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WEEKLY BULLETIN



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Volume 12

DETROIT, MICHIGAN, OCTOBER 4, 1938

No. 40

ARE YOU A HUNDRED PER CENTER?

The Weekly Bulletin in its effort to increase the membership of the Society and to publish a special Roster Number containing photographs and biographies of members is aiming for one hundred per cent coverage of architects registered in Michigan.

Are you one who believes this can be done? Following the first week of our endeavors indications are that it is possible. Roger Allen says it's about time we wrote a stirring editorial. The most stirring news we know is the response we have received to our first appeal. Not only are we receiving dues but news of members throughout the state and from other states, which makes for closer contact.

Most of it is good news, but we were sorry to learn that two of our good members have been ill. George J. Bachman and his wife of Flint were in an automobile accident and are confined to Hurley Hospital in that city. They are doing nicely and expect to be out soon.

Albert M. Bielawski of Detroit and Lansing has been ill for five months, but reports his condition as "much better." Paul Cret sends his subscription to The Bulletin, as an architect registered in Michigan, as well as an Honorary Member of our Society, we are indeed proud of him. Frank Carson of Ann Arbor sends photograph, "the only one without a mustache." David E. Anderson writes most interestingly from

Marquette, a letter we expect to publish. Frank Dritler thinks the photo and biog idea a good one, and lest The Bulletin be swamped later he sends his early—thank you, Frank.

Stanley Fairclough, Secretary of the Illinois Society of Architects, sends dues in the MSA. That's setting a good example for Chicago architects registered in Michigan. Says he enjoys The Bulletin. Warren Holmes of Lansing remits and says he will always pay his dues promptly if we'll only send him a statement. We will see that this doesn't happen again. Bill Reid, the cowboy of Montana writes one of his lucid letters which we will give you at an early date, if not sooner.

Other members from whom we have heard and who have complied with our requests, in whole or in part are Messrs. Allen, Agree, E. R. Austin, George Braun, Wells Bennett, Edwyn Bowd, Gus Balle, Frank Baxter, Bob Blakeslee, Edgar Clapp, Louis Chesnow, Harold Ehlert, Barry Frost, A. C. Fehlow,

(Continued on Page 4)

M. S. A. Directors to Meet in Grand Rapids

FRIDAY, OCTOBER 7, 4 P. M.

PENINSULAR CLUB, 116 OTTAWA ST., N. W., 2ND FLOOR

to be followed by a dinner with the

West Michigan Society of Architects

AT THE W-B GRILLE, 118 PEARL ST., N. W., 2ND FLOOR

All members of the WMSA are urged to be present at the dinner meeting, and to please notify the Secretary, James K. Haveman, 760 Michigan Trust Bldg., Grand Rapids, phone, 9-2826, in order that he may make reservations. Dinner 75c.

President Kenneth C. Black in accepting the invitation of the Grand Rapids Division of the MSA is following the plan established at the last convention, of holding board meetings in various cities throughout the state. He urges a full attendance, and that members be present at 4 p. m. sharp. Roger Allen states, as the only condition, that they wear shoes. Items on the agenda are as follows:

1. Report of George Diehl's Committee on the formation of a Detroit Division of the MSA.
2. Report of the School Law Committee.
3. Final report of the Publication's Committee, and ratification of agreement with Talmage C. Hughes.
4. Report of the Joint Committee on Registration.
5. Report of Prof. Lorch's Committee on Photographic exhibit of Historic Michigan Buildings.
6. Report of officers on proposed schedule of expense allowances.
7. Any other business which may properly come before the Board.

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 Shirley Temple
 "LITTLE MISS BROADWAY"
 SATURDAY 11 P. M.
 Karen Morley
 "THE GIRL FROM SCOTLAND YARD"
 SUN., MON., TUES. OCTOBER 9, 10, AND 11
 Warner Baxter—Peter Lorre—Jean Hersholt
 "I'LL GIVE A MILLION"

FOX THEATRE
 In response to an audience poll on "the one
 picture I'd like to see again", the Fox Theatre
 presents a revival of the picture
 "**Cavalcade**"
 with Dianna Wynyard and Clive Brook also
 included in the cast are Margaret Lindsey,
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 and Beryl Mercer.
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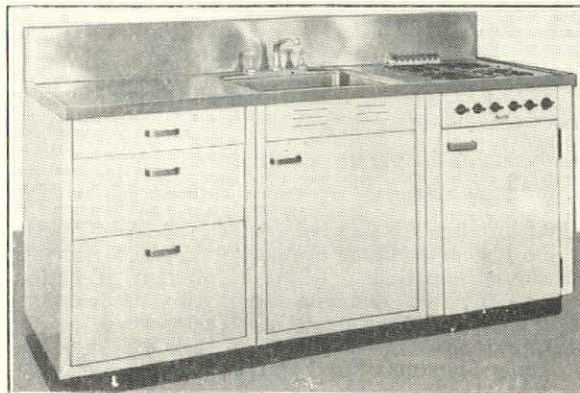
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DETROIT CHAPTER BOARD MEETS

Nominating Committee Named

The Board of Directors of the Detroit Chapter of The American Institute of Architects met at The Intercollegiate Alumni Club Wednesday Evening, September 28th. All officers and directors were present.

Among other things, a Nominating Committee consisting of Clair W. Ditchy, Branson V. Gamber, Alvin E. Harley and Henry F. Stanton was named to prepare a slate of officers for the coming year. This Committee is to have an early meeting, so that their nominations may be made known to the members of the Chapter in due time before the annual meeting, which is to be held on Wednesday Evening October 19.

PRODUCERS MEET

Break Bread With Architects

The Producers' Council of Michigan, that live local unit of the A. I. A.'s only affiliate, held forth at the Detroit Leland's Colonial Room on Monday Evening, September 26, with President Frank O'Neil (Kohler Company) at the controls.

Frank lost control of the meeting early in the evening, however, when Bill Ennis (Armstrong Cork) took over. Bill says, "Anyway, the Dinner was good," but we learn that this was only a deep laid scheme of President Frank to pass the responsibility around among his cohorts, and we were convinced that he made a corking good selection on this occasion.

Following the dinner, two most interesting and instructive motion pictures on the manufacture, application and use of linoleum products were shown by the Armstrong Cork Company.

FROM THE UPPER PENINSULA

Michigan Society of Architects:

I am enclosing herewith check in the sum of \$3 to cover 1938 dues which include subscription to the Bulletin.

I appreciate the efforts of the men of the Lower Peninsula to keep the Michigan Society of Architects in the status of a going concern, and I assure you of my support, although the architects of the Upper Peninsula cannot be in close contact with your activities.

I appreciate, also, the work done in securing an amendment to the Architects' Registration Law, but there remains considerable work to be done in this connection, which pertains to the enforcement of this law. I feel that some publicity should be given it so that the public will become acquainted with its requirements. There is considerable architectural work being done in the Upper Peninsula, which should not be in the scope of non-registered architects. These projects vary in cost from \$20 to \$50,000. The work involved and which affects the registered architects pertain to commercial and some public work. If any action has been taken by the Michigan Society of Architects as to the enforcement of this act, I should be pleased to know what has been accomplished.

Derrick Hubert, of Menominee, a member of the Registration Board of Architects, and the writer have discussed the advisability of forming a small unit in the Upper Peninsula, which would consist of Registered Architects and Engineers so that we might be better able to receive the benefits available under the amended Registration Law.

I shall send you soon my biography and photograph which is solicited for the Annual Roster number of The Bulletin.

Yours very truly,

DAVID E. ANDERSON.

JENNIE E. MALCOMSON

Mrs. Jennie E. Malcomson, widow of our beloved member, William G. Malcomson, who died last October, passed away at the family home at 61 Edison Avenue on Tuesday, September 27.

Mrs. Malcomson was born in Ridgetown Ont., and had lived in Detroit 54 years. She was a member of the Plum Street Church of Christ, the Women's City Club; Chapter J. P. E. O.; the Women's City Club of Lake Hamilton, Fla., and the Countryside Improvement Association, of Oakland County.

Surviving are four children, Mrs. Mary K. Stickney, Dr. Joseph E. Malcomson, Mrs. Caryl I. Kulsavage and Mrs. Ruth M. Gregory; a brother, former Common Pleas Judge John F. McKinlay, and nine grandchildren.

ALLEN SAYS 1892; SUIT FOR MILLIONS MENACES BULLETIN; WINDSOR ARMS AND MILLIONS FLEE TO SUBURBS

How much money do you get from Stalin for printing those lies about me, Hughes?

My attorneys, Assumpsit, Assumpsit, Goldfarb and Mutiny, have been instructed to start suit against you on my behalf, alleging barratry, driving a bicycle without lights, arson, crowded driver's seat and insufficient intoxication. You will lose your last million dollars before I am through with you, you Talmage Hughes you.

I WAS DEFINITELY NOT BORN IN 1882!

Your "biography" of me makes that same slanderous allegation. You did that once before, and my fan mail dropped off almost to nothing. In fact it did drop off to nothing. I told you then, and I tell you now, that I arrived, a beautiful infant, on June 23, 1892. Not 1882. The date is 1892. Who reads proof on The Bulletin; Helen Keller?

The first time you made this mistake I laughed indulgently. "The lad is over-wrought," I said to the crowd of reporters who flocked to the Hacienda Allen to query me on the rumor, and also to drink up some Scotch I was saving for an illness I might have any year now. "He knows better than that. He realizes that my strength and agility, my graceful carriage, complete with harness, belongs to a young man of 46, not 56. Poor Talmage is having another one of his dizzy spells, with spots before the eyes, due to his vile habit of drinking ginger ale without softening its strength down with licker."

The first time I forgave you. Now you repeat the same libelous remark. I am sending Viscount Runciman and Prime Minister Neville Chamberlain down to see you any minute now. I told them not to be severe; one of your ears will be ample for them to cut off. I am not revengeful.

As a matter of fact, the next time the subject breaks, or dribbles, into print in your publication I would appreciate it if you would say that I was born in 1492, since it seems impossible to get you to say that the correct year is 1892. If I could get people to thinking I was born in 1492 I have figured out that I would be eligible to draw at least 142 old-age pensions at once.

I close with a poem that I paid Eddie Guest millions of dollars to write. Maybe if you memorize it such lapses will not occur in the future. Sung to the tune of the old church hymn, "A Tisket, A Tasket", the poem goes

Hey nonny nonny and nuts to you,
Allen was born in '92.

ROGER (1892) ALLEN

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Edited by E. J. Brunner

BROOKLANDS JESS STODDARD'S HOME COURSE

OCTOBER 18 JESS STODDARD'S BIRTHDAY

GOLF ARCHITECTS, BUILDERS' & TRADERS' LAST 1938 OUTING

INDUSTRY DINNER

Our golf outings up to a few years ago were simply that—men came, played golf, and most of them stayed for dinner.

Now, besides golfers, many men of the industry come out at some time in the afternoon or evening and help to make the dinner an industry event.

And be it said that these industry get-togethers, while built for play, really are wonderful meeting places for men of the industry.

One event brought about by William F. Seeley, our weatherman golf chairman did more to bring about these good industry meetings than can well be credited without the recital sounding overdone—and that was the first Jess Stoddard Outing at Brooklands.

Jess in common with other enthusiastic golfers held the wish that the Builders' and Traders' play his home course which was and is Brooklands.

So he communicated his desire to Bill and it turned out that because the first time we played Brooklands it was in October we hit Jess's birthday and so we

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ARE YOU A HUNDRED PER CENTER?

(Continued from Page 1)

Paul Hanigan, Maurice Hammond, Carl Habermas, Leo Henman, W. D. Knox, Orlie Munson, Albert Nelson, Carl Pollmar, Gale Parnelle, Leon Snyder, John Stahl, Edgar Stubenrauch, Mack Stirton, and Bill Zimmerman.

We are in earnest about the one hundred per cent coverage, and you might as well come across now, in a painless way, or else we threaten to pack up our sales kit and march in on you. The Society is now a state-wide organization in every sense of the word, with local groups formed in key cities and others in process of formation, so there is no reason for anyone to think that it is a Detroit Society. In fact, with its affiliation with The American Institute of Architects it is helping in the national picture.

made it his day—he cooperating right royally with special refreshments.

And thus it comes that from that one grand beginning, the Architects Builders and Traders golf outings have been built up until they invariably end in gatherings of significance to the men of the industry.

October 18 is Jess Stoddard's birthday. Jess holds two unique places in the records of the Builders' and Traders' Exchange. First he is the only man who has served as president more than one term. Second, he has attended more golf outings and more bowling sessions and other fellowship events of the Exchange than any other ex-president. Therefore it is fine that we have a Jess Stoddard Outing. May we have them for many years to come.

By all means come out to Brooklands, on Tuesday, October 18 to play if you do play, but certainly for the visiting and the big industry dinner. It will broaden your faith in pulsing humanity, and will gladden your heart. What more could be promised.

Please cooperate, and furnish us with your photograph and biography for our **Silver Anniversary** in 1938. The Post Office Department has designated the week of October 2 to 8 as "National Letter Writing Week," so take your pen in hand . . .

ADDRESSES WANTED

The Bulletin desires the present addresses of a number of architects, from whom mail has been returned, as follows:

Frank A. Bergey and John J. Bergey, 22905 Kramer St., St. Clair Shores, Mich.;

Charles M. Hart, 640 Ely Ave., N. Y.;

Harry L. Lane, 1527 Pacific, Spokane, Wash.;

Robert E. Peden, 646 No. 10th St., Moline, Ill.;

Nelson P. Rice, 7859 S. Shore Drive, Chicago;

Melvin S. Roy, Ullrich Bank Bldg., Mt. Clemens;

Russell S. Walcott, 75 E. Wacker Drive, Chicago.

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WEEKLY BULLETIN

FROM FRANK BAXTER

MSA:

I am very much in sympathy, and wish to help along the success of The Bulletin. It gives me great pleasure in reading it from cover to cover. Although I have not been practicing architecture since 1915 (at that time under the name of Baxter and O'Dell) I am still interested in all things the Architects are trying to do to better the profession, and wish all members of the Michigan Society of Architects good luck in these endeavors. I am enclosing my check for The Bulletin.

With best regards,

F. G. BAXTER.

REV. WILLIAM F. CUTHBERT

FATHER OF WILLIAM D. AND IVAN
NORMAN CUTHBERT PASSES

Rev. William Francis Cuthbert, 71-year old retired Baptist minister, died on September 16 at his home after an illness of several months.

Born Feb. 16, 1867, in Hagersville, Ontario, Canada, Rev. Mr. Cuthbert was educated at Woodstock College, Woodstock, Ontario, and McMaster University in Toronto, receiving his theological training at the latter institution.

He served as a home missionary in southern Ontario for 17 years. His last two pastorates in Canada were at Welland, Ontario, where he organized the present Baptist church there and at Essex, Ontario.

Rev. Mr. Cuthbert came to Michigan in 1908. He was pastor at Muskegon Heights and later preached in several southern Michigan cities, moving to Ann Arbor in 1911. He had made his home in Ann Arbor since and the last few years of his active life he was engaged in the insurance business.

He is survived by his wife, Euphemia Margaret Cuthbert; four sons, William Duncan and Ivan Norman of this city, Alfred Oliphant of East Lansing and Prof. Frederick Alexander Cuthbert of Eugene, Ore.; a daughter, Dorothy Margaret Cuthbert, of Ann Arbor; 10 grandchildren; a sister, Mrs. George Bennett of Harrisburg, Pa., and a brother, Frederick J. Wilson, of LaSalette, Ontario.

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VINWOOD 1-2090

ARCHITECTS REPORTS

ANDERSON, DAVID E., Iron Mountain. Prep. plans. St. Ignace City Hall. Est. cost \$50,000. WPA. To include library & fire hall.

BRANDT, CHRISTIAN W., 3408 Eaton Tower. Prepare plans, Club House, L. A. Young Gun Club, 9 Mile, near Southfield.

DEHLE, GEO., 120 Madison. CHerry 7268.

Bids closed on Barber Shop, Trenton, Mich.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian. Pontiac State Hospital bids closed.

GARVIS, LEWIS J., Battle Creek—Bids closed on Branch County's community health center, a Kellogg health foundation project. Estimated cost \$260,744.

GIFFELS & VALLET, Inc., 1000 Marquette Building. Prep. plans supst., Gen. Con., Tool & Die Shop, Ford Motor Co.; also for local manufact.

HAWES, GEO., Flint. Prep. plans. Addn. to Columbia School. \$30,000. PWA has granted \$13,909.

HYDE & WILLIAMS, 318 Woodward, MA. 0803.

Fig. on Res. for Lloyd E. Loessler, Mackenzie & Freda Aves. closed.

JENSEN, C. R. Prep. plans alteration City Hall, underground comfort station, Civic Center, River Rouge.

KAHN, ALBERT, INC., MA. 7200. Taking figures by invitation on Service Parts Storage Bldg., Flint, Mich.

KEYES, HUGH T. 747 Free Press Bldg. RANDolph 7415. Plans for Res. B. E. Hutchinson, Lake Shore Rd.

LANE, DAVENPORT & MEYERS—Prep. plans 4-room school, East Detroit.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Health Service and Hospital Bldg. East Lansing, Mich. Contract awarded to J. A. Utley, Gen. Con. Detroit.

Bids closed on Gym. for Lincoln High School, Ferndale, Michigan.

Prep. drgs. on add. to David MacKenzie High School, Auditorium, Class room wing, health unit, swimming pool, etc., taking fig. Bids close Oct. 5.

Prep. wkg. drgs. & spec. for Men's Dormitory, Western State Teachers College, Kalamazoo, Mich.

Prep. plans & spec. for girls dormitory for Michigan State College, East Lansing, Mich.

Prep. plans, 3 Sty. Addn., Bixby Hospital, Adrian, Mich.

GEORGE D. MASON ASSOCIATES, RANDolph 7850.

Prep. preliminary plans for Southfield S. James Herman Garden Housing Project.

SCHLEY, CYRIL EDWARD. — CA. 8499—605 Lafayette Bldg. Taking fig. on Selden Res. Lochmoor Blvd.

SMITH, HINCHMAN & GRYLLS—Walter H. Wyeth, Associate—Prep. sketches, City-County Bldg., Port Huron.

STACHOWIAK, STEPHEN J., 3005 Caniff Avenue, Townsend 8-7122.

Prep. plans on following: Alterations and additions to Veterans Home; Vocational School; 50-bed hospital, contagious diseases; Administration Building; Alterations to store front; Auditorium at Flint, Michigan, 110' x 126'; Alterations to residence; Alterations to beer garden.

STEWART-KINGSTON CO., Kalamazoo. Prep. prelim. plans, Oceana County Court House. PWA project.

SWANSON, J. ROBT. F., Birmingham. Prep. prelim. plans, Bloomfield Township Hall. PWA project.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Taking figures on 2nd part, Ionia State Hospital.

WRIGHT, FRANK H., 418 Fox Theatre, CH-7414.

Taking fig. on Alt. to White Star Theatre.

Taking fig. on Jewelry Store, Harper Ave.

Plans ready for Res. for O. L. Hotchkiss, Flint.

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Professor Goddard's rocket marks an advance in rocketry because it completes its aerial journey intact instead of in fragments. This is accomplished through the use of a 10-foot parachute which is released at the proper moment, opens out and floats the rocket shell gently to earth.

Look out, Mars—we're aiming at you!—Aluminum News Letter.

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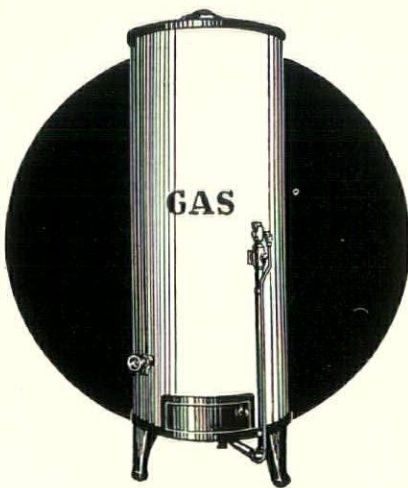
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WEEKLY BULLETIN

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Volume 12

DETROIT, MICHIGAN, OCTOBER 11, 1938

No. 41

Committee on Registration

Formation of the Architects, Professional Engineers and Land Surveyors Committee on Registration has been completed, with George W. Francis of Saginaw as chairman and E. L. Brandt of Detroit as Secretary-treasurer

Representatives of nine technical organizations interested in the Registration Act form the personnel of the committee, which is intended to act as a liaison group with the State Board on all matters pertaining to the Act and its enforcement.

George F. Diehl and Branson V. Gamber represent The Michigan Society of Architects, Herbert G. Wenzell and Henry F. Stanton, The Detroit Chapter, AIA, and Stanley Hahn, The Grand Rapids Chapter, AIA.

Perhaps there is no other one thing of more vital interest to Michigan Architects than Registration, and undoubtedly The Michigan Society of Architects is in a unique position to represent them. First because it was founded primarily for this purpose twenty-five years ago and also because it is state-wide in scope with its membership constituting a majority of those registered.

That is why it is all important that we have complete courage. In the first place, in order for your committee to attain its greatest usefulness it is important that it have authority to speak for you, as a member. Numbers count for so much in any such effort. Then too the committee cannot accomplish much without a fund with which to work.

Three dollars per year won't hurt any one and with the combined effort of all we are well on the way toward many things we have sought for years. The new Act is infinitely better than before and only needs the careful guidance such as the committee is able to give.

It is not so much the three dollars that are important as it is one hundred per cent representation of all Michigan Architects. Whether you reside within the state or without we believe it will be a good investment to send in your 1938 dues. We are proud of our list of architects from other states and believe with your cooperation you will be proud to be registered in Michigan.

We cannot too strongly urge that you also send in your photograph and brief biography for the An-

nual Roster Number of the Bulletin. We believe this will be the most valuable compensation we could publish. Your editor is a member of the AIA committee on Public Information, of which William Orr Ludlow is chairman, and this material will be of use in that connection, as well as for our "morgue". We have information on a great many already but we prefer to bring it up to date, rather than to print something about you that is not as good as it might be. We have a number of group pictures taken at banquets, etc., from which face cuts could be made. Of course, we might make a mistake and include some of the entourage. — Remember? So, a fair warning, if you don't want this limited material used, better send in your photo and biography at once.

Remember, we can't send you the Bulletin unless you order it, either as a dues-paying member, or as a paid subscriber (non-member). The former is much more preferable. During the last week we have heard from Messrs. Adler, Dole, Gamble, Giberson, Girard, Golinski, Greenberg, Haas, Keough, Lakie, Lange, Michel, Pollmar, Redstone and Rosetti.

The last named writes, "I think the biography number is quite an interesting undertaking and it should help toward a closer personal contact among the members of our profession. Here is my end of it. Good luck to you."

Thank you, Louis, that's real cooperation and we hope that others will realize the importance of acting now, rather than waiting until the deadline.

And just as a last word, here's a post card from A. F. M. Lange of 136 Columbia Heights, Brooklyn, N. Y., who says he doesn't want to receive the Bulletin because, "... I have retired from practice and the magazine takes up so much room in my apartment house letter box that more important mail cannot be inserted."

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CALLING ALL ARCHITECTS — ALL CONSTRUCTIONISTS AND IERS

Calling for a luncheon at the Detroit Leland Hotel, Wednesday, October 12. Calling for an event you cannot afford to stay miss. Calling for the start of the construction industry's participation in the big civic movement to stimulate sales.

This Industry Luncheon develops from a meeting of the Board of Directors of the Builders' and Traders' Exchange at which representatives of the Detroit's civic leaders made it plain that "DETROIT CRUSADE FOR JOBS" is going to whip up a spirit which will spread like wildfire.

The Building Industries Luncheon organized last Spring takes over. Calling you to be there because you will get a real concrete plan for stimulating your sales. You may think this does not mean "YOU". It does mean you.

Every architect—every contractor—every supplier should be at the luncheon. E. St. Elmo Lewis, sales counselor—one of the big men who put the automobile industry across will be the speaker. He will give you some ideas to take home with you. He is sure fire.

The luncheon will cost \$1.00, and it will help us wonderfully if you will call Randolph 5500 or Paul Marshall at Trinity 2-4400 and tell us how many of the lunches you can eat and pay for.

PONTIAC BUILDING GROUP FORMING

Clair W. Ditchy, of Detroit attended an organization meeting of a construction unit of The Pontiac Board of Commerce on Thursday evening, October 10.—Ditchy, Great Lakes Regional Director of The American Institute of Architects, spoke to the group about the advantages to be derived from such an organization.

Other Detroiters who added the benefit of their experience were Edwin J. Brunner, Secretary-Manager of the Detroit Builders and Traders Exchange, and Ralph A. MacMullen, Secretary of the General Builders' Association of Detroit.

The Pontiac committee consists of Barton P. Jenks, temporary chairman of the B. of C. construction promotion, Ray Ward, architect, and the following representatives of the building industry: Nelson Hunter, Bryan French, M. C. Whiteside, Earl Worthington, Roy Dawson, Jack Gleason, Glenn Fitzgibbon, Fred Saner and George Edwards.

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FROM THE CHAIRMAN AIA COMMITTEE ON PUBLIC INFORMATION

"Even to a man as far away as New York your Michigan State Society publication is interesting and stimulating. I read every issue."

William Orr Ludlow

SALES TIPS GIVEN

Jack Dionne, publisher of the "California Lumber Merchant," writing in the "California Real Estate Magazine" offers the following suggestion to salesmen:

"A conscientious and successful salesman has a proper right to stick out his chest.

"For undoubtedly the all important end of every business is the merchandising end. Find a man who can sell, and you can find thousands who can manufacture the goods.

"Therefore this salesman is a most valuable spoke in the business wheel. It is likewise vital that he be well versed in every department of selling lore. It is important that the salesman is acquainted with the following fallacies:

"1. It is a fallacy that the public will automatically seek the best. It will not. It has to be educated and directed.

"2. It is a fallacy that the public will know the difference between price and value. It has to be shown.

"3. It is a fallacy that the public will demand over any great length of time that which it has not been reminded of.

"The keen salesman will keep those fallacies in mind, to the end that he will not trip over them.

"For, regardless of maxims and axioms, quality will not create business of itself.

"The world will not make a beaten path to your door just because you make a product better than the other fellow. I used to believe that it would, but experience changed my mind. That was good stuff in olden times when men and institutions were few and competition was nil. The graveyards are filled with men whose good points were never discovered.

"Low quality things are being successfully sold every day everywhere in direct competition with higher quality things.

"The live, active, on-the-job salesman is the fellow who straightens out the tangle by knowing the tuth, and telling it often enough and in the proper places."

RACHAM SCHOOL PHOTOS AVAILABLE

Robert W. Tebbs has made a number of his wonderful photographs of the Horace H. Racham School of Graduate Studies at the University of Michigan. These photographs, which have been, most enthusiastically approved by the architects, Smith, Hinchman and Grylls, will undoubtedly be of interest to those who had a part in the construction of this outstanding building.

Mrs. Belle La Rose, 2627 Lakewood Blvd., LE. 5362, Michigan representative for Mr. Tebbs, can supply copies of these photographs to those interested.

John C. Thorton gave an illustrated lecture on his European travels at the opening meeting of the Junior Section, Engineering Society of Detroit on Friday evening, September 30.

Members of the MSA who attended the meeting at which John showed his slides and colored movies will recall that this is a delightful program.

BUILDERS' and TRADERS' EXCHANGE of DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.
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Edited by E. J. Brunner

BROOKLANDS JESS STODDARD'S HOME COURSE

OCTOBER 18 JESS STODDARD'S BIRTHDAY

GOLF ARCHITECTS, BUILDERS' & TRADERS' LAST 1938 OUTING

INDUSTRY DINNER

Our golf outings up to a few years ago were simply that—men came, played golf, and most of them stayed for dinner.

Now, besides golfers, many men of the industry come out at some time in the afternoon or evening and help to make the dinner an industry event.

And be it said that these industry get-togethers, while built for play, really are wonderful meeting places for men of the industry.

One event brought about by William F. Seeley, our weatherman golf chairman did more to bring about these good industry meetings than can well be credited without the recital sounding overdone—and that was the first Jess Stoddard Outing at Brooklands.

Jess in common with other enthusiastic golfers held the wish that the Builders' and Traders' play his home course which was and is Brooklands.

So he communicated his desire to Bill and it turned out that because the first time we played Brooklands

it was in October we hit Jess's birthday and so we made it his day—he cooperating right royally with special refreshments.

And thus it comes that from that one grand beginning, the Architects Builders and Traders golf outings have been built up until they invariably end in gatherings of significance to the men of the industry.

October 18 is Jess Stoddard's birthday. Jess holds two unique places in the records of the Builders' and Traders' Exchange. First he is the only man who has served as president more than one term. Second, he has attended more golf outings and more bowling sessions and other fellowship events of the Exchange than any other ex-president. Therefore it is fine that we have a Jess Stoddard Outing. May we have them for many years to come.

By all means come out to Brooklands, on Tuesday, October 18 to play if you do play, but certainly for the visiting and the big industry dinner. It will broaden your faith in pulsing humanity, and will gladden your heart. What more could be promised.

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WEEKLY BULLETIN

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUG. 24, 1912 AND MARCH 3, 1933

Of Weekly Bulletin, Michigan Society of Architects, published weekly at Detroit, Michigan for October 4th, 1938.

State of Michigan

County of Wayne, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Talmage C. Hughes, who, having been duly sworn according to law, deposes and says that he is the Editor and Publisher of the Weekly Bulletin, Michigan Society of Architects and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933 embodied in section 537 Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Talmage C. Hughes, 120 Madison Avenue, Detroit;

Editor, Talmage C. Hughes, 120 Madison Avenue, Detroit;

Managing Editor, None;

Business Manager, E. B. Fauquier, 120 Madison Avenue, Detroit.

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

Michigan Society of Architects, 120 Madison Avenue, Detroit.

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

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

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

TALMAGE C. HUGHES, Publisher

Sworn to and subscribed before me this 29th day of September, 1938 MILDRED E. LORENZ.

(My commission expires March 8, 1940)

BUILDING OFFICIALS TO MEET IN DETROIT

MAY 1st TO 5th, 1939

The Twenty-fourth Annual Meeting of Building Officials Conference of America will be held at The Book Cadillac Hotel in Detroit from May 1st to 5th, 1939. The Organization, comprised of City Building Officials, is headed by Louis C. Clousing, Inspector of Buildings, Minneapolis, Minnesota. Andrew C. Leak, Building Inspector of Kalamazoo, is a member of the National Executive Committee.

Preparations are now being made for the national convention by the Detroit Conference Committee of which George F. Emery, Chief Building Inspector, is secretary-treasurer. Joseph P. Wolff, Commissioner of Buildings and Safety Engineers, is chairman of the local committee. Other members are: E. J. Brun-

OCTOBER 11, 1938

ner, Frank Burton, Willis Hall, Talmage C. Hughes, Edmund Quhman, F. Gardiner Legg, John L. Lovett, Paul Marshall, Ralph MacMullen, Herbert L. Russell, Carl Wells, and Edward M. Lawler, Chief Building Inspector of Dearborn.

Offices of the committee are at 555 Clinton Street, Detroit.

Representative architecture, assembled by the American Institute of Architects, comprising 150 photographic examples showing architects' choice of the finest kinds of building erected throughout the country in the last few years, is being exhibited in the national museum at Washington, D. C., and will be made available to colleges and art galleries in the United States in the coming months.

The September issue of The Octagon, Journal of the American Institute of Architects, is "Annuary" number, containing a complete roster of Institute members. This is the first "Annuary" since 1936 and will be a most useful record.

ARCHITECTS REPORTS

ANDERSON, DAVID E., Iron Mountain. Prep. plans. St. Ignace City Hall. Est. cost \$50,000. WPA. To include library & fire hall.

BRANDT, CHRISTIAN W., 3408 Eaton Tower. Prepare plans, Club House, L. A. Young Gun Club, 9 Mile, near Southfield.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian. Pontiac State Hospital bids closed.

GARVIS, LEWIS J., Battle Creek—Bids closed on Branch County's community health center, a Kellogg health foundation project. Estimated cost \$260,744.

GIFFELS & VALLET, Inc., 1000 Marquette Building. Prep. plans supst., Gen. Con., Tool & Die Shop, Ford Motor Co.; also for local manufact.

GODDEYNE, JOS. C., Bay City—Prep. plans hospital, Alpena, \$121,000. PWA.

HAWES, GEO., Flint. Prep. plans, Addn. to Columbia-ville School. \$30,000. PWA has granted \$13,909.

HYDE & WILLIAMS, 318 Woodward, MA. 0803. Fig. on Res. for Lloyd E. Loessler, Mackenzie & Freda Aves. closed. Postponed.

JENSEN, C. R. Prep. plans alteration City Hall, underground comfort station, Civic Center, River Rouge.

KAHN, ALBERT, INC., MA. 7200. Figures closed on Service Parts Storage Bldg., Flint, Mich. Bids on Ypsi State Hospital PWA due Oct. 11.

KEYES, HUGH T. 747 Free Press Bldg. Randolph 7415. Plans for Res. B. E. Hutchinson, Lake Shore Rd. Taking fig. on Res. for Prewitt Sims, Country Club Drive, G. P. S.

LANE, DAVENPORT & MEYERS—Prep. plans 4-room school, East Detroit.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Taking fig. on add. to David MacKenzie High School, Auditorium. Class room wing unit, swimming pool, etc.

Prep. wkg. drgs. & spec. for Men's Dormitory, Western State Teachers College, Kalamazoo, Mich.

Prep. plans & spec. for girls dormitory for Michigan State College, East Lansing, Mich.

Prep. plans, 3 Sty. Addn., Bixby Hospital, Adrian, Mich.

GEORGE D. MASON ASSOCIATES, RAndolph 7850.

Prep. preliminary plans for Southfield S. James Herman Garden Housing Project.

SCHLEY, CYRIL EDWARD, — CA. 8499—605 Lafayette Bldg. Taking fig. on Selden Res. Lochmoor Blvd.

SMITH, HINCHMAN & GRYLLS—Walter H. Wyeth. Associate—Prep. sketches, City-County Bldg., Port Huron.

STACHOWIAK, STEPHEN J., 3005 Caniff Avenue, Townsend 8-7122.

Prep. plans on following: Alterations and additions to Veterans Home; Vocational School; 50-bed hospital, contagious diseases; Administration Building; Alterations to store front; Auditorium at Flint, Michigan. 110' x 126'; Alterations to residence; Alterations to beer garden.

STEWART-KINGSTON CO., Kalamazoo. Prep. prelim. plans, Oceana County Court House. PWA project.

SWANSON, J. ROBT. F., Birmingham. Prep. prelim. plans, Bloomfield Township Hall. PWA project.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Figures on 2nd part, Ionia State Hospital. Closed.

WRIGHT, FRANK H., 418 Fox Theatre, CH-7414. Taking fig. on Alt. to White Star Theatre.

Fig. on Jewelry Store, Harper Ave. Closed.

CHARLES HARRIS WHITAKER

Mr. Charles Harris Whitaker died August 10th, at his home near Washington. The Journal of the American Institute of Architects, under his editorship and with the co-operation of the late Thomas A. Kimball, President of the Institute, and others, became one of the leading architectural publications of its time. Mr. Whitaker had a vivid interest in economic problems; as an investigator of labor conditions during the war he gained firsthand knowledge of the needs and desires of the employed for improved conditions of living and work, and revealed his views through his writings and in his addresses. Reactions to some of the above conditions, long ignored by many, have recently been seen in the extraordinary action of and legislation for labor, and the Government's interest, beginning with Ex-president Hoover, in better housing as a social security measure, promoted decades earlier in England and Europe. With all these questions and informed constructive action by governments Mr. Whitaker was intimately acquainted.

Mr. Whitaker knew all the creative thinkers and workers of his world and was critical of all who were complacent and who would not see. He was a vigorous supporter of the progressive movement in architecture, not as a separate thing, but as a part of sounder general conditions and better living, and this at a time when there was much opposition to such views. He published, through the Institute Press, an exquisitely made book on the life and work of Bertram Goodhue who became a progressive after being a distinguished Gothicist; he interested Louis H. Sullivan in writing and publishing "The Autobiography of an Idea", one of the most widely read books of its time, and also through the Institute Press he published a portfolio of plates showing Sullivan's theory of ornament, the beautiful, original

drawings having been made by the then greatest modernist of the world upon the request of Chicago architects.

Mr. Whitaker, brilliant liberal thinker and writer, was also an expert and artistic photographer; during stays in Greece he made a series of unusual pictures of Greek architecture which for him was perfect only for its time and place. He also wrote from his point of view a history of architecture "From Rameses to Rockefeller" which was so well received that a second edition was called for. In this book he showed not only the evolution of architecture, but the evil effects of unrestrained speculation in land and building—the depression having been necessary to demonstrate the truth of his vision.

One of his friends has sent me the following excerpt from his book "The Joke About Housing", written in 1920. "Housing", he said, "is not a class problem, but a system that is at fault. Out of that system spring huge profits in land, but always with the same direful result to the community that gives them away. We see district after district become congested, reduced to slums, given over to the dregs of the cup that a few have drained. The evidence is piled mountain high, but the will to find the solution has not yet germinated in the national consciousness. Sometime it will be forced by conditions beside which those at present annoying New York City will seem trifling. Yet, there is still time to ward them off. And who should do it?"

Emil Lorch

BOARD CONSIDERS ARCHITECTURAL COMPETITION

Michigan Housing Study Commission in considering the advisability of architectural competition in the field of public housing, has authorized Chairman Robert W. Kelso to bring the matter to the attention of the National Association of Housing Officials.

Arguments in favor of the idea include the opportunity for the development of new talent and a tendency to create wider interest among architects in the field of public housing.

C. William Palmer announces the removal of his office to 900 Marquette Bldg.

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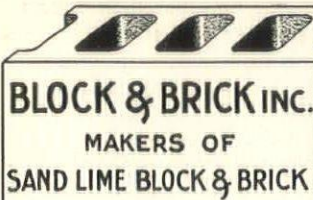
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WEEKLY BULLETIN



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Volume 12

DETROIT, MICHIGAN, OCTOBER 18, 1938

No. 42

THE CALL TO ORGANIZATION

ADDRESS GIVEN AT THE ORGANIZATION MEETING OF THE PONTIAC BUILDERS' AND TRADERS' EXCHANGE OCTOBER 10, 1938

by Clair W. Ditchy, Regional Director, A. I. A.

I am indeed happy to be here tonight upon this occasion which witnesses the beginning of an organization dedicated to the interests of the building industry.

In establishing the Builders and Trader's Exchange of Pontiac, you create an instrument which will be of immediate value to yourselves but which in a larger sense may contribute appreciably to the welfare of you City and to the enrichment of the lives of

its citizenry. As it gathers authority and wins respect it will become a responsibility which will require broad and intelligent leadership and sustained devotion. Like all organizations, its success will be measured by the enthusiasm and effort of its membership. It assumes in Pontiac the role of spokesman for the building industry. It makes this great industry articulate in your city. In this respect, it charges each of you with a duty which you will be proud to accept.

It may be proper at this point to inquire "what is the building industry? Who constitute its members? What are its capacities and functions?"

Those who may claim membership in this industry are the manufacturers and purveyors of building materials; the contractors and subcontractors, the artisans and laborers who contribute their guidance and skill in the erection of these materials; the architects, engineers, landscape architects and surveyors, whose professional services are indispensable in designing and planning; and in addition to all these the city planners, the city engineers, the building inspectors and all others who exercise authority in the establishment of community standards and conformity thereto.

Food and shelter are the two basic necessities of

civilized man. Man is absolutely dependent upon food for his existence, and shelter insures his comfort, his health, his bodily safety, his privacy.

Agriculture is our largest industry in point of volume of production, the textile industry is largest in point of number of hands employed, and the building industry is second largest in both of these categories.

It is interesting to note that although food is a vital necessity and its improvement and a better understanding of it are very important to mankind, yet the progress of humanity is not connoted by improvements in food — radio athletic program sponsors not withstanding — as it is by building. The saying, "Tell me what you eat and I will tell you what you are," may have some elements of truth in it, but we may more justly assert that the character of our buildings indicates more clearly the character of our lives, our achievements and our aspirations. A great city never became truly great in the trappings of a frontier town. Civilizations have never flowered without there, flowered with them a period of architecture expressive of them. Civilizations have decayed and died; and in the vestiges of their building activities we may read their histories accurately.

(Continued on Page 11)

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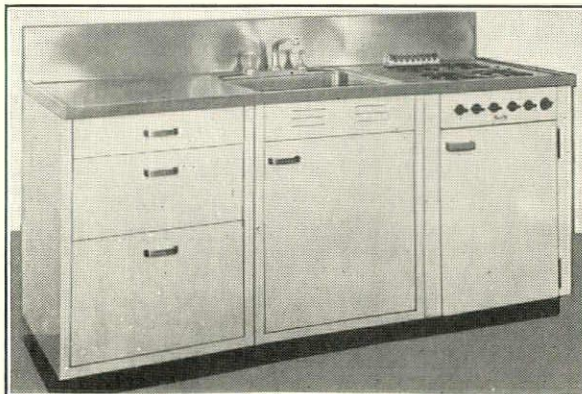
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FRANK LLOYD WRIGHT TO SPEAK AT DETROIT TOWN HALL

Frank Lloyd Wright, internationally famed Architect, of Taliesin, Spring Green, Wisconsin, will speak under the auspices of Detroit Town Hall at the Fisher Theater, on Wednesday, October 19th at 11:00 A. M. Admission will be \$1.65 and \$1.10. Tickets may be obtained from Mrs. Katherine Snow Stringer, Manager Town Hall, Statler Hotel, or at the theatre.

C. William Palmer will introduce Mr. Wright. A luncheon in the speaker's honor will be held at Huyler's L'Aiglon in the Fisher Building immediately following the lecture.

ARCHITECTS CONFERENCE ON LARGE SCALE RENTAL HOUSING

Conducted by EUGENE H. KLABER,
ASSOCIATE DIRECTOR

Rental Housing Division, Federal Housing
Administration

ITALIAN GARDENS, BOOK CADILLAC HOTEL,
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Tuesday, November 1, 2:30 P. M.

Wednesday, November 2, 10:00 A. M. and 2:00 P. M.

This meeting is by invitation, and admission will be by card, which will be mailed to Michigan Architects by Mr. Raymond M. Foley, State Director, Federal Housing Administration.

It is under the sponsorship of the Michigan Society of Architects and The Detroit Chapter of The American Institute of Architects.

Mr. Klaber, who is past president of The Chicago Chapter, The American Institute of Architects, will explain the principles of planning and designing, real estate and financial background, desirable environmental characteristics, and opportunities available to Architects under F. H. A. provisions on these developments.

This should be of great interest to Michigan Architects since the possibilities are almost unbelievable in this field of privately owned Large Scale Housing, financed under the terms of the F. H. A. There are now more than one hundred of these projects in the United States, and many very large ones to go in Michigan, which mean large fees for Architects.

Mr. Harry M. Steffey of the Detroit office F. H. A. is in charge of this Division.

FRANKLIN D. ROOSEVELT AN ARCHITECT

The New York Herald Tribune of Sunday, October 9th, published a sketch of the President's five room Dutch cottage he is building on the Hyde Park Estate as a summer retreat.

The drawing is signed "Franklin D. Roosevelt, Architect; Henry J. Toombs, Associate." Mr. Toombs is an Architect of Warm Springs, Georgia.

The original sketches by the President, and finished drawings by Mr. Toombs, were reproduced in the October issue of The Architectural Forum with the comment that since Thomas Jefferson planned Monticello 168 years have passed before we find another U. S. President turning his hand to Architecture. The sketches, as well as the finished drawings, are most creditable.

CHAPTER ANNUAL MEETING

Intercollegiate Alumni Club, Wednesday Evening, October 19—Dinner 6:30 P. M. Election of officers and directors. Reports of Committee Chairmen.

DETROIT DIVISION M. S. A. FORMING

Upon the authorization of the Board of Directors of the M. S. A. at their meeting in Lansing, George F. Diehl, Vice-president of the Society called a meeting of all Detroit Officers and Directors for the purpose of forming a Detroit unit of the Society. A slate of officers was prepared as follows: George F. Diehl, President; Andrew R. Morrison, Vice-president; Cornelius L. T. Gabler, Secretary; John C. Thornton, Treasurer; and Branson V. Gamber, Director on the Board of the Parent Association.

In making these nominations the Organization meeting was guided by the consideration that those in charge of the new group should be familiar with the workings of the M. S. A.

It is anticipated that they will hold office only until the end of the Society's year, sometime in March. A report on the Organization was presented at the Society's Board of Directors Meeting held in Grand Rapids on October 7th, and the Board approved the action and authorized the completion of the new Organization. It was suggested that it would be desirable for all such local groups to end their year at about the same time, just prior to the Society's Annual Convention. In the near future another meeting will be called at which time officers will be elected.

ILLUMINATING ENGINEERING SOCIETY MICHIGAN SECTION

TUESDAY, OCTOBER 11, 1938

Assembly Room, Service Building
THE DETROIT EDISON COMPANY
2000 Third Avenue

AFTERNOON MEETING — 4:00 P. M.

Brief reviews of some of the most interesting papers presented at the Minneapolis Convention, including:

"Indirect Luminaires — Efficient and Inefficient"; "Lighting Requirements in the Average American Home of 1938"; "Specification Lighting in Decorative Residence Interiors"; "Practical Aspects of Luminous Storefronts"; "The Influence of General Lighting on Machine Shop Tasks"; "Light Reflection from Painted Surfaces"; "Aluminum Reflectors"; "Illumination Levels and Eye Comfort Conditions."

EVENING MEETING — 8:15 P. M.

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BOARD MEETS IN GRAND RAPIDS

We don't know who was responsible for holding M. S. A. board meetings in various cities but we suspect that Bill Cuthbert had a good deal to do with it when he worked the local group idea into a truly state-wide society.

At any rate, we think it is a good idea and the meeting held at Grand Rapids on October 7 bears out this belief. The day was clear and the drive beautiful, through a world of autumn color.

The meeting, in a lovely room at The Peninsular Club, was attended by directors Black, Diehl, McConkey, Gabler, Hyde, Lorch, Allen, Thornton, Ditchy, Hughes and Gamber. Messrs. Alden B. Dow, William C. Zimmerman and Henry H. Turner were guests. Mr. Dow spoke on the new State Housing Study Commission to which he was recently appointed by Governor Frank Murphy. Mr. Turner reported on the School Law Committee, of which he is chairman, and it is expected that in the near future we will be able to give you a report in the Weekly Bulletin.

A most delightful event was the dinner meeting following, in which members and guests of the West Michigan Society of Architects joined. Those in attendance in addition to the directors were Messrs. Lakie, Lindhout, Daverman, Hertel, McLaughlin, Steketee, Zimmerman, Hahn, Rindge, Baker, Weemhoff, Turner, Zillmer, Haveman, and Crowe. Honor guests were Paul Marshall of Detroit and R. E. Seeger, Building Inspector of Grand Rapids.

Most lively discussions were entered into, particularly on the subject of Registration. Roger Allen presided.

HARRY F. WEEKS

Harry F. Weeks, member of the Michigan Society of Architects, died at his home, 133 East Drayton Street, Ferndale, Monday, October 10th. Mr. Weeks, who was fifty-one years of age, had been an Architect in Detroit for many years. For some time he had been associated with Richard Marr and had gained an enviable reputation as a designer of the first rank. He was born in Albion, Michigan, March 16, 1887 and had lived in the vicinity of his present home for the past sixteen years. More recently he had been employed under Mr. Frank Flemming with the Home Owners Loan Corporation. Besides his architectural affiliations, he was a member of Phi Sigma Kappa Fraternity, and Sojourner's Masonic Lodge. He leaves his wife, Anne, a daughter, Barbara, and his mother, Mrs. Jessie Weeks.

Harry had a host of friends in the profession, hereabouts, who will feel a distinct loss at his passing.

PLANNING FOR DETROIT

METROPOLITAN PLANNING CONFERENCE
under the auspices of
THE ENGINEERING SOCIETY OF DETROIT
and sponsored by other interested groups
FRIDAY AND SATURDAY, OCT. 21 AND 22, '38
BAGLEY ROOM—HOTEL STATLER
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LETTERS

My Dear Tal:

Perhaps you have heard that I have migrated from Detroit to this somewhat northern clime, perhaps not. I will tell you the story briefly. Spare time is at a premium with me nowadays, so I cannot write at length.

On August 22nd I severed my connection with the W. P. A., and that same day returned to the P. W. A. Not alone a shift in departmental initials, but a change in many ways. I was assigned as Resident Engineer Inspector on the addition to the State Hospital for Epileptics at Wahjamega, of which N. Chester Sorensen is the Architect. You are probably well acquainted with the scope of the project, it being from a fellow Architect's office, so I will refrain from any description. Suffice to say, that it is a large project, which keeps me on my toes at all times. In addition to this I have been assigned the Power House and distributing system planned by E. R. Little & Co., Engineers, with O'dell and Rowland, Architects. With all this on my hands you can readily understand that I am a busy man. If any of the boys are interested in my whereabouts and what I am doing I would appreciate your telling them.

Please note my change of address on your records so that the Weekly Bulletin reaches me here. I always enjoy reading its interesting pages. You might inquire of John Thornton as to whether my dues are paid to date. I think I am in good standing with the Society.

If you plan to come this way about the 15th on a hunting trip for pheasant, drop in and say hello. I would be happy to see you. Best regards.

Cordially yours,

Dalton R. Wells

* * *

Wahjamega, Mich.

M. S. A.

Your Bulletin of October 4th has just reached me at Maass Bros. Hybernating Lodge on Lake Marion, Gogebic County. Post Office address up to December 1 is Watersmeet, Michigan.

I took this time off, of course, from my fishing and hunting to read the same.

It gives me great pleasure reading it. I am interested in the things the Architects are trying to do to better the profession.

Congratulations to David E. Anderson of Marquette on his letter to the M. S. A.

I also note Roger Allen tried to be born 10 years too soon. Had he been successful in arriving on time, instead of 10 years late I could make a good fisherman and a wonderful deer hunter out of him and make him forget about Architecture, as I am doing at the present time.

Branson V. Gamber's name is familiar to me. He once pulled me out of a tight spot in Stone drafting, which nearly cost me my job.

I am inclosing the sum of \$3 to cover 1938 dues.

I will discontinue my letter for the present, as the bear is waiting to be fed fish at my back door.

The deer are waiting to be fed salt at the front porch, and I must also check the time of my clock by the Beaver swimming past on their way to build the dam.

A few Partridge must be dressed, logs put in the fire place, and after listening to the hoot owls and the howling of wolves and coyotes, I will retire for another perfect day.

Get your orders in early for Venison Steak.

Fred A. Maass

Watersmeet, Mich.

WEEKLY BULLETIN

BIG FEES FOR ARCHITECTS

A building program for Michigan of some \$100,000,000 has been announced by Frank N. Isbey, Chairman of Governor Murphy's P. W. A. Co-ordinating Committee. This is exclusive of housing which it is announced will be not less than \$50,000,000.

How are Architects to be selected for this vast amount of work? Is it to be political, a mad scramble, or will the self-starters reap all of the benefits? Conditions do not warrant this belief. Whatever might be your political convictions I believe it is generally conceded that your government is interested in selecting Architects on their merit, and in a fair and equitable manner.

Without in any way holding out that the Michigan Society controls such selections, it can be stated that they have been approached for suggestions. In fact one in authority has expressed amazement that our organization has not already interested itself, and he has suggested how the Society could be very definitely in the picture.

If the Michigan Society of Architects could include in its membership anything like a large majority of architects registered in Michigan then the Society and the profession in this state would be practically one and the same. In that case there could be no more logical agency to which those in authority could turn for advice. Without attempting to socialize the practice of our profession or to fix fees, we would be in a strong position to be helpful to the government and to the public.

We believe this will be brought about and that it will be greatly to the interest of every Michigan Architect to join his state society and to furnish us with his photograph and brief biography. Such information is the best material possible to be in the hands of your organization for use when the need arises to refer to your antecedents.

For instance, why aren't there more people in the world like our dear member, Meyer Sturm of Evanston and Chicago? Why aren't there more Architects like him registered in Michigan? He doesn't wait to be billed for his dues, or written for his photograph and biography. He sends them in early, and with one of his characteristic notes:

Dear Tal:

Is this what you want to know, or do you care to know that I am married, have two sons, neither one an architect, thank Heaven, that I, that is, we, just celebrated our 35th anniversary? Thanks, old top.

Most sincerely yours,

Meyer J. Sturm.

Solon Reily, also of Chicago informs us of the addresses of Russell S. Walcott and Nelson P. Rice; and Thomas Hornbrook of Detroit writes: "I really think we get a lot for our three dollars, but I just neglected to send it in." Roger Allen suggests that the important mail of Mr. Lange in Brooklyn is probably large photos of the Brooklyn Dodgers. Some are accounted for in our "Letters" department of this issue, and others on our honor roll this week are Messrs. P. H. Chute, W. D. Cuthbert, Gardner Coughlen, Harold Furlong, Wm. G. Herbst, Charles M. Hart, Bob Hubel, George Harvey, Willard Lorenz, J. Campbell Morrison and Fred Madison.

So, let us leave you with the thought that if you regulars will do your cooperating early, maybe it will be possible to clean up the remainder by the dead line. You know, Professor Lorch is measuring and recording historic Michigan buildings, and it is the

Bulletin's job to measure and record the Architects.

And to you from other states—you are registered in Michigan because you are doing, or expect to do, work in Michigan. That being the case, you should be willing to cooperate and support our efforts to improve conditions for the benefit of all concerned.

You might as well come across now, as we are going to keep after you until you do. Toward the end we are going to have a "clean up squad" descend upon you in what will be designated as "Chicago Week", "Toledo Week", and maybe "Lima Week", Eh, Pete?

DUES, PHOTO, BIOG.

If a serious catastrophe is to be averted, every architect in Michigan must instantly send in his picture, his biography and his dues to the M. S. A.

Undercover operatives have brought to light a plot, engineered by Branson Gamber, Paul Marshall and six fellows named Joe to mail in four hundred pictures of Clair Ditchy in a tremendous drive to have Clair elected Mr. America 1882.

Is this American or is it not?

Understand, we want just one picture of each of you. God knows one is ample. Bob Frantz, for instance, went to all the trouble of sending in two pictures (one full face and one profile) and his fingerprints. He said he found the whole thing hanging up in the Saginaw post office.

Possibly some of our readers, even more slow of apprehension than most architects, do not yet realize the advantage of having their photos in the Bulletin. Casting aside my natural and deepseated modesty, I will reveal what happened to me as soon as my photo appeared. Two days after the Bulletin came out a gentleman rushed into my office and said, "Mr Allen, I have just seen your photograph. It is sensational. It is exactly the type of face my organization has been looking for. I am a talent scout."

"A talent scout for Hollywood?" I asked, blushing heavily.

"Not exactly" he replied. "My organization specializes in breaking leases. We could make you an attractive offer to go and visit people who have been having trouble with their landlords and wish to be evicted. We figure that if the landlord gets a gander at that puss of yours he will figure the dam has busted and be off to the hills."

Naturally I do not claim that all of you can expect to receive such public acclaim as this by sending in your photo. That would be too much to expect. Or would it? At any event, the only way to find out what would happen is to pay up your dues, send in your photo and biography and leave the country.

Roger Allen

EXCUSE IT PLEASE

In the last Bulletin "complete coverage" became "complete courage," "a valuable compendium," became "a valuable compensation," "Edmund Kuhlman" became "Edmund Quhman," "Lewis J. Sarvis" became "Lewis J. Garvis," etc.—Lest you think the Editor has gone balmy from trying to get in dues, photographs and biographies of 700 architects we offer the explanation of The Board Meeting in Grand Rapids the day the Bulletin went to press.

BUILDERS' and TRADERS' EXCHANGE of DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer
 DIRECTORS: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Giesecking; Vern Taylor;
 Paul Sutherland, Edwin J. Brunner, secretary.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

BOWLERS GET UNDER WAY

Builders' and Traders' Exchange has a men's league and a women's league this year.

Robert Ruhl, chairman of the League, Benjamin Capp secretary-treasurer of the League and V. McFarland corresponding secretary have all the teams lined up now and all the records started.

We are bowling at Twenty Grand this year, at the corner of Fourteenth and Warren. Eight teams are in the field at present in the following position:

TEAM STANDINGS

Captain	Average	Points Won
Atkin	783	7
Dambrun	788	6
Giesecking	801	4
Bruny	776	4
Schuster	740	4
Sabo	740	3
Hirtzel	740	2
Squier	740	2

Individual averages are as follows:

	NO. OF GAMES	AVERAGE
1. Schuster	6	179
2. Dailey	6	176
3. Giesecking	6	175
4. Trembath	6	175
5. Sabo	6	170
6. Bruny	3	170
7. Dambrun	6	168
8. Jameson	6	168
9. Geyman	6	167
10. Squier	6	165
11. Ruhl	6	165
12. Wenzel	6	164
13. Kullen	6	164
14. Nelson	6	161
15. Fox	6	161
16. Green, Ed.	6	160
17. Williamson	6	158
18. Green, Frank	6	157
19. Zerga	6	157
20. Dueweke	6	155
21. Atkin	6	154
22. Peterson	3	154
23. Capp	6	153

24. Mattern	3	151
25. Heinman	6	148
26. Hirtzel	3	146
27. Caldwell	3	146
28. Anderson	6	143
29. Darling	6	143
30. Galster	6	142
31. McGarrigle	6	142
32. Brodine	6	142
33. Hoddick	6	140
34. Campbell	6	139
35. Mason	6	138
36. Miller	6	137
37. Ripley	6	131
38. Banbrook	6	124
39. Stoddard	6	122
40. Hemstreet	6	116

Girls League

Just started this year. Pinafore stage as you might say. Bowl on sixth floor Recreation alleys at 5:30 on Fridays. Six four men teams. Captains are M. Rogers of Detroit Steel Products, V. Hemstreet, A. Rubitschun, Banbrook Gowan Co.; M. Kraus, Detroit Steel Products; M. Bain, Wellington Sears; B. Gregorich, J. Livingston Co.

Individual averages are as follows:

GIRLS

M. Rogers	Detroit Steel Products	3	419	140
M. Krause	Detroit Steel Products	3	403	134
V. McFarland	B. & T. Exchange	3	360	120
M. Bain	Wellington-Sears Co.,	3	348	116
A. Rubitschun	Banbrook-Gowan Co.,	3	338	113
B. Gregorich	J. Livingston Co.,	3	325	108
V. Hemstreet		3	312	104
C. Bacon	W. E. Wood Co.,	3	290	97
M. Maley	B. & T. Exchange	3	288	96
H. Carbury	B. & T. Exchange	3	285	95
H. Engler	Truscon Steel Co.,	3	274	91
P. Gilbert	Truscon Steel Co.,	3	246	82
D. Best	Taylor & Gaskin	3	243	81
B. Rockey	Detroit Steel Products	3	240	80
E. Kreitzer	B. & T. Exchange	3	219	73
R. Frealig	Bryant & Detwiler	3	208	69
E. Peterson	W. E. Wood Co.,	3	180	60
J. Cooper	B. & T. Exchange	3	173	58
C. Martin	B. & T. Exchange	3	175	58

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FENTON COMMUNITY CENTER DEDICATED

Monday afternoon, October 1 marked the dedication of The New Community Center at Fenton, Michigan, a gift of the Horace H. Rackham and Mary A. Rackham Fund. The dedication address was delivered by Dr. Alexander Ruthven, president of the University of Michigan, before some 500 persons who filled the auditorium of the beautiful building.

Among the distinguished visitor were Eliel Saarinen of Bloomfield Hills, Architect of the Center, and his son and co-worker Eero. W. F. Austin of the W. E. Wood Company of Detroit, represented the contractors.

* * *

Ivan N. Cuthbert registered Engineer and member of the Ann Arbor firm of Cuthbert & Cuthbert, Architects and Engineers, was the speaker at the first session of the real estate course sponsored by The Detroit Real Estate Board, under the direction of the University of Michigan Extension Service. His subject was Building.

* * *

Joe Bernard, New Orleans Architect, who is so pleasantly remembered by his many Detroit friends who attended the last A. I. A. Convention, was in Detroit last week. Joe has some important school work and was on a tour of inspection, studying such buildings.

THE CREATIVE IMPULSE

By Burton Rascoe

A book review, from Newsweek

I'd like to know why architects are so dumb (in the root sense), dumber even than professional vocalists or concert pianists, on the subject of their art, whereas painters, sculptors, and composer-musicians are usually astonishingly articulate and—when they turn to writing—usually express themselves with clarity, rhythm, and distinction on general and specific ideas not related directly to their art.

There is not a book that I know of on architecture by an architect which a layman can read with any ease or intellectual profit. I have known dozens of architects (gifted, charming, and eccentric men) but not a single one has seemed to know what either he or his medium is about; or if he does, he doesn't know how to say it.

If someone mentions Frank Lloyd Wright, I hereby request a digest and a translation of the architectural data in Wright's rhapsodical autobiography and ask what universal cogency there is in his essays, which are to me only a defense of Wright's adaptation of the Japanese straw-and-paper houses to the rigors of a Chicago winter. Even the essayists and critics who write on architecture, Ruskin excepted, seem incapable of a straightforward, coherent exposition of the principles of architectural design. Schelling gave vent to the famous definition: "Architecture is frozen music." That's pretty but not more enlightening than to say: "Music is deliquescent architecture." Some profess to find enlightening the murky mumbles of Lewis Mumford, but all I get out of him is that blub-blub sound you hear when you hold an uncorked can of molasses upside down.

OCTOBER 18, 1933

ARCHITECTS REPORTS

BENNETT & STRAIGHT, 13526 Michigan Ave. OR. 7750.

Preparing plans for Add. to School, Carson City, Mich.

BRANDT, CHRISTIAN W., 3408 Eaton Tower. Prepare plans, Club House, L. A. Young Gun Club, 9 Mile, near Southfield.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian. Pontiac State Hospital bids closed.

DIEHL, GEO. D. Prep. plans commercial Bldg. for Service Engraving Co.

GIFFELS & VALLET, Inc., 1000 Marquette Building. Prep. plans supst., Gen. Con., Tool & Die Shop, Ford Motor Co.; also for local manufact.

JENSEN, C. R. Prep. plans alteration City Hall, underground comfort station, Civic Center, River Rouge.

KAHN, ALBERT, INC., MA. 7200. Service Parts Storage Bldg., Flint, Mich. Contract let.

Bids on Ypsi State Hospital PWA due Oct. 11.

KEYES, HUGH T. 747 Free Press Bldg. Randolph 7415. Plans for Res. B. E. Hutchinson, Lake Shore Rd.

Taking fig. on Res. for Prewitt Semmes, Country Club Drive, G. P. S.

LANE, DAVENPORT & MEYERS—Prep. plans 4-room school, East Detroit.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Add. to David MacKenzie High School, Auditorium. Class room wing unit, swimming pool, etc. Gen. contract awarded to A. W. KUTSCHE CO.

Prep. wkg. drgs. & spec. for Men's Dormitory, Western State Teachers College, Kalamazoo, Mich.

Prep. plans & spec. for girls dormitory for Michigan State College, East Lansing, Mich.

Prep. plans, 3 Sty. Addn., Bixby Hospital, Adrian, Mich.

GEORGE D. MASON ASSOCIATES, RAndolph 7850.

Prep. preliminary plans for Southfield S. James Herman Garden Housing Project.

SCHLEY, CYRIL EDWARD. — CA. 8499—605 Lafayette Bldg. Taking fig. on Selden Res. Lochmoor Blvd.

SMITH, HINCHMAN & GRYLLS—Walter H. Wyeth. Associate—Prep. sketches, City-County Bldg., Port Huron.

STAHL, JNO & CO., 628 McKerchey Bldg. CA. 5818 Bids to be received about Nov. 1 on Res. G. P. Park. 37x30.

SWANSON, J. ROBT. F., Birmingham. Prep. prelim. plans, Bloomfield Township Hall. PWA project.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Figures on 2nd part, Ionia State Hospital. Closed. Taking fig. on Men's Dormitory Bldg., Ionia State Hospital.

WRIGHT, FRANK H., 418 Fox Theatre, CH-7414.

Taking fig. on Alt. to White Star Theatre. Fig. on Jewelry Store, Harper Ave. Closed.

FROM A COWBOY ARCHITECT

Dear Tal:

Are you as Tal as you Hughes to be?

Now, that's enough! Before we go any further, I want it definitely and conclusively understood that there will be no continuance of horseplay, bulldozing or Brama-riding in the arena, or from back of the chutes. This is none of Roger Allen's business. Be it author, writer, journalist or no-mention-of-architect, I, personally, want to forget the author, writer, journalist orgie of Allen and Reid back in 1933. Don't get out your copies. Shut up, ALLEN—Thank you.

Hour yuh gettin' along widyer wurk, Tal? My most extensive salutations (with and without) to the old gang. I have followed them all as closely as possible in the BULLETIN.

I suppose, by this time, you have all learned how to design a house in the \$5,000 bracket, and are now languishing among the gold bats of your talented

endeavors. My sentiments are with you always. Having designed and followed thru to completion some two or three hundred of the above variety (exclusive of teepees and sheepsheds), in the past three years, and in addition to carrying on the usual dabbling around entailed in the practice of architecture, I am not altogether sure, whether the problem is most difficult, relative to gold bats or just plain bats in the belfry.

Notes from this week's issue of LIFE with illus-

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trated samples, convinced me that even the self-confessed hot shots are still considerably baffled and a long way from Q. E. D. Quod Est Demonstrandum relative thereto, should be interpreted as the "Queerest Early Dissolution" of what it takes to house "Usonia."

I would like very much, to try one of my clients out in a few of the sample situations so aptly portrayed in the above mentioned delineation; just as a matter of self preservation, in the event, they caught me trying to work a few necessary requirements into a beautifully rendered misconception.

The enclosed auto-biography, in accordance with The BULLETIN'S request, is taken from the everyday life of a cowboy architect and from the samples submitted with malice toward none, even Allen.

Sincerely,

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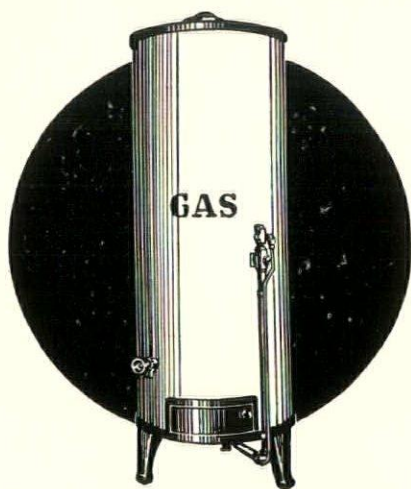
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Fair Murals Depict Petroleum Industry

William Tefft Schwarz, one of America's outstanding mural artists, has been commissioned to do four large mural paintings depicting the story of oil for the Petroleum Industry Exhibition at the New York World's Fair, 1939.

Canvasses for the subjects, "Production," "Research," and "Refining" will each measure 38 by 47 feet.

Mr. Schwarz, who recently began work on the project at his farm in Arlington, Vermont, has had a long and notable career as a mural painter. Among his best known works is a group of murals at the Engineers' Club in New York City, depicting the history of aviation. Others of his works include murals for the Onondaga County Savings Bank, Hotel Philadelphian, Hotel Dennis in Atlantic City, N. J.; the Fulton National Bank of Lancaster, Pennsylvania; and the Hotel Utica, Utica, N. Y. During the World War Mr. Schwarz was in charge of the art work for the "History of Surgery." Directly after the war, he was commissioned to make the life masks of the notables at the Peace Conference in Paris.

The Changing Scene

Corbett, one of the architects of Radio City, predicts that more and more homes will be built simply by assembling parts turned out in a house-factory. Corbett visualizes prospective homeowners designing their own houses by fooling around with sets of blocks putting toy houses together, and sending in the results as orders. The actual houses would be put together in two days, he says.

In other words, if you want a Norman tower over the porch of a one-story Cape Cod cottage, you put it there. And if your wife gets tired of the old arrangement maybe she jugs porches and gables around like living room furniture. It only takes a couple of days. And maybe when you come home at night you can recognize which house is yours, and maybe you can't. And if there are lots of wives with rearrangement complexes in your neighborhood, maybe you can find the street you

live on or maybe you just go away somewhere and try to sleep it off.

Anyway, it sounds like fun even if it doesn't sound restful.

FLOODING OF BASEMENTS caused by the backing up of flood water in sewers can be prevented by the installation of a new type of drainage control valve which offers the double protection of an automatic check valve and a manually-operated gate valve, the Plumbing and Heating Industries Bureau explains.

The valve is installed at the point where the cast iron house sewer leaves the building. The valve is made to fit the flanged hub of a 4-inch soil pipe.

The valve is equipped with an automatic bronze swing check valve.

This valve closes when water attempts to enter the house from the sewer. It swings open freely when water from the house flows toward the sewer.

In addition the unit is equipped with a regulation type of gate valve. Thus, should the check valve fail to work, the gate valve will afford the desired protection.

The system can easily be adapted to any basement drainage layout and the cost is low on original installations. In the case of an existing building, the cost is naturally somewhat higher inasmuch as it will be necessary to cut into the soil pipe line to install the valve.

In the case of seepage through the basement wall or floor, the installation of an automatic cellar drainer is recommended. This is a pump which will drain water from a sump. These pumps are made in various sizes and capacities to meet the individual requirements of buildings.

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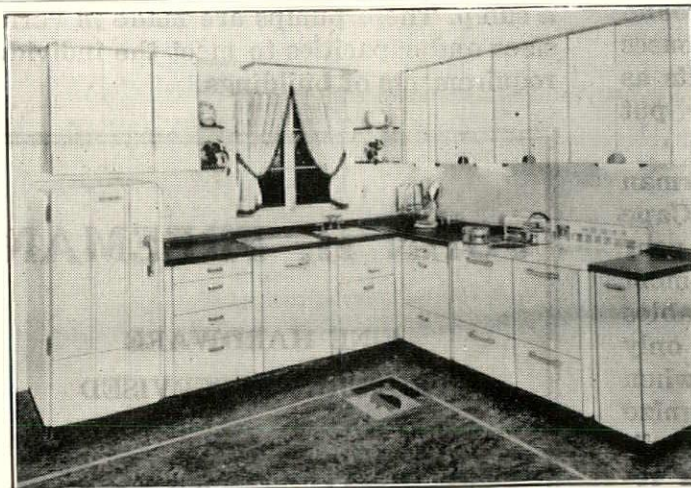
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THE CALL TO ORGANIZATION

(Continued from Page 1)

To build, therefore, is an important mission, one which should not be lightly undertaken. Its influences extends far beyond the owner who causes the structure to be built, and touches the life of every passerby. It may ennoble or it may debase. It may contribute handsomely to the community life or it may through its inherent shortcomings produce a blight upon the neighborhood.

Building is a complex art, a ponderous art, one that calls upon many people for a great variety of services; one that involves cumbersome materials and a large outlay of money; one that requires extended periods of time for completion; an art whose operations are not readily susceptible to change and where mistakes are costly; an art where many and diverse materials with diverse functions must be accommodated without compromise.

Experience has indicated the best manner in which a building may be conceived and erected. The first stage is the selection of the architect to whom is entrusted the duty of planning and designing the building. His first sketches serve as a basis for study and consultation with the owner. Once a scheme has been devised which meets with the approval of the owner, then working drawings are prepared. These are drawn to scale and by means of symbols and conventions known and understood by all the building trades, the materials to be used are definitely indicated. Sufficient dimensions are given to make it possible to compute the quantity of the various materials required. The specifications supplement this information by means of description and by mention of methods of construction as well as by stipulating the kind and quality of materials. When these documents are properly completed, they form a clear concise basis upon which competitive bids may be fairly secured. In most of the larger communities, joint committees of architects and contractors discuss and recommend improvements to the bidding documents and also recommend regulations which will improve building practices.

The manufacturer's representative plays an important, although sometimes unappreciated role. The architect must look to him for facts regarding new materials, or improvements on the old, for price data, and other pertinent information. The American Institute of Architects through its Structural Service Committee has been of great assistance to manufacturers in the preparation of their materials for the building market. The Producers' Council has also cooperated with the American Institute of Architects in this matter.

The architect and his engineers must consult with all public authorities entrusted with the enforcement of building regulations. All contingencies insofar as it is humanly possible, are anticipated in advance.

Upon the general contractor devolves the duty of expediting the work of getting the various subcontractors on the job when the work is ready for them, of assuming the general responsibility for all building operations, and dovetailing the work of the various trades. The architect or his superintendent should be available at all times to interpret the drawings, to solve unforeseen problems and to approve materials, methods of construction and details which can not be covered by drawings or specifications. Here is a situation which demands the greatest degree of cooperation and which illustrates what can be accomplished by cooperation.

The various officials upon whom devolves the enforcement of governmental restrictions and standards are very important factors in the building industry. A lax attitude in the discharge of their duties reflects itself in evils which only too readily become firmly established and soon are difficult to eliminate. Progress is thus paralysed and since buildings stand for many generations, the importance of rigid enforcement of wise restrictions is very apparent.

The architect occupies a difficult position, for although he is paid by the owner, he is called upon to render unbiased opinions in matters of dispute, and in the interests of justice he may decide against the owner and in favor of the contractor. This juridical attitude which is imposed upon the architect, places him in a detached position from which he is able to view the various phases of the building industry with a critical unbiased eye. It enables him to discover the virtues and the weaknesses of the system under which we operate, and to properly evaluate its various elements. It is upon this capacity that I lean tonight in offering you my observations.

I am impressed by the fact that cooperation is today imperative. The day of rugged and ruthless individualism is passed. The quick advantage which may accrue from disregard of one's associates or competitors, the glamor of playing a lone hand, the insatiable lust for the lions share, are evanescent enticements of pioneer days which in the light of present day organization have lost their allure.

A new concept of business is emerging. It has already established itself in other lines of endeavor; and its progress in the building industry is rapid. No man, — in this country at least, — is sufficient unto himself. Today, as never before, the advantages for good which can be obtained through cooperation are being realized. This day of great specialization which has contributed so much in the matter of mechanical and structural improvements has also reared a delicate structure of interdependent services, one so closely dependent upon the other that to insure safety for all, cooperative effort is imperative.

I regard then the formation of your Builders and Trader's Exchange as a progressive movement destined to become an influence of great good in your community. It will attract to the building industry the respect and authority which so important a civic group deserves, and it will focus public attention upon the building problems of the community and the importance of their correct solution.

It will be of unbounded benefit to its individual members to whom it can offer the prestige and advantages which accrue to such an organization and which cannot be obtained alone. "In union there is strength," could not be more forcibly demonstrated.

And one of your most valuable assets I am sure will be the cultivation of a finer feeling of fellowship, and appreciation of each other's qualifications, a sympathetic understanding of each other's problems. It is a patent fact that acquaintanceship will dissolve many misapprehensions and misunderstandings and will reveal the finer attributes in a fellow being. I am sure that a spirit of mutual confidence and assistance will be engendered through your associations here, and through your combined efforts the construction industry will take its proper place in the life of the community.

I congratulate you upon the energy and initiative which you have demonstrated in bringing this organization into being, and I wish for you and for it a full measure of success.

Ralph Alfes

Erwin Alfes

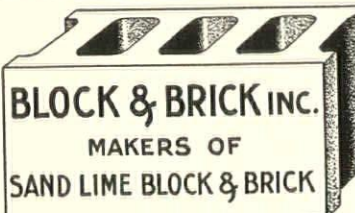
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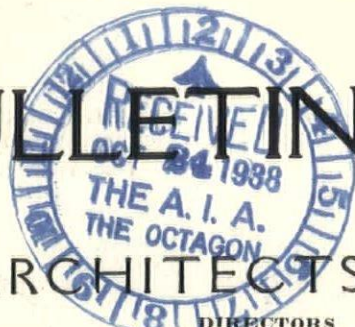
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Volume 12

DETROIT, MICHIGAN, OCTOBER 25, 1938

No. 43

ARE YOU INTERESTED IN ARCHITECTURE, BUILDING?

We firmly believe in the statement, "Once an Architect, always an Architect," and that to a great extent a similar condition applies to anyone in the building industry.

We were, therefore, somewhat disturbed upon receiving a note from our treasurer that certain ones had "discontinued membership," giving as reasons "Retired," "No longer practicing" and "No longer interested." It is true that many of them reside in other states, but we feel sure that if they understood just what the Society is trying to do for the profession and the industry, not only locally, but nationally, their interest would not be so remote.

The Society as a State Association Member of The A.I.A. is far from purely local in its endeavors. Of course, such things start locally but spread to become of interest to the profession throughout the country.

No architect who has practiced can make us believe that he is no longer interested. He is only kidding himself, and as for being retired, that is when one has the time to give some thought to betterment of the profession that has meant so much to him.

Even if our efforts do not seem important to you, they are at least worthy of your support, which means so little to you and so much to us. For instance, our Weekly Bulletin, owned by the Society, and financial benefits of which accrue to the Society, depends upon advertising, and advertising depends upon paid subscriptions. We cannot send it free. Certainly, there is not enough in one dollar subscription (or 50c to members) to pay some one to make a business of securing subscriptions. We have to depend upon our Bulletin as a mouth piece. Surely you would not deprive us of the satisfaction of attaining our ambition of including in our membership practically every architect registered in Michigan, and of including in our coming Twenty-Fifth Anniversary Number a photograph and biography of those members. Our next Annual Convention will be our "Silver Jubilee," and we want you represented.

We want to offer you any service which we may be able to perform, as your representation in Detroit and Michigan. The Bulletin maintains an employment service, for which no charge is made, either to architect or draftsman, and a day never passes that we are not called upon in this connection. We have been instrumental in making some important

connections — some have resulted in partnerships. We often have calls for information on architects from those who are considering employing them, and one purpose of this campaign is to collect complete files on all architects, as far as possible. When an architect comes into prominence we will have his record in our "Morgue."

To you "regulars," who are members, won't you spare us the trouble and expense of writing, by sending in your material now? We depend upon you to encourage others. If you haven't a photo and haven't time to visit a photographer we will have our Bulletin "staff photographer" call at your office (in Detroit) and make a portrait for \$1.00, and we guarantee it will be good. He is a professional photographer and has done excellent work. This is predicated upon getting a number of orders ahead before doing the work.

The Bulletin, besides reaching MSA members goes to members of the Builders' and Traders' Exchange, Producers' Council Club of Michigan, General Builders' Association, Detroit Chapter, A.I.A. Grand Rapids Chapter, A.I.A., and six local group divisions of the M.S.A. as well as to the Officers and Board of the A.I.A., and key men in the profession and industry throughout the country. We are trying to make it a real factor in the profession and we have a new Publications Committee who believe this is possible. A great deal depends, first of all, upon paid circulation. The next Annual Convention Number alone will be worth more than one dollar. Besides photographs and biographies, it will contain much valuable information, in the nature of a year book. We are not at liberty to tell you all of the ways in which you will benefit by becoming a member, but we make a pledge that you will not regret it.

We won't need your photo and biography for some time yet, but the sooner the better.

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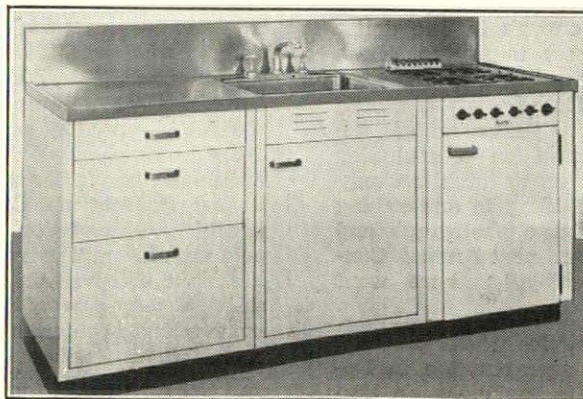
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WRIGHT LAMENTS CULTURAL LAG

The desperately needed inner consciousness of ART which Frank Lloyd Wright prefers to call super-common sense, was dwelt upon by the eminent architect as he addressed a Town Hall audience which filled the Fisher Theatre here on Wednesday.

"Understand Architecture and you will understand life," he said, in classifying architecture as the greatest of the arts, music second and painting the worst. "Your architect, like the head on your body," he told his audience, "should be more of you than you are yourself. He should interpret your life."

"The 'inferior desecrator' is responsible for the 'infernal complexities,' like those around you," he continued, paying tribute to Albert Kahn by saying that he did not believe Mr. Kahn designed the interior of the Fisher Theatre.

In answer to a question as to what he considered our best architecture he unhesitatingly named our factory buildings. Mr. Kahn, he said, was one of the most valuable men in America today.

Radio City, Mr. Wright sees as a definite symbol of the passing of the skyscraper.

A terrific cultural lag, that only education can cure, has become a desecration, Wright said. However, the architecture of our universities are anything but stimulating to him. "If I were able," he said, "I would buy Harvard and Yale and put a sign on them, 'Closed by the magnanimity of Frank Lloyd Wright.'"

C. William Palmer, in introducing Mr. Wright referred to him as a member of the architectural profession. This the speaker denied, saying that he preferred to remain in the class of an amateur.

He referred to the poll conducted by Life on the preference as to modern against traditional design, which showed two to three. This is like asking if one prefers the living to the dead, he said, but he saw hopeful signs since a few years ago about one tenth of one per cent would have chosen the living.

The New York Fair, like that of Chicago he saw as poison.

CHAPTER HOLDS ANNUAL MEETING

HYDE ELECTED PRESIDENT

Arthur K. Hyde was elected president of the Detroit Chapter of The American Institute of Architects at its Annual Meeting at the Intercollegiate Alumni Club, Wednesday Evening, October 19th. He succeeds Richard P. Raseman.

The meeting, which followed a Board of Directors Meeting was attended by twenty-five members. New members elected since the last Annual Meeting are Messrs. Kenneth C. Black, Frederick C. O'Dell, Ralph R. Calder, Alden B. Dow, Hugh T. Keyes, Lyle F. Zisler, Thomas S. Tanner, Lawrence B. Jameson and Eero Saarinen.

Members stood in silent tribute to the memory of William B. Stratton, who died since the last Annual Meeting. Herbert G. Wenzell was elected vice-president and Wirt C. Rowland director. Rowland, who serves for three years, succeeds Wells I. Bennett, whose term expired at the Annual Meeting. Malcolm R. Stirton and Talmage C. Hughes were re-elected as treasurer and secretary respectively.

OCTOBER 25, 1938

M. S. A. BOARD MEETING

Intercollegiate Alumni Club

WEDNESDAY, OCTOBER 26, 4 P. M.

PURPOSE: To formulate a method whereby the Michigan Society of Architects can cooperate with State officers in promoting a possible extension of the PWA program in Michigan.

This is at their request.

PRODUCERS' COUNCIL MEETING

Detroit Leland Colonial Room

FRIDAY, OCTOBER 28, 6:30 P. M.

DINNER \$2.00 PER PLATE

Says our friend, Paul Marshall, "The informational part of the meeting will be sponsored by the Aluminum Company of America and a motion picture will be shown entitled 'Aluminum From The Mine To Metal.' It is a two-reel motion picture describing the mining of bauxite, the manufacture of alumina, and the production of aluminum. The scenes for this picture were made at Bauxite, Ark., East St. Louis, Ill., and Alcoa, Tenn."

"The second part will be 'Aluminum Fabricating Processes' which is a two-reel picture showing many basic aluminum products. It shows in some detail the processes by which the metal is rolled, drawn, extruded, cast, and forged; it then describes briefly a number of the methods used in forming and assembling aluminum structures. The scenes for this picture were made at Alcoa, Tenn., Cleveland, Ohio, New Kensington, Pa. Massena, N. Y., Edgewater, N. J., and Garwood, N. J."

Architects and others interested can make reservations with Walter Torbet, Detroit Steel Products Company, 2250 East Grand Boulevard, Detroit, Michigan.

ARCHITECTS U. OF M. PROJECTS ANNOUNCED

Architects for five of the University of Michigan building construction projects which are to be carried out as PWA projects have been announced by Prof. Lewis M. Gram, director of plant extension. None has done any previous work for the University and all are out-of-town firms.

Lewis J. Sarvis, Battle Creek, was the only architect to be awarded two jobs. His firm will draw plans for the new Health Service building and the addition to the Dental building.

Plans for the men's dormitory southeast of the campus will be executed by Morison and Gabler, Detroit, and those for the women's dormitory south of Mosher-Jordan hall by C. William Palmer, Detroit.

Shreve, Anderson, and Walker, Detroit, were named as architects for the addition to University hospital.

Architects for the medical dormitory and the Michigan Union dormitories were named earlier.

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ARCHITECTS CONFERENCE ON LARGE SCALE RENTAL HOUSING

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DETROIT

Tuesday, November 1, 2:30 P. M.

Wednesday, November 2, 10:00 A. M. and 2:00 P. M.

All Architects registered are invited to attend.

Mr. Lancelat Sukert, Chief Architectural Supervisor, Detroit Insuring Office, FHA, says,

"The FHA believes, and rightly so I think, that the architect should be thoroughly equipped to oversee and direct all of the elements of large scale projects and should constitute the gyroscope which maintains the balance so necessary to their successful completion, not only from the esthetic and structural viewpoint but also as financial undertakings.

"Whether or not an architect has a rental housing project in immediate contemplation, that portion of the coming conference which is devoted to planning will be of extreme value to him. I had the privilege of attending a similar conference held in Cleveland several months ago, and was agreeably surprised to find it so interesting and instructive that I returned greatly exhilarated and with increased pride in the architectural profession.

"Eugene Klaber, who will personally conduct the conference, has the gift of making his explanations clear, simple and direct. He explains thoroughly how rental projects should be planned, showing the objectionable features of the old type of site planning and how such sites should be replanned to the best advantage.

"He also shows the wrong and right way to plan apartment layouts and explains why many of the methods in common practice are subject to correction and improvement.

"I believe that the profession will quickly grasp that the FHA has, by virtue of its highly idealistic requirements for planning, unshackled the hands of the architect by cutting the fetters usually imposed by the average apartment client whose demands for excessive land utilization and excessive occupancy hopelessly confine the architect. By making explanation as to how one should fill out the application blanks for FHA insurance on rental housing projects, Klaber brings the spotlight on the most important features to be considered, such as the relationship between cost and expected income, how to estimate maintenance cost, the relation between cost and use of space and other pertinent information with which the contemporary architect should be familiar, regardless of the type of project and whether or not it is to be financed by an insured mortgage.

"Klaber has had the advantage of his experience in checking over and criticizing hundreds of rental housing project plans, as well as hundreds of application blanks and he can therefore put his finger unerringly on the standard mistakes made by architects and the standard items of padding which occur in the applications. He has advised me of his willingness to grant personal interviews to any architects who may have concrete problems. The arrangements for such interviews will be announced at the conference."

THIRTY-TWO ADDED TO HONOR ROLL

During the past week those who have sent to the Bulletin or the Society a part or all of the three requisites — Dues, photographs and biographies are as follows:

Emily H. Butterfield; George Braun, Jr.; Ralph W. Cumming; William H. Creaser; G. Frank Cordner; J. Ivan Dise; Francis Dysars; Robert Finn; Lynn W. Fry; F. A. Gildersleeve; H. R. Graf; Frederick M. Harley; Peter M. Hulsken; A. F. Herman; Der-rick Hubert; Charles W. Hansen; Valentine B. Hunt; Joseph P. Jogerst; Paul Kasurin; Dixon B. Kellogg; Frederick W. Langhenrich; Leslie M. Lowery; E. B. Phillips; Chester A. Sirrine; Harold M. Shephard; Eero Saarinen; Eliel Saarinen; Carl H. Schwenk-meyer; Paul Tilds; Harry C. Vicary; B. C. Wetzell; L. J. Zimmerman.

GRANT C. LAFARGE

Christopher Grant LaFarge, 76, whose architectural genius ranged from designing awe-inspiring cathedrals to utilitarian subway stations, died at his home in Saunderstown, R. I., on October 11, after suffering a heart attack.

His work includes the Cathedral of St. John the Divine in New York and that city's subway stations built under the Rapid Transit Commission, and other monuments to his designing genius in great cities throughout the United States.

Father of Oliver LaFarge, 1929 Pulitzer prize-winning author of "Laughing Boy," LaFarge was associated with the advisory boards of architectural schools at Princeton and Massachusetts Institute of Technology, his alma mater.

The following from Architectural Record makes us feel right at home

Since no one else called our attention to an error recently, we formed our own posse and began beating the bushes. About nightfall we uncovered one, and a neat little trick it was. In our review last month of Claude Bragdon's **More Lives Than One**, we started out to say that, among other things, Mr. Bragdon was an **occultist**. But our printer, bless his conscientious soul, apparently thought this a little brash, and compromised on occultist. Magazine publishing is such interesting work.

STORE LIGHTING

In the business of modern merchandising, the show window has become one of the most important parts of the store. A well-lighted window with a good display commands the momentary attention of those passing; it can attract others from a distance and, if it is well done and well lighted, it can cause as many as one out of every five to stop and examine the articles thoroughly. Ample proof of this is given by sales lighting tests.

Exclusive of the show window, the store front itself is quite as potent an outside salesman and has much to do with customers into the store. Outside the store, light in the form of luminous store fronts can effectively sell the store to the customer as a good place to buy and as a means of identifying a store's location in the minds of the buying public. Modern lines and forms, architecturally pleasing and appropriate in the daytime, come to life at night with a still more distinctive character.

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ARCHITECTS REPORTS

BENNETT & STRAIGHT, 13526 Michigan Ave. OR. 7750.

Preparing plans for Add. to School, Carson City, Mich.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian. Pontiac State Hospital bids closed.

DIEHL, GEO. F. Prep. plans commercial Bldg. for Service Engraving Co.

GIFFELS & VALLET, Inc., 1000 Marquette Building. Prep. plans supst., Gen. Con., Tool & Die Shop, Ford Motor Co.; also for local manufact.

KAHN, ALBERT, INC., MA. 7200. Service Parts Storage Bldg., Flint, Mich. Contract let.

Bids on Ypsi State Hospital PWA due Oct. 11. **KEYES, HUGH T.** 747 Free Press Bldg. RAndolph 7415.

Plans for Res. B. E. Hutchinson, Lake Shore Rd. Taking fig. on Res. for Prewitt Semmes, Country Club Drive, G. P. S.

LANE, DAVENPORT & MEYER—Prep. plans 4-room school, East Detroit.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Add. to David MacKenzie High School, Auditorium. Class room wing unit, swimming pool, etc. Gen. contract awarded to A. W. KUTSCHE CO.

Prep. wkg. drgs. & spec. for Men's Dormitory, Western State Teachers College, Kalamazoo, Mich.

Prep. plans & spec. for girls dormitory for Michigan State College, East Lansing, Mich.

Prep. plans, 3 Sty. Addn., Bixby Hospital, Adrian, Mich.

GEORGE D. MASON ASSOCIATES, RAndolph 7850.

Prep. preliminary plans for Southfield S. James Herman Garden Housing Project.

SCHLEY, CYRIL EDWARD. — CA. 8499—605 Lafayette Bldg. Taking fig. on Selden Res. Lochmoor Blvd.

SMITH, HINCHMAN & GRYLLS—Walter H. Wyeth. Associate—Prep. sketches, City-County Bldg., Port Huron.

STAHL, JNO & CO., 628 McKerchey Bldg. CA. 5818. Bids to be received about Nov. 1 on Res. G. P. Park. 37x30.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Figures on 2nd part, Ionia State Hospital. Closed. Taking fig. on Men's Dormitory Bldg., Ionia State Hospital.

WRIGHT, FRANK H., 418 Fox Theatre, CH-7414.

Taking fig. on Alt. to White Star Theatre. Fig. on Jewelry Store, Harper Ave. Closed.

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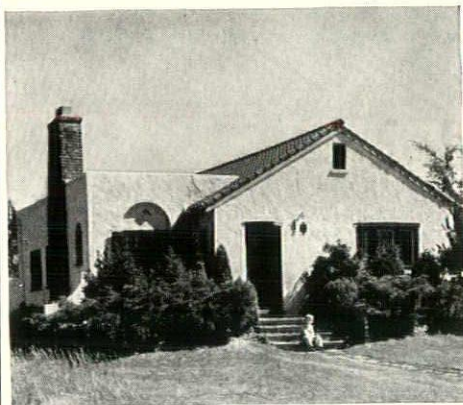
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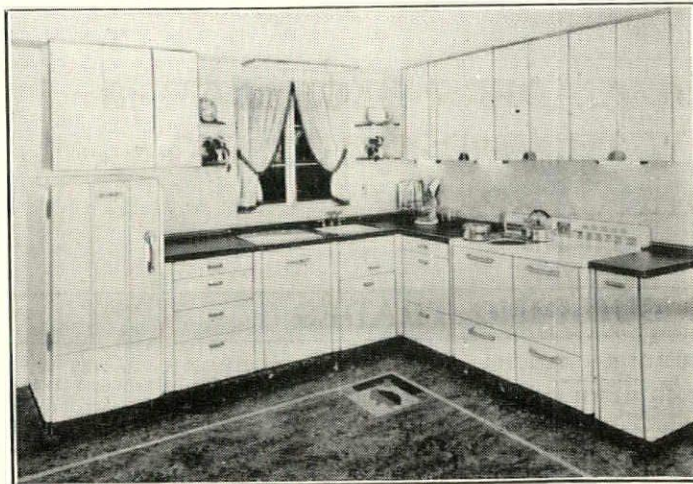


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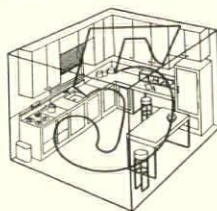
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