

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

WEEKLY



BULLETIN

3-4-1
THE AMERICAN
INSTITUTE OF ARCHITECTS

1940 FEB -7 PM 2:46

WASHINGTON, D. C.

MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

KENNETH C. BLACK, President
GEORGE F. DIEHL, 1st V. Pres.
RALPH B. HERRICK, V. Pres.
GEO. M. McCONKEY, V. Pres.
CORNELIUS L. T. GABLER, Sec.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec.

EDITOR

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

Advertising Manager
E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
DAVID E. ANDERSON
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
EMIL LORCH
HARRY L. MEAD
ANDREW R. MORISON
ORLIE J. MUNSON
JAMES A. SPENCE
EDWARD X. TUTTLE

Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00) 25c per copy

Volume 14

DETROIT, MICHIGAN, FEBRUARY 6, 1940

No. 6

WHAT SPECIFICATIONS ARE FOR

The man who builds his home, generally knows the importance of carefully studied plans, but does not always know why expertly drawn specifications are equally necessary.

by Harold R. Sleeper

The following article has been written for the A. I. A. Committee on Public Information by Harold R. Sleeper of New York.

Mr. Sleeper is willing to have the Chapters or State Associations use this for publicity purposes either in whole or in part.

The portion printed in italics is a suggestion for a short article.

Building a house entails the heaviest investment that an average person makes during his lifetime and therefore it is wise to safeguard the operation with all possible precautions. We may be generally scrupulous in our shopping for casual purchases and don't buy until we are convinced that we are getting our money's worth. Yet how few people, when embarking on a building project, take advantage of the possible safeguards: they proceed on faith in a builder, or on the assumption that their house will turn out just like a neighbor's, or on the word of a real estate agent that the construction will be first class.

None of these are enough to safely venture on a project during which we contract to purchase literally thousands of items, many of which we may never see, but all of which will have a definite relation to our future joy in living, comfort and financial status.

The architect is the logical unbiased expert available to advise and guide us through the many ramifications of building. Many people falsely picture the architect as solely an artist who makes a few sketches and drawings and that a builder, possessed with these, may translate them into a house. This procedure takes advantage of less than half of the architect's talent and the resultant house can never be as the architect really conceived it. Perspectives, sketches, models and drawings serve their very important function. They show sizes, how the house will appear, and other special relationships. However, such instruments do not in any way tell the complete story; for the specifications, though they seem rather mysterious, are of equal importance.

No builder, however well intentioned, can build the house as the architect and owner visualize it from drawings without the aid of specifications. Can he tell that you expect to have a green and white check-

ered rubber tile floor in your bath? Can he know that wood sills are to be termite-proofed? Does he know that the exterior siding is to have four coats of so-and-so paint? These and hundreds of other decisions must be determined, and the specifications are complementary to the drawings; what cannot be explained in the one is included in the other.

The architect uses the specifications to record beforehand all materials, methods of construction and fabrication, as well as means of erecting.

The architect, by training and experience, is qualified to judge costs, to consider the owner's requirements and to fit materials and methods to the design which he has conceived. Part of his everyday work is to study modern developments, to test new equipment, to read technical magazines, to interview material salesmen, to study new catalogues. He also has the advantage of building in many scattered localities where building practices may be different and so is able to evaluate the advantage of each and may bring his experience to the specification.

The architect, having nothing to sell, is not swayed by financial considerations in his selection of materials or methods and hence is free to choose only with the client's ultimate benefit in mind. Now if the responsibility for such decisions rests on the builder he must assume a service which is outside of his general work, for which he is not specifically trained, and to which he naturally brings another point of view. He cannot afford the time for investigations and consultations which are part of the architect's service.

This point is illustrated by the fact that many of the top-notch builders refuse to build without architects' specifications. No matter how honest or fair-minded such a contractor may be, he can hardly be expected to not consider the financial aspect of every purchase he makes. The market shifts may influence him to take advantage of savings, whether or not they are to the advantage of the owner, especially when he has no definite specification to guide him.

Many builders who do work without specifications become accustomed to proceeding in a set way, and if the type of design of a house which a client is erecting doesn't fit their usual practice, they may take liberties with the construction which will definitely impair the finished work. Again, builders may wish to buy materials as supplied by a local dealer and

FREDERIC B. STEVENS, INC.
 FACE BRICK, ENAMELED BRICK, GLAZED
 BRICK AND TILE, ROOFING AND
 FLOOR TILE
 Representatives for
**ANTI-HYDRO—For Hardening and
 Waterproofing Concrete**
 Third and Larned Streets
RANDOLPH 5990 DETROIT, MICH.

IRON - BOND METHOD
HEINEMAN & LOVETT CO.
 Waterproofing Contractors
 Basements, Tunnels, Pits, Tanks, etc.
HI-TEX Methods
 Waterproofing & Restoration of exterior masonry
DRYNODOR DEHUMIDIFIERS
 5327 Tireman Ave. DETROIT TY. 6-1226

Fox Theatre

Held over another week.

CHARLES LAUGHTON
 in
"THE HUNCHBACK OF NOTRE DAME"
 with a notable supporting cast including—Sir
 Cedric Hardwicke, Edmond O'Brien, Alan Mar-
 shall, Walter Hampden and Katherine
 Alexander.

In addition the Fox offers the year's finest
 array of short subjects, featuring the latest
 edition of the "MARCH OF TIME."

TURNER-BROOKS, Inc.

*Contractors and Designers of Resilient
 Flooring*

ASPHALT TILE	MASTIPAVE
RUGS	LINOLEUM CARPETS
CORK TILE	RUBBER TILE

9910 Dexter Blvd. TOWNSend 8-1020

A Complete Line of Rock Wool Insulation
 Products Manufactured in Detroit

INSULATION INDUSTRIES INCORPORATED Hogarth 8978
 Meyers Road
 at Lyndon
 Consult us when you have insulation problems
 SPECIFICATIONS MAILED ON REQUEST

Long Experience — Adequate Facilities
 Clean Cut Business Procedure
 Blue Printing & Photostat Reproductions
O & O Blue Print & Supply Co.
 Cadillac 0005-0011 77 Sibley

Punch & Judy Theatre

WED. - THURS. February 7 and 8
 John Garfield — Priscilla Lane
"DUST BE MY DESTINY"

FRI. - SAT. February 9 and 10
 Lana Turner — Artie Shaw
"DANCING CO-ED"

SAT. 11 P. M.
 Conrad Veidt — **"U-BOAT 29"**

SUN. - MON. - TUES. February 11, 12 and 13
 William Powell — Myrna Loy
"ANOTHER THIN MAN"

MURRAY W. SALES & CO.

Detroit's Finest
 Plumbing and Heating
 Display Rooms
 At Your Service

MADison 4200
 801 W. BALTIMORE AT THIRD

Facts About Monel Metal

1. MONEL CANNOT RUST—2/3 nickel and 1/3 copper
2. MONEL IS RESILIENT—same resiliency as linoleum
3. MONEL IS TOUGHER BY 50%—than alloy steel used in railway axels
4. MONEL IS STRONGER BY 30%—than steel used in bridge construction
5. MONEL IS STAIN RESISTANT—acids used in kitchen will not stain per-
 manently
6. MONEL CANNOT CHIP, PEEL OR CRACK—solid metal
7. MONEL STANDS ANY ABUSE—reduces maintenance costs
8. MONEL IMPROVES WITH AGE—always lustrous and beautiful

*These are a few reasons why Whitehead Metal Products Company sinks continue to gain
 in popularity with architects, home owners and apartment house management companies.*

Whitehead Work Saving Kitchen

W. D. GLARDON
 Distributor of MONEL SINKS and STEEL KITCHEN CABINETS
 "Kitchen Planning and Designing Specialists"

4461 Woodward Avenue

TEmple 1-8494

Detroit, Michigan

DESIGNERS MEET AT UNIVERSITY

Coordinating of teaching in the various fields of design was the objective of a conference at the University of Michigan, Feb. 2 and 3.

Educators from the nation's outstanding schools of design, as well as a few outstanding practitioners, participated in this first effort to bring some measure of organization into the training of architects and interior, industrial, and advertising designers, it is felt by those who planned the conference.

The present lack of educational organization, according to Prof. Wells Bennett, dean of the University's College of Architecture and Design, is due in large measure to the rapid and disconnected growth of these fields in recent decades.

Chief features of the conference were the round table discussions of coordination of design education and a lecture, "Contemporary Architecture and the Training of the Architect," by Dr. Walter Gropius, of Harvard University.

Responsible for planning the conference is an informal committee composed of Dean Bennett, Dean Joseph Hudnut, of the Harvard Graduate School of Design, and Walter Baermann, director of the California Graduate School of Design.

Others taking part in the program include: Prof. Roy C. Jones, University of Minnesota; Mr. Royal B. Farnum, Rhode Island School of Design; and Dean Leopold Arnaud, of Columbia University.

A WEAKNESS IN THE SMALL HOME FIELD

At the Construction Industry Conference held in Washington, D. C., recently it was stated that on an average thirty per cent of the new homes throughout the country are built by builders who sell the complete job, provide plans and have full control of the operation. Another thirty per cent of the new homes built are speculative houses built by small operators who build from three to fifty houses annually. The large house developers build fifteen per cent of the homes. Material and supply dealers promote or control eighteen per cent of the homes, and architects supervise and draw the plans for seven per cent of the homes.

If the percentage credited to the architect is any where nearly correct, it is a sad indictment of conditions in the home field of construction. Perhaps in time financial agencies making building loans will require as a condition precedent to payment of final amount of loan, the architect's certificate of approval of the construction and completion of the home. Aside from the protection afforded home buyers, such certificate of approval would be a protection to the building loan of the financial agency.

—The Plastering Craft

F. J. PLYM

Francis J. Plym, industrialist, newspaper publisher and philanthropist, died January 12th at his home in Niles, Michigan, at the age of seventy.

He was president of the Kawneer Company and publisher of the Niles Daily Star.

In 1938 he was knighted by the King of Sweden for his work as chairman of the Swedish-American Tercentenary Committee. He was decorated in the Royal Order of Vasa at Philadelphia.

Mr. Plym gave the city of Niles a hospital, a golf course and a recreation park. In Sweden, where he was born, he built a home for the old.

COMMITTEE CHANGES ANNOUNCED

Arthur K. Hyde, president of the Detroit Chapter, The American Institute of Architects, has announced, with approval of the Chapter Board of Directors, some changes in Chapter Committee appointments for the current year.

C. William Palmer has been made chairman of the Public Relations Committee, succeeding Branson V. Gamber, who resigned because of the press of other business. Mr. Gamber remains as a member of the committee. F. H. Wright has been placed on the Committee on By-Laws, Committee on Competitions and Exhibitions and Committee on Student Chapter Problem. F. C. O'Dell has been added to the Committee on Student Small House Clinic and Ralph W. Hammett has been changed from the Committee on Architectural Postcards of Detroit Buildings to the Committee on Student Chapter Problems.

OUR ORCHIDS TO JOHN N. RICHARDS

Dear John:

It seems that during the past week every time we picked up a newspaper we were faced either with your picture or with an article telling of your being designated as Toledo's outstanding young man for 1939 by the Junior Chamber of Commerce.

With all of the nice things that have been said about you, it seems that there are no longer sufficient words in the dictionary to add any more. However, we know you, for what you have done, and for what you will continue to do on behalf of the construction industry, and also because you designed our emblem, and assisted so much in the publicity work of this organization.

Very truly yours,

TOLEDO BUILDING CONGRESS, INC.

(From Building Toledo, Publication of Toledo Building Congress)

RULING OF REGISTRATION ACT

In reply to a request from David E. Anderson of Marquette, president of the Upper Peninsula Division, Michigan Society of Architects, Attorney General Thomas Read has ruled that the statutes permit an individual to construct or supervise the construction of his own commercial or residential buildings without the use of architectural or engineering service.

This clause in the Registration Act applies only to public work, the Attorney General ruled, and not to private commercial buildings rented by the government. It also effects only projects costing more than \$2,000.

B. & T. ELECT

The Board of Directors of the Builders' and Traders' Exchange at its meeting Tuesday, January 23rd, has elected the following officers for 1940—

President, Carl O. Barton

Vice-President, Harrison Clippert

Vice-President, Paul Sutherland

Treasurer, Dr. Clarence L. Candler

E. J. Brunner is Secretary-Manager of the Exchange which for fifty years has maintained its offices at 439 Penobscot Building and this year has a membership over the five hundred mark.

PRODUCERS AND ARCHITECTS JOIN IN ANNUAL MEETING

The Producers' Council Club of Michigan and its affiliate, the Detroit Chapter of The American Institute of Architects, held their joint Annual Meeting at Hotel Fort Shelby, Thursday evening, January 25th at which seventeen architects and a goodly number of producers were present.

An old friend in the person of Fred Weinert of Chamberlain Metal Weatherstrip Company and past president of the Michigan Club was in evidence after an absence of some years. Fred now travels extensively throughout America and even makes an annual pilgrimage to England during the Spring.

The program was spicy and filled with good stories and songs by both architects and producers. Bill Cory and Neil Gabler put on a little skit which was high class humor, while Branson Gamber sang "Souse of the Border," which surprised many of his friends who did not know that he was really an opera singer.

Jim Follin, Executive Director of the National Council, came on from Chicago where he had been in attendance at a council meeting and offered a few words of wisdom which were very acceptable.

Music was furnished by Dave Diamond and Evelyn Hamilton.

C. William Palmer, the Chapter's Liaison Officer with the Producers, tried hard to be dignified but even he had to break down and enter into the good fun. He and Branson Gamber told us something of the early history of the Michigan Club, which started with the San Antonio Convention. Since Dick Bragaw, first president of the local group, was not present, Bill singled out W. F. Search, who was its second president. Each succeeding president, he said had also done a splendid job. Bill also mentioned the credit that is due to Paul Marshall for his continuous efforts in the good work.

The speaker of the evening was Mr. Albert B. Tibbets, president of the Producers' Council, Incorporated, and sales promotion manager of National Lead Company. Mr. Tibbets has held every office in the organization and finally is now doing outstanding work as its head. He made an excellent talk and we hope to publish at least a part of it in a future issue of the Bulletin.

We were sorry that Floyd Clise, president of the Michigan Club, could not be present, but Doug Ainslee did very well for him.

THE ARCHITECT

Bill Cory's contribution to the Architects' and Producers' Annual Meeting, Detroit, Jan. 25, 1940.
Most people have a lot of respect,

*For a man who is an Architect;
And speaking generally, though it's not the rule,
An Architect is no one's fool;*

But some of the Architects that I have met,

*When it comes to business are awful wet;
And giving the benefit of the doubt,*

They don't know what it's all about.

And when they have a chance to learn,

They all are prone their backs to turn;

And we salesmen have a sorry plight,

A trying to keep them going right.

Just last week it was my lot to call,

On one who thinks he knows it all;

When I arrived without the gate,

I was informed that I'd have to wait;

By a snobbish jane with bright red hair,

And giving me the icy stare,

She said that Mr. So and So,

Was in conference, and she didn't know,

If he could see me at all today,

And then she asked in a casual way,

What I wanted, and wondered then if she,

Could be of service and take care of me;

And have you a card, who do you represent,

And then this female ornament,

This Cleopatra of the Portal Guard,

When I had handed her my card;

Raised her brows, and said that she,

Was afraid there was naught they could do for me:

In the future she said, if we want anything,

We will be glad to give you a ring.

Well this got my goat with one fell swoop,

And I said, "you can tell Mr. Ninkinpoop,

That I came to answer his call for aid,

But was stopped at the door by his buxom maid:

And one more thing you can to him tell,

If he wants me again he can go to Hell.

If I were an Architect, I'd hire a girl,

That had some sense and was not a churl;

I'd get a girl that was classy and sweet,

One that had manners pretty and neat;

One that was fine and free from guile,

Who would meet the salesman with a smile.

One that when the Salesmen came,

Would treat them kindly and remember their name;

Who would say in a voice smiling and sweet,

Just wait a moment and have a seat;

I'll tell Mr. So and So that you are here,

He'll see you in just a moment my dear;

I would have her to wear real nice clothes,

And classy shoes and real silk hose;

And a skirt so short if she happened to sneeze,

You could see the dimples 'neath her knees;

Then if a salesman had to wait,

For an hour or two outside the gate;

He would not care at all, I am sure,

And when the Architect opened the door,

The salesman would beam on him and say,

I've enjoyed waiting for you today;

And he'd do his best to help this man,

In every way his job to plan.

We salesmen don't tread a rosy way,

As we make our calls from day to day;

And if the Architect would be more kind,

To the lowly salesman, he would find;

That peddlers though we all may be,

With axes to grind, we will agree;

We can help a lot in the scheme of things,

That to the Architect, business brings;

Far be it from me to criticize,

The game where my bread and butter lies,

But I was asked here tonight,

To try and set some things aright;

And what I have said, does not reflect,

What I really think of the Architect;

It was suggested that I razz this bunch,

And to put over something with a punch;

And what I have said is all in good fun,

And I've a friendly feeling for everyone;

All the Architects are good friends of mine,

And everyone always treats me fine;

But what I said 'bout the Gal still goes,

You ought to keep them on their toes;

Put a gal out front with a real friendly air,

That, men, will answer the salesman's prayer.

BILL CORY

WEEKLY BULLETIN

LIMERICKS

Albert B. Tibbets who's speaking tonight,
Is a great guy for detail with everything right;
But it's often been said,
That he's full of red lead,
And he sings like a loon when he's tight.

He once went for a stroll in a park,
And there met a girl after dark;
He sat on a bench,
With this gold digging wench,
But her wiles interrupted his spark.

Marcus R. Borrowes is a hunter of note,
Has a yen for hen pheasants, the wily old Goat;
But he once shot at one,
With no lead in his gun,
And he swore like a pirate for missing, "unquote".

Bill Palmer is a man of some class,
Has a way of his own with a Lass;
He once made a blind date,
But she gave him the gate,
When he asked her to sit on the grass.

Art Hyde is a canny old Coot,
For the women he cares not a hoot;
At least they say so,
But I happen to know,
He's a man of quite shady repute.

Claire Ditchy, now there is a guy,
That you can't figure out if you try;
He once said to a gal,
Can I be your Pal,
And she gave him a sock in the eye.

Tal Hughes likes both women and Gin,
And he occasionally sneaks out for a spin,
And sometimes he gets tight,
And stays out all night,
Then there's hell to pay for his sin.

Wirt Rowland, now there is a man,
Who can ask more questions than Ann,
Down at Smith Hinchman Grylls,
He gave them all chills,
Whenever he looked at a plan.

Frank Wright once went on a bender,
And woke up on a model T. Fender;
He took a long chance
And it ruined his pants,
And the place where he sat was real tender.

Branson Gamber is modest and shy,
But he makes things rattle and fly;
He keeps going pell mell,
Like a bat out of Hell,
And cross him, you'd better not try.

Al Harley is suave and polite,
And 'neath that pate so snowy and white;
He is canny and level,
But he's full of the Devil,
When he gets out alone of a night.

Neil Gabler is a big husky brute,
And is jolly but quite resolute;
He can spin a good yarn,
'Bout a girl in a barn,
But of his own little stunts he keeps mute.

BILL CORY

SPECIFICATIONS—Continued from Page 1

on account of credit facilities may order material unsuitable for the particular design.

The specification serves as a record of all selections of materials, equipment and finishes, made by the owner in conference with the architect. Trips are made together to showrooms, to completed houses, to the owner's present residence. The owner's taste, habits of life and preferences are duly considered along with the financial limitations of the specific job. The more technical materials and methods of construction need not concern the client, as the architect may be depended upon to give these full consideration as to quality, suitability and cost.

Perhaps the owner is undecided concerning certain materials and would like to know just what the differential in cost is between, for instance, a slate roof and a tile roof, or linoleum floors and rubber floors. The specifications may be prepared so as to give competitive costs on such items and are included as "alternates" in the specification. That is, the bidders are asked to state what extra or credit they will allow for the use of such alternates. It is plain to see that changes priced in this manner are likely to be much less expensive than if they are considered after one builder has been given the contract.

To make full use of the specification, several competent builders should be asked to submit estimates for the entire building, called the "general contract." The one to whom the work is awarded may actually perform some parts of the work himself but it is customary for him to sublet much of the work involved to the so-called sub-contractors. This system is followed even when one builder is selected without competition.

The "general contractor", as the builder is called, then sends out the drawings and specifications to an average of four or five sub-contractors for all trades which he doesn't do himself. He also sends part of these documents to lumber dealers, mills and brick supply companies, etc., for prices on materials which he will buy directly. So literally hundreds of organizations are submitting bids for the work on the house—much of which is explained in the specification, as the drawings cannot show qualities, types of materials or methods of construction in detail.

The architect's specifications are of vital importance in actual construction as they are a guide to the builders, to all the trades involved and also to the job inspector or superintendent. They are continually referred to as the standard of what must be delivered in order to insure that the owner gets what he is paying for. Without them the various trades and workmen could build according to their own choice and the owner could do little except accept the results.

These specifications prevent many extra costs being charged to the owner and save needless arguments as well as actual cash.

Briefly, specifications insure the following:

1. The owner may take advantage of the latest developments and advances made in the building industry.

2. The owner aids in selecting in advance what will be used in his house and may have the unbiased advice of the architect in reaching decisions. This prevents disappointments and arguments.

3. Contractors, subcontractors and material men estimate on the same basis and the owner profits by the real competitive bidding.

(Continued on next page)

4. Claims for extras during construction are minimized due to the fact that the specifications provide a real guide as to what is expected. Controversies are prevented.

5. The owner may avail himself of the better builders, as many of those who value their reputations will not build without a specification to make clear just what they are expected to provide.

6. To determine whether or not the building is built in accord with predetermined selections, the specification serves as a constant check if interpreted by the architect or his superintendent.

7. The selection of proper materials and methods, together with the assurance that they are included in your house, will result in a low maintenance cost and a low rate of depreciation.

8. The owner's future sale or mortgaging will be facilitated by the quality of unseen elements built-in, as evidenced by the specification plus architectural supervision.

9. The owner's worries as to quick obsolescence may be forgotten, as the architect's advice on the selection of equipment and accessories insures a home which will not, within the near future, appear old-fashioned.

The specifications amount to approximately one-tenth of the architectural services; so in view of the possibility of safeguarding a large investment, their inclusion is well worth the small additional cost involved. The satisfaction of knowing that a home is well built, modernly equipped, and that the maximum has been secured for the money expended, will add to the full enjoyment of a home.

From Members of A.I.A. Committee on

PUBLIC INFORMATION

I have a card from Mr. William Orr Ludlow about the news bulletin of the Michigan Society of Architects, of which you are editor. Mr. Ludlow says he has derived much information and many ideas from the bulletin, and that you have kindly offered to send it to local representatives of the Institute.

I shall look forward with a great deal of interest to a copy of the bulletin, and shall be glad to send you any comments if you would care to have them.

Donald McCormick, Tulsa

* * *

In my capacity as local representative of the Committee on Public Information of the American Institute of Architects I have received two copies of the Bulletin of the Michigan Society of Architects.

I have been very much interested in reading these copies of the Bulletin and appreciate your kindness in sending them to me.

Royal Boston, Jr., Portland, Me.

* * *

I wish to thank you for so kindly sending to me your Weekly Bulletin of the Michigan Society of Architects. Mr. Ludlow of the Institute Publicity Committee informed me some time ago that you had made arrangements to send the bulletin to all Publicity Committee Chairmen. This I think is a splendid thing as we can all profit from each others experiences. I already have been quite interested in the announcement of your architects' dinner dance, particularly as your news item stressed the importance of this dance in interesting your younger members. We, in the State of Washington, are going through a transitory stage wherein we have about 75 per cent youngsters comprising the membership of our

Chapter and I recognize the need for creating and sustaining interest in Chapter activities.

Sometime if you could conveniently do so, I would be interested in knowing how you finance your bulletin. Our bulletin at the present time is a mimeograph form, contains no advertising and has a circulation limited to Chapter members. I have often thought the bulletin could be used for publicity if it was gotten up in some other manner, I would therefore be interested in knowing your arrangements.

William Aitken, Washington State

* * *

Please accept our thanks for sending the Weekly Bulletin of the Michigan Society of Architects, which is sure to be interesting and stimulating to us.

It would be more convenient if you would mail these to the office of the State Association of Architects, 557 Market Street, San Francisco, California.

Harris C. Allen, California

* * *

Mr. William Orr Ludlow has written me of your very kind offer to send your weekly **News Bulletin** gratis to the Arizona Chapter of the American Institute of Architects.

As secretary, I am writing to you to thank you sincerely on behalf of the Chapter. We shall be delighted to receive your **Bulletin** and thus keep in touch with architectural developments in Michigan.

Richard A. Morse, Arizona

* * *

I have just received a copy of your Bulletin, which Mr. William Orr Ludlow tells me will be sent me regularly.

I very much appreciate your courtesy in sending the Bulletin, and I know I shall find it very interesting reading.

Ralph Walker, New York

* * *

I have read with interest the Weekly Bulletin of your Michigan Society of Architects. You have been very kind in sending this to me and I marvel at your activity and interest in keeping this sort of thing going. A number of us in the Southern California Chapter have been quite interested in the matter of publicity and public relations and have been trying to get an active program started in this area. The work of men like Mr. Leigh Hunt and yourself is an inspiration for those of us who are trying to get the men in our districts to be publicity wise.

It is my good fortune to know one of your directors, Mr. Branson V. Gamber, and I hope to see him some time to talk over old times. Again thank you for sending the Bulletin.

Donald Beech Kirby, Balboa Island, Cal.

* * *

The only person slower than I in acknowledging a responsibility is I. Therefore, at this late date, please allow me to express my appreciation for being included on your mailing list of the Weekly Bulletin.

Your little magazine of current information and activities is a great source of information to us, and it is studied carefully by our entire Chapter Committee on Public Information. We are quite jealous of your spirit of activity in stimulating the interest of your members with a magazine of such high character.

Whether it means anything to you or not, we are binding each issue of your magazine in loose leaf form for future reference of our various committees.

Lloyd W. McClenahan, Utah

At advice of William Orr Ludlow and Talmage C. Hughes, I am writing to have you send me, as A.I.A. representative, your News Bulletin of the Michigan Society of Architects.

Willis A. Vogel, Toledo

* * *

I would like to be on your mailing list for the Weekly News Bulletin of the Michigan Society of Architects.

Stephen W. Dodge, Brooklyn

* * *

I would like very much to receive the News Bulletin of the Michigan Society of Architects, as I am very much interested in this sort of work.

We have trouble with our newspapers here putting in articles; they insist almost invariably that the article have some local news interest, so that we have very little opportunity to get in any educational articles. Suggestions from you along this line will certainly be appreciated.

Thank you very much for offering to send the Bulletin free of charge.

C. W. Huff, Jr., Virginia

* * *

I wish to thank you for the Weekly Bulletin of the Michigan Society of Architects which I am receiving. I understand from Mr. Ludlow that it is through your kindness that representatives of the Institute Committee on Public Information are receiving these bulletins. I find them most interesting and congratulate you upon the fine work you are doing.

Geo. Marshall Martin, Cincinnati

* * *

Will you please send a copy of the News Bulletin of the Michigan Society of Architects to Mr. Frederick L. W. Moehle, 409 North Charles Street, Baltimore, Maryland.

Thank you for any courtesies extended.

Frederick L. W. Moehle, Baltimore

Hubert G. Ripley Comments on

"MUSIC AND THE ARCHITECT"

Mr. Wirt C. Rowland's article, "Music and the Architect" in the January 23 issue of the Bulletin is stimulating. In the interest of discussion, I should like to challenge his characterization of the quotation: "Architecture is frozen music", as a "current bro-mide". It is neither "current" in the sense of recent origin, and even less a bromism.

According to 'Bartlett's Familiar Quotation', (pp. 621-622) the phrase may be found in Schelling's "Philosophy of Art," and in Mme. de Stael's "Cor-rine".

The Wurtemberg philosopher, author of a remarkable system of subjective idealism—I must remember to read this some day—was born exactly 165 years ago to a day, from the date of this letter. He died in 1854. The quotation is: "Since it (architecture) is music in space, as it were frozen music . . . If architecture in general is frozen music—" (pp. 576-593.).

"Corinne, or Italy", (first published in 1807) so they tell me, is regarded by some as source material for "Gone with the Wind". Both books have been extremely popular and I hope to read them some day before I'm old. The quotation from "Corinne" (Livre iv. ch. 3) is: "La vue d'un tel monument est comme une musique continuelle et fixee." Now Mme. de Stael's dates are 1766-1817 and Schelling was appointed secretary of the Academy of Arts in Munich, 1808. He doubtless read "Corinne" and, likes as not,

got the idea for "frozen music" from the "Rousseau in petticoats".

Thus the origin of the immortal quotation dates back at least a century and a quarter.

In further agreement with Mr. Rowland's thesis it is worth noting that if in Book 1, ch. 2, 'De Architectura,' we read "music" for "architecture," we have "Music depends on Order, Arrangement, Eurythmy, Symmetry, Propriety, and Economy". This corresponds closely with Copland's statement that music has four essential elements, "Rhythm, Melody, Harmony, and Tone Color" ("What to listen for in music". Aaron Copland, New York, 1939). I daresay neither of these definitions would suit F. L. W. because there's no mention of the word 'Organic', except by implication. "Organic" isn't as good a word to apply to architecture or music as any of these mentioned in the above definitions. Even Frank couldn't tell us what he means by it. He said so during his lecture in Boston last Wednesday.

Frank's a card, though. The "Boston Herald" called him "an iconoclastic showman". Somewhat more than a thousand people—youth predominating—thoroughly enjoyed his sarcastic sallies, ready repartee, his poison'd shafts with which he stores his quiver.

Here are two examples: "What Boston needs is 500 first class funerals": and, "The Colonial House is nothing but a vermin-ridden, fire-trap, a symbol of decayed English culture". I happened to be seated beside a charming lady whose knowledge of architecture and architects is international. "Isn't he sweet?" she remarked.

You know, we really like Frank's houses. Of course, most of us wouldn't actually care to live in a house where every bed-room sound echoes through the Dining-Living room, but it would be great fun to visit folks who like that sort of thing. Many valuable hints may be obtained from the modern house, Venetian blinds, for example, but then, we had those 'way back in the '70's. We like, too, the idea of a Cathedral for dactylographs in Racine.

The aesthetic emotion aroused in the bosom of Mme. de Stael at the sight of the masterpieces of Italian Art, was enhanced by her capacity to appreciate the unheard melodies of a music, continuous and immutable. Maybe we'll feel that way about the office building of the Johnson Wax Factory, which we hope to see one day.

HUBERT RIPLEY

45 Bromfield Street

Boston, Massachusetts

Jan. 27, 1940

PLANNING CITY PLANNING

Architects should plan their structures to fit into neighborhoods instead of planning each one as an individual showpiece. The chaotic appearance of American cities is not due to bad architecture so much as it is due to lack of any architectural controls for neighborhoods and cities. Perhaps the architects would join in an effort to get real architectural control established in every community. This seems just as important in its way as zoning.

Perhaps architects would join Realtors in a campaign to get rid of billboards and other eyesores that destroy the amenity values of cities and roadsides. So far the women's organizations have fought this battle alone. Visual nuisance do just as much to destroy neighborhood values as other types of nuisances which have long been recognized by law and by the courts.—FREEHOLD.

BANGOR BOASTS A LADY ARCHITECT

From Benton Harbor News

BANGOR, Dec. 30—Bangor boasts a lady architect! And moreover, she knows her business.

Miss Elizabeth A Martini is the lady's name and she has already risen to a place of prominence and recognition in her chosen profession.



Miss Martini

At the completion of her education and training for her chosen work, she was discouraged by the Illinois board of examiners for architects from taking the required examination for registration. However, she went ahead with her plans, and passed the test so creditably that later the same board was glad to recommend her for registration in Michigan without the usual 3-day strenuous examination.

Registered In Two States

Comparatively few persons in this profession are registered in more than one state. Miss Martini is registered in both Michigan and Illinois.

For 14 years she was the only woman architect registered in the state of Illinois, and until recently was the only woman architect in the entire United States, so far as known, to be registered in two states simultaneously. At the present time there are probably no more than five.

Four-fifths of the states in the Union require architects to be registered before they are allowed to practice. In these states about 11,500 persons in this profession are registered, and of this number about 52 are women.

Women architects are so unusual that the boards, when ordering certificates printed, use the prefix "his" in every case, evidently not thinking they would ever be called upon to issue one to a woman.

Miss Martini is the only woman in Illinois who maintained an independent office for the practice of architecture for about 20 years.

Fourteen years of that time, she was the only woman architect registered in the state. She is still the only woman member of the Illinois Society of Architects.

Rejected As Draftsman

Early in her experience, before establishing her own office, she made 90 applications to other architects before securing a job as draftsman. She was turned down in every instance because she was a woman.

After she went into business for herself, several of the men who had ignored her application, came to her for assistance in their work, and are still appreciative of her services in a consulting capacity.

For many years she maintained a summer home near Bangor, which she used as a vacation camp for underprivileged children. Over that period of time she gave vacations to more than 100 such children, paying their entire expenses and giving them her personal care.

She has made Bangor her permanent home for several years.

Modernizing Her Specialty

She has designed many churches, homes and other buildings, and makes a specialty of modernizing old buildings. Several years ago when she began writing articles on modernization of homes, she received opposition from about 40 Chicago architects. The reasons given for opposition were that even though people lived in made-over homes, they were unwilling to let the fact be known. Since then, the government is

encouraging and assisting in home modernization projects.

Few people realize it requires more ingenuity to modernize an old house than to plan a new one.

For several years, Miss Martini was consulting architect for the National Home Modernizing Bureau and for Better Homes and Gardens.

She has written and had published about 150 articles and illustrations for such magazines as Ladies' Home Journal, American Builder, House Beautiful, Better Homes and Gardens, Extension Magazine and Farmers Wife. She still does considerable writing when not otherwise engaged.

Several years ago she sustained a broken hip in a fall. She was obliged to lie on her back in a hospital for three months, most of the time in a cast, and was on crutches for a year. She earned her entire hospital expense by writing magazine articles while in bed.

Her profession has taken her to many states, where she has been in charge of construction of various buildings. She has never yet had charge of a job in which workmen resented the fact they were being superintended by a woman.

According to Miss Martini, the field of architecture is not an easy one for a woman, but it is not an impossible one, providing she is willing to pay the price and take the hard knocks that go with it until she becomes established.

COMMITTEE ON LARGE SCALE HOUSING COMMITTEE ON THE SMALL HOUSE PROBLEM COMMITTEE ON CHAPTER HISTORY ANNUAL REPORT, DETROIT CHAPTER, A. I. A.

Mr. Ditchy, chairman of these committees has asked your secretary to report in his absence. As Regional Director, his time has been largely taken up with visits to various Chapters, and he is tonight the guest of the Toledo Chapter.

From your chairman we learn that the matter of Large Scale Housing is now in a state of flux and little can be done by Chapters. Following the last A. I. A. Convention it is understood that the National Committee will later this year have some definite outline which we might follow.

A start has been made locally on the Small House Problem in the organization of Architects' Small Homes Association of Michigan, which most of you know as an effort to reach the small home owner with architectural services. The Producers' Council are entering into this program in earnest and it is expected to make advancements during the coming year.

The Committee on Chapter History has nothing definite to report, except that progress is being made. This is not a matter that can be completed within any definite time as it depends upon getting material from many sources. Considerable material has been collected and more is to come. In the June 6, 1939 issue of the Weekly Bulletin was published a contribution by Frank Baldwin entitled, "Recollections of the Early History of the Michigan Chapter of The American Institute of Architects", which contained considerable information of interest to this Committee.

ANNUAL MEETING

Detroit Division
Michigan Society of Architects
Hotel Fort Shelby,
Tuesday, February 13th
Dinner at 6:30 P. M., \$1.50

This is the Division's Annual Meeting and election of officers for 1940-41. The report of the Nominating Committee was published in the last issue of the Bulletin. Other nominations may be made from the floor.

President Diehl expresses the hope for a rousing meeting as there are nearly three hundred registered architects in the Detroit area, who are eligible for membership. All are cordially invited to attend.

My WEEKLY BULLETIN stopped coming to me on December 26th. I simply do not know what to do without it. I am quite sure that my subscription ran thru to next June or July as that was when I started taking it a few years ago.

The BULLETIN occupies a vital place in my life, it is read more thoroughly and enjoyably than any other magazine in my home or office. I had occasion some time ago to mail a few copies to the newly forming Texas Society of Architects, who I understand plan to issue a similar bulletin sometime in the future. They wrote me that they were very much impressed with the excellent work you are doing as exemplified thru the pages of your fine magazine.

Sincerely yours,
Roger L. Waring

CURRIER HOST TO ARCHITECTS

Reported by L. Robert Blakeslee

On Tuesday, January 30th, the Currier Lumber Company, one of the largest lumber companies in the world, played host to the architects of Michigan.

They conducted small groups of architects through their mill, which took about one hour and a half. We were first shown the receiving room, where the lumber is sorted and rough-cut, then the processes for finishing and assembling, not only of stock items, but also special mill work such as shutters, windows, doors and furniture. We saw the making of plywood and the special process of weatherproofing wood, developed by the Currier Lumber Company. Machines for planing, sanding, rabbeting, drilling holes, inserting glue and pressing in spiral dowels; automatic hammers for nailing weatherstripping and machines for squeezing and lining doors and window frames.

FEBRUARY 6, 1940



The State Land
Office Board
announces...

Public Auction Sale

of State-owned properties
starting Feb. 13, 1940 at 9 A.M.

... at the office of ...

The County Treasurer

THESE properties are those which were tax-delinquent, bid into the State at the May, 1938 tax sale and reverted to the State on Nov. 3, 1939, and are now under the jurisdiction of the State Land Office Board.

Such properties will be offered for sale to the highest bidder at a Public Auction which will open February 13, 1940 at 9:00 A.M. at the office of the County Treasurer. To be accepted bids must be not less than 25% of the 1938 assessed valuation.

If you were an owner in fee, mortgagee, land-contract vendee, or had a substantial interest by way of actual investment in any of said properties,

you may bid at this sale or meet the bid of any other bidder, according to the provisions of Act No. 155, P.A. 1937, as Amended.

You may also, upon application to the State Land Office Board, enter into an agreement to pay the sum required in monthly installments, on such terms as the Board may provide.

Bids of all other persons shall be accepted only when payment is made in cash within 24 hours of the bid.

Ask your County Treasurer for explanatory pamphlet and lists of properties to be offered.

The sale of properties located in Wayne County will open at the office of Wayne County Treasurer, Detroit, Michigan.

State of Michigan

They have departments for glazing and painting, and research departments for weatherproofing of wood. They cut, assemble and ship over seven hundred window units per day. We spent another half-hour at the main office looking over their mill work models.

Here we were told of the building services, in addition to mill work, which the Currier Lumber Company makes available to architects and contractors; such as, plumbing and heating, financing, securing of permits, etc. We then met at the Grosse Pointe Yacht Club for cocktails and a most delicious squab dinner.

The cordiality of the Currier Lumber Co., the beauty of the Grosse Pointe Yacht Club and well planned tour combined to make a very delightful day—educationally and socially.

Support your Organization
Pay your dues in The MSA — \$3.00 to March 1, 1940

ECHELMEIER'S SUPPLY CO.

Distributors of
PORTABILT PLANNED KITCHENS
MODERN HARDWOOD CABINETS
COMPLETELY FINISHED
"Kitchens That Are More Than Beautiful"
13151 Harper Ave. **Pingree 7500**

AUBURN STOKERS

Plumbing, Heating and Air Conditioning Supplies
Wholesale

NELSON COMPANY

Main Office and Display Room
2604 FOURTH AVE., PHONE RA. 4162
Branches
Royal Oak — Grosse Pointe — Ann Arbor

THE ESSLINGER-MISCH CO.

General Builders

159 East Columbia St. **RANDOLPH 7021**
DETROIT, MICHIGAN

SCHROEDER Paint & Glass Company

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

5914-5938 Twelfth St.

Phone MADison 3500

Detroit, Mich.

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit
2 story bldg., United Hebrew Schools of Detroit
Lawton Ave. Bids closed.
Prep. plans for one story bldg.,—6 stores, Gratiot
Ave., bet. 7-Mile & Lappin Ave.
Fig. on McKenzie Housing Corp. Closed.
Prep. preliminary plans for a store and theatre
bldg. on South Mich. Ave., Dearborn.
One-story store, Greenfield Rd. & Gd. River, Cun-
ningham Drugs, Inc. Architectural trades closed.—
Mechanical closed.
One story Market Bldg., 7 Mile Rd. & Gd. River.
Bids taken by owner—Max J. Kogan.
BENNETT & STRAIGHT, 13526 Mich. Ave.
Plans for Theatre, Plymouth, Mich., 800 seats.
Plans for 1000-seat Theatre in progress, cor. Can-
field & 3rd. Ave.
Plans for Theatre, 1400 seats, Birmingham, Mich.
BRANDT, CHRISTIAN W.—3408 Eaton Tower, Detroit
Alter. Fort St., 1- and 2-sty., 50'x140', Brown-Mc-
Laren Co., contract let to A. Kreighoff.
Alter. Gratiot near 7 Mile, one and tow sty. 62'x96',
owner Mr. G. Sink. Contract let to A. Balbirer.
Prep. plans alter. 5,000 block Mich. Ave., 72'x200',
2-sty. Plans ready April 1.—Bids invit. only
DIEHL, GEO., 120 Madison
Revised figs. on 1-sty. bldg., cor. Wyoming & West
Chicago. Bids closed.
H. AUGUSTUS O'DELL, Arch., 904 Marquette Bldg.
Prep. Plans, factory addn., Industrial Wire Cloths
Products Corp., Wayne, Michigan.
Brick walls, steel sash, steel frame, steel trusses,
wood plank and asphalt roof, 50'x156'. Concrete floor,
toilets, steam heat. Bids by invitation.
GIFFELS & VALLET, Engineers.
Prep. plans for Alt. & Add. to Mfg. Bldg. for W.
O. Barnes Co.
Fig. on air conditioning—Klein's Store—due Jan. 29.
HABERMAS, CARL—415 Brinard
Prep. sketches for res. 85x40, Gr. Pte. Frms.
Prep. plans for res., Gr. Pte. Shores 67x30.
MALCOMSON, CALDER & HAMMOND, 1219 Griswold.
Girls' Dormitory, Western State Teachers' College,
Kalamazoo, Mich. Genl' Con. let to Pearson Constr.
Co., Benton Harbor, Mich.
HERMAN & SIMONS—710 Owen Bldg.
Prep. plans for St. David's Church. Completed about
March 15.
STAHL, JNO., 820 Francis Palms Bldg.
Fig. (by invitation) on Sales Rm. 80' x 55'.
WRIGHT & ROGVOY, 418 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for
fig. about Mar. 1.
Taking fig. on remodeling of Frontenac Theatre—
beginning Feb. 2.
Fig. on Studio, Chene St., beginning Feb. 3.

ATTEND the Detroit Division Annual Meeting,
Hotel Fort Shelby, Tuesday evening, February 13,
Dinner at 6:30 P. M.

DAY AND EVENING COURSES
in

ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

New term begins February 5th, 1940

303 Downtown Y. M. C. A. Building

Certified Concrete Koenig Coal & Supply Co.

Main office 1486 Gratiot Ave.

Tel. CADillac 1584

Classified Building Industry

LUMBER DEALERS

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

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

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

BRAUN LUMBER CORP. TO. 8-0320
Davison Avenue and G. T. R. R.
Yds.—Jeff. Ave., and in Pontiac.

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

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

GENERAL CONTRACTORS

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

JOHN SENESE COMPANY — 295
Calvin Road, Grosse Pointe, Mich.
General Contractor on Buildings.
Tuxedo 2-1880

WEEKLY BULLETIN

Recommend "STANDARD ACCIDENT"
Surety BONDS and be SURE

Standard Accident Insurance

Company
DETROIT MICHIGAN
A. A. CLARK, Manager Bonding Department
Detroit Branch Office
640 Temple Avenue Temple 1-9100

H. H. Dickinson Company

5785 Hamilton Ave. MADison 4950

Complete Builders Supplies

Armored Concrete Curbing
Master Builders Products
Heatilators Asphalts

GOOD
Hardware For Over Fifty Years

RAYL'S

1233 Griswold Street

CINDER

Hogarth 1140

BLOCK

9308 Hubbell Ave.
Bet. Chicago & Joy

INC.

DETROIT LUMBER CO.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. Vinewood 1-2090

Glanz & Killian Co.

CONTRACTORS

PLUMBING — HEATING — VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmpLe 1-7820

F. H. MARTIN Construction Co.

955 E. Jefferson Ave. CADillac 4890

DETROIT, MICHIGAN

O. W. BURKE COMPANY

GENERAL CONTRACTORS

Fisher Building

Detroit, Mich.

MADison 0810

Lumber & Millwork Builders' Supplies
Hardware & Paint Plumbing Materials
Heating Equipment Weatherproof Windows
Brick Cement Blocks
MAKE ONE SHORT STOP AND YOU WILL
LONG BE CONVINCED

of Our Complete and Efficient Service

CURRIER LUMBER CO.

17507 Van Dyke Detroit, Mich.
Phone SLocum 1400

American Electrical Displays, Inc.

NEON SIGNS

Main Office and Factory: KALAMAZOO, MICH.

Detroit Office:

2312 CASS AVE.

Phone CADillac 2447

ARCHITECTS ATTENTION

Call us FIRST when you have a sign problem. We want to help you.

WALKER & Co.

ZEON & NEON SIGNS

88 CUSTER — DETROIT

Detroit's Foremost Sign Organization

JOHN H. FREEMAN

FINE HARDWARE
PROPERLY SUPERVISED

Architects' Bldg.

TE 1-6760

SPECIFY NON-STICK WINDOWS

DO NOT ACCEPT ANY SUBSTITUTES

The First Completely Assembled Double-Hung Window

* 2x4 JAMBS * 2x8 SILLS * ONE-PIECE ZINC SASH GUIDES * ALUMINUM-PRIMED FRAMES
* SASH WATERPROOFED
(Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

THE BACK YARD

A lot of people have recently heard the name of Arthur W. Binns for the first time. He burst into national prominence by taking row after row of old Philadelphia houses, which had practically been consigned to the junk heap, and remodelling them into livable dwellings.

And did he do all this as the representative of a Federally endowed housing bureau? Oh no—not Mr. Binns. He did it as an ordinary business man—and at a profit!

The whole story is a bit of "romance in business" that is too long to detail here, but for the past several years Mr. Binns has been buying up—and fixing up—old rat-trap buildings. He has substituted attractive, low-rent houses for broken-down filthy slums. And I repeat—at a profit of about 10% on his money, after setting up adequate depreciation reserves.

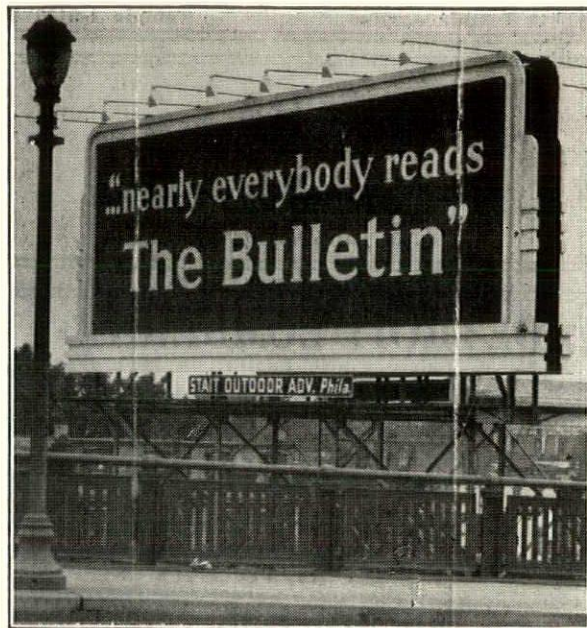
His "base policy" is to repair roofs and floors, put in new doors and windows, and install bathrooms, heating plants, and electric wiring. He also cleans the exteriors, restores a pleasing facade, and landscapes the yards. Furthermore, he does all this at an average cost of less than \$1,500 per unit, including the purchase price.

Binns doesn't sell these rehabilitated properties, but continues to manage and rent them so he can keep the level of the community up to standard. His rents run about \$4 a room, or \$20 a month for an average house.

Doesn't sound much like these "high-cost—low-

rent" subsidized housing plans we hear so much about, does it? But if one wide-awake and aggressive business man can do this in Philadelphia, why can't others do it elsewhere?

PAUL TALBOT—United Business Service



—The Eve. Bulletin, Phila.

After 16 Years . . .

After 15 years of successful operation in manufacturing and designing air conditioning and heating units, the Leeson Air Conditioning Corporation has decided to expand its market. The Leeson Corporation has a variety of units to meet any requirement whether it be a small home or a large office building.

It is the aim of the Leeson Corporation to cooperate to the fullest extent with all Architects. By specifying a Leeson Installation, the Architect automatically creates new friends and customers. We make this statement because every Leeson Unit is designed for the special requirements of every building . . . This assures the home owner of unnecessary inconvenience from faulty operation.

OUR GUARANTEE

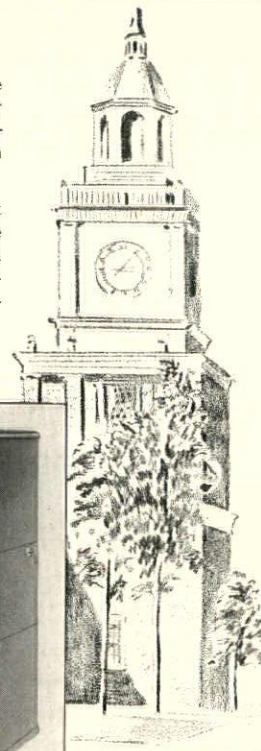
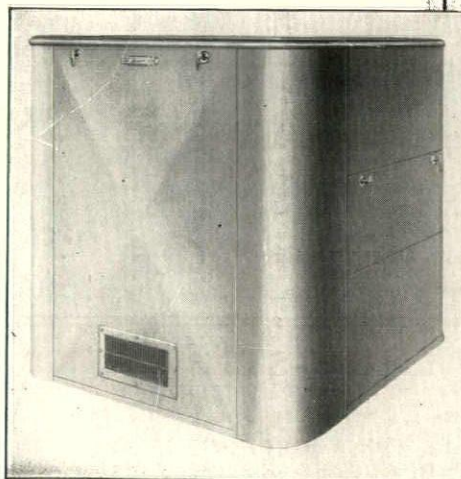
Each Leeson system, when furnished and installed completely by the LEESON AIR CONDITIONING CORPORATION, Detroit, shall be guaranteed by them to satisfactorily and properly heat the building in which it is installed in a manner suitable to the occupant without any references being made to technical points, except that we guarantee this system to maintain a temperature of 72 degrees F. with an outside temperature of 10 degrees below zero.

Leeson Air Conditioning Corp.

14631 Meyers Road HOGARTH 7000
MANUFACTURERS OF HEATING
AND AIR CONDITIONING
EQUIPMENT

Model 80—This unit is ideal for the fire-proof bungalow or a two story house not exceeding fifteen thousand cubic feet. It is installed with or without air washer.

Model 140—This extremely efficient type of air conditioner is suitable for homes of eighteen thousand cubic feet, such as the larger residences with three or four bedrooms.



Write for Service
and Installation
Manual

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

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

KENNETH C. BLACK, President
GEORGE F. DIEHL, 1st V. Pres.
RALPH B. HERRICK, V. Pres.
GEO. M. McCONKEY, V. Pres.
CORNELIUS L. T. GABLER, Sec.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec.

Advertising Manager
E. B. FAUQUIER

EDITOR

TALMAGE C. HUGHES
120 Madison Ave., Detroit
CHerry 7666

DIRECTORS

ROGER ALLEN
DAVID E. ANDERSON
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
EMIL LORCH
HARRY L. MEAD
ANDREW R. MORISON
ORLIE J. MUNSON
JAMES A. SPENCE
EDWARD X. TUTTLE

Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00) 25c per copy

Volume 14

DETROIT, MICHIGAN, FEBRUARY 13, 1940

No. 7

ALBERT TIBBETS ADDRESSES DETROIT ARCHITECTS, PRODUCERS

"How to Increase the Sale of Quality Building Products" was the subject of a talk by Albert B. Tibbets, sales promotion manager of the National Lead Company and president of Producers' Council,

Incorporated before the joint dinner meeting of the Detroit Chapter, A. I. A. and Producers' Council Club of Michigan at Hotel Fort Shelby in Detroit on January 25.

"The greatest difficulty and probably the one outstanding barrier to real progress in the building industry's fight for its legitimate share of the consumer's dollar, is the fact that there is no organized building industry on a national scale—no coordinated body of all factors of the building industry," Mr. Tibbets said.

"It is true, of course, that the advertising, promotion and sales efforts of each factor in the industry contribute importantly to the creation of a market for building products and services. This is true not only of the promotional efforts of individual manufacturers, contractors, lending agencies, architects and others, but associations of these different factors are most effective in increasing construction of all kinds.

"We certainly can have no quarrel with any of these activities, so long as they measure up to our high code of business ethics and do not mislead the buying public."

Continuing regarding individual efforts he stated that, all of this effort to get a share of the building dollar has the broader effect of helping to influence the spending of the consumer's income. For instance, even a paint manufacturer does his bit for the general building industry. He illustrates his advertisements

with attractive homes and other structures and thusly helps turn the minds of the buying public from various luxuries to building construction and equipment.

"The fact is, we always have had, always will have and always should have keen competition between different building materials, equipment and services. It is a healthy condition. It has led to constant research to meet the needs and demands of the buying public.

"The job cannot be handled by the manufacturers alone. It cannot be handled by the architects alone. And the same is true of building contractors or any other single group or factor in the building industry. It is a coordinated industry job, to which each element must contribute its share in time and money—with the common objective of convincing the consumer that today he can get more for his money than ever before and that his interests will be best served by the employment of an architect or engineer.

"Well, gentlemen, let's take stock for a moment. I have been referring glibly to a coordinated building industry. Is it possible to set up such an organization effectively? If so, how should we go about achieving such a worthy objective? I shall have the temerity to discuss this problem later in my talk, but in the meantime I think we should consider what can be accomplished immediately by the continuance of that fine and unique affiliation of the American Institute of Architects and the Producers' Council, as well as by the Council's 1940 program of activities, about which you have no doubt read in the December issue of the Producers' Council News."

KEYNOTE FOR 1940

"The objective or, perhaps better yet, the keynote of the Council's 1940 program is similar to the subject of this talk, namely, "Increased Sale of Quality Building Products." This, of course, includes quality

See TIBBETS—Page 5

ARCHITECTS

We are now producing a laboratory-balanced flooring under new scientific principles, giving absolute precision as to grading and size of aggregates, and water-cement ratio. It is delivered to the job in package form, entailing only the addition of a given amount of water at the job.

Our Plant Is The Only One Of Its Kind in Existence

YOUR INQUIRIES RESPECTFULLY SOLICITED

GIBRALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE TOWNSEND 8-0044



FLOORS INC.

DETROIT MICH
TELEPHONE TOWNSEND 8-0045

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

INSULATION INDUSTRIES INCORPORATED Hogarth 8978
Meyers Road
at Lyndon
Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

Long Experience — Adequate Facilities
Clean Cut Business Procedure
Blue Printing & Photostat Reproductions

O & O Blue Print & Supply Co.
CADillac 0005-0011 77 Sibley

Fox Theatre

Week beginning Friday, February 9th.

Joel McCrea—Nancy Kelly
in
"HE MARRIED HIS WIFE"
and
Nan Grey—Vincent Price—Sir Cedric Hardwicke
in
"THE INVISIBLE MAN RETURNS"
Also Fox Movietone News and selected short
subjects

MURRAY W. SALES & CO.

Detroit's Finest
Plumbing and Heating
Display Rooms
At Your Service

MADison 4200
801 W. BALTIMORE AT THIRD

FREDERIC B. STEVENS, INC.
FACE BRICK, ENAMELED BRICK, GLAZED
BRICK AND TILE, ROOFING AND
FLOOR TILE
Representatives for
ANTI-HYDRO—For Hardening and
Waterproofing Concrete
Third and Larned Streets
RANDOLPH 5990 DETROIT, MICH.

IRON - BOND METHOD
HEINEMAN & LOVETT CO.
Waterproofing Contractors
Basements, Tunnels, Pits, Tanks, etc.
HI-TEX Methods
Waterproofing & Restoration of exterior masonry
DRYNODOR DEHUMIDIFIERS
5327 Tireman Ave. DETROIT TY. 6-1226

Punch & Judy Theatre

WED., THURS. FEB. 14 & 15
Warner Baxter—Alice Faye
"BARRICADE"

FRI., SAT. FEB. 16 & 17
Andrea Leeds—Joel McCrea—Jascha Heifetz
"THEY SHALL HAVE MUSIC"

SAT 11 P. M. Walter Abel—Margo
"MIRACLE OF MAIN STREET"

SUN., MON., TUES. FEB. 18, 19 & 20
Greta Garbo—Melvin Douglas
"NINOTCHKA"

TURNER-BROOKS, Inc.

Contractors and Designers of Resilient
Flooring

ASPHALT TILE	MASTIPAVE
RUGS	LINOLEUM CARPETS
CORK TILE	RUBBER TILE

9910 Dexter Blvd. TOWnsend 8-1020

Facts About Monel Metal

1. MONEL CANNOT RUST—2/3 nickel and 1/3 copper
2. MONEL IS RESILIENT—same resiliency as linoleum
3. MONEL IS TOUGHER BY 50%—than alloy steel used in railway axels
4. MONEL IS STRONGER BY 30%—than steel used in bridge construction
5. MONEL IS STAIN RESISTANT—acids used in kitchen will not stain permanently
6. MONEL CANNOT CHIP, PEEL OR CRACK—solid metal
7. MONEL STANDS ANY ABUSE—reduces maintenance costs
8. MONEL IMPROVES WITH AGE—always lustrous and beautiful

These are a few reasons why Whitehead Metal Products Company sinks continue to gain in popularity with architects, home owners and apartment house management companies.

Whitehead Work Saving Kitchen

W. D. GLARDON

Distributor of MONEL SINKS and STEEL KITCHEN CABINETS

"Kitchen Planning and Designing Specialists"

4461 Woodward Avenue

TEmpLe 1-8494

Detroit, Michigan

HOW TO BUILD A HOUSE WITHOUT AN ARCHITECT

1. Let it be known that you own a lot and intend to build. The best way is to let your wife tell it at the Club as a secret. This will produce a prodigious crop of advertising matter which you must study night after night. Then get a large trunk to keep this stuff in. Do not destroy it because it contains so much air that you can use it for insulation.

2. Subscribe to a magazine like "Home Handsome" or "House and Yard." Study each issue diligently. Clip out everything which appeals to you. You may not know much about architecture, but you know what you like. Prepare a scrap-book of all attractive plans. You should now be well advanced in your education.

3. Select nine or ten of your favorite plans from your scrap book and proceed to combine all the best features of each in a new and original plan. For this work you will need cross-section paper and a 6H pencil which must be kept very sharp.

4. If, in your plan, you find the stair running smack against a chimney, or if a bath room persists in remaining in the very middle of things without a window, or if there is no room for the kitchen sink, do not despair. A good manoeuvre is to turn your plan upside down and start over. Always remember that the second floor is just above the first, except in Southern California.

5. Do not be disturbed if your plan does not seem to fit your lot. The modern method is to engage a steam shovel to make your lot fit the plan.

6. Prepare a list of the many shortcuts and devices that should save you money—those unconventional ideas which the regulars in the building game never think of, or stubbornly refuse to adopt.

7. The next problem is the blue-prints. This is one of the silly fetishes in the building business. Somebody has to make the blue prints; although your wife took interior decorating in college, her sketches are always apt to be rather vague. Maybe you can get the W. P. A. to put on a blue-print project.

8. Get some bids on your blue-printed designs. You do not need specifications since it is well known that all houses are built of just about the same materials. When you get your bids, don't forget that the even low bid is too high, and should be drastically deflated. Finally, when you are ready to go ahead, do not go to the expense and trouble of a written contract. A good verbal agreement is all that is necessary. There is a lot of nonsense about contracts, lien laws, building codes, and zoning ordinances, which can be ignored as superfluous.

9. As the job proceeds, do not hesitate to make changes and improvements. Your verbal agreement includes all this; anyhow, the builder will never think of charging for extras.

10. When you have your house-warming, secrete some dictaphones about the house. You will then secure fresh off-the-record criticisms of your work from your guests. You can then judge whether you are a success as a builder. Of course, you will not be present at this house-warming. You have by this time suffered a nervous breakdown and are on your back muttering. You will soon owe the doctor the money you should have paid an architect, for there is no peace in store for you; every door and window in the house sticks, there is a big crack where one corner has settled; the cellar, like the great Salt Lake, has many inlets for water but no outlets; the front porch has parted company from the house at the roof

ZONING STATUS

The tentative draft of the Zoning Ordinance, accompanied by the Used District Maps, has been presented to the Common Council.

In order to comply with legal procedure it will be necessary for the Common Council to direct the City Plan Commission to hold public hearings. A suggested schedule for such hearings has been submitted to the Common Council. It is proposed that the hearings be held in the High Schools, when possible, as they are the best located, geographically, to meet the convenience of the public.

It is planned to have members of the City Plan Commission and its Staff present at the hearings to explain the proposed Ordinance and to receive from interested citizens, constructive criticisms and suggestions. Colored lantern slides have been prepared, which will be projected upon a screen, thereby aiding in clarifying the explanation of the plan and method of Zoning.

At the conclusion of the several hearings, the City Plan Commission will prepare a final draft of the Ordinance, which will be submitted to the Common Council with recommendations. The State Enabling Act provides that the Common Council shall then give fifteen days' notice of a final public hearing to be held by that Body in order that any party or parties may present to them any objections or criticisms they may have to the Ordinance as submitted by the City Plan Commission. After holding such a hearing, the Common Council may then adopt a Zoning Ordinance for the City of Detroit.

—H.L.R. - *The Planner*

STATE ASSOCIATIONS

It is proper I should acknowledge here the extraordinarily efficient and self-service which has been given in this cause (unification) by the State Association Representative on the Board, Mr. Leigh Hunt. The results of this effort are impressive.

This accomplishment testifies so significantly to the development of a corresponding sentiment for unification on the part of these estranged professional bodies that it becomes more critically important to find for it a final and significant accommodation. To those who have followed the proceedings of recent Conventions, the large merits of the matter need no further discussion. It is now fairly indicated by the experience of our Committee on Membership, even as it reports some improvements over last year, that no substantial increase in membership is longer to be expected from the normal processes of The Institute. In the present nature of its being, our organization may definitely be assumed to have reached its full stature. If we are persuaded that this is intrinsically stultifying, then we must identify our hopes with those possibilities that reside in the larger vision of unification. With a knowledge of its difficulties we now wait the development of this principle in a realistic plan which will commend itself to the well-considered and preponderant opinion of The Institute membership.

—Charles D. Maginnis

line, and the sewer refuses to work because it runs up hill. Furthermore, the contractor has failed and you have nobody to fall back on except the fellow who told you you could do a professional job in your spare time and still live.

—L.W. - *The Charette*

PRODUCERS' AFFILIATION EXTENDED

The Executive Committee of The American Institute of Architects, meeting on November 18, 1939 approved an extension of the long-standing affiliation of The Council with The Institute. The term of the new Agreement extends until November 1, 1945, and from year to year thereafter unless terminated by either party after six months written notice.

This is a most unique affiliation enjoyed by no other organization with The Institute. Its potentialities are enormous.

The affiliation is purposed to bring about:

1. Closer and more professional relationship between architects and the producers of building products.

2. Issuance of more trustworthy information regarding building products and their use.

The new Agreement states that this relationship has been of great value not alone to the profession of architecture and producers, but also to those for whom buildings are constructed, to those who construct them and to those who finance them through more appropriate and economical use of materials of construction.

The Agreement permits literature of The Council to bear the statement:

"Affiliated with The American Institute of Architects" and the approved Council Seal which embodies this phrase. It entitles The Council on its own behalf or on behalf of its individual members to receive consultation services from The Institute; for the literature of The Council or any individual member which has been submitted to The Institute for criticism to have printed thereon the following statement:

"We acknowledge the assistance of The American Institute of Architects in criticizing the subject matter and form of presentation of this publication."

Upon this provision is based the distinctive method of technical review of The Council's Bulletin, under which it carries The Institute acknowledgement, a valuable adjunct promoting greater acceptance of the Bulletin by the architect.

The fundamental affiliation with The Institute has established the basis of friendly cooperation between Producers' Council Clubs and Chapters of The Institute and through them with the entire architectural profession.

The affiliation has been the impetus under which The Institute and Council are cooperating in various fields of mutual interest, such as in the Joint Home Building Service program and Project A-62 of the American Standards Association for coordination of dimensions of building materials and equipment.

These facts as to the affiliation and its mutual advantages to architects and producers may be too little known or appreciated. The new President of The Institute has stated his intention to make the purposes of the affiliation and the activities of The Council known to the technical profession widely. This will benefit Council members and Council Clubs directly and positively. On its part, The Council is endeavoring to keep the profession informed of Council activities through the News and will publish, in 1940, a pamphlet to inform the architect and engineer about The Council.

—Producers' Council News

Support your Organization

Pay your dues in The MSA — \$3.00 to March 1, 1940

A GLIMPSE AT RUSSIAN ARCHITECTURE

*Excerpts from a letter from William E. Hartmann,
54th Holder, Rotch Travelling Scholarship,
Stockholm, 14 October, 1939*

The organization of architecture under the Communist State as it was explained to us by Professor Kolly is:

- I. Buildings are financed not merely by the state but by such organizations as: trade unions, the automobile industry, city housing authority, theatre group, the architects' union, railway, etc.
 - A. Architects are freely chosen by the organization financing the building.
 1. They are paid a commission similar to architects in America or elsewhere.
 - a. If the architect has no work he is paid a minimum subsistence wage by the state.
 2. The architect applies for draughtsmen, when necessary, to a trade union.
 - a. They, as well as engineers, are paid by the organization financing the building.
 3. The architect is given office space by that same organization.
 - II. Buildings are erected by the trade union for the Building Trades.
 - A. It controls labor and materials.
 - B. Erection supervised by the architect.
 - III. Architects are organized into studios according to principles or ideas on design; i.e., modern, gothic, renaissance, "Georgian," etc.
 - A. Each studio consists of about 10 men.
 1. Members of the studio work together on large projects or competitions.
 - B. All architects belong to the Architects' Union to which they must contribute a certain part of their commissions.
 1. This money used for "House of Rest" on the Black Sea, etc.
 - IV. Each architect is given one street (Professor Kolly's is three miles long) of which he is the design critic.
 - A. The architect of any new building on this street must have the design approved by the street architect.
 - V. City Planning is a separate function of the state.
 - A. Design is often the result of competitions among the architects.

—Bulletin, Boston Soc. of Architects

ARCHITECTURAL PROBLEM TO BE JUDGED IN DETROIT

C. T. Olmsted, secretary, State Board of Registration for Architects and Engineers, announces that a jury of seven Detroit Architects will pass upon the design problem in connection with the most recent state examination for architects. The problem is that of a state employment office and twenty-five candidates are entered.

The judgement will take place at the Blue Room, Hotel Fort Shelby, Wednesday, February 14th, at 2:00 P. M. The jury consists of William E. Kapp, Clair W. Ditchy, Arthur K. Hyde, Talmage C. Hughes, George F. Diehl, Aloys Frank Herman and Thomas H. Hewlett.

The problem has been judged by a jury of Ann Arbor architects, and the average of the two juries will be used for final grades.

TIBBETS—Continued from Page 1

building materials, quality equipment and quality services.

"In formulating this program we endeavored to make it serve as effectively as possible all the various interests in the Council, and, in fact, all the factors in the building industry.

"We also kept in mind that the program must carry out the three fundamentals of sales promotion effort:

1. Improving and increasing sales contacts
2. Expanding the market
3. Influencing the market.

"It is our firm conviction that the most effective way to improve and increase sales contacts is through the programs and activities of local Council Clubs, through the Bulletin of the Producers' Council and through cooperation with architects, engineers, contractors, distributors, realtors, financial institutions and other factors in the building industry. Consequently, we have given special attention to these items of our program.

"The first item and one of the most important on our 1940 program is our plans for local Council Clubs.

"Incidentally, you will be interested to learn that when Jim Follin and I were elected to our respective offices last May, we considered the Clubs such an important factor in the success of the Council that we made our first job the development of a set-up which we hoped would help increase their effectiveness.

"Here are a few 1940 plans for our Clubs, which we hope will not only multiply the benefits of Club membership, but will help develop that so essential coordination of the local building industries:

"1. We want to work with each Club to develop a more constructive program of meetings and activities to aid and assist manufacturers' local representatives to increase sales.

"2. We are prepared to assist both the Council members and the Clubs in their joint effort to schedule productive but inexpensive informational and educational meetings, featuring products and services of Council members.

"3. We believe we are in a position to help in-

THE ESSLINGER-MISCH CO.

General Builders

159 East Columbia St. Randolph 7021
DETROIT, MICHIGAN

We specialize in the better grades of Wall Paper, including

**BIRGE, HUNKEN, KATZENBACH & WARREN
STRAHAN and THIBAUT**

A competent staff is ready at all times to help your customers solve their decorating problems, including Jean Wright, Consultant Decorator.

To secure pleasing effects and lasting quality, insist on your decorator using FISHER'S Wall Paper, Paint, Enamel and Varnishes.

FISHER WALL PAPER CO.

514 Randolph St. CA. 5950
and six local stores

Michigan's Largest Wall Paper Distributors

tensify the Club efforts to expand local construction markets, working cooperatively with architects, contractors, dealers and others.

"4. We, of course, will continue publication of The Producers' Council News, which we believe will not only keep you up to date on the activities of the Council nationally but will serve as a medium for an exchange of ideas for Club activities.

"5. Strange to relate, we find that many architects, even members of the Institute, are not familiar with the purposes and objectives of the Council. We will therefore publish a pamphlet on the subject for distribution among architects and engineers, thusly strengthening contacts with those who design and specify.

"6. Stranger than the foregoing, we find that an appreciable number of producers' representatives do not know about the advantages of Club membership. We shall educate them with a pamphlet.

"The majority of you gentlemen know that the Institute and the Council have signed a cooperative agreement with the Federal Home Loan Bank Board to sponsor and support the Board's Federal Home Building Service Plan.

"This is one of the Council's two most important special activities, for which we have provided funds to promote this year. More complete information about the plan will be sent to you soon.

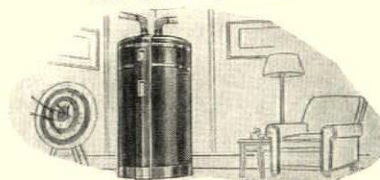
Certified Concrete Koenig Coal & Supply Co.

Main office 1486 Gratiot Ave.

Tel. CADillac 1584



FOR RADIATOR HEAT



G-E FURNACE (oil or gas) for steam, hot water or vapor. Probably the most beautifully designed furnace you've ever seen. Compact—easy to install—economical to operate.

Turn to G-E engineers for assistance on heating, cooling or air conditioning problems. Telephone or write General Electric, 700 Antoinette St., Detroit, Mich. (TRinity 2-2600) (Or see Sweet's Catalogue)

GENERAL ELECTRIC

Automatic Heating, Cooling, Air
Conditioning & Commercial Refrigeration

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit
2 story bldg., United Hebrew Schools of Detroit
Lawton Ave. Bids closed.
Prep. plans for one story bldg.—6 stores, Gratiot
Ave., bet. 7-Mile & Lapping Ave.
Fig. on McKenzie Housing Corp. Closed.
Prep. preliminary plans for a store and theatre
bldg. on South Mich. Ave., Dearborn.
One-story store, Greenfield Rd. & Gd. River, Cun-
ningham Drugs, Inc. Architectural trades closed.—
Mechanical closed.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Plans for Theatre, Plymouth, Mich., 800 seats.
Plans for 1000-seat Theatre in progress, cor. Can-
field & 3rd. Ave.
Plans for Theatre, 1400 seats, Birmingham, Mich.

BRANDT, CHRISTIAN W.—3408 Eaton Tower, Detroit
Prep. plans alter. 5,000 block Mich. Ave., 72'x200',
2-sty. Plans ready April 1.—Bids invit. only

DIEHL, GEO., 120 Madison
1-sty. bldg., cor. Wyoming & West Chicago. Con-
tract let.

ECHELMEIER'S SUPPLY CO.*Linoleum Contractors*SPECIALIZING IN WALLS, SINKS AND
PERSONALIZED FLOORS.

13151 Harper Ave.

PIngree 7500

The 1940 Ideal Home Is ALL-ELECTRIC

Located at the corner of Seven Mile Road West and Kingston Avenue in Detroit, the 1940 Builders' Show Ideal Home is now open. Its many novel architectural and electrical features merit your attention—plan to see it now.

Can our illuminating engineers work with you in laying out up-to-date lighting and switching arrangements? Specializing in this, they can offer suggestions for making your client's "ideal home" truly ideal—ideas which add much to the owner's comfort and appreciation at little cost. There is no charge or obligation for this service. Call RAndolph 2100, Lighting Division.

40-8

THE DETROIT EDISON CO.

H. AUGUSTUS O'DELL, Arch., 904 Marquette Bldg.
Prep. Plans, factory addn., Industrial Wire Cloths
Products Corp., Wayne, Michigan.
Brick walls, steel sash, steel frame, steel trusses,
wood plank and asphalt roof, 50'x156'. Concrete floor,
toilets, steam heat. Bids by invitation.
Gen. Con., Industrial Wire Cloth Products Corp.,
addn., let to Bert T. Haberkorn, arch. trades only.
Prep. plans, dormitory, Orchard Lake Country Club,
also Club House alterations, enlarging kitchen, wom-
en's locker room and men's grill.

GIFFELS & VALLET, Engineers.
Alt. & Add. to Mfg. bldg. for W. O. Barnes Co.
Con. let to F. H. Martin Co.
Fig. on air conditioning, Kline's Store, closed.

HABERMAS, CARL—415 Brainerd
Prep. sketches for res. 85x40, Gr. Pte. Frms.
Prep. plans for res., Gr. Pte. Shores 67x30.

JAMESON, LAWRENCE B., 8580 Jos. Campau—
Sketches for garage, 100'x175' one story. Offices
in front.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold.
Taking fig. on Alt & Equip., Lincoln High School,
Ferndale, Mich.

RUDINE, CARL J.—1518 Drexel Rd., Lansing, Mich.
Prep. prelim. sketches, First Church, Christ, Scien-
tist, Ann Arbor, seating 700.
Prep. of plans for Alt. Res. 2-fam. Hillsdale, Mich.

HERMAN & SIMONS—710 Owen Bldg.
Prep. plans for St. David's Church. Completed about
April 1.

STAHL, JNO., 820 Francis Palms Bldg.
Fig. (by invitation) on Sales Rm. 80' x 55'.

WRIGHT & ROGVOY, 418 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for
fig. about Mar. 1.
Taking fig. on remodeling of Frontenac Theatre—
beginning Feb. 2.
Fig. on Studio, Chene St., beginning Feb. 3.
Prep. plans, Mel Theatre, Melvindale.
1000-seat Theatre, Plymouth.
1000-seat Theatre, 7 Mile, bet. Snowden & Hartwell,
Detroit.
Ace Theatre (remodeling), Harper & Frontenac.
Home Theatre, remodeling.
New Store Front, Kinsele, Michigan & Griswold.

Support your Organization

Pay your dues in The MSA — \$3.00 to March 1, 1940

NELSON COMPANY

PLUMBING — HEATING

and

AIR CONDITIONING SUPPLIES

WHOLESALE

Main Office and Display Room
2604 FOURTH AVE., PHONE RA. 4162

Branches

Royal Oak — Grosse Pointe — Ann Arbor

JAMES E. DEGAN CO.

DISTRIBUTORS

NATIONALLY KNOWN PRODUCTS

Alberger Heaters & Economizers
John Douglas Plumbing Fixtures
Boylston Pressure Regulating Valves
Briggs Beautyware Plumbing Fixtures
Dayton — Dowd Pumps
Hancock Valves
Howard Expansion Joints

2130-50 Franklin St. Fltzroy 5960

Classified Building Industry**LUMBER DEALERS**

DETROIT LUMBER CO.—5601 W.
Jefferson Ave., Vinewood 1-2090
HURD LUMBER CO.—6425 W. Ver-
nor Highway, Vinewood 1-4120.
WALLICH LUMBER CO.—3741 St.
Aubin Ave. Temple 2-6660

BRAUN LUMBER CORP. TO. 8-0320
Davison Avenue and G.T.R.R.
Yds.—Jeff. Ave., and in Pontiac.
RESTRICK LUMBER CO.—1000 W.
Grand Blvd., Lafayette 0500
F. M. SIBLEY LUMBER CO.—6460
Kercheval Ave., Fitzroy 5100.

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt.
Elliott. Plaza 1190.
JOHN SENESE COMPANY — 295
Calvin Road, Grosse Pointe, Mich.
General Contractor on Buildings.
Tuxedo 2-1880

WEEKLY BULLETIN

H. H. Dickinson Company
 5785 Hamilton Ave. MADison 4950
 Complete Builders Supplies
 Armored Concrete Curbing
 Master Builders Products
 Heatilators Asphalts

CINDER BLOCK INC.
 HOGarth 1140
 9308 Hubbell Ave.
 Bet. Chicago & Joy

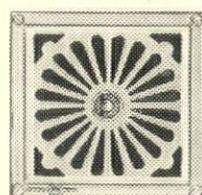
Glanz & Killian Co.
 CONTRACTORS
 PLUMBING — HEATING — VENTILATING
 FIRE PROTECTION SPRINKLER SYSTEMS
 1761 W. Forest Ave. TEMple 1-7820

O. W. BURKE COMPANY
 GENERAL CONTRACTORS
 Fisher Building
 Detroit, Mich.
 MADison 0810

American Electrical Displays, Inc.
 NEON SIGNS
 Main Office and Factory: KALAMAZOO, MICH.
 Detroit Office:
 2312 CASS AVE. Phone CADillac 2447

JOHN H. FREEMAN
 FINE HARDWARE
 PROPERLY SUPERVISED

Architects' Bldg. TE 1-6760



SPECIFY
ELECTROVENT VENTILATOR
 Kitchens, Rec. rooms, etc.
 Beautiful chrome finish
 Quality at low price.
ELECTROVENT CORP.
 Detroit - Ph. OREGon 4242

GOOD
 Hardware For Over Fifty Years
RAYL'S
 1233 Griswold Street

DETROIT LUMBER CO.
 "Most Modern Finish Factory in Michigan"
 Special Millwork, Cabinets and Stairs
 No Charge for Service or Shop Drawings
 5601 W. Jefferson Ave. VINewood 1-2090

F. H. MARTIN
Construction Co.

955 E. Jefferson Ave. CADillac 4890
 DETROIT, MICHIGAN

Lumber & Millwork Builders' Supplies
 Hardware & Paint Plumbing Materials
 Heating Equipment Weatherproof Windows
 Brick Cement Blocks
 MAKE ONE SHORT STOP AND YOU WILL
 LONG BE CONVINCED
 of Our Complete and Efficient Service
CURRIER LUMBER CO.
 17507 Van Dyke Detroit, Mich.
 Phone SLocum 1400

ARCHITECTS
ATTENTION

Call us FIRST when you have a sign problem. We want to help you.

WALKER & Co.

ZEON & NEON SIGNS
 88 CUSTER — DETROIT
 Detroit's Foremost Sign Organization

SPECIFY
NON-STICK WINDOWS

DO NOT ACCEPT ANY SUBSTITUTES

The First Completely Assembled Double-Hung Window

* 2x4 JAMBS * 2x8 SILLS * ONE-PIECE ZINC SASH GUIDES * ALUMINUM-PRIMED FRAMES
 * SASH WATERPROOFED (Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

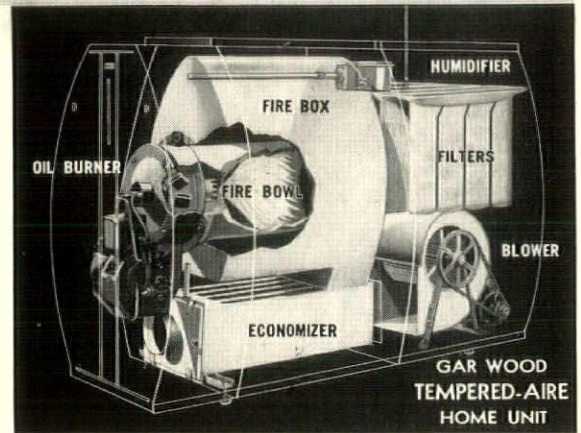
Gar Wood HEATING AND AIR CONDITIONING ENGINEERS ARE AT YOUR SERVICE

UNDIVIDED RESPONSIBILITY

It pays to be sure! It's best to specify Gar Wood equipment. Gar Wood products are the result of more than a decade of experience—and are engineered to meet present-day demands. There is no division of responsibility. Gar Wood manufactures, installs, services and guarantees the entire installation. Gar Wood engineers make a quick, accurate survey of your requirements. Complete heating and air conditioning layouts are submitted promptly without charge or obligation.

SUSTAINED LEADERSHIP

Gar Wood automatic home heating and air conditioning furnace-burner units led the nation in percentage of total sales in 42 key markets for the last four consecutive years—according to statistics published by a national trade authority. Why? Because Gar Wood Tempered-Aire units are supreme in functional design, in mechanical excellence and lowest in fuel operating costs. Ask for descriptive literature.

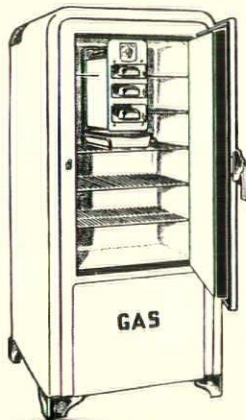


GAR WOOD PRODUCTS

Oil- or gas-fired automatic Tempered-Aire Winter Air Conditioning and Heating Units—Split Systems—Boiler-Burner Units—Conversion Oil Burners for Existing Boilers or Furnaces—Domestic and Commercial Water Heaters—Ventilators—Airdux System for air distribution and control.

Telephone
TOWNSend 8-6256

GAR WOOD INDUSTRIES, INC. DETROIT AIR CONDITIONING BRANCH
409 CONNECTICUT Ave.



**SERVEL
ELECTROLUX**
the **GAS**
REFRIGERATOR

Silent No Moving Parts Even, Low Temperatures

GAS refrigerating is the finest modern refrigerating . . . Servel Electrolux, the Gas Refrigerator, manufactures constant cold through the modern magic of a tiny gas flame. It is silent, has no moving parts. Foods, kept in the even low temperatures of the Gas refrigerator, stay fresh and sweet longer.

The Gas refrigerator brings double economy to domestic refrigerating. Economy of longer life and freedom from service expense. Savings on food with less spoilage and shrinkage.

For greatest satisfaction, recommend Servel Electrolux, the Gas refrigerator.

MICHIGAN CONSOLIDATED GAS COMPANY

415 CLIFFORD

CHERRY 3500

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

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

KENNETH C. BLACK, President
GEORGE F. DIEHL, 1st V. Pres.
RALPH B. HERRICK, V. Pres.
GEO. M. McCONKEY, V. Pres.
CORNELIUS L. T. GABLER, Sec.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec.

EDITOR

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

Advertising Manager

E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
DAVID E. ANDERSON
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
EMIL LORCH
HARRY L. MEAD
ANDREW R. MORISON
ORLIE J. MUNSON
JAMES A. SPENCE
EDWARD X. TUTTLE

Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00) 25c per copy

Volume 14

DETROIT, MICHIGAN, FEBRUARY 20, 1940

No. 8

FOURTH ANNUAL BALL

The Detroit Division, Michigan Society of Architects, held its Fourth Annual Dinner Dance at Hotel Webster Hall, Friday evening, February 2nd. Three hundred and twenty-five dinners were served and the net proceeds have been contributed to the Finnish Relief Fund.

Frank H. Wright, as chairman of the Committee on Arrangements, did an excellent job and everything went smoothly. Other members of his committee were Leo Schowalter, L. Robert Blakeslee, Lyle S. Cole, Gerald M. Merritt, Chester L. Baumann, and Talmage C. Hughes.

Paul R. Marshall representing the Producers' Council gave excellent help as did Andrew Maglia with the decorations.

A. A. Shirley of the General Electric Company donated an electric roaster and table as a door prize, which was won by Mr. Wood of the American Radiator and Standard Sanitary Manufacturing Co. Other prizes donated by the Aluminum Company went to Messrs. Kuhn, Kapp and Ellington.

Music was furnished by Mike Falk and his orchestra and entertainment included a floor show, which appeared several times during the evening.

Elsa Maxwell was a few days late in arriving in Detroit. When Elsa throws a party that is not news, but we liked New Yorker's cartoon of a party throwing Elsa. However, this was not that kind of a party as witness the excellent letter from Hotel Webster Hall, which we publish herewith:

"There comes a time in our span of existence when we are unable to think of the necessary words to complete a required phraseology, such happens to be my case at present.

"The main subject of this communication is to try to express my sincere thanks for the splendid party that was accorded Hotel Webster Hall February 2nd at the Annual Architect's Ball. You are to be highly commended for the efficient and orderly way in which this entire party was conducted, and no little credit goes to you and your committee for making it the season's outstanding success.

"I wish you would convey my thanks to every member of the committee and make this message a permanent record in the minutes of your association.

"Again it is a pleasure to repeat my sincere thanks in behalf of every member of the staff of Hotel

Webster Hall for the pleasure of serving you during the last week.

Yours very sincerely,

CLYDE CYPHERS

Assistant Manager"

Regarding the event Mrs. Loja Saarinen writes: "May I express my deepest thanks to Detroit Architects for what they have done for the Finnish Relief. Your sympathy is of greatest value in Finland's fight for liberty."

The program was broadcast over Radio Station WMBC.

Mr. Albert Kahn spoke first and said:

"The world stands aghast today at the unprovoked, brutal attack by the Moscow monsters upon little Finland, which country has contributed so much towards the social, cultural and material advancement of the world.



Kahn

international fame, whose influence on contemporary architecture has been invaluable. I deem it a privilege to present to you my good friend, Eliel Saarinen, President of Cranbrook Academy of Art, who will now speak to us."

Mr. Saarinen responded with a brief but profound message in which he thanked all those who had so generously helped the cause of which he is Chairman in Detroit. He said, "Some people ask me if I hate the Russians. I do not hate the Russians."



Saarinen

Later on in the broadcast Mr. Diehl, president of the Detroit Division of the Michigan Society of Architects, had the following to say:

"On behalf of the officers and dance committee of the Society, I would like to welcome His Honor,

See BALL—Page 4

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

INSULATION INDUSTRIES INCORPORATED Hogarth 8978
Meysers Road at Lyndon
Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

Long Experience — Adequate Facilities
Clean Cut Business Procedure
Blue Printing & Photostat Reproductions

O & O Blue Print & Supply Co.
CADillac 0005-0011 77 Sibley

Fox Theatre

Beginning Friday, February 16th

Carole Lombard

in

"VIGIL IN THE NIGHT"

with Anne Shirley—Brian Aherne
Companion picture —

Lupe Velez

in

"THE MEXICAN SPITFIRE"

with Leon Errol

Also—Fox Movietone News and selected short subjects

FREDERIC B. STEVENS, INC.

FACE BRICK, ENAMELED BRICK, GLAZED
BRICK AND TILE, ROOFING AND
FLOOR TILE

Representatives for
ANTI-HYDRO—For Hardening and
Waterproofing Concrete

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

IRON - BOND METHOD

HEINEMAN & LOVETT CO.

Waterproofing Contractors

Basements, Tunnels, Pits, Tanks, etc.

HI-TEX Methods

Waterproofing & Restoration of exterior masonry

DRYNODOR DEHUMIDIFIERS

5327 Tireman Ave. DETROIT

TY. 6-1226

Punch & Judy Theatre

WED., THURS. FEB. 21 & 22

Basil Rathbone—Boris Karloff

"TOWER OF LONDON"

FRI., SAT.

FEB. 23 & 24

Edgar Bergen—Charlie McCarthy

"CHARLIE MCCARTHY, DETECTIVE"

SAT. 11 P. M. — Otto Kruger

"SCANDAL SHEET"

SUN., MON., TUES.

FEB. 25, 26 & 27

Andrea Leeds—Gary Cooper

"THE REAL GLORY"

MURRAY W. SALES & CO.

Detroit's Finest
Plumbing and Heating
Display Rooms
At Your Service

MADison 4200

801 W. BALTIMORE AT THIRD

TURNER-BROOKS, Inc.

Contractors and Designers of Resilient
Flooring

ASPHALT TILE

MASTIPAVE

RUGS

LINOLEUM

CARPETS

CORK TILE

RUBBER TILE

9910 Dexter Blvd. TOWnsend 8-1020

Facts About Monel Metal

1. MONEL CANNOT RUST— $\frac{2}{3}$ nickel and $\frac{1}{3}$ copper
2. MONEL IS RESILIENT—same resiliency as linoleum
3. MONEL IS TOUGHER BY 50%—than alloy steel used in railway axels
4. MONEL IS STRONGER BY 30%—than steel used in bridge construction
5. MONEL IS STAIN RESISTANT—acids used in kitchen will not stain permanently
6. MONEL CANNOT CHIP, PEEL OR CRACK—solid metal
7. MONEL STANDS ANY ABUSE—reduces maintenance costs
8. MONEL IMPROVES WITH AGE—always lustrous and beautiful

These are a few reasons why Whitehead Metal Products Company sinks continue to gain in popularity with architects, home owners and apartment house management companies.

Whitehead Work Saving Kitchen

W. D. GLARDON

Distributor of MONEL SINKS and STEEL KITCHEN CABINETS

"Kitchen Planning and Designing Specialists"

4461 Woodward Avenue

TEmples 1-8494

DETROIT, Michigan

SOCIETY NOMINATING COMMITTEE NAMED

As previously announced in the Bulletin, the State Society Board has elected Clair W. Ditchy, chairman; Branson V. Gamber; and Edward X. Tuttle as a Nominating Committee to prepare a slate of officers and directors to serve the Society during 1940 and 1941.

President Black has announced his appointment of a second committee consisting of George M. McConkey, chairman; John P. Baker; and James A. Spence.

The two committees acting independently will prepare separate slates which will be voted upon by mail and election will take place at the Society's Twenty-sixth Annual Convention in Grand Rapids on March 15 and 16.

Before these committees meet each Division of the Society will elect its own director to serve on the Society Board and, in addition to the officers, nominating committees will select candidates for directors at large.

These Nominating Committees will welcome suggestions for nominations to any of the Society's offices and members are invited to communicate with either of the chairmen, Messrs. Ditchy and McConkey.

President Black reports that he has just met with the Convention Committee in Grand Rapids and that their plans are progressing nicely toward a most successful annual convention.

There will be only four more issues of the Bulletin before Convention and it is important that all committee chairmen send in their annual report to the Bulletin as soon as possible.

DEAN HUDNUT TO SPEAK IN DETROIT

Mr. Edgar P. Richardson, Assistant Director of The Detroit Institute of Arts, announces that a gentleman interested in architecture has made it possible to have Mr. Joseph Hudnut, Dean of the Harvard School of Architecture, speak at The Detroit Institute of Arts, on their regular Tuesday lecture series, March 5th, at 8:30 P. M. His subject, "Architecture and the Modern Mind," is one which will give him an opportunity to discuss the modern architectural trends and theories.

Mr. Hudnut is well-known in architectural education and his general position on this subject is of interest to architects and laymen alike. He is an excellent speaker and this program will, undoubtedly, be most entertaining and educational. It is free and open to the public.

DEGAN APPOINTED DOUGLAS REPRESENTATIVE

The John Douglas Company announces the appointment of James E. Degan Company as exclusive Detroit distributors for their line of high grade plumbing fixtures.

In addition to the John Douglas line, the Degan Company handles Briggs Beautyware, which enables them to offer a complete service to architects and their clients in selecting any type of plumbing fixtures, including cast iron, formed iron and vitreous china ware.

FEBRUARY 20, 1940

MICHIGAN MEN ON A. I. A. COMMITTEES

Announcement has just been made by the Board of Directors of The American Institute of Architects of the appointment of several members of the Detroit Chapter to Institute committees.

Clair W. Ditchy, who last year was elected Regional Director of the Great Lakes District, will continue to serve through 1941. Mr. Ditchy is also a member of the Executive Committee of the Board and member of the Committee on By-Laws and Committee on Unification.

Arthur K. Hyde is a member of the Committee on Membership and William D. Cuthbert of Ann Arbor serves on the Committee on Architectural Services.

Talmage C. Hughes is a member of the Committee on Public Information and vice-chairman for the year 1940.

Albert Kahn is a member of the Committee on Endowments and Committee on Preparedness for Emergencies.

Kenneth C. Black of Lansing is a member of the Committee on State Associations, Committee on Objectives of Component Organizations, and chairman of the Sub-committee on Objectives of State Association Members.

Eliel Saarinen is a member of the Committee on Civic Design and Richard P. Raseman is a member of the Committee on Allied Arts.

HEARING ON LANDSCAPING

At the Detroit City Council meeting Tuesday, February 20 at 10:30 A. M., there will be a hearing to determine whether or not landscaping of the Brewster Housing project will be done by contract or otherwise.

Architects, contractors, landscape architects and engineers who feel that there is an important principle involved are invited to attend.

Bids for this work are in but there has arisen a question of whether or not the city should do the work with their own men rather than through the established channels.

MR. BLACK'S LECTURE

I don't know when I have read anything that pleased me so much as Mr. Black's article in the Monthly Bulletin on "Modern Architecture." It is good enough to be published in pamphlet form and mailed to every practicing architect in the country. I am going to do my bit in giving it the circulation it deserves by publishing it in the February Number of ARCHITECT AND ENGINEER.

Fred W. Jones, Editor

ARCHITECT AND ENGINEER (California)

KAPP TO SPEAK AT COLONY CLUB

At the Colony Club a new series of art lectures has been arranged by Mrs. George Kamperman and Mrs. Edward H. Burlage. The first of the group "Architecture of Today", by William E. Kapp will be given February 21st at 2:30 P. M.

Mr. Kapp is well-known as an excellent speaker and we hope to report his talk in a future issue of the Bulletin.

BALL—Continued from Page 1

the Mayor, our other distinguished guests, and all of our other friends from within and without the profession. And a special welcome goes to those members from Jackson, Lansing, Saginaw, Ann Arbor, Ypsilanti and other cities. I



Diehl

can tell you that we are more than pleased with this splendid response to our invitation to join us in this annual party, and I assure you that we want you to enjoy yourselves.

"We have always recognized that architecture is the Mother of the Arts, but it is only on an occasion of this kind that we become aware of the fact that there are so many handsome daughters.

"I would like to say a word of thanks to the Committee who did so well in the planning of this affair, even though they did get a little frivolous in their decorative cartoons. I also wish to thank our good friends of the Producers' Council and the building industry, who assisted the Committee.

"In closing I would like to say that I think it has been a privilege for us to have heard the eloquent word picture of the actual conditions in Finland from our friend and fellow member, Mr. Saarinen, who is probably better qualified than any other in this country to give us the facts, and who I can assure you, is not given to exaggerating. I think his brief remarks should at least make us feel doubly satisfied that we agreed to turn over the net proceeds of this affair to the Finnish Relief Fund.

"Again I thank you—and have a good time."

And Clair W. Ditchy, Regional Director of the Great Lakes District of the American Institute of Architects:

"Again we are enjoying an Annual Architect's Party. This being the fourth annual affair and so well attended, I think we may conclude that the Annual Ball is an established institution.

"The hall is very festively decorated, and architects and their friends, with their ladies, are filling the hall to capacity. Some of the architects look forward to this event as an occasion to see their fellow architects whom they otherwise would never or very seldom see. It's a grand reunion.

"Architects have always been noted for their parties. Their ability to design and decorate is here given an untrammelled opportunity and they always make the best of it. The work of the Architect requires a very active and sensitive imagination as well as an ability to express his thoughts in tangible or visible form, and when he is given such a festive assignment as an Annual Ball to stimulate his imagination, the results are always well worth seeing.

"Architects are called upon to design shelter for every variety of human activity, be it industry, commerce, education, religion, recreation, amusement, the home or what not. This makes the architect a man of broad sympathies. It makes him capable of ministering to serious or frivolous needs alike as the case may require. It is not unusual therefore, to find him as we do tonight enjoying himself in frivolous abandon, and at the same time, thinking very seriously of some of his less fortunate brethren across the Atlantic. He is capable of the paradox of attending the gayest architectural event of the

year and dedicating it to the cause of Finnish Relief.

"We architects of Detroit have of course a very intimate interest in the cause of the brave Finnish people. We have the great privilege of knowing personally, of working with and being inspired by, that great son of Finland, whom we now claim, the internationally reknowned architect, Eliel Saarinen. You have listened to his stirring words over this same program tonight and you can appreciate the stimulus which his friendship, his work, his philosophy and his twinkling humor are to us. We are delighted to offer in his presence a gesture of admiration for a brave nation, and a practical though modest benefit to a stricken people."

Mayor Edward J. Jeffries spoke words of encouragement and understanding of our profession, which made all of us feel that he is a vital force in the happenings of our community that directly effect our lives.

Mr. Kenneth C. Black of Lansing, president of the Michigan Society of Architects, as the last speaker on the program had the following to say:

"This is an extremely active weekend for the architects of Michigan. Up in Grand Rapids committees are meeting to perfect the details of our Twenty-sixth annual convention which will be held in that city on the 15th and 16th of March. Out in Ann Arbor an educational conference is being held, and here in Detroit we are holding the annual Architects' Ball which is rapidly becoming one of Detroit's most notable parties.

"In attendance at the Ann Arbor conference are leading educators and industrial designers from all over the world. They are met to consider the advisability of establishing a common basis for the preliminary education of architects and industrial designers, and those of us who were in attendance this afternoon had the pleasure of hearing such leading modernists as Maholy-Nagy and Walter Gropius express their views.

"The Architects of Michigan have always been vitally interested in this subject and in the development of modern architecture itself. The College of Architecture at Ann Arbor has always been in the forefront of modern architectural education, and one of the first European modernists to come to this country began his American teaching career as a professor of design in that institution. Following that he displayed the further good judgment of settling permanently in Michigan. I refer to Mr. Eliel Saarinen of Cranbrook.

"Mr. Saarinen is at this time acting as head of the Finnish Relief Committee in the City of Detroit. Consequently, the Architects of Michigan, to express their personal admiration for Mr. Saarinen, as well as their profound sympathy for the country which is his native land, are donating the proceeds of this party to the Finnish Relief Fund. We sincerely hope that those of you who are listening in, wherever you are, will take advantage of the many opportunities which are being presented to subscribe to this Fund."

John E. Oldaker Pridmore, veteran Chicago architect, died February 1 after a brief illness at the age of 75.

Mr. Pridmore was born in England and came to Chicago as a boy with his family. He was a world traveler, author, and war correspondent, and during his professional career of 50 years specialized in theater and church architecture.

IMPRESSIONS OF THE ANN ARBOR CONFERENCE

by KENNETH C. BLACK, President,
Michigan Society of Architects

Attendance at the Ann Arbor Conference on Coordination in Design was a distinct privilege, not only for the pleasure of meeting and hearing the leaders of modern education in design who were assembled there but also because the discussions served to crystallize in my own mind certain vague reactions to the modern movement which I have had during the past few years.

Those of us who have been observing the development of modernism from the seclusion of our offices, so to speak, have been struck by the fact that the theories of its leading exponents seem to be antipathetic, even though they are all striving for a common end. It is becoming increasingly apparent that although modernism itself is no longer on trial, individual modernists are.

That they themselves are aware of this is attested by the evangelical zeal with which they go from platform to platform and from magazine to magazine attempting to convince the public that the road they are traveling is the only true road to architectural salvation. In spite of the deadly earnestness of their attitude, their efforts at conversion frequently take on the aspect of a small boy whistling in the dark to keep up his courage. Because each of them, as individuals, has crawled out on a limb of personal theory, the justification of which is essential to the maintenance of his self respect; to his standing in the eyes of the public; and (may I diffidently suggest) to a continuation of his monetary income.

At the Ann Arbor Conference many of these individualists were gathered together under the same roof and those of us who were privileged to attend as observers were treated to the always interesting, and frequently amusing spectacle of seeing them try to convince each other! Each had brought his favorite hobby-horse to the meeting and, as was inevitable, departed riding it as usual. The conference, which began as a serious attempt to explore the possibility of establishing a fundamental educational background for architectural and industrial designers, wandered off into a labyrinth of semi-related subjects and ended by becoming a sounding board for the individual theories of its leading conferees. Specific questions were answered in glittering generalities and conflicting theories formed the basis for the innocuous "blanket" resolutions with which the conference adjourned.

Apparently taking the conferees by surprise, however, and certainly received by them in stunned silence, was a resolution offered by Mr. Kessler. This resolution, it seemed to me, contained the essence of the educational problem with which the conference was supposed to deal. Strange as it seems, the resolution simply suggested that students be educated to think for themselves! Not to think in terms of techniques (à la Maholy-Nagy) or of materials (à la Gropius) but to be trained in a broad scientific approach to universal problems of design. He even had the temerity to suggest that architectural students should avoid copying modern European architecture as sedulously as the modernist urges them to avoid copying historical styles! After a desultory discussion the resolution was half-heartedly adopted and I am still wondering whether its adoption came about because the conferees couldn't understand it and wouldn't admit it, or because they didn't want to hurt Kessler's feelings by turning it down.

In my opinion this resolution deftly put its finger on the fundamental difference between the approach of the followers of Gropius who insist that manual training is essential to the creation of a good designer; of Maholy-Nagy who seem to believe that you can't use a material properly unless you know as much about its chemical, organic, and mechanical properties as the manufacturer himself; and those of Saarinen who regard all these things as merely incidental to a true comprehension of universal principles of design.

I find myself inclined to agree with those who maintain that it is possible to **think** in terms of a material without necessarily being able to **work** in it with one's own hands. In fact, since this conference I have often wondered if some of the ultra-mechanical, cubistic creations of modernists trained in the Gropius school of manual training aren't examples of the truth of the old saying that, "A little knowledge is a dangerous thing." Can it be possible that instead of being symbols of freedom, these box-like forms are simply the result of imaginations which have been stultified by a first hand knowledge of the physical difficulties inherent in doing anything except nailing two square boards together? Must our abilities as architectural designers be measured by the limits of our personal proficiency with a hacksaw and trowel? Or by our personal knowledge of the chemical properties of certain plastics?

I would like to express the hope that as modern educational programs in design develop, they will not pay too much attention to the mechanics of technology (which are always in a state of flux) but will lean, with Saarinen, toward the development of freedom of thought and a fundamental appreciation of beauty and design in all the arts.

These and other equally provocative questions are posed as a result of this conference and whether one agrees personally with some of the theories which were advanced or not, the fact remains that it was intellectually stimulating. It should be followed by others similar which I would like to attend.

HOW TRUE!

"In a general way, the public knows what to expect from a physician, a dentist, or lawyer, but the average prospective builder looks upon the architect as a mere 'exterior decorator,' one to be avoided if he can persuade his contractor, or so-called builder, to assume such duties. If architecture received only a fraction of the publicity that is given to the medical profession, to dentistry, or to law, there would be little need for specialized information of the nature that is so much neglected as to cause the public to form false ideas and to express unfounded opinions as to the value of architectural services.

"Do we hang our code of ethics too high, or is it that we are indolent in publicizing and benefiting our profession as a group? I regret to say I feel it is basically the latter.

"Architects should instruct home builders how to distinguish between a speculative-built house and a well-constructed building. While not all architects are interested in the residential field, it is the home owner who also builds the commercial and industrial structures.

"It cannot be repeated too often that the profession of architecture is just what its members are willing to make it. We should think and act unitedly and unselfishly if we are to deserve the respect and recognition of the buying public."

Paul Gerhardt, Jr. Pres. Ill. Soc. of Architects

DETROIT DIVISION, M. S. A. HOLD ANNUAL MEETING, ELECTION OF OFFICERS

The Annual Meeting of the Detroit Division, Michigan Society of Architects, was held at Hotel Fort Shelby, Tuesday evening, February 13th.

Those present were Messrs. Radford, Cole, F. Wright, Thulin, Caldwell, Blakeslee, Schowalter, Merritt, Winn, Baumann, Perry, Rogvov, Vose, E. Clapp, Morison, Herman, Pellerin, Hughes, Diehl, Gabler, Ditchy, Beckett, White, Lyndon, Smith, Stirton, Art Cook, Sorensen, Eisen, Watt, Cox, Gibson, Harley, Gamber, and Gay.

President Diehl expressed gratification at the excellent attendance, while Treasurer Caldwell did a good job of collecting dues.

The first business of the evening was a report from Mr. Branson V. Gamber, the Society's representative on the APELSCOR Committee, who discussed a plan for something in the nature of an architects' service bureau. This matter had been discussed with the Building Department of Detroit as well as with members of the Building Officials' Conference, and Carpenter-Contractor Association.

There has been a rather vexing problem in connection with the Registration Law which requires the seal of a registered architect on plans for commercial building whether new or alterations and regardless of the cost or extent of the operation. In many cases owners have applied for permits and it has been necessary for the department to refuse them unless their plans bore the seal of a registered architect. In some cases this has worked a hardship and it is the purpose of this movement to set up some kind of an organization to which such applicants can be directed. It is apparent that this procedure would seem to encourage unscrupulous architects in affixing their seals to plans they did not make, and the object of the bureau would be to make the law more effective and at the same time establish a service that should be of use to owners as well as to the Building Department with the possible result that architects would establish valuable contacts.

The Builders' and Traders' Exchange have agreed to cooperate to the extent that for a nominal sum an office would be established whereby a number of architects would volunteer to serve half day periods so that service might be given five days a week.

This should result in favorable publicity in the newspapers and through the contractors' and producers' organizations.

Work would be done on an hourly basis, which would be fair to both owners and architects and in case it involved visits to the job and work that could not be taken care of at the central office, the man on duty would make an appointment and handle the job in the usual way at his own office.

It is expected that the Building Department would direct those in need of such services to this central office.

Mr. Ditchy pointed out that should not something of this kind be done our law is almost certain to meet with pressure from those effected. He also mentioned the desirability of extending to the Department of Buildings such cooperation as we are able to give in return for the splendid attitude they have always taken toward our profession.

The details of this plan are to be worked out by the Division Board and they are to report back to

a regular meeting, after which volunteers will be called for.

The coming convention of the State Society at Grand Rapids on March 15 and 16 was discussed and it is understood that the Convention Committee in Grand Rapids is working hard to make everything run smoothly.

Reports were heard from various committees, which indicated excellent work being done in the interest of the Division members.

Announcement was made of a new committee on zoning, consisting of Messrs. Branson V. Gamber, Clair W. Ditchy, and Gerald M. Merritt, who are working with a similar committee from the Detroit Chapter, The American Institute of Architects. The importance of this matter was stressed and all architects were urged to attend the hearings, which are being conducted at various locations. The list of locations where hearings are being held have been published and further information as well as copies of the ordinances may be obtained by calling the City Plan Commission, CHerry 3660.



Herman

President Diehl mentioned the desirability of forming some kind of affiliation for the younger men of the profession, particularly draftsmen who are the architects of tomorrow and who at present have no organization of their own.

Messrs. Thulin and Schowalter were named as tellers and the election of officers resulted as follows: President, Aloys Frank Herman; Vice-president, Frank H. Wright; Secretary, L. Robert Blakeslee; Treasurer, Lyle S. Cole; Executive Secretary, Talmage C. Hughes; and Director, Branson V. Gamber. The director also serves on the Board of the State Society.



Wright

or profession of which he is a part", and he stated that it was his desire to "Dig in" and work hard to try and keep up the pace which had been set by the previous administration. He stressed the point that we have a duty not only to our own members but to the public who employ us, adding that we should make every effort to justify their confidence.



Blakeslee

On retiring Mr. Diehl thanked the officers and committees who had worked so well with him, stating that the success of any organization depended upon such co-

MEMORIAL TO JUDGE COOLEY

A memorial fountain the late Professor Thomas McIntyre Cooley will be erected at the University of Michigan as the gift of Charles Baird, a University alumnus and former student of the distinguished jurist and teacher.

The fountain, designed by Carl Milles of Cranbrook Academy of Art, will be built on the Mall.

operation. He urged the continuation of such support, stating that Mr. Herman, as his successor, was particularly well qualified to assume the office.



Cole

Bob Blakeslee accepted his office graciously stating that from now on he would do less talking and more writing.



Gamber

light at the excellent attendance, which he said was a tribute to the retiring president and his staff.

Frank Wright in his usual witty manner assured us of his willingness and stated that contrary to the popular thought, he hoped as vice-president to be a real help. He denied, however, that there was any connection between him and the vice-president designated by John L. Lewis as a "poker playing, whiskey drinking, evil old man."

Lyle Cole began in earnest by suggesting that any members missed by the former treasurer, Caldwell, would find him ready for business.

Mr. Ditchy stated that the retiring administration, which was the division's first, had done an excellent job under difficult circumstances since they had no precedent to follow. He expressed delight at the excellent attendance,

EXTRA SPECIAL DETROIT, TOLEDO, GRAND RAPIDS CHAPTERS

Joint Meeting, March 2, 1940

Hotel Fort Shelby, Detroit

DINNER AT 6:30 P. M.

Note Change from February 21

This meeting is in celebration of the Detroit Chapter's Fiftieth Anniversary, to entertain The Executive Committee of The American Institute and members of the Toledo and Grand Rapids Chapters of the Institute.

The Michigan State Association of Architects was formed as an affiliate of the Western Association of Architects in 1887. In 1890 The Western Association was taken into the Institute and our unit became the Michigan Chapter, which was later divided into the Detroit and Grand Rapids chapters. And so it might be considered the 50th Anniversary of both.

The Executive Committee of the Institute consisting of President, Edwin Bergstrom; Secretary, Charles T. Ingham; Treasurer, John R. Fugard, and director, Richmond H. Shreve and Clair W. Ditchy will honor us by meeting in Detroit on March 1 and 2 and joining with us for dinner on the evening of Saturday, March 1.

Every member of the Detroit Chapter should attend this meeting.

Kenneth C. Black, President of the Michigan Society of Architects, has just been elected to a three year term on the Board of Directors of the Lansing Chamber of Commerce.

A CONTRIBUTION TO MR. CORY'S CONTRIBUTION!

*Most people have a lot of respect,
For a man who is an Architect;
And speaking generally though it's the rule
An Architect is no one's fool.
But some of the Salesmen that I have met,
When it comes to business are awful wet;
And giving the benefit of the doubt
They don't know what it's all about,
And when they have a chance to learn
They all are prone their backs to turn;
And we Gals have a sorry plight,
A trying to keep them going right.
Just this week it was my lot to see
One who thinks he knows it all.
When he arrived without the gate,
And was informed he would have to wait
He said, "You can tell Mr. Ninkinpoop
I was stopped at the door by his buxom maid;
And one more thing you can to him tell,
If he wants me again he can go to Hell."
If I was a salesman I would have some sense.
We gals don't tread a rosy path,
As we take your calls from day to day;
And if the hundreds of salesmen
With whom we must talk
Would mend your ways,
It would help a lot in the scheme of things
And set a lot of things aright.
Far be it from me to criticise,
The game where your bread and butter lies,
And what I have said is all good fun,
And I've a friendly feeling for everyone
And all the salesmen are good friends of mine,
And everyone always treats me fine;
But what I have said still goes,
You ought to keep on your toes
Put on a front of a real friendly air,
That, men, will answer any gal's prayer.*

Mary MacCollin

FROM OKLAHOMA

"I want to thank you for sending me the Bulletin of the Michigan Society of Architects. After looking it over, I pass it on to other members of our Association.

"I have been particularly interested in many of your articles, such as the one by Harold R. Sleeper in your issue of February 6th. I believe the repeated publication of the peculiar value of an architect's services, his code of ethics, standards of practice, proper forms of contract, and other related matters cannot help but do a great deal of good. Such things cannot be repeated too often, even to the Architect. I have been of the opinion for a long time that the circulation of such information will eventually have its effect upon the public, and give them a better idea of an architect's services. I hope some day our Association will be able to publish some sort of bulletin or magazine. We are keeping your bulletins on file as they would prove of great value in such an event.

"With best wishes for your continued success, I am,

Sincerely yours,

DONALD McCORMICK, Sec'y-Treas.
Oklahoma State Society of Architects

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit
2 story bldg., United Hebrew Schools of Detroit
Lawton Ave. Bids closed.
Prep. plans for one story bldg.—6 stores, Gratiot
Ave., bet. 7-Mile & Lappin Ave.
Fig. on McKenzie Housing Corp. Closed.
Prep. preliminary plans for a store and theatre
bldg. on South Mich. Ave., Dearborn.
One-story store, Greenfield Rd. & Gd. River, Cun-
ningham Drugs, Inc. Architectural trades closed.—
Mechanical closed.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Theatre, Plymouth, Mich. 800 seats. Taking fig.
1,000-seat Theatre, cor. Canfield & 3rd Ave. El. wk.
con. let to Jackson El. Co.
Plans for Theatre, 1400 seats, Birmingham, Mich.

BRANDT, CHRISTIAN W.—3408 Eaton Tower, Detroit
Prep. plans alter. 5,000 block Mich. Ave., 72'x200',
2-sty. Plans ready April 1.—Bids invit. only

DIEHL, GEO., 120 Madison
1-sty. bldg., cor. Wyoming & West Chicago. Con-
tract let. — Gen'l. - Vincent El. Co.; Plbg. & Htg.
J. O'Laughlin - Shaw & Kauth, El. Wk.

HABERMAS, CARL—415 Brainard
Prep. sketches for Community Bldg., 75x150 North
Woodward.
Sketches for brick veneer Res. 60x40', G. P. Pk.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.
Prep. plans for 2-sty., fireproof store bldg., 80x165',
S.W. cor. Woodward & Gd. Blvd.

HUGHES, T. C.—120 Madison Ave., Detroit.
Contracts on residence for Howard L. French, 50
Kerby Rd., Grosse Pointe Farms, let as follows: Ma-
sonry, Jas. Stoker & Sons; carp., Kenneth Wagner;
Lbr., Wallich Lumber Co.; Plastering, Jos. Sobieski
& Son; Painting, Norman Jensenius; Glass, Schroeder
Paint & Glass Co.; Sheet Metal, Henry F. Tanghe;
Tile, Palombit Tile Co.; Elect., Weber Elect. Co.;
Plbg., H. Buckridge & Son; Heating, Gar Wood

H. AUGUSTUS O'DELL, Arch., 904 Marquette Bldg.
Prep. Plans, factory addn., Industrial Wire Cloths
Products Corp., Wayne, Michigan.
Brick walls, steel sash, steel frame, steel trusses,
wood plank and asphalt roof, 50'x156'. Concrete floor,
toilets, steam heat. Bids by invitation.
Prep. plans, dormitory, Orchard Lake Country Club,
also Club House alterations, enlarging kitchen, wom-
en's locker room and men's grill.

GIFFELS & VALLET, Engineers.
Fig. on air conditioning, Kline's Store, closed.

JAMESON, LAWRENCE B., 8580 Jos. Campau—
Sketches for garage, 100'x175' one story. Offices
in front.
Prep. drgs. for Home for Dodge Local No. 73-UAW-
CIO., Jos. Campau, Benson & Ellis, 2-story & base-
ment brick & stone trim.

TILDS, PAUL, 2539 Woodward.
Store for C. F. Smith Co., West Chicago & Grand-
mont; let to De Seranno & sons.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold.
Taking fig. on Alt & Equip., Lincoln High School,
Ferndale, Mich.

HERMAN & SIMONS—710 Owen Bldg.
Prep. plans for St. David's Church. Completed about
April 1.
Bids due Mar. 22 on alt. to school chapel bldg., Our
Lady Help of Christians' Parish.

STAHL, JNO., 820 Francis Palms Bldg.
Fig. (by invitation) on Sales Rm. 80' x 55'.

WRIGHT & ROGOVOY, 418 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for
fig. about Mar. 1.
Taking fig. on remodeling of Frontenac Theatre—
beginning Feb. 2.
Fig. on Studio, Chene St., beginning Feb. 3.
1000-seat Theatre, Plymouth.
1000-seat Theatre, 7 Mile, bet. Snowden & Hartwell,
Detroit.
Ace Theatre (remodeling), Harper & Frontenac.
Home Theatre, remodeling.
New Store Front, Kinsel's, Michigan & Griswold.

MORISON IN NEW LOCATION

Andrew R. Morison announces the resumption of
his private architectural practice at 920 Fox Build-
ing. The telephone number is the same as he form-
erly had, RANDolph 2577.

Support your Organization
Pay your dues in The MSA — \$3.00 to March 1, 1940

AUBURN STOKERS

Plumbing, Heating and Air Conditioning Supplies
Wholesale

NELSON COMPANY

Main Office and Display Room
2604 FOURTH AVE., PHONE RA. 4162
Branches
Royal Oak — Grosse Pointe — Ann Arbor

ECHELMEIER'S SUPPLY CO.

Distributors of
PORTABLE PLANNED KITCHENS
MODERN HARDWOOD CABINETS
COMPLETELY FINISHED
"Kitchens That Are More Than Beautiful"
13151 Harper Ave. Plngree 7500

THE ESSLINGER-MISCH CO.

General Builders
159 East Columbia St. Randolph 7021
DETROIT, MICHIGAN

SCHROEDER Paint & Glass Company

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

5914-5938 Twelfth St.

Phone MADison 3500 Detroit, Mich.

Classified Building Industry

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W.
Jefferson Ave., Vinewood 1-2090
HURD LUMBER CO.—6425 W. Ver-
nor Highway, Vinewood 1-4120
WALLICH LUMBER CO.—3741 St.
Aubin Ave. Temple 2-6660

BRAUN LUMBER CORP. TO. 8-0320
Davison Avenue and G.T.R.R.
Yds.—Jeff. Ave., and in Pontiac.
RESTRICK LUMBER CO.—1000 W.
Grand Blvd., Lafayette 0500
F. M. SIBLEY LUMBER CO.—6460
Kercheval Ave., Fitzroy 5100.

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt.
Elliott. Plaza 1190.
JOHN SENESE COMPANY — 295
Calvin Road, Grosse Pointe, Mich.
General Contractor on Buildings.
Tuxedo 2-1880

WEEKLY BULLETIN

H. H. Dickinson Company

5785 Hamilton Ave. MADison 4950

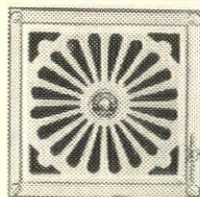
Complete Builders Supplies

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts



SPECIFY

**ELECTROVENT
VENTILATOR**Kitchens, Rec. rooms, etc.
Beautiful chrome finish
Quality at low price.**ELECTROVENT CORP.**

Detroit - Ph. ORegon 4241

CINDER

HOGarth 1140

BLOCK**INC.**9308 Hubbell Ave.
Bet. Chicago & Joy**Glanz & Killian Co.**

CONTRACTORS

PLUMBING — HEATING — VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmpLe 1-7820

DETROIT LUMBER CO.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VINewood 1-2090

O. W. BURKE COMPANY

GENERAL CONTRACTORS

Fisher Building

Detroit, Mich.

MADison 0810

F. H. MARTIN**Construction Co.**

955 E. Jefferson Ave.

CADillac 4890

DETROIT, MICHIGAN

American Electrical Displays, Inc.**NEON SIGNS**

Main Office and Factory: KALAMAZOO, MICH.

Detroit Office:

2312 CASS AVE.

Phone CADillac 2447

Lumber & Millwork Builders' Supplies
Hardware & Paint Plumbing Materials
Heating Equipment Weatherproof Windows
Brick Cement Blocks
MAKE ONE SHORT STOP AND YOU WILL
LONG BE CONVINCED

of Our Complete and Efficient Service

CURRIER LUMBER CO.

17507 Van Dyke

Detroit, Mich.

Phone SLocum 1400

JOHN H. FREEMANFINE HARDWARE
PROPERLY SUPERVISED

Architects' Bldg.

TE 1-6760

**ARCHITECTS
ATTENTION**Call us **FIRST** when you have a sign problem. We want to help you.**WALKER & Co.****ZEON & NEON SIGNS**

88 CUSTER — DETROIT

Detroit's Foremost Sign Organization

SPECIFY
NON-STICK WINDOWS

DO NOT ACCEPT ANY SUBSTITUTES

The First Completely Assembled Double-Hung Window

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

* SASH WATERPROOFED

(Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

Certified Concrete Koenig Coal & Supply Co.

Main office 1486 Gratiot Ave.

Tel. CADillac 1584

DAY AND EVENING COURSES

in

ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

New term begins February 5th, 1940

303 Downtown Y. M. C. A. Building



We Invite You to See It at

See . . .

'PLANNED ECONOMY' at its best
in the new 1940 low-priced

G. E. KITCHEN

Planned

For Ease of Installation
For Simplicity of Detail
For Appealing Design
For Planners!

GENERAL  ELECTRIC

SUPPLY CORP.

Kitchen Planning Dept.

680 ANTOINETTE ST.

MA. 9400

After 16 Years . . .

After 15 years of successful operation in manufacturing and designing air conditioning and heating units, the Leeson Air Conditioning Corporation has decided to expand its market. The Leeson Corporation has a variety of units to meet any requirement whether it be a small home or a large office building.

It is the aim of the Leeson Corporation to cooperate to the fullest extent with all Architects. By specifying a Leeson Installation, the Architect automatically creates new friends and customers. We make this statement because every Leeson Unit is designed for the special requirements of every building . . . This assures the home owner of unnecessary inconvenience from faulty operation.

OUR GUARANTEE

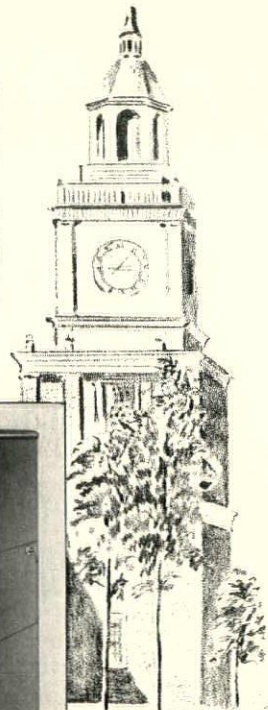
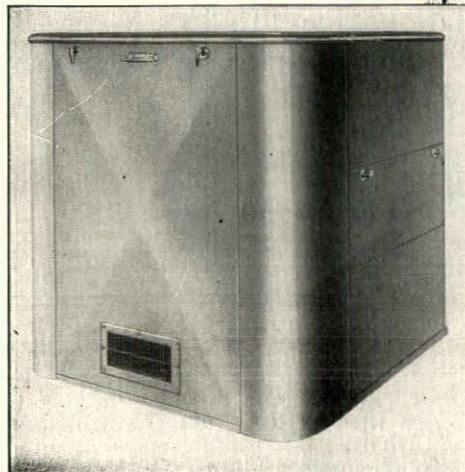
Each Leeson system, when furnished and installed completely by the LEESON AIR CONDITIONING CORPORATION, Detroit, shall be guaranteed by them to satisfactorily and properly heat the building in which it is installed in a manner suitable to the occupant without any references being made to technical points, except that we guarantee this system to maintain a temperature of 72 degrees F. with an outside temperature of 10 degrees below zero.

Leeson Air Conditioning Corp.

14631 Meyers Road HOGARTH 7000
MANUFACTURERS OF HEATING
AND AIR CONDITIONING
EQUIPMENT

Model 80—This unit is ideal for the fire-proof bungalow or a two story house not exceeding fifteen thousand cubic feet. It is installed with or without air washer.

Model 140—This extremely efficient type of air conditioner is suitable for homes of eighteen thousand cubic feet, such as the larger residences with three or four bedrooms.



*Write for Service
and Installation
Manual*

347
The Octagon,
1741 New York Ave.,
Washington, D.C.

WEEKLY



THE AMERICAN
INSTITUTE OF ARCHITECTS
FEB 26 AM 9:10
WASHINGTON, D. C.

MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

KENNETH C. BLACK, President
GEORGE F. DIEHL, 1st V. Pres.
RALPH B. HERRICK, V. Pres.
GEO. M. MCCONKEY, V. Pres.
CORNELIUS L. T. GABLER, Sec.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec.

Advertising Manager
E. B. FAUQUIER

EDITOR

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

DIRECTORS

ROGER ALLEN
DAVID E. ANDERSON
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
EMIL LORCH
HARRY L. MEAD
ANDREW R. MORISON
ORLIE J. MUNSON
JAMES A. SPENCE
EDWARD X. TUTTLE

Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00) 25c per copy

Volume 14

DETROIT, MICHIGAN, FEBRUARY 27, 1940

No. 9

PUBLIC INFORMATION

On January 17 Carlton P. Campbell, architect, of Wyandotte, Michigan, gave a talk before the Lincoln Park Exchange Club. About the talk Mr. Campbell had the following to say:

This talk was accompanied by a display of samples and materials, renderings, architectural magazines, blue prints, specifications and the A. I. A. folder, "The Value of the Architect." The material used in this display is kicking around any architect's office and was very effective and made a good impression on the club members. It was gratifying to note the number of men who showed interest in these samples and renderings. Many of them had never seen an architect's rendering before and asked many questions regarding the various building material samples viz: glass block, enameled steel, aluminum moldings, plywood, etc.

This may seem elementary, but I felt, and the reception of the talk bore me out, that this is the type of information needed for the education of the public regarding the architect's services. We are naturally very familiar with our own work, but we are mistaken when we assume that the general public understand even the elementary principles regarding the architect's work. Too large a proportion of the public still feel that the architect is merely an artist concerned only with aesthetics and the frills of building, and knows nothing of practical construction, engineering, and costs. These people tend to credit the contractor with the planning and method of construction as well as costs, to the depreciation of the architect's proper place in the building industry. It seems natural for a person to assume that the organization handling the money,

which the contractor does on a building project, is the most important.

We have mass inhibitions to overcome, as far as the public is concerned, and the architects themselves must shoulder the tremendous job of molding desirable public opinion regarding architects. This can be done through such talks as this, articles in popular magazines, circulars (such as the A. I. A.), radio talks, etc. We have much discussion and many thought-provoking articles regarding the architect's status, in our professional publications and let us hope that these are prologues to action by the architects themselves, but this material does not fall in the hands of the public. Even if it did, much of it is not designed for public consumption, and its effects upon the public might or might not be beneficial.

We must convince the public that we are honest, hard working, practical men with exceptional knowledge, ability, and experience in the designing, construction and economics of building; that we have a service to sell which is indispensable to those who are considering building.

In my opinion it would be very helpful to architects who wish to help carry on an educational program, to have a bureau or department in the Michigan Society which would act as a central source for materials for speeches and displays, lanterns and slides, short movies, models and other interesting items. See Page 5 for Mr. Campbell's Talk

"THE LOCAL ARCHITECT"

ARCHITECTS

We are now producing a laboratory-balanced flooring under new scientific principles, giving absolute precision as to grading and size of aggregates, and water-cement ratio. It is delivered to the job in package form, entailing only the addition of a given amount of water at the job.

Our Plant Is The Only One Of Its Kind in Existence
YOUR INQUIRIES RESPECTFULLY SOLICITED

GIBRALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE TOWNSEND 8-0044



FLOORS INC.

DETROIT MICH
TELEPHONE TOWNSEND 8-0045

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

INSULATION Hogarth 8978
INDUSTRIES Meyers Road
CORPORATED at Lyndon
Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

Long Experience — Adequate Facilities
Clean Cut Business Procedure
Blue Printing & Photostat Reproductions

O & O Blue Print & Supply Co.
Cadillac 0005-0011 77 Sibley

Fox Theatre

Week beginning Friday, February 23rd.

Alice Faye, Fred MacMurray, Richard Greene
and Brenda Joyce

in
"LITTLE OLD NEW YORK"

Companion Picture
Warren William

in
"THE LONE WOLF STRIKES"

With Joan Perry, Eric Blore, Astrid Allwyn,
Montagu Love and Robert Wilcox

FREDERIC B. STEVENS, INC.

FACE BRICK, ENAMELED BRICK, GLAZED
BRICK AND TILE, ROOFING AND
FLOOR TILE

Representatives for
ANTI-HYDRO—For Hardening and
Waterproofing Concrete

Third and Larned Streets
RANDOLPH 5990 DETROIT, MICH.

IRON - BOND METHOD

HEINEMAN & LOVETT CO.

Waterproofing Contractors

Basements, Tunnels, Pits, Tanks, etc.

HI-TEX Methods
Waterproofing & Restoration of exterior masonry

DRYNODOR DEHUMIDIFIERS
5327 Tireman Ave. DETROIT TY. 6-1226

Punch & Judy Theatre

Kercheval at Fisher Road NI. 3898

WED., THURS. Feb. 28 & 29

Basil Rathbone—Ida Lupino
"THE ADVENTURES OF SHERLOCK HOLMES"
FRI., SAT. MARCH 1 & 2

Billy Halop—Bobby Jordan—John Litel
"DEAD END KIDS ON DRESS PARADE"
SAT. 11 P. M.

Randolph Scott
"COAST GUARD"
SUN., MON., TUES. MARCH 3, 4 & 5

Don Ameche—Al Jolson
"SWANEE RIVER"
March of Time "Finland Fights for Freedom"

MURRAY W. SALES & CO.

Detroit's Finest
Plumbing and Heating
Display Rooms
At Your Service

MAdison 4200
801 W. BALTIMORE AT THIRD

TURNER-BROOKS, Inc.

Contractors and Designers of Resilient
Flooring

ASPHALT TILE	MASTIPAVE
RUGS	LINOLEUM CARPETS
CORK TILE	RUBBER TILE

9910 Dexter Blvd. TOWnsend 8-1020

Facts About Monel Metal

1. MONEL CANNOT RUST—2/3 nickel and 1/3 copper
2. MONEL IS RESILIENT—same resiliency as linoleum
3. MONEL IS TOUGHER BY 50%—than alloy steel used in railway axels
4. MONEL IS STRONGER BY 30%—than steel used in bridge construction
5. MONEL IS STAIN RESISTANT—acids used in kitchen will not stain permanently
6. MONEL CANNOT CHIP, PEEL OR CRACK—solid metal
7. MONEL STANDS ANY ABUSE—reduces maintenance costs
8. MONEL IMPROVES WITH AGE—always lustrous and beautiful

These are a few reasons why Whitehead Metal Products Company sinks continue to gain in popularity with architects, home owners and apartment house management companies.

Whitehead Work Saving Kitchen

W. D. GLARDON

Distributor of MONEL SINKS and STEEL KITCHEN CABINETS

"Kitchen Planning and Designing Specialists"

4461 Woodward Avenue

TEmples 1-8494

Detroit, Michigan

COMPLETE CONVENTION PLANS

Plans for the Michigan Society of Architects 26th Annual Convention, which will be held in Grand Rapids March 15 and 16 at the Pantlind Hotel, are nearing completion, according to Roger Allen, general chairman.

Delegates will arrive in Grand Rapids Thursday evening and registration will continue Friday morning followed by a business session and luncheon at noon. The second business session will be held Friday afternoon and the smoker Friday evening.

Saturday morning, after a business session, the delegates will inspect the ideal home sponsored by the Builders and Traders Exchange and designed by Architect W. P. McLaughlin.

McCORNACK TO SPEAK

A business session will be held later Saturday afternoon with the banquet as the concluding event Saturday evening. The banquet will be a joint event with the building industry representatives.

Walter R. McCornack, Dean, Department of Architecture, Mass. Institute of Tech. and vice-president of The American Institute of Architects, will be the principal speaker.

Chairmen of the convention are Kenneth C. Black of Lansing, ex-officio; Roger Allen, general chairman; Emil G. Zillmer, executive chairman; W. P. McLaughlin, Warren L. Rindge, co-chairmen. Mr. McLaughlin is president of the West Michigan Society of Architects and Mr. Rindge president of the Grand Rapids chapter of the American Institute of Architects.

President Black and members of the Grand Rapids Committee issue a special invitation to all architects and their friends to attend this Twenty-Sixth Annual Convention, one of the most important in our history.

Feb. 20, 1940.

Mr. Kenneth C. Black,
President "Keep Black in Office For
Nine More Years" Committee,
Lansing, Mich.

Dear Mr. President:

The organization work is going splendidly. The skywriters have been engaged to fly over the hotel, spelling out in smoke "A Vote For Black Is a Vote For Black" and all like that there.

There will be a hotel room reserved for you, complete with hot and cold house detectives. I will personally take up the matter with the radio station re you making a nice talk on "The Romance of Architecture, or Up in Kenneth's Room."

Mr. Walter McCornack has agreed to come out and be the banquet speaker, so that it all set.

The rumor that, following the example of the Democrats who decided not to have their convention until after the Republicans had theirs, we expect to postpone OUR convention until after both the Republicans, the Democrats, the Anti-Saloon League and the Guild of Amateur Embalmers have had theirs, is false. It is, in short, a lie. I will fight any man who says so. Any man, that is, weighing not over 68 pounds.

Some of the attractions we are lining up for the convention are astonishing, in a gruesome sort of way. I am personally going to give at least 8 readings from my latest book, "Lavender and Old Louse." A force of 16 expert riflemen disguised as asphalt shingle salesmen will patrol the convention at all

times. The instant any delegate gets as far as saying "Confucius say—" he will be shot down like a dog. Dam if I ain't sick of that Chinese.

What ever happened to Jerome Darling?

The committees are all working full b'ast under the energetic eye of Mr. Emil Zillmer, executive chairman. Mr. Zillmer likes to work and I like to let him. This leaves me time to think things over, shaking my head and murmuring Tsk, tsk, tsk.

This covers everything up to now.

Devotedly,

ROGER ALLEN.

THE LIFE AND LETTERS OF ALOYSIUS THE OFFICE BOY

Dear Stanley:

I take our new stenographer in hand to let you know that the guys in the office just thought up a swell idea for the convention the idea being to have an exhibition of free sketches period Everybody is bound to admit that the idea has plenty of possibilities period Think of the material available exclamation mark why comma the drawers of practically every architect are bulging with exhibits comma not to mention all those already framed and hanging in the reception room next to the bosses registration certificate remind him to send ten dollars to the state board and others hanging in the drafting room period paragraph of course a large exhibition room in the hotel would have to be arranged for or several rooms and all the sample rooms could be used for the overflow so it would be a big thing all right any way you looked at it or wouldnt you want to look at it question mark Imagine the variety and color what with birds eye view perspectives and single point perspectives and pointless perspectives done in every known medium from Diamond Dyes to colorless waterproofing why it will floor every architect there that is if there are any still on the floor period there could be a whole room devoted to sketches made in what the boss calls illegal competitions when he hasnt got a chance and doesnt enter them Then consider the publicity angle big newspaper headlines colon put this in capital letters architects hold million dollar exhibition and put that in quotation marks On the last day a big auction could be held which would raise money enough to pay all the convention expense at least part of it certainly a watercolor perspective that cost five hundred dollars should bring as much as fifteen cents if you had a high pressure auctioneer and a rendered plan complete with mosaics and sidewalks was thrown in or wouldnt it and dont forget to put an apostrophe in wouldnt The only danger Stanley with the whole idea is that the architects might realize how much free sketches cost them and how little they are worth and then stop making them and then it would be impossible to have another exhibition like it They would probably agree with my little brother who is in kindergarten who said color cut and paste color cut and paste where is it all getting me if you dont know how to punctuate then ask the girl across the hall then the architects offices would be immediately picketed by people carrying banners saying architects unfair to bristol board and water color workers and dont forget your quotation marks Since writing the above I changed my mind the whole thing is crazy well Stanley hope you are the same yours truly Aloysius

AIA CONVENTION IN LOUISVILLE

Hundreds of architects, industrialists, and educators will assemble in Louisville, Ky., on May 21 to participate in the seventy-second national convention of the American Institute of Architects. Housing, city planning, and other national problems will be discussed in sessions lasting four days.

The Producers' Council, organization of the country's principal manufacturers of building materials; the Association of the Collegiate Schools of Architecture, and the National Council of Architectural Registration Boards will convene concurrently with the Institute.

The Kentucky Chapter of the Institute, of which Elliott Lea of Louisville is president, will be host to the delegates. Seventy-one chapters of the Institute, located in all parts of the country, will send representatives. The Directors of the Institute will meet on May 19 and 20, Edwin Bergstrom of Los Angeles, president of the Institute, presiding.

Developments in the architectural and the construction fields, state and municipal works, federal public works, industrial relations, building costs, preservation of historic buildings, national preparedness, foreign relations, registration laws, and education are among the topics to come before the convention, in which many of the nation's leading architects will take part.

Reports will be received on the progress of a nationwide movement to raise the standards of design and construction of small homes, which is being carried out by the Institute and Council in cooperation with the Federal Home Loan Bank Board. Plans to extend a protective building service to small home owners in every locality in the United States will be developed.

Committees of Kentucky architects are making arrangements for the convention, which will include a program of social events and public ceremonies, and trips to points of historic interest.

ROGER ALLEN ELECTED TO BEAUX-ARTS

Roger Allen, Grand Rapids architect with offices at 1029 Grand Rapids National bank building, has been notified of his election to membership in the Beaux-Arts Institute of Design.

The Beaux-Arts Institute carries on the educational work in architecture, painting, sculpture and the allied arts that was originated by the Society of Beaux-Arts Architects, founded in 1894 by American architects who had been trained at the Ecole des Beaux-Arts in Paris. This society inaugurated a series of competitions offered to groups of American architectural students in all parts of the country, providing instruction in architectural design by means of carefully graded competitions leading up to the famous Paris prize competition, a scholarship permitting the winner to spend two and a half years at the Ecole des Beaux-Arts in Paris.

In 1916 the activities of the society had increased to such an extent that the Beaux-Arts Institute of Design was organized as an agency to carry on this educational work. The present membership of the institute consists of 439 architects and artists, with a limited number of lay members. The institute annually sponsors the famous Beaux-Arts ball, one of the principal events of the New York social season, and profits from this ball are used to finance architectural education.

EXTRA SPECIAL DETROIT, TOLEDO, GRAND RAPIDS CHAPTERS

Joint Meeting, March 2, 1940
Hotel Fort Shelby, Detroit
DINNER AT 6:30 P. M.

Note Change from February 21

This meeting is in celebration of the Detroit Chapter's Fiftieth Anniversary, to entertain The Executive Committee of The American Institute and members of the Toledo and Grand Rapids Chapters of the Institute.

The Michigan State Association of Architects was formed as an affiliate of the Western Association of Architects in 1887. In 1890 The Western Association was taken into the Institute and our unit became the Michigan Chapter, which was later divided into the Detroit and Grand Rapids chapters. And so it might be considered the 50th Anniversary of both.

The Executive Committee of the Institute consisting of President, Edwin Bergstrom; Secretary, Charles T. Ingham; Treasurer, John R. Fugard, and directors, Richmond H. Shreve and Clair W. Ditchy will honor us by meeting in Detroit on March 1 and 2 and joining with us for dinner on the evening of Saturday, March 2.

Every member of the Detroit Chapter should attend this meeting.

DEAN HUDNUT TO SPEAK IN DETROIT

Mr. Edgar P. Richardson, Assistant Director of The Detroit Institute of Arts, announces that a gentleman interested in architecture has made it possible to have Mr. Joseph Hudnut, Dean of the Harvard School of Architecture, speak at The Detroit Institute of Arts, on their regular Tuesday lecture series, March 5th, at 8:30 P. M. His subject, "Architecture and the Modern Mind," is one which will give him an opportunity to discuss the modern architectural trends and theories.

Mr. Hudnut is well-known in architectural education and his general position on this subject is of interest to architects and laymen alike. He is an excellent speaker and this program will, undoubtedly, be most entertaining and educational. It is free and open to the public.

ADDISON C. BERRY

Addison C. Berry, known as the dean of architects in his section of the country, died at his home in Hammond, Indiana, on February 12th at the age of 74.

He was co-designer of the World's Columbian Exposition in Chicago in 1893 and architect for numerous Illinois, Indiana and Michigan buildings.

Mr. Berry was born in Morris-Town, New Jersey, August 16, 1865 and employed by Burham and Root of Chicago from 1895 to 1896; George Hallett of Des Moines, Iowa, in 1896; Shepley, Ruttan & Coolidge in 1902 and Watson & Hazelton of Chicago in 1904.

Since 1907 he had carried on his individual practice in Hammond, Indiana.

Mr. Berry was an active member of the Michigan Society of Architects and of the Indiana Society of Architects.

THE LOCAL ARCHITECT

a talk by Carlton P. Campbell

There are many erroneous ideas held by a large majority of the public regarding the functions of an Architect. There are clients who "wish to buy a set of blue prints" or the person who thinks an



Architect is merely an artist, or the one who is most in error of all; the man who thinks of an Architect as an extravagance.

Architects are not dealers in blue prints. Blue prints are reproductions of the working drawings for reference during the period of construction. The blue print is not what an Architect is paid for but the ideas on those prints. These drawings are supplemented by a

written description of all material, workmanship, equipment, and methods of construction, called specifications. A set of these specifications accompanies each set of drawings, and these together with the contract forms, constitute the contract documents. These contract documents are instruments of service, for this is what the Architect really sells: and all he sells.

Regarding Architects being artists, I will say that they are artists, if understanding proper proportions, the appropriate use of materials, the value of color and good taste make them artists. But if you are thinking of an artist in terms of temperamental moods, impracticability, bushy hair and a smock, you are not thinking of an Architect. Albert Kahn, our famous industrial Architect in Detroit says that Architecture is 10% art and 90% business, yet few architects are producing more beautiful and more pleasing buildings than he.

Some think that if they employ an Architect he will give them a pleasing building but it will cost more money. This is not true. Take the example of the human face. There are people who are considered ugly, and there are people who are just medium, and there are people who are beautiful. Now these people all have a nose, eyes, mouth and skin. What makes the difference in appearance? They have the same number of parts but it is in the proportion of one part to the other, shape, and coloring that make the difference.

Now, besides the Architect being able to make a building more pleasing in appearance and a delight to the beholder, he is the one who by his education, training and experience is capable of producing a building which best fits its needs, functionally, economically, and structurally. He has knowledge of the problem of the plan and will augment this knowledge by research when necessary. He has knowledge of the budget allowance for the building before the preliminary studies are started and keeps the expenditure within the budget. I have had several projects go thru my office which would not have been built if I had not been able to show the Owner how to save money on his building, and not by chiseling the contractors either, but by efficient planning. The Architect knows how to design a building that is structurally safe, will keep out the elements, is economical to maintain because of proper construction and materials, and economical to operate. He is constantly informed of new material and methods to improve buildings for their occupants; a sort of central clearing house for the building industry.

As an example of the functions of an Architect let us follow thru, step by step, a typical problem. A client who wishes to build a certain building, comes to the Architect's office and explains what he intends using the building for, the location of the site, how much he wishes to spend, what his personal ideas are regarding the exterior. From this information the Architect first visits the site of the proposed project and obtains topographical information, streets, alleys, easements and boundaries, the location of utilities, water, gas, sewer; the location, size, shape and character of adjacent buildings, the condition of the soil, etc. With this information in hand he is ready to start preliminary studies of the building, which are done on transparent tracing paper, free hand, with a very soft pencil. These studies are records of various ideas and combinations of rooms, and general ideas of the exterior design. After several satisfactory solutions have been worked out roughly, the Owner is again called in and the sketches are examined and discussed and the various parts explained and criticized or adopted. After this conference the final sketches are prepared, usually in color to show the appearance of the finished building and the plan. These are used as the basis for the next step of preparing the working drawings and specifications.

The working drawings are on transparent paper in pencil or on transparent linen in ink, either of which may be reproduced by blueprinting, so that as many sets may be had as are necessary for the various contractors and material dealers, for bidding on the work and for use in construction of the building.

The working drawings show the arrangement of the rooms, the location of openings, stairs and parts of the building, with all dimensions, sizes and relation of parts. Details at a larger scale are made to elaborate on each separate part so that it will be clearly shown as to sizes and construction. This is the main use of the working drawings, to show sizes and location of parts.

The specifications are a written description of the method of procedure, workmanship, material and equipment to be used in the building. They are divided into sections. General Conditions are first which explain the conditions under which all of the contractors must work and then the various sections which correspond to the trades to be employed in the construction of the building, such as excavating, masonry, concrete work, structural steel, carpentry, plastering, glass and glazing, painting, plumbing, heating, electrical work or any other trade that may be used. These specifications are broken up into sections corresponding to the trades for convenience in bidding and in executing the work by the various sub-contractors. They each have a section describing all their work in one place in the specification.

After the drawings and specifications are prepared, bids are taken on the work. The desired contractors are notified by a postal card or a telephone call or on larger work by advertisement. They then come in and obtain a set of documents if necessary or if they are figuring one of the lesser trades they may figure right in the Architect's office, without taking out the documents. On large work a set or sets of documents are filed at the Builders & Traders Exchange and at the office of Dodge Reports for the convenience of bidders.

When the contractors have figured the work they submit a proposal in sealed opaque envelopes on

forms supplied by the Architect. These are all sent in to the Architect's office and there is usually a date established for the closing of bids. When these bids are all in the Architect's office the owner is called in and the bids are opened and examined and the successful bidder selected.

These successful bidders are then notified and asked to come in and sign the contracts.

We are now ready to start construction, and the Architect enters into the second phase of his work, and a very important part, too, that of supervising and the administration of the building work. It is his responsibility to see that the building is built in accordance with the contract documents, that all materials are of the quality and quantity specified, that the drawings are followed implicitly and that all invoices and accounts are paid. In this last connection it is customary to demand waivers of lien from each workman and material dealer and a sworn statement from each sub-contractor.

It is also the Architect's duty to issue to the Owner requisitions for payment to the various contractors as these fall due, and to certify as to the amount due. The Architect must keep a record of all accounts showing the amounts paid, the amounts due and the balance to become due.

At the final completion of the project, when everything is satisfactorily executed, the Architect issues a certificate of completion to the Owner, and there remains only the final payment to the contractors, and the job is done.

However, I would like to mention here that under the terms of the contract all workmanship and materials are guaranteed for a definite period, usually one year.

From the foregoing it is not difficult to understand why there is a certain group who do not wish to work under the direction of an Architect and still another, and a much larger group who would rather work with an Architect and will not work any other way. The former group do not wish to be scrutinized too closely in their operations. It is much easier for them to bulldoze the public than to bulldoze an Architect.

The latter group, however, finds in the Architect, guidance and assistance in his work and a welcome check on his work. This latter group knows that the Architect is trained to plan and design and supervise building efficiently, and is not afraid to work with him but happy to do so.

I wish to repeat that the Architect has but one thing to sell—service. For this service he must charge a fee commensurate with the service rendered. This fee must be declared at the beginning of a job for the Owner to see and think about. It is not hidden in a lump sum bid for construction as is that of the contractor or material dealer. But this method constitutes a problem for the Architect because the public seem to enjoy being kidded. If they buy any article where the profit and overhead is hidden they think little about it. But if a business man selling merchandise had to subdivide his selling prices into profit and overhead plus the cost of the article, in competition with others who quoted a lump sum for the article he would encounter difficulties also.

There are those who offer "free plans" along with the material they sell and a percentage of the public are mesmerized by that word "free." These are usually stock plans which do not solve the problem at hand or are drawn for this specific problem

by an incompetent man or some junior draftsman. And then they cannot possibly offer supervision of the work for obvious reasons. And this supervision is tremendously important.

I have a policy in my office of charging a nominal fee for all sketches made. This fee is intended to cover the cost only of producing the sketches but I have lost work because of this system. The client will tell me that they can get all the free sketches they want, at no obligation. How could this be true? If I hire a man to work for me I must pay him. If you give away five sets of sketches and sign an order with the sixth, the sixth man pays for the five free sketches plus his own. I am not very old as age goes, but I have learned that you usually pay for what you get and get what you pay for, only if you are wise and careful.

Architects could be sifted out and classified roughly in three general groups:

- The leaders in design.
- The large offices.
- The local Architect.

The leaders in design are men with a clientele who accept the unusual and like to be different from their neighbors. Without these men there would be architectural stagnation and very little progress. Men of this classification design World's Fair Buildings, display buildings such as the Ford Rotunda, ultra-modernistic houses and office buildings, and are the leaders in architectural education. Such men as Richard Neutra, Frank Lloyd Wright, William Wilson Wurster, William Lescaze, Eliel Saarinen, Walter Gropius, to mention a few living in this country.

The large offices do a more conservative line of work which is distinguished by its magnitude. These offices are organized and equipped to handle work such as the large factories, skyscrapers and monumental buildings. There are more of these than the former. In fact there are several in Detroit or any other large city. Their work is far reaching in extent and may be thousands of miles from their offices.

The local Architect is the man with the small office and a few draftsmen, he is by far the most prevalent. This Architect does every job that comes within his ken, be it ever so humble or ever so large. He is equipped to give personal and individual service to all and is of definite service to the community in providing better buildings from the stand point of both appearance and use. He lives locally and he works locally with the needs and problems of his locality at heart.

I would like to conclude this talk with a thought regarding the design and aesthetic appearance of buildings. The building which is poorly constructed with all its attendant inconveniences and costly upkeep is suffered to a large extent by the Owner or occupant, and he has his reward for not employing a good Architect. But the building which is poorly designed or executed on the exterior is an insult and disappointment to the public and all who behold it and is a blight in the community. In opposition to this building with pleasing and attractive design, in harmony with its surroundings, is a delight to all and tends to elevate the feelings and culture of the populace.

Detroit and its surrounding territory has more than its share of horrible examples. The growth of Detroit has been a mushroom growth, much as a boom town. The tremendous success of the auto-

mobile in a few short years has largely been the cause of this growth. When there is fast money to be made and much building to be done, little thought is given to the aesthetics of design, of the niceties of architecture, the main object being speed and volume. But we have come of age here now and have rested for about ten years and have had time to think and view the immediate past in retrospect. I can already see improvement in the design of buildings and as we have time to acquire more culture, and the longer we live in one place, the more we want not only simple shelter, hurriedly built, but something that satisfies the finer senses as well and will be a pride and pleasure as long as we live.

CONVENTION NUMBER GOING TO PRESS

This is the last opportunity we will have to make an appeal to architects registered in Michigan to pay their dues in the Michigan Society of Architects amounting to \$3.00 for the year ending March 1, 1940.

Since this is the only list of Michigan architects published, and it is only published once a year, we believe that it is important for every architect registered in this state to be fully represented, and those who become active members in the Society by March 1st will be fully represented in an important way, whereas the names of others will be carried only in the smallest type.

We believe that the Society is doing a good job for the profession as a whole throughout the country and that it behooves Michigan architects to lend their support to this extent.

KAHN HAS HUGE NAVAL BASE PROGRAM

Announcement has just been made that the architectural firm of Albert Kahn, Incorporated, has been commissioned by the United States Navy for the \$63,000,000 naval base program in the Pacific.

While the Kahn office has been working on such plans for some time the government has only recently released information regarding the construction of bases on a string of small islands stretching westward across the Pacific from Hawaii, another group on the coast of Alaska and a base at San Juan, Porto Rico.

The Kahn firm, it is understood, are also architects for bases at Midway Island, Kodiak, Puerto Rico, Kaneohe Oahu, Sitka and Guam.

Establishment of the naval bases and expansion of the aviation facilities of the navy are understood to be a part of a program designed to defend the United States from possible attack by an Asiatic power.

LANSING-JACKSON MEETING

The Lansing-Jackson Division of the Michigan Society of Architects held a meeting Wednesday evening, February 14th, at the Colony Club in the Hayes Hotel in Jackson. Barry L. Frost of Jackson was elected president; Arthur Zimmermann, of Lansing, vice president; Leon Snyder, of Jackson, secretary, and A. N. Langius, of Lansing, as director to the State Society Board of Directors. Most of the evening, after the election of officers, was spent in the discussion of the small house situation.

RALPH B. HERRICK, Sec.-Treas.

SPECIFICATIONS AND CONTRACTS

Weekly Bulletin:

Herewith is a copy of suggestions presented to the Detroit Chapter, A.I.A. and the Michigan Society of Architects, Committees on Relations with Contractors, by the General Builders Association.

Members of the Committee for the Michigan Society are Adolph Eisen, chairman; Walter E. Lentz and C. William Palmer.

I attended a meeting held to discuss these questions at Hotel Statler on January 31st, 1940. Alvin E. Harley and John Kasurin represented the Chapter.

Only about one-half of the questions were discussed and I, therefore, suggest that a report be deferred until after the next meeting. However, in the meantime the committee would be interested in receiving communications from our members commenting on these questions. —Adolph Eisen.

QUESTIONS UNDER DISCUSSION

Clarity as to who obtains and pays for specific permits, licenses, fees, royalties, patents, etc.

Elimination of guarantees which cannot be furnished.

Clarifying the matter of contractors being required to sign subcontractors' guarantees.

Clarity in specifications as to exactly what is covered in each trade.

Avoidance of naming tradesmen who must do work which might involve us further in jurisdictional controversy.

Inclusion or arbitration clause.

Making 10% maximum retaining fee standard for first 50% of job. No retaining fee after 50% is completed.

Providing for payment for material on ground.

Holding addendas to a minimum and issuing them only before bidding and only on essential matters showing up after specifications are issued. Contractors should not be held responsible unless the architect obtains a receipt.

Holding alternates to a minimum to insure bringing the job within the appropriation.

Avoidance of specifying both method and result.

Elimination of unit prices in competitive bidding unless, as in some engineering work, award is to be made on unit price only.

Providing for difference in unit prices for additions as against deductions, or vice versa.

Elimination of bulletins written and issued only to invite price cutting.

Elimination of any clause which waives owner's responsibility for damages incurred by contractor through the fault of any other contractor employed by the owner. The same through the fault of the owner.

Elimination of any clause making certification of the architect sufficient cause for the owner to take over the job, give it to some other party to complete either lump sum or percentage and charge it back to the contractor.

Avoidance of any clause specifying that it is the architect's right to order replacement of superintendents, assistants or workmen.

Elimination of any clause making bid cover drawings now prepared or which may be prepared during the progress of the work. Also elimination of specifying complete work whether each item is mentioned in the specification or not.

Avoidance of a requirement for listing subs.

CONFERENCE ON DESIGN

By George B. Brigham

A Conference on Coordination in Design was held at the University of Michigan on February 2 and 3. This Conference, organized by Dean Wells Bennett of Michigan, Director Walter Baermann of the California Graduate School of Design and Dean Joseph Hudnut of the Harvard Graduate School of Design, drew representatives from leading educational institutions throughout this country.

Dr. Gropius of Harvard and Professor Moholy-Nagy of Chicago brought a background of experience from the Bauhaus in Germany as well as from their more recent work in this country.

Professor Kiesler of Columbia University and Professor Baermann also contributed from their German training and experience.

Antonin Raymond, vital, colorful, was overflowing with ideas from his eighteen years of architectural practice in Japan.

The discussion showed clearly the present state of flux in architectural and industrial design. Recognition of this condition gave hope of solution, for a problem acknowledged is well on the way to being solved. Each speaker stated his problems, offered his best solutions, and then opened the way for more and better ideas. The absence of dogmatic assurance as to the one and only best way of teaching design showed an intelligent, scientific approach to the problem.

Educators everywhere are assembling the elements of a new teaching technique based on human needs and satisfactory life patterns. Since society at present is uncertain and changing it is no wonder that the assurance of previous years is lacking in our educators.

There was much detailed discussion as to what courses should be taught in college, graduate schools, secondary and elementary schools. There were differences in opinion, but in the end it was realized that education of a very free type in manual as well as graphic arts should begin with the small child. Four or five years in college is not long enough to accomplish all the necessary build-up to turn out a full rounded designer.

Professor Hebrard defined an architect as one having, "sound judgment, a keen power of observation, and imagination," and the discussion centered around ways and means of developing these qualities in our students.

The curriculum in all our schools and colleges is under fire but is beginning to clarify considerably. It was recognized by all representatives at the Conference that the manual skills, crafts, and techniques must be integrated with the more abstract courses and the humanities. The former should be undertaken well down in the grades—certainly in the high school. The Cass Technical High School was mentioned as one of the best in the country in this respect.

Much discussion centered around the question of the common background of industrial and architectural design—as to whether the early training could be the same for both. It was agreed that this was possible and desirable because it would enable the student to branch in either direction without loss of time. The sense of the discussion was most clearly stated by Dr. Gropius as follows: "When we talk about design we mean optical arts. There is the same background for the industrial designer and the

architect or the painter or sculptor. They have to be trained in the same phenomena. The problem is how. Manual training in architecture has been forgotten. The architect should grow up in the workshop. We try to solve the problem from the drawing board and mere technical training. There should be training in materials and tools. He definitely needs a knowledge of the use and application of materials and tools for his background. He needs training on the job. The same background would be good for the industrial designer. We should have a common educational background which everyone has to go through to see which he prefers to do. The common source is the same, but the later curriculum should be changed. The point of manual training is the center point of the whole problem."

Although it was agreed that architectural and industrial design might spring from the same root it was equally apparent that there were essential differences in their final objectives. Dean Hudnut summarized the objective of architecture as being primarily space organization in which scale and human values play a more important role than in industrial design. This relationship between life patterns and design was also emphasized by Professor Kiesler who carries on an intensive research in this field in his laboratory at Columbia. Professor Moholy-Nagy spoke at length on the development of space consciousness, both physical and emotional, in the beginning student.

The importance of costs and salability as well as significant organic form in industrial design was strongly emphasized by Professor Baermann. The architects, on the other hand, felt that the architectural student, especially at the beginning, should not be too closely cramped by costs before the imagination had been aroused.

In summarizing Dean Hudnut said: "I find one general trend in the discussions—that of accepting processes as our central interest. We ask what processes of thought or action can be taught—should be taught to train a successful architect or industrial designer. We suggest that these processes may have a common identity and direction. To what extent are they identical and to what extent may they be co-ordinated? The designer of airplanes arrives at the design through certain processes of thought and if he arrives at beauty through thought, why can't we architects do the same thing? Those chaps who design airplanes think about a way of life, the kind of service they will render. Mr. Kiesler said that the designer must be concerned with analysis and investigation of a way of life—the way in which things are used—not only for personal achievement but for the benefit of man. The designer must have that attitude of mind, that way of reacting. I take it that buildings might share to some extent the same processes if they are to exist in a mechanized world. Finally, we agree that we are engaged in a common battle—a common enterprise, that our objectives are surely the same, and even our techniques are surprisingly similar."

Cornelius L. T. Gabler has resumed his individual practice of architecture.

He remains at the same location, 616 Murphy Building, Detroit.

WALTER M. DOLE, Architect announces his removal from 16916 Monica to 16944 Wildemere Avenue, Detroit.

THE ESSLINGER-MISCH CO.

General Builders

159 East Columbia St. **R**andolph 7021
DETROIT, MICHIGAN**Certified Concrete
Koenig Coal & Supply Co.**

Main office 1486 Gratiot Ave.

Tel. CADillac 1584

ECHELMEIER'S SUPPLY CO.

Linoleum Contractors

SPECIALIZING IN WALLS, SINKS AND
PERSONALIZED FLOORS.

13151 Harper Ave.

Pingree 7500We specialize in the better grades of Wall
Paper, including**BIRGE, HUNKEN, KATZENBACH & WARREN
STRAHAN and THIBAUT**A competent staff is ready at all times to
help your customers solve their decorating prob-
lems, including Jean Wright, Consultant
Decorator.To secure pleasing effects and lasting quality,
insist on your decorator using **FISHER'S** Wall
Paper, Paint, Enamel and Varnishes.**FISHER WALL PAPER CO.**514 Randolph St. **CA.** 5950

and six local stores

Michigan's Largest Wall Paper Distributors

Support your Organization

Pay your dues in The MSA — \$3.00 to March 1, 1940

Support your Organization

Pay your dues in The MSA — \$3.00 to March 1, 1940

NELSON COMPANY

PLUMBING — HEATING

and

AIR CONDITIONING SUPPLIES

WHOLESALE

Main Office and Display Room
2604 FOURTH AVE., PHONE RA. 4162

Branches

Royal Oak — Grosse Pointe — Ann Arbor

**LUMINALL**
*for All Interiors*Preferred by architects and painters for its
light reflection and fine colors. Luminall
is the pioneer and leading casein paste
paint. If you haven't yet tried it, specify it
on your next "damp plaster" job.**National Chemical and Mfg. Co.**Michigan Representative Edward A. Ash
6535 3rd Ave., Detroit, Mich. Phone MAdison 2123*We Invite You to See It at**See . . .*'PLANNED ECONOMY' at its best
in the new 1940 low-priced**G. E. KITCHEN***Planned*For Ease of Installation
For Simplicity of Detail
For Appealing Design
For Planners!**GENERAL  ELECTRIC****SUPPLY CORP.**

Kitchen Planning Dept.

680 ANTOINETTE ST.

MA. 9400

McCANDLESS ELECTED

Roy M. McCandless, president of Cinder Block, Incorporated, of Detroit, was elected president of the National Concrete Masonry Association at its Annual Convention held in Washington, February 12, 13, 14, 1940.

From all accounts this was a most important conference, dealing with the broader aspects of housing, as well as with the use of concrete masonry.

JAMES E. DEGAN CO.

**DISTRIBUTORS
NATIONALLY KNOWN PRODUCTS**

Alberger Heaters & Economizers
John Douglas Plumbing Fixtures
Boylston Pressure Regulating Valves
Briggs Beautyware Plumbing Fixtures
Dayton—Dowd Pumps
Hancock Valves
Howard Expansion Joints

2130-50 Franklin St. Fitzroy 5960

The 1940 Ideal Home Is ALL-ELECTRIC

Located at the corner of Seven Mile Road West and Kingston Avenue in Detroit, the 1940 Builders' Show Ideal Home is now open. Its many novel architectural and electrical features merit your attention—plan to see it now.

Can our illuminating engineers work with you in laying out up-to-date lighting and switching arrangements? Specializing in this, they can offer suggestions for making your client's "ideal home" truly ideal—ideas which add much to the owner's comfort and appreciation at little cost. There is no charge or obligation for this service. Call RANDOLPH 2100, Lighting Division.

40-8

THE DETROIT EDISON CO.

ARCHITECTS' REPORTS

AGREE, CHAS. N.—Book Tower, Detroit.

2 story bldg., United Hebrew Schools of Detroit Lawton Ave. Gen'l. con. let to Pierce-Fader & Co.; Plbg. Glasser & Hoffman; El Wk. Lightstone El. Co. One-sty. Bldg., 6 stores, Gratiot Ave., bet. 7 Mile & Lappin Ave., Masonry, steel & iron bids closed. Carpentry, El. Wk., air con. con. due Feb. 26 Others due Feb. 29.

Fig. on McKenzie Housing Corp. Closed.
Prep. preliminary plans for a store and theatre bldg. on South Mich. Ave., Dearborn.

Prep. revised plans for two-sty. store, Greenfield Rd. & Gd. River, Cunningham Drugs, Inc.

Plans for 2,500-seat Theatre & Com. bldg. consisting of 9 stores—7-Mile & Myers, W. W. Theatres, Owners. Completed about Mar. 7.

Prep. plans for 1-sty. store bldg. 4 sts., Jefferson & Iroquois, Belvidere Land Co.

BENNETT & STRAIGHT, 13526 Mich. Ave.

Theatre, Plymouth, Mich. 800 seats. Taking fig. Plans for Theatre, 1400 seats, Birmingham, Mich.

BRANDT, CHRISTIAN W.—3408 Eaton Tower, Detroit
Prep. plans alter. 5,000 block Mich. Ave., 72'x200', 2-sty. Plans ready April 1.—Bids invit. only

GABLER, C. L. T., 616 Murphy Bldg., Detroit, Mich.

Prep. plans, Medical clinic, 70x30, Northeast section. Prep. plans, Res., 2-sty. & Bmt., attached garage, 34-70 brick veneer, Birmingham.

Plans for res., 2-sty & Bmt. attached garage, 30x35 frame. Port Huron.

DISE, J. IVAN, 2631 Woodward

Taking fig. on Res. G. P. Park, Mar. 1.

GIFFELS & VALLET, Engineers.

Fig. on air conditioning, Kline's Store, closed.

HABERMAS, CARL—415 Brainard

Prep. sketches for Community Bldg., 75x150 North Woodward.

Sketches for brick veneer Res. 60x40', G. P. Pk.

HARLEY & ELLINGTON, 1507 Stroh Bldg.

Add. to Bottling Wks.—Schmidt Brewing Co. Gen'l. let to Geo. Auch Co.—Mech. & El. bids closed Feb. 22.

Add. to Res.—Henry S. Booth, Birmingham, Mich.

HERMAN & SIMONS—710 Owen Bldg.

Prep. plans for St. David's Church. Completed about April 1.

Bids on alt. to school chapel bldg., Our Lady Help of Christians Parish. Closed.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.

Prep. plans for 2-sty., fireproof store bldg., 80x165', S.W. cor. Woodward & Gd. Blvd.

JAMESON, LAWRENCE B., 8580 Jos. Campau—

Sketches for garage, 100'x175' one story. Offices in front.

Prep. drgs. for Home for Dodge Local No. 73-UAW-CIO., Jos. Campau, Benson & Ellis, 2-story & basement brick & stone trim.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold.

Alt. & Equip., Lincoln High School, Ferndale, Mich. Contracts let.

O'DELL, H. AUGUSTUS, Arch., 904 Marquette Bldg.

Factory addn., Industrial Wire Cloths Products Corp. Wayne, Mich., Con. let.

Dormitory, Orchard Lake Country Club, also Club House alterations, enlarging kitchen, women's locker room and men's grill—Contract let.

STAHL, JNO., 820 Francis Palms Bldg.

Fig. on Sales Rm., 80 x 55.—Closed.

WRIGHT & ROGVOY, 418 Fox Bldg.

Plans for Melvindale Theatre & Stores ready for fig. about Mar. 1.

1000-seat Theatre, Plymouth.

1000-seat Theatre, 7 Mile, bet. Snowden & Hartwell, Detroit.

Ace Theatre (remodeling), Harper & Frontenac.

Home Theatre, remodeling.

New Store Front, Kinsel's, Michigan & Griswold.

And don't miss the house of Mrs. Albert E. Greene and Mr. and Mrs. George B. Brigham, Jr., Ann Arbor, in the March issue of *The American Home*. This is a two-family dwelling that looks like one—and a very charming one. George was the architect. The article is by Ilma H. Brigham.

Classified Building Industry

LUMBER DEALERS

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

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

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

BRAUN LUMBER CORP. TO, 8-0320 Davison Avenue and G. T. R. R. Yds.—Jeff. Ave., and in Pontiac.

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

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

GENERAL CONTRACTORS

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

JOHN SENESE COMPANY—295 Calvin Road, Grosse Pointe, Mich. General Contractor on Buildings. Tuxedo 2-1880

WEEKLY BULLETIN

H. H. Dickinson Company
 5785 Hamilton Ave. MADison 4950
 Complete Builders Supplies
 Armored Concrete Curbing
 Master Builders Products
 Heatilators Asphalts

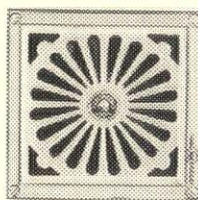
CINDER BLOCK INC.
 HOGarth 1140
 9808 Hubbell Ave.
 Bet. Chicago & Joy

Glanz & Killian Co.
 CONTRACTORS
 PLUMBING — HEATING — VENTILATING
 FIRE PROTECTION SPRINKLER SYSTEMS
 1761 W. Forest Ave. TEMple 1-7820

O. W. BURKE COMPANY
 GENERAL CONTRACTORS
 Fisher Building
 Detroit, Mich.
 MADison 0810

American Electrical Displays, Inc.
 NEON SIGNS
 Main Office and Factory: KALAMAZOO, MICH.
 Detroit Office:
 2312 CASS AVE. Phone CADillac 2447

JOHN H. FREEMAN
 FINE HARDWARE
 PROPERLY SUPERVISED
 Architects' Bldg. TE 1-6760



SPECIFY
ELECTROVENT VENTILATOR
 Kitchens, Rec. rooms, etc.
 Beautiful chrome finish
 Quality at low price.
ELECTROVENT CORP.
 Detroit - Ph. OREGon 4241

GOOD
 Hardware For Over Fifty Years
RAYL'S
 1233 Griswold Street

DETROIT LUMBER CO.
 "Most Modern Finish Factory in Michigan"
 Special Millwork, Cabinets and Stairs
 No Charge for Service or Shop Drawings
 5601 W. Jefferson Ave. VINewood 1-2090

F. H. MARTIN
Construction Co.
 955 E. Jefferson Ave. CADillac 4890
 DETROIT, MICHIGAN

Lumber & Millwork Builders' Supplies
 Hardware & Paint Plumbing Materials
 Heating Equipment Weatherproof Windows
 Brick Cement Blocks
 MAKE ONE SHORT STOP AND YOU WILL
 LONG BE CONVINCED
 of Our Complete and Efficient Service
CURRIER LUMBER CO.
 17507 Van Dyke Detroit, Mich.
 Phone SLocum 1400

ARCHITECTS ATTENTION
 Call us FIRST when you have a sign problem. We want to help you.
WALKER & Co.
ZEON & NEON SIGNS
 88 CUSTER — DETROIT
 Detroit's Foremost Sign Organization

SPECIFY
NON-STICK WINDOWS

DO NOT ACCEPT ANY SUBSTITUTES

The First Completely Assembled Double-Hung Window

* 2x4 JAMBS * 2x8 SILLS * ONE-PIECE ZINC SASH GUIDES * ALUMINUM-PRIMED FRAMES
 * SASH WATERPROOFED
 (Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

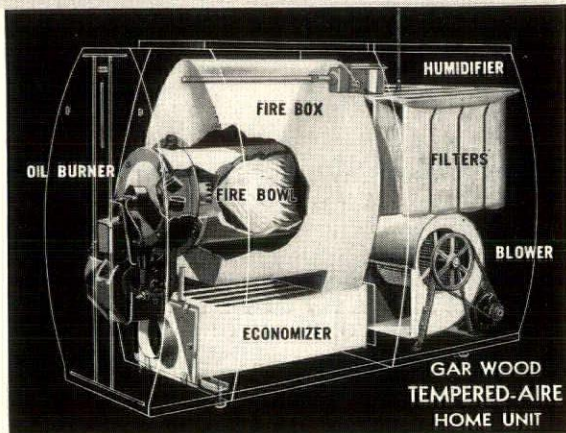
Gar Wood HEATING AND AIR CONDITIONING ENGINEERS ARE AT YOUR SERVICE

UNDIVIDED RESPONSIBILITY

It pays to be sure! It's best to specify Gar Wood equipment. Gar Wood products are the result of more than a decade of experience—and are engineered to meet present-day demands. There is no division of responsibility. Gar Wood manufactures, installs, services and guarantees the entire installation. Gar Wood engineers make a quick, accurate survey of your requirements. Complete heating and air conditioning layouts are submitted promptly without charge or obligation.

SUSTAINED LEADERSHIP

Gar Wood automatic home heating and air conditioning furnace-burner units led the nation in percentage of total sales in 42 key markets for the last four consecutive years—according to statistics published by a national trade authority. Why? Because Gar Wood Tempered-Aire units are supreme in functional design, in mechanical excellence and lowest in fuel operating costs. Ask for descriptive literature.

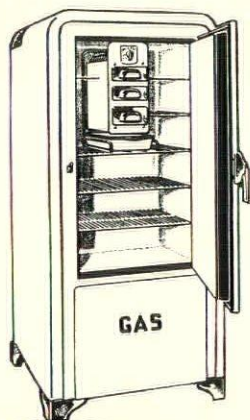


GAR WOOD PRODUCTS

Oil- or gas-fired automatic Tempered-Aire Winter Air Conditioning and Heating Units—Split Systems—Boiler-Burner Units—Conversion Oil Burners for Existing Boilers or Furnaces—Domestic and Commercial Water Heaters—Ventilators—Airdux System for air distribution and control.

Telephone
TOWNSEND 8-6256

GAR WOOD INDUSTRIES, INC. DETROIT AIR CONDITIONING BRANCH
409 CONNECTICUT Ave.



**SERVEL
ELECTROLUX**
the **GAS**
REFRIGERATOR

Silent No Moving Parts Even, Low Temperatures

GAS refrigerating is the finest modern refrigerating . . . Servel Electrolux, the Gas Refrigerator, manufactures constant cold through the modern magic of a tiny gas flame. It is silent, has no moving parts. Foods, kept in the even low temperatures of the Gas refrigerator, stay fresh and sweet longer.

The Gas refrigerator brings double economy to domestic refrigerating. Economy of longer life and freedom from service expense. Savings on food with less spoilage and shrinkage.

For greatest satisfaction, recommend Servel Electrolux, the Gas refrigerator.

MICHIGAN CONSOLIDATED GAS COMPANY

415 CLIFFORD

CHERRY 3500