROYAL OAK, MICH.  
ELmhurst 6780 ROYal Oak 2357

AIR CONDITIONING—VENTILATING  
SHEET METAL WORK

**M. DEN BRAVEN COMPANY**

TYler 4-5600



9080 ALPINE

*Your Call Will Bring An Estimator***ARCHITECTS, ENGINEERS & LAND SURVEYORS**

A recent Act of the Michigan State Senate, requires that you place your Seal on Plans, Specifications, Plates and Reports, when filed with Public Authorities.

We quote below the Act No. 68 as appeared in the issue of August 3, 1937 this gazette.

"Each registrant hereunder, who is required to file plans, specifications, and reports with public authorities, shall upon registration obtain a seal of the design authorized by the board, bearing the registrant's name and the legend, 'registered architect,' 'registered professional engineer,' or 'registered land surveyor.' Plans, specifications, plats and reports issued by a registrant shall be stamped with the said seal when filed with public authorities, during the life of the registrant's certificate, but it shall be unlawful for any one to stamp or seal any documents, with said seal after the certificate of the registrant named thereon has expired or has been revoked, unless said certificate shall have been renewed or re-issued."

Below is a facsimile design as approved for Architects.



We also have the approved designs for Engineers, Land Surveyors, Notary Public and Corporations. Our seal department can execute your design on short notice. Let us quote you on a pocket or desk type seal.

DETROIT & REGAL RUBBER STAMP CO.  
523 Shelby St. Detroit, Mich.

Phones: Caddillac 1152-53-1504  
Reliable for over fifty years.

**"DONT" SPECIFY**

P.-S. NO. 30 (SHEEN) ON ALL WALLS TO BE PAINTED-IT'S  
NOT THE MOST ECONOMICAL IN ALL CASES. CONSULT OUR  
ARCHITECTURAL DEPARTMENT.

**PAINT STORES, Inc.**

FLINT  
MIDLAND

General Offices:  
8780 Grand River TYler 4-1133  
DETROIT

SAGINAW  
LANSING

*Paint Specialists*