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# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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No. 23

## WHAT IS THE MICHIGAN SOCIETY OF ARCHITECTS DOING?

*In answer to this question the President of the Michigan Society of Architects is issuing a series of statements informing the membership of the scope of activities of the Society throughout the state, and also in conjunction with The American Institute of Architects.*

### PUBLICITY

In the statement published in this Bulletin on May 7th under the heading of Education, it was explained that the public should be thoroughly informed regarding the profession of architecture, the qualifications of its practitioners, the function of the architect, and the nature of the services which the architect performs. It was also stated that it is the duty of an architectural society to inform that public correctly regarding the work of the architect, and the position which he occupies as a professional practitioner.

Not enough emphasis can be placed upon the great need for publicizing the architectural profession. Owing to the general lack of comprehension of the architect's function, and the equal lack of appreciation of his services, the architect is being supplanted by intruders in his field; notably by contractors, engineers, draftsmen and unlicensed practitioners. Evidence of this undesirable and unwarranted competition is appearing continually, and in increasing measure. The means for effectively combatting it are in the hands of the profession, and only our indifference can advance its progress.

Educating the public as to the value of the architect's services is not only the duty of an architectural organization, but it is a heavy responsibility upon the entire profession. For too long the profession has remained inarticulate, and it has neglected to explain adequately the reasons why the prospective client should engage an architect to design and supervise his buildings.

An effective, continuous campaign of publicity for the architectural profession involves a vast amount of work and considerable expense. Members of the profession must volunteer their services in serving on the proper committees, by preparing articles for publication, by speaking over the radio or to various groups and organizations. Continuous vigilance is required to offset the active boring-in of those who would nullify the efforts of the profession to protect the public interest as well as its own.

Constant, sustained publicity in the local and state newspapers is necessary, to which must be

added articles in numerous available journals. A regular program of talks over the radio stations throughout the state is possible and necessary. Speakers should appear before schools, different clubs and forums in various localities. Exhibitions, both local and traveling, should be arranged to attract the public and to arouse its interest.

Much of this work has been done by the Michigan Society of Architects, but a great deal more of it must be done, if the profession is to continue its honored and respected existence. This work is going on this year, and it will require the whole-hearted participation of a large group of members of this Society. It will also require funds, but these will be available as the need indicates.

Nothing is to be gained by blaming the public for not seeking out the architect. The profession must sell itself to the public by all legitimate methods, and then demonstrate that its claims for public preference are justified. The Michigan Society of Architects will do its utmost in the interest of its membership. Upon the members rests the serious obligation of taking an active part in this program. Will you do your part?

—BRANSON V. GAMBER

### COMPLIMENTARY DINNER

HOTEL WEBSTER HALL, JUNE 6th, 6:30 P. M.

All Architects Welcome

Kimball & Wilson, Inc., and the Andersen Corporation will be hosts to architects. Following the dinner, Mr. James Rowland, vice-president in charge of sales, of the Andersen Corporation, will speak.

### MSA BOARD MEETING

Saginaw Club, 219 N. Washington St., Saginaw,  
FRIDAY, JUNE 21st, 4:00 P. M.

Followed by a dinner with members of the Saginaw Valley Division of the Society.



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## INSTITUTE CONVENTION CLOSES IN LOUISVILLE

At a four day convention, May 21st to 25th, many interesting and constructive actions were taken by The American Institute of Architects in Louisville, Kentucky. Several pre-convention meetings were held on the preceding days. One of the most important was that conducted by Leigh Hunt of Milwaukee, concerning State Association members of the Institute.

Michigan was represented by a goodly delegation, including Messrs. Hyde, Donaldson, Burrowes, Hughes, Palmer, Lorch, Harley, Thornton, Bennett, Hebrard, Bailey, Frantz, Pickell, Spence, Haas, Wright, Black, Gamber, Hahn, Ditchy, and Welch. Several ladies were present including Mesdames Palmer, Bennett, Hebrard, and Haas.

Paul Marshall and a representative group of Producers were in attendance, and several engineers and architects were on the ground for Smith, Hinchman and Grylls' large distillery job. They included Messrs. Zabriskie, Walton, MacKenzie, Strauss and Beard.

One of the highlights of the convention, which has become an institution and should henceforth be included on the program, was the breakfast, Friday morning, by the Stran-Steel Division, with Mr. and Mrs. Haas as hosts. Their son, Sonny, and his lady, Miss Pearson were also present.

Reelected were Edwin Bergstrom of Los Angeles, president; Dean Walter R. McCornack, vice-president; Charles Ingham, secretary; and John R. Fugard of Chicago, treasurer.

Elected Regional Directors were H. Daland Chandler, Boston; Clement R. Newkirk, New York; and Peter Brust, Milwaukee.

At the opening session the president greeted delegates from the Institute's seventy-one Chapters and fourteen State Associations, while Mr. Hubert Ripley dedicated the meeting to "The priceless heritage which has been left us."

Mr. Eliot Lea, president of the Kentucky Chapter, welcomed the delegates as did the Mayor of Louisville, and Hugh Merriweather, president of the Association of Kentucky Architects.

The president introduced Messrs. Stephen F. Voorhees and C. Herrick Hammond, past presidents of the Institute, as well as Professor M. S. Osborn, representative of the Royal Canadian Institute of Architects, who brought greetings from Canada.

An honorary membership in the Institute was awarded Mrs. Beatrice Ferrand, Landscape Architect, which carried with it a citation for excellence of her work at Yale University and many other institutions.

President Bergstrom in announcing the awards of fellowship stated that they represented the greatest honor which the Institute offers, other than its gold medal.

Fellows elected included Franklin Oliver Adams, Tampa, Fla.; Frank Chouteau Brown, Boston; Marcus Robinson Burrowes, Detroit; Miles Lanier Colean, Chicago; Francis Pierpont Davis, Los Angeles; Frank Joseph Forster, New York; Merrill Clifford Lee, Richmond, Va.; Philip Brooks Maher, Chicago; Rexford Newcomb, Urbana, Ill.; Livingston Smith, Philadelphia; Guy Study, St. Louis and Walter E. Ware, Salt Lake City.

One of the most interesting features of the convention was an address on "What the profession has to offer the public and what the public has a right to expect" by Charles D. Maginnis, most recent past president of the Institute.

Indicating the trend of the times, Mr. Maginnis said that Henry Ford strikes the modern tempo when he states that everything is out of date as soon as it is

## PROFESSOR LORCH HONORED

At the Annual Dinner of the Association of Collegiate Schools of Architecture at Louisville, Kentucky, May 20, 1940, Professor Emil Lorch was the guest of honor. As is well known, Professor Lorch



was a founder of the Association, its president for two years and for many years a member of the Executive Committee. The following resolution was presented at the dinner:

WHEREAS, Emil Lorch after more than thirty years of service as Professor and in charge of the College of Architecture at the University of Michigan is to retire from the field of active teaching, and

WHEREAS, his ideals in advancing the fundamentals of theory and practice in architecture have been an outstanding contribution to the advancement of architectural education in America, and

WHEREAS, his active participation in the affairs of the Architectural Registration Boards and the Association of Collegiate Schools of Architecture has been most influential for the good of those organizations, be it

RESOLVED, That the Association of Collegiate Schools of Architecture offer its sincere appreciation for his untiring efforts in its behalf, and further that a copy of this Resolution be forwarded to Professor Lorch.

L. C. DILLENBACK  
E. PICKERING

## NEW ADDRESS

Frank Cox, architect, announces his new location at 4181 Oakman Blvd., corner Grand River Avenue. His telephone number is HOgarth 3360.

completed. "What a satisfaction that must be to the industrial architect!" he said, stating that millionaires have been treated not without discourtesy, but that architecture is now to be brought to the common people he felt particularly significant.

Many interesting side-trips were offered, including a horse show, barbecue, and dance. An exhibition of building materials and equipment was held at the Henry Clay Hotel by the Association of Kentucky Architects and ladies were especially entertained at luncheons and other events.

Friday afternoon the Producers' Council presented a program on new materials. Richmond H. Shreve opened the meeting and introduced President Tibbets, president of the Producers' Council.

One of the features of the Convention, which was somewhat new, consisted in round table discussions of various groups which lasted well through the afternoon and resulted in several worthwhile resolutions being presented to the meeting next day.

We regreted the absence of Mr. Ludlow, Chairman of our Public Information Committee, but evidence of his good work was to be seen in increased interest in the subject. We still marvel at the Institute's publicist James T. Grady and his efficient secretary, Miss Miller. It seems that this invaluable service is becoming better all the time.

Chief among enjoyments of this writer was having as traveling companions John Thornton and Alvin Harley.



## HOPE FOR BETTER HOUSING PUT IN ENGINEERS BY STOUT

ANN ARBOR, Mich., May 25. — Until engineers replace architects as the driving force for the solution of America's housing problems, our citizens will be forced to buy and live in antique, expensive and inefficient dwellings, William B. Stout, president of Stout Engineering Laboratories, believes.

In an article published in the Michigan Technic, official publication of the University of Michigan engineering college, Stout said that the "housing problems of the future will be solved by engineers, in spite of architects, rather than because of them."

Stout accused architects of not thinking of the housing problem fundamentally, but in the traditional patterns of the past.

### No Immediate Chance

"Naturally an architect must have a fee for his work, and if the house he designs be under \$5,000 in cost his fee is so small as to be uninteresting to him," Stout said.

"Let there be no doubt that for generations the architect will be in control of the 'house' business so far as the building of union-made shells is concerned.

"But the serious problem of 'housing' for those who cannot afford even \$1,000 for a house, who cannot afford to be in one permanent location or tied down to one locality, but whose problem is living primarily—this will be solved by engineers in spite of architects, rather than because of them."

### Trailers Cited

Trailers were cited by Stout as one contribution of engineering to relieve housing problems. "And while we do not like many of the cheaper trailer communities," he added, "yet the class of people now occupying the better trailer communities is indication that there is germinating a new type of housing—not a solution in itself, but a development commensurate with their demands and also their pocketbooks.

"What is coming, no man knows, but in the housing and the new buildings, engineering will be dominant, and mere architects and many of the old rackets of the building trade will be conspicuous by their enforced absence.

"A technical age is advancing on the political age, and when all things are done right, neither labor, nor humanity, nor new industries nor old may fear for the future under such a regime."—*The Detroit News*, May 26.

\* \* \*

### Editor's Note:

Somehow we had never connected Mr. Stout with the type of publicity-seeking individuals who are so eager to make the headlines that, for lack of the newsworthy, they manufacture something intended to be startling, often an attack on another group.

If Mr. Stout has discovered a solution to the housing problem that is really news that needs no further sensational support.

We are not bitter against Mr. Stout for his impeachment. Perhaps the architects need to be shocked out into a realization of their short-comings, but before the engineers or any others attempt to do so let us see what they have to offer. We do not believe the trailer to be the answer, or that it ever will be. Certainly, in its present form, the engineers have not solved an old problem, but have created a new one.

If Mr. Stout and the engineering profession are going to solve this problem, "In spite of the architects . . . who are not thinking of the problem

fundamentally, but in the traditional patterns of the past," then they will have to do something more than talk and write about it. There has been too much of that already, especially in comparing house building to automobile production.

Architects will be interested to note, besides the fact that their profession is such an easy racket, that "For generations the architect will be in control of the 'house' business so far as the building of union-made shells is concerned," for this is something they have never had.

But just what is meant by "union-made shells" is not so clear. Does it mean that architects are unionized, that they promote labor unions, or that they build only shells? We do not believe that any one of these is true, and yet Mr. Stout would seem to indicate this meaning, even though he is contradictory, when he says that in the future houses will be built without "mere architects and many of the old rackets."

## NOTICE TO ARCHITECTS

On a Joint Committee to study this proposed zoning ordinance Mr. W. E. Kapp, representing the Detroit Chapter, The American Institute of Architects and Mr. Branson V. Gamber representing The Michigan Society of Architects, have during the many meetings done a great deal of work.

It is felt by the committee that this matter is of such importance to the architectural profession as to warrant a special joint meeting of the Chapter and the Society at which various provisions might be discussed in detail. Before doing so, however, it is essential that architects familiarize themselves with the proposed ordinance and be prepared for a thorough discussion.

The tentative draft was published in the last issue of the Bulletin. Read it and attend a

### SPECIAL MEETING

To discuss Detroit's Proposed Zoning Ordinance  
Intercollegiate Alumni Club  
FRIDAY, JUNE 7, DINNER AT 6:30 P. M., \$1.25  
All Architects Invited

## GABLER HEADS I. A. C.

Cornelius L. T. Gabler has just been elected president of the Intercollegiate Alumni Club. He succeeds Aloys Frank Herman.

Other officers of the club are John S. Ecclestone, vice-president; Frederick W. Seitz, secretary and Merle A. Yockey, treasurer. New members elected to the board of governors are Leo M. Bauer, J. Thornton Clark, George Nicholson, Jr., William A. Post, Herold G. Woodruff, Walter G. Knickerbocker and Edward F. Wallich.

## FRED FUGER TO WED

According to an item in the Society columns of the Detroit News of Sunday, May 19th, Frederick W. Fuger, architect, will soon wed Countess Ala Grabska of Poland.

The item states that he recently arrived in Berlin where he is the guest of the American Embassy and continues, "How will they get home? Even they do not know. With so many routes closed, they may have to go through Russia and come home via the Pacific."

**What is the Society Doing?** — Read the series of messages by President Gamber, on the front page of the Bulletin — then pay your dues — \$3.00 to March 1, 1941.



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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.

2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers, Royal Theatre. Bids for structural wk. - May 30.

1,500-seat Theatre, Dearborn, Mich., Superstructure, Bids closed.

Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids due on Architectural & El. Wk, May 31—Plbg., Htg., Vtlg due May 27.

Fig. on 1-sty. store bldg., Houston Ave. Closed.

Prep. plans for Alt. & Add. to 6 stores, Alexandrine & Brush. Also plans for 4 stores, 7 Mile Rd. & Lappin.

**BARNES, C. F. J.**, 415 Brainard Street, Detroit, Mich. Medical Clinic and Store Bldg., 40x100'. Revising plans.

Prep. plans—House & Garage 35x80' at Baltimore, Md.,

Preliminary plans, House in G. P. Pk.—35x100'.

**BECKBISSINGER, FREDERICK**, 304 Carroll, Saginaw. Prep. plans for reblgd. burnt portion of Jerome school, Saginaw. Owners. Bd. of Education, Saginaw.

**HENNETT & STRAIGHT**, 13526 Mich. Ave.

Bleacher—Ecorse High School W.P.A. project.

**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower, Detroit. Bids on Chelsea, Mich., factory bldg. by invitation only. Closed May 29, noon.

Prep. plans for res. Mt. Clemens. Private bids, ready about July 1st.

Remodeling warehouse bldg. on Woodbridge into factory bldg., ready about June 15.

Making sketches for Country Club, 60'x140'.

Prep. plans to remodel store bldg. at Saginaw, ready about July 1st.

Prep. plans for store bldg., Pt. Huron, 70'x100', ready July 1st.

**DEROSIERS, ARTHUR**, 1078 Macabees Bldg.

Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke.

Plans for Rectory—Resurrection Parish.

Bids due June 15—Greek Orthodox Church of the Assumption.

**DITCHY, FARLEY & PERRY**—706 Lincoln Bldg.

Res. 60x25—Palmer Woods Sub.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.**

Plan for Theatre—McNichols & 7 Mile Rd.

Bids taken on Store 30x65 C. F. Smith Co. Puritan Ave.—Also C. F. Smith Store - Schoolcraft.

Prep. plans for three C. F. Smith Stores.

**GABLER, C. L. T.**, 616 Murphy Bldg.

Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures and soundproofing walls.

Addn. to res. on Haggerty Rd. between 8 & 9 Mile Roads.

Bids closed on Res. Huntington Woods.

Van der Meer res., 30x40, Huntington Woods, bids due May 12th.

Prep. plans for addn. to res., cor. 9 Mi. & Haggerty Rds., Northville.

Prep. plans for remodeling of 7 floors of a downtown store.

**HERMAN & SIMONS**—712 Owen Bldg.

Fig. (by invitation) Activities Bldg., — Our Lord Parish—due May 24.

**JAMESON, LAWRENCE B.**, 8580 Jos. Campau

Plans for Garage, 100' x 175' 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.

**KEYES, HUGH T.**, 748 Free Press Bldg.

Alt. to Res. for Emory L. Ford. Fig. closed.

**MALCOLMSON, CALDER & HAMMOND, etc.**

Prep. sketches for add. to Dexter Baptist Church.

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Plans for Peace Lutheran Church, completed about June 15.

**STAHL, JNO.**, 820 Francis Palms Bldg.

Baptist Church, Hastings St., revising plans.

**WRIGHT & ROGVOY**, 929 Fox Bldg.

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

Res. for Mr. & Mrs. Levy. Dundee Ave.

New Lobby, Farnum Theatre. Taking fig.

Alteration, Market Place—1026 Clay Ave.

Alt. to Redford Theatre.

CHURCH ARCHITECTURE  
CONFERENCE POSTPONED

Because of an unforeseen conflict in dates the conference on "Contemporary Architecture and the Church" scheduled for June 6 has been postponed until fall.

Announcement will be made later as to the new date and the program.

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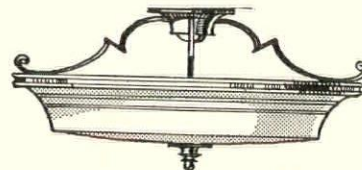
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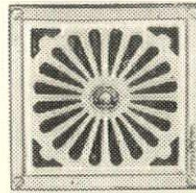
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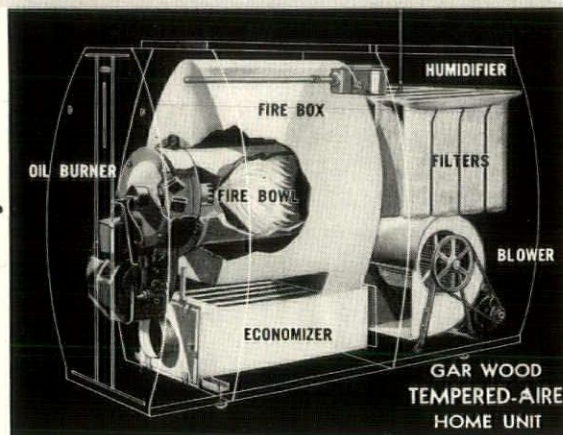
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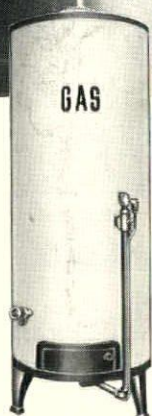
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# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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DETROIT, MICHIGAN, JUNE 11, 1940

No. 24

## WHAT IS THE MICHIGAN SOCIETY OF ARCHITECTS DOING?

*In answer to this question the President of the Michigan Society of Architects is issuing a series of statements informing the membership of the scope of activities of the Society throughout the state, and also in conjunction with The American Institute of Architects.*

### BUILDING INDUSTRY RELATIONS

Much has been said, and a great deal has been done to bind closely together the interests of the architectural profession and the building industry. In the larger sense the objectives of the profession and the industry are along parallel lines. They are closely dependent, each upon the other, and many of their problems are of mutual interest. Real co-operation of their respective activities are most essential.

In the same degree that the architect needs the full cooperation of the builder in order that his building project may be successful, the entire profession requires the close affiliation of the building industry with it so that the building enterprise of the nation may be improved and advanced, and the public interests safeguarded. Inversely the building industry must look to the architectural profession for that stimulus and leadership which will maintain the highest standards, and produce the finest type of buildings. The combined forces of both groups can wield a tremendous power for realizing those mutual desires.

There are many problems of concern both to the profession and the industry, and both are interested in finding the solutions in order that the common objectives may be attained. These problems are too numerous and varied to be mentioned here, but there is the desire and the purpose in both groups to solve them, and to eliminate all possible misunderstandings.

Many chapters of the American Institute of Archi-

itects have Joint Committees working with local organizations of the building industry. The American Institute of Architects has set the example by working in close harmony with the building industry, and by the continuous and constructive work of several committees over a long period of years. A number of State Associations of Architects have followed the same course. Through the efforts of a number of architects who are working with equally zealous members of the industry, the Construction League of America, and a number of Building Congresses have been formed. The Producers Council, Inc. is another example of affiliation with an important part of the industry.

The Michigan Society of Architects has not lagged in these efforts. It has contributed much to the progress which has been made in these endeavors, both at home and nationally. This work must go on, and the Society is doing it. The seven local divisions in the state are represented on this Committee on Relations with the Building Industry, and they are in a position to deal with local problems, as well as to assist the state organization in its work. Our friends in the building industry need our help, and want to work with us. We are vitally interested in maintaining cordial relations with them, and their assistance is most valuable to the profession.

Our members can assist greatly in forwarding this program, both individually and collectively. Group action is more essential in this particular field, and your help is needed. Your suggestions are solicited and will be given careful consideration.

—BRANSON V. GAMBER

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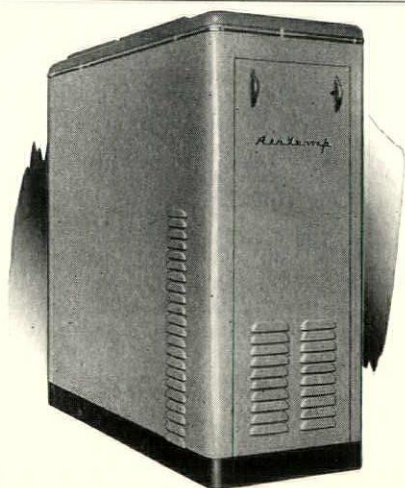
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**WILL RETIRE IN JULY:** Prof. Emil Lorch, head of the architectural division in the University for 30 years after the department was formed in 1906, will retire in July, when he becomes 70 years old, the automatic retirement age for the University faculty members. —Ann Arbor Daily News

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## PROF. EMIL LORCH TO RESIGN JULY 21

REACHES AUTOMATIC RETIREMENT AGE OF 70

*From Ann Arbor Daily News, May 25, 1940*

Prof. Emil Lorch, the first director of the University architectural college and a member of the faculty for 34 years, will resign July 21, the University Board of Regents announced yesterday.

His retirement will be automatic under the University's 70-year age limit. Prof. Lorch was born July 21, 1870, in Detroit.

Coming here in 1906 to head the newly-formed Department of Architecture, which then was a sub-department of the College of Engineering, Prof. Lorch continued to direct architectural education here through the various stages of development of the architectural division into a separate college of the University.

### *Continued as Unit*

In 1913, the architectural division was given control of its programs of study and was charged with the administration of its affairs, but it continued as a unit of the Colleges of Engineering and Architecture until 1931 when it became a separate college.

During his service on the faculty, Prof. Lorch also has been prominent in stage and national architectural affairs and has been a prominent consulting and practicing architect.

He drew up the first general plan of the University campus in 1907 and, aided by some of his colleagues, made plans for the Architectural build-

ing for which funds were appropriated by the legislature in 1925. He was architect for and a member of the Belle Isle bridge commission, the basic design of the bridge being made by Prof. Lorch and Prof. Lewis M. Gram.

His membership on architectural boards includes service on the Michigan State Board of Examiners for Architects, Engineers and Surveyors, and the Michigan State Board of Registration of Architects.

### **In Many Groups**

He has been associated with the National Council of Architectural Registration Boards, of which he was president in 1921, the American Institute of Architects, the Detroit chapter of the American Institute of Architects, the Association of Collegiate Schools of Architecture, and the American Art Association. He was the first president of the Ann Arbor Art Association.

Prof. Lorch is the author of "Tendencies in Building Design" and "Architecture Education in the United States."

His fraternity affiliations are with Tau Beta Pi, Alpha Rho Chi and Tau Sigma Delta.

Taking his undergraduate study in the Massachusetts Institute of Technology, Prof. Lorch studied in Paris and in the department of architecture of Harvard University, where he also carried graduate work, receiving his Master of Arts degree in 1903.

He served on faculties of the Detroit Museum of Art School Harvard University and Drexel Institute, and was general assistant to the director of the Art Institute of Chicago, and secretary of the Chicago School of Architecture, Art Institute and Armour Institute.



## THE ARCHITECTS' PARTICIPATION IN LAND AND HOME DEVELOPMENT

By E. D. PIERRE, Pres. Indiana Chapter, A.I.A.

TO TELL IN A FEW WORDS of a plan for the fullest participation of the architect in the field of land and home development is a difficult task. The building needs of the majority of our people are for small, low-cost homes and for the want of time I will confine my remarks to the requirements of this bracket.

THIS PARTICULAR PHASE of the problem is a high duty and a challenge to the architectural profession. If we, as architects, do not accept this challenge, somebody else will and the standards upon which these homes are built will continue to be the indifferent standards of others. The reason the architect does not participate in this great market as a principal is that he does not have the machinery by which he can do so. It is highly important that this machinery be provided and the architect trained to use it. Whatever steps are taken should decisively establish a long range policy to which the architects of America will stand committed.

AS THE FIRST STEP I propose the creation of THE ARCHITECTS' SMALL HOUSE EXCHANGE or, if you prefer, ARCHITECTS, INC., to serve as a clearing house through which architects can help architects solve their part of the problem. The Exchange would not only receive ideas and experiences, but would set them up for study and use. The need is for facilities whereby the architect's problems will be simplified, and a greater use of his abilities promoted. On our initiative and our sincerity depends whether we shall measure up to our greatest opportunity. Either the profession of architecture has a greater field of human service and civic usefulness or its present day existence is a derelict survival of an outworn and impractical system. The profession must assume its rightful leadership in the shaping of the architectural destinies of the nation. It must mold the tastes, and provide the standards for homes and communities.

A SOUND APPROACH would be to establish a policy before an attempt is made to establish a program. Shall it be an individualistic policy that concerns simply the architect? Or, should we consider ourselves with a triune responsibility—as servants of the people, as integral parts of a great national building industry, and as essential factors in the social and economic life of American communities? Solidarity of the building groups can accomplish what the individual, single group cannot do. The building industry has failed to recognize this fact and as a consequence all have suffered.

THE STANDING OF ARCHITECTURE as a profession has declined, and the architect's field of usefulness has been narrowed. The legitimate builder has been replaced by the amateur, the incompetent and the promoter. Good craftsmanship has virtually disappeared. The good material supplier, who has waged a battle for standards and quality in materials and equipment sees his products going day after day into any kind of a house built any kind of a way. The preservation of our own professional status depends upon the preservation of the status of every other ability in the industry. There is no evasion of the logic of this conclusion. Building homes is a job for the combined abilities of the building industry, and not just part of them. For the want of an authentic industry, the processes of building and the diversified abilities are not clear in the public mind. The building industry needs integration and a united front. I propose the formation of THE SMALL HOMES INSTITUTE comprising qualified abilities of the home

building industry. We have spent our time building fences instead of foundations. We have talked about things that amounted to tinkering with the carburetor when what we really need is a thorough job of overhauling. We need a true perspective of the basic things, and then an arrangement of these things in such an order that they present objectives to which all can subscribe.

IF GOOD DESIGN, good construction, good craftsmanship and good materials coupled with proper land usage, and sound finance are essential fundamentals of good building, why not a program that recognizes all these things instead of a defense of individual abilities and functions? With a united program all the forces of America's greatest industry would be in a position to offer a plan to the nation, a plan so practical and inspiring that it would merit the support and co-operation of government, industry and the public.

THE PROBLEMS OF BUILDING ARE NOT NEW. The hue and cry of higher standards, for safe minimum codes, for determining ways and means to serve the enormous field of the medium and low-cost home, for making architectural services available at a price the small home owner can afford to pay, for lowered building costs, for certifying to proper construction—there is nothing new in any of these. The need for them has persisted while the groups of the building industry have temporized for solution. United action by a national industry would make it possible for the first time to offer the public a unified selling message, and a guaranteed product.

THE PRESTIGE OF A UNITED BUILDING INDUSTRY endorsing good construction and definitely labeling its finished product would create a sound basis of building values. It likewise would create a much needed basis by which the public could recognize good buildings and buy with confidence. The seal of an industry on a home would be as much a warranty of worth as "Sterling" is on silver. With the building industry solidly committed to a national policy of standards binding architect, builder, craftsman and material supplier, it would be a comparatively simple job to sell the public on the idea.

THIS PLAN WOULD DEFINITELY ESTABLISH the architect's standards as a necessity and good planning as an essential to good building. It would elevate the standards of public appreciation so the architect can participate more fully in America's home building problems.

## BEAUTY IN ARCHITECTURE

Architects in the Pacific Northwest are still enjoying memories of a recent visit to Seattle and Portland of Dr. William Emerson, dean emeritus of the Massachusetts Institute of Technology, and his well-worded discussion of "Beauty in Architecture."

Essaying a definition of beauty, Dr. Emerson explained that "the thing sought is far too subtle to be the product of any formula, for beauty lies in the eyes of the beholder. One should be trained to the recognition of beauty without interfering with expressions of personality. Students should have their perceptions sharpened and their standards raised. They say if it's functional, it's beautiful. Here Dr. Emerson hesitated a little, then went on: "And now look at the damn thing." Architecture, according to him, loses its very soul if devoid of beauty and there are "infinite varieties of expressions of beauty—often the product of faith and sincerity and harmony, or possibly color and form, in a myriad subtleties."

The most practical-minded of those who enjoyed Dr. Emerson's lecture appreciated his contention that "Beauty, even if it costs a little more in dollars, will pay dividends in national culture."

—Architect & Engineer



## DALTON WELLS RETURNS

Dalton R. Wells, who has been resident superintendent on Harley and Ellington's Howard Flint Ink Company plant at Houston, Texas for the past five months has just returned to Detroit.

He is high in his praise of the architectural character of this job, which he states is in a grand setting of pine trees and will be beautifully landscaped. In fact, Dalton is most enthusiastic about the whole City of Houston, which he characterizes as a progressive and thriving city of 400,000.

On his return he visited the Louisiana State Capitol, New Orleans, Birmingham, Chattanooga, Knoxville and Dayton. This must be the height of something or other, to spend the winter in the South and be paid for it.

## YOUR DUES

From each three dollars paid for dues in the Michigan Society of Architects, fifty cents goes for subscription to the Weekly Bulletin and a portion for the Society's State Association membership in the American Institute of Architects.

Obviously, this leaves little for your officers to carry on work in the interest of architects registered in this State. It is therefore possible only by the enlistment of a large number of members. If you are registered in Michigan and have not paid your current dues wont you do so at once?

Send \$3.00 for MSA dues and if you reside or work in the Detroit Area, \$1.00 for Detroit Division, both to March 1, 1941.

## COMPETITION

The Lansing-Jackson Division of the M. S. A. has been nosed out by the Southwest Division in the race for percentage of active members to the number of registered architects in the district.

Treasurer John Thornton announces the latest results as follows: Southwest Michigan, 54.5%; Ann Arbor, 51.6%; Lansing-Jackson, 51.5%; Detroit, 41.5%; Saginaw Valley, 35.5%; West Michigan, 22%; Upper Peninsula, 20%; Out of State, 40%; total, 35%.

Furniture and architecture must be readjusted soon because man is growing taller, according to Arthur D. Little, Inc., chemical and industrial research concern.

Statistics on the height of college students—both men and women—show that Americans are growing at the rate of one inch a generation. Only persons whose ancestors have been in this country two generations were examined.

## NEW FIRM

Maynard Lyndon, A.I.A. and Eberle Smith, A.I.A. of Lyndon & Smith announce that with Otis Winn, A.I.A. they have formed a professional group to be known as Lyndon, Smith & Winn, located at 500 Murphy Building, 13700 Woodward Avenue, Detroit.

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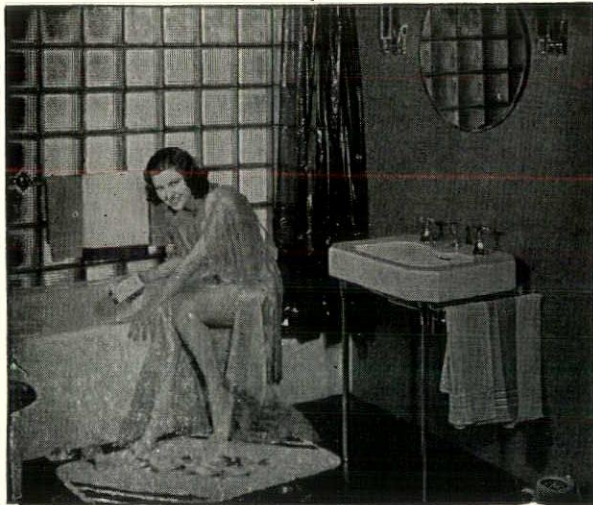
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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.  
2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers. Royal Theatre. Bids due June 14—Superstructure.  
1,500-seat Theatre, Dearborn, Mich., Superstructure, Bids closed.  
Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.  
1-sty. store bldg., Houston Ave., contracts let.  
Prep. plans for Alt. & Add. to 6 stores, Alexandrine & Brush. Also plans for 4 stores, 7 Mile Rd. & Lappin.  
**BARNES, C. F. J.**, 415 Brainard Street, Detroit, Mich.  
Medical Clinic and Store Bldg., 40x100' Contract let soon.  
Preliminary plans, House in G. P. Pk., 35x100' Held over.  
**BENNETT & STRAIGHT**, 13526 Mich. Ave.  
Bleacher—Ecorse High School W.P.A. project.  
Taking fig. on Det. Oestopathic Hospital Laundry.  
**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower, Detroit  
Bids on Chelsea, Mich., factory bldg. by invitation only. Closed.  
Prep. plans for res. Mt. Clemens. Private bids, ready about July 1st.  
Remodeling warehouse bldg. on Woodbridge into factory bldg., ready about June 15.  
Making sketches for Country Club, 60'x140'.  
Prep. plans to remodel store bldg. at Saginaw, ready about July 1st.  
Prep. plans for store bldg., Pt. Huron, 70'x100', ready July 1st.  
**DeROSIER, ARTHUR**, 1078 Macabees Bldg.  
Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke.  
Plans for Rectory—Resurrection Parish.  
Bids due June 15—Greek Orthodox Church of the Assumption.  
Plans for 6 rm. school, 10 Mile Rd. St. Michael's Par.  
**DITCHY, FARLEY & PERRY**—706 Lincoln Bldg.  
Res. 60x25—Palmer Woods Sub.



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Plan for Theatre—McNichols & 7 Mile Rd.  
Bids taken on Store 30x65 C. F. Smith Co. Puritan Ave.—Also C. F. Smith Store - Schoolcraft.  
Prep. plans for three C. F. Smith Stores.

**DONALDSON & MEIR**—1601 Wash. Blvd. Bldg.  
Bids due June 17—Church, St. Bridget's, 2 Detroit contractors figuring.

**GABLER, C. L. T.**, 616 Murphy Bldg.  
Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures and soundproofing walls.

Addn. to res. on Haggerty Rd. between 8 & 9 Mile Roads.

Bids closed on Res. Huntington Woods.  
Van der Meer res., 30x40, Huntington Woods, bids due May 12th.

Prep. plans for addn. to res., cor. 9 Mi. & Haggerty Rds., Northville.

Prep. plans for remodeling of 7 floors of a downtown store.

**GARSTECKI, WALTER F.**, 9128 Livernois Avenue, Detroit.

Prep. plans, Doctor's Clinic, 2 sty. & bsm., 25'x65', Michigan & 51st. Ready June 15.

Prep. plans, Caretaker's Res., St. Hedwig Cemetery. Res., Aviation Field Sub.

**HARLEY & ELLINGTON**—1507 Stroh Bldg.  
Bids closed June 11, Horace H. Rackham Educational Memorial

**HERMAN & SIMONS**—712 Owen Bldg.  
Fig. (by invitation) Activities Bldg., — Our Lord Parish—closed.

**HUGHES, TALMAGE C.**, 120 Madison Avenue.

Res., Colin M. Selph, 57 Moross, Conts. let as follows: Exc., Antonio Diponio; Mas., Leo Potrykus; Carp., Kenneth Wagner; Lbr., Braun; Plas., J. Sobieski; Paint, Normann Jensenius; City Glass Co.; Metal, Henry F. Tanghe; Tile, Aldino Fabbri; Weber Elect. Co.; Plbg., Carl Bartone.

Facty., H & H Tube & Mfg. Co. let as follows; Mas., Carl R. Joelson; Cement, Colwell Const Co.; Carp., Kenneth Wagner; Detroit Lbr. Co.; Plas., Robt. DeBaptiste; Paint, Austin's; City Glass Co.; Roof, Henry F. Tanghe; Drake Tile & Mosaic Co.; Plbg., Carl Bartone; Htg. & Cool., A. V. Cauhorn; Weber Elect. Co.

**JAMESON, LAWRENCE B.**, 8580 Jos. Campau  
Plans for Garage, 100' x 175' 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.

**KEYES, HUGH T.**, 748 Free Press Bldg.

Alt. to Res. for Emory L. Ford. Fig. closed.

**MALCOLMSON, CALDER & HAMMOND, etc.**

Prep. sketches for add. to Dexter Baptist Church.

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Plans for Peace Lutheran Church, completed about June 15.

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Prep. sketches, Add. Westminster Presbyterian Church, Lansing.

Sketches, Jehovah Lutheran Church, Greenfield Rd. & Outer Drive.

Taking fig. about June 15 - Funeral Home, Mt. Clemens, Local contractors.

Also fig. about June 20, Bethesda Lutheran Church, Evergreen Rd.

Also Medical Clinic, Mack Ave., G. P. Farms.  
**STAHL, JNO**, 820 Francis Palms Bldg.

Baptist Church, Hastings St., revising plans.  
**WRIGHT & ROGVOY**, 929 Fox Bldg.

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

Res. for Mr. & Mrs. Levy, Dundee Ave.  
New Lobby, Farnum Theatre. Taking fig.

Alteration, Market Place—1026 Clay Ave.  
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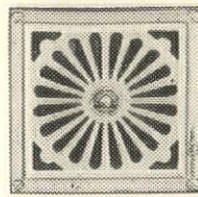
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Volume 14

DETROIT, MICHIGAN, JUNE 18, 1940

No. 25

## WHAT IS THE MICHIGAN SOCIETY OF ARCHITECTS DOING?

*In answer to this question the President of the Michigan Society of Architects is issuing a series of statements informing the membership of the scope of activities of the Society throughout the state, and also in conjunction with The American Institute of Architects.*

### ALLIED ARTS

The architectural profession has always been closely associated with and deeply indebted to the arts allied to architecture. In much of the work done by architects these arts have been combined or included in such a manner that the successful results achieved would have been impossible without them.

On the part of the public, as well as the profession, there has been a growing and noticeable recognition of the necessary relation of the arts and crafts to architecture. Special mention has been given, in many instances to those artists and craftsmen whose work has enhanced that of the architect.

The American Institute of Architects has for a long time tendered proper recognition to foremost artists and craftsmen whose work deserved particular commendation. Its gold medal, a highly coveted award, has been bestowed upon a number of such distinguished personages. In a number of instances, owners have presented appropriate awards to those artists whose work has added interest and beauty to their buildings.

The Michigan Society of Architects wishes to encourage this growing appreciation of the allied arts, and to bring it to the attention of the public and the profession as often and as favorably as possible. Obviously the way to accomplish this is to join the profession with those arts wherever possible; to make increasing use of them, and to extend recognition to the artists and craftsmen.

The Board of Directors of this Society believes this to be an interesting and important activity. A committee of exceptionally talented members has been appointed, and is now working. You may look forward to real accomplishment in this endeavor.

—BRANSON V. GAMBER

### ARCHITECTS DISCUSS ZONING

At a joint meeting of the Detroit Chapter, AIA and the Detroit Division, MSA held at the Inter-collegiate Alumni Club, Friday evening, June 7, President Hyde of the Chapter presided and announced the subject as "Detroit's Proposed Zoning Ordinance." He introduced Mr. Harold Love, attorney, a member of the City Plan Commission who had drafted the Ordinance and Messrs. William E. Kapp and Branson V. Gamber, chairmen of committees of the Chapter and Society respectively, who had made extensive studies and recommendations.

Mr. Love stated that it was most encouraging to have the architectural bodies interest themselves in this important matter and that he believed their interests were unselfish.

A detailed discussion was held on the recommendations presented by the committee, which showed a very thorough study on their part.

A vote of thanks was extended to them and it was agreed that another meeting would be held one week hence to continue the discussion.

### A CORRECTION

Dr. William Emerson writes,

"I am interested in the mention in your issue of June 11th, of my talk on 'Why Not Beauty', but feel that in justice to Mr. McCornack the last two lines of your quotation from The Architect and Engineer should be credited to him as they were quoted from the program that he prepared for a housing competition in Louisville, Kentucky.

"That a man of his acquaintance with the realities of architectural experience in housing, schools, and other fields should sense the significance of such a statement in such a competition seemed to me of unusual interest at a time when most of our attention is focused upon the technical aspects of architectural problems."

Editor's Note:

The quotation referred to by Dr. Emerson read, "Beauty, even if it costs a little more in dollars, will pay dividends in national culture."

Accepting an appeal from the Red Cross in France, Dr. Edgar Kahn, brain specialist on the staff of the University of Michigan, will fly by Clipper to Paris Saturday, it was revealed here today.

Doctor Kahn is the son of Albert Kahn, famed Detroit architect. He expects to do brain surgery at an American hospital near Paris.



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## CHAPTER ANN ARBOR MEETING

On Friday evening, May 31st, a group of architectural students at the University, who are forming a student branch of the Detroit Chapter, joined with members for dinner.

Architects present were Messrs. Hebrard, Gamber, Swanson, Hughes, Bailey, Frantz, Bennett, Hyde, Stirton, Ditchy, Pettibone, Brigham, Stanton, Rowland, Cuthbert, Tanner, Gabler, McConkey, and O'Dell.

With several of the architects' wives and the student contingent about fifty were present.

President Hyde opened the meeting and stated that it was a privilege to return again for an annual pilgrimage to our seat of culture and learning, where the beauty of Ann Arbor, the garden spot of Michigan, is only enhanced by the rain.

He expressed a pleasure at having the students join with us in forming their plans for a student Chapter at the University, which will perhaps be the first in the country. He expressed the hope that this joint meeting might become an annual event.

He announced that this meeting was also the occasion of awarding two medals to those students who excelled in their architectural studies the past year.

The president then turned the meeting over to Dean Bennett, who welcomed the guests on behalf of the faculty. Dean Bennett called upon Henry Stanton to present The American Institute of Architects' Medal. Mr. Stanton in a brief but impressive talk presented the medal to Stanley Edward Richardson and the second award for scholarship and ability to Arthur L. Held.

The Dean next called upon Clair W. Ditchy, Regional Director of the Institute, to present the Alpha Rho Chi Medal. Mr. Ditchy stated that as a member of that fraternity he felt a great deal of warmth and pride in accepting the assignment, since it was a gesture to one who had displayed a marked degree of excellence in his studies. He stated that the recipient should bear in mind his responsibility to excel in his profession as well as in his studies. He then presented the medal to John H. Farrens.

Dean Bennett also announced that the Booth Traveling Fellowship had been awarded to William Lyman, who was at that time in the East.

Mr. Hyde reviewed the progress being made in the formation of a Student Chapter, stating that he felt that it would prove beneficial to both students and architects. He introduced Mr. Wesley Lane, who spoke on behalf of the students, giving some interesting views of what they expect to do. Mr. Lane called upon Jim Morison, son of our fellow member, Andrew Morison, who made an excellent talk indicating that the students have a keen interest and understanding as to the functions and purposes of such an affiliation.

Several other students spoke of the benefits which they hope will result in bridging the gap between student and practitioner.

The president called upon Mr. Ditchy, who in a brief outline gave some idea of the many important matters dealt with at the recent Louisville Convention, explaining for the benefit of the students something about the Institute's operations.

Branson Gamber, president of the Michigan Society of Architects, also spoke about the convention with particular reference to State Association Membership and left some good thoughts with the students about their future responsibility. He compared the awards of the evening with what might follow in later life in the way of fellowship awards in the

## DETROIT'S ZONING ORDINANCE

The time is overripe for Detroit to take a look at herself and plan a course of action which will correct the flagrant mistakes of her unplanned growth and set a change in the direction of the reconstruction which can come none too soon if we are to correct the mistakes from which we have long suffered.

With all the possible good that can be hoped for from the Zoning Ordinance, which is now being advanced as a panacea for saving real and social values, it is foolish and futile to force individual Detroiters to save 30% to 40% of their lots for light and sunshine when the city itself, in its main portion, has only one third of one percent of its area given over to space for light, sunshine, and recreation. We submit that there must be provided about fifteen percent of green area in each square mile of residential area to support what ever construction values may be placed there. The proof of this formula is all too evident to those who care to stop and look at Detroit. The method of replanning, the land policy to be adopted and the technical solutions can only be applied when this formula is recognized and adopted.

To call a political scheme for a few "super highways" a master plan, as some do for Detroit, is a folly that no self-respecting architect should allow to go unchallenged.

When The American Institute of Architects is making attacks on Building Code regulations, and openly accusing them of adding 20% to 25% of unnecessary cost to residential building—written as they are with champagne appetites, while building must be done on beer pocketbooks—Zoning ordinances which lead in the same direction only add insult to injury. We must be careful not to add unnecessary difficulties in the way of those who would build in Detroit but before all, we must provide a foundation for their confidence in the future of the city by making the composition of the city of the necessary balance to make life in Detroit worth living. Detroit's slogan puts emphasis on living forty years ago, but when we "were all getting rich" we thought a machine characteristic the better form and forgot that things human are the only things that last.

After all these years for a City Plan Commission to have no plan for Detroit, any approval that the Architects may give to a "shears and paste pot" Zoning Ordinance should be given with an appeal for more fundamental action in the form of replanning Detroit.

—F. GORDON PICKELL

## CORRECTION

In the last issue of the Weekly Bulletin the announcement of the new location and telephone number of Frank Cox, architect was in error with regard to the telephone number.

The correct number is **HOGARTH 3362**. He is located at Room 8, Robert Oakman Bldg., 4181 Oakman Boulevard, corner of Grand River Avenue.

Institute, stating that it was serious business to be faced with the necessity of making a living and at the same time living up to standards of professional practice and making contributions to architectural advancement.

He charged them with the duty of carrying on the traditions and high ideals of the Institute in the future.

Talmage C. Hughes spoke briefly on Public Information and its importance to the profession.



## MR. STOUT'S HOUSING SOLUTION

The reprint of the article on Better Housing by Mr. Stout published in the June 3rd issue of the Bulletin and your notes regarding it interests me very much. I agree with all you say about this article. In fact, I thought the same way five years ago when practically this same article was published in the Detroit Free Press. (the clipping enclosed.) Now, it seems to me that since Mr. Stout made all these statements five years ago he might have done something about it in the meantime, but I have failed to see that he has done anything to solve the low cost housing problem.

—HAROLD H. EHLERT

\* \* \*

From The Detroit Free Press,  
January 20, 1935

There will be a revolutionary change in design, use of materials and methods of construction of houses in the near future, William B. Stout, president of the Stout Engineering Laboratories, told the Brokers' Division of the Detroit Real Estate Board last Wednesday.

Basing his opinion on the tremendous progress made through research in the automotive field, which has developed a great reserve of ideas and facts that will have a definite influence in the field of home building, Mr. Stout visualized the house of the future as smaller, more compact in arrangement, completely with smaller heating units, walls of two or even one-inch thickness providing thorough insulation, and largely prefabricated by quantity production.

"The automobile has created a new psychology and new economics through a greater understanding and acceptance of the value of quick obsolescence," he said. "Obsolescence formerly was considered a waste, but in the light of facts developed by research, which has made possible replacement by something of greater utility, and by new methods we have created industrial progress, greater wealth in the form of better methods of living, better environment, better wages, better everything.

"A product should be made by the generation that uses it or it is out of date. We are living today in houses created by labor of a previous generation. There is not a house in Detroit that is not out of date and those built this year will be out of date next year. The development of new products for the home, new bathroom fixtures, new kitchen equipment, etc., make for quick obsolescence.

"The essence of quick obsolescence is less expense. By volume or quantity construction prices will be kept down. The house of the future has got to do what houses do not provide today. It will not be designed by an architect nor will it be approved by real estate men, because it will contain things and utilize methods that are not approved today."

"For instance, when will a really serious attack be made on the building codes?

"Nearly all building codes in America are detailed specifications and not regulatory statutes to guarantee safe and healthful conditions in buildings.

"From my own experience it is my belief that the building codes are responsible for about 20% more cost than is necessary to provide buildings which are safe and sanitary for intended use."

— WALTER R. Mc CORNACK, Chairman, A. I. A. Committee on Housing.

## ADEQUATE PUBLIC INFORMATION

Editor's Note: The following article by William Orr Ludlow, chairman of the Committee on Public Information, American Institute of Architects, appeared in the March issue of "The Octagon" official journal of the Institute. The Bulletin republishes it because it believes that the points apply as well to sections of the various State associations of registered architects, and because far too many architects underestimate the importance of a sustained, professionally correct, program of publicity.

Why is it that the public generally doesn't understand what an architect is or know what the services of an architect are? Whose fault is it?

Why is it that in common opinion architects are classed with contractors and business men, instead of with doctors and lawyers? We sometimes take the aggrieved attitude of being the victims of misrepresentation, but if we are to be frank about it, we must admit that the opinion that people have about us is formed not so much by what others say about us as by what we do—or do not do—ourselves.

I want to make a few comments derived from observations that have come from three years of some first-hand experience in trying to spread public information, and, if I am entirely frank I may be most useful.

My first observation is that, although I have yet to find the architect who does not agree that more public information is essential to our well being, both as individuals and as a profession, yet—with several brilliant exceptions—strange as it may seem, most of our chapters are doing little about it.

Here are some of the reasons that I have gathered, and I am giving them with the hope that some of us may re-examine our possibilities.

"Too few meetings; our members are widely scattered. Unfortunate! The very life of a chapter is in the getting together of its members for discussion and action on the things that vitally concern the architect individually and architects as a group. Question—Might your meetings be made more helpful and more interesting, and so attract more members to more meetings?

"Too busy with our private practice." This raises the point, whether, even from self-interest, it is not more profitable to devote some time to improving conditions by acting with the group; whether a man will not really get more business by taking part with the group; perhaps by interesting himself in civic and social matters of his own community.

"Our local press will not co-operate." Does this lead to the question—"Have you tried anything but the mail to reach the editors; have you cultivated the acquaintance of editors; have you invited local editors to attend and speak at Chapter luncheons?

"The press wants news; we have no news." The answer is simple—we must make more news. Have we architectural exhibitions to tell about? Do we sponsor or participate in Home Shows? Do we offer to speak at school assemblies on "Architecture as a Vocation"? Do we suggest civic improvements and help carry them out?

"We don't know how to go about 'public information'." James T. Grady, The Institute Publicist, has offered to help any of our chapters with suggestions and information on this subject, and The Institute Committee on Public Information has as its major objective this same thing.



We have 71 chapters, and affiliated with the Institute are several State associations; if these groups would make a major issue of public information, not *occasionally*, but *persistently*, it is my belief that the architect would soon have little reason to complain that the architect and architectural service are unknown to the public.

And now, having recounted a few of our faults and hardships, there is left to mention one thing of greater importance than any of these. Perhaps it is true that the world war and its aftermath have degraded the morals and the ethics of the world, but if I am not mistaken, it still remains eternally true, that progress, success, happiness are all dependent on our attitude toward truth and sincerity, and that the architectural profession will enjoy progress, success and happiness in just the measure that it does its work with high sincerity and honor. We have set down for ourselves through The Institute, a statement of the ethics of our profession; perhaps the most important thing we can do for "public information" is to determine to live up to the standards we have set.

I believe that we, as individuals, and we as gathered in chapters, can do no greater service to ourselves, to the public and to architecture than to give a renewed and continuing insistence to the Standards of Practice—our own statement of what we believe is just and honorable.

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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.  
2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers, Royal Theatre. Bids due June 14—Superstructure.  
1,500-seat Theatre, Dearborn, Mich., Superstructure, Bids closed.  
Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.  
Prep. plans for Alt. & Add. to 6 stores, Alexandrine & Brush. Also plans for 4 stores, 7 Mile Rd. & Lappin.  
**BARNES, C. F. J.**, 415 Brainard Street, Detroit, Mich.  
Medical Clinic and Store Bldg., 40x100' Contract let soon.

**BENNETT & STRAIGHT**, 13526 Mich. Ave.  
Bleacher—Ecorse High School W.P.A. project.  
Taking fig. on Det. Oestopathic Hospital Laundry.  
**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower, Detroit  
Chelsea, Mich., factory bldg., Gen'l. Con. let to O. W. Burke Co.; El. - Haughton Co.; Steel - R. C. Mahon; El. Wk. Johnson-Larsen Co.  
Prep. plans for res. Mt. Clemens. Private bids, ready about July 1st.  
Remodeling warehouse bldg. on Woodbridge into factory bldg., ready about June 15.  
Making sketches for Country Club, 60'x140'.  
Prep. plans to remodel store bldg. at Saginaw, ready about July 1st.  
Prep. plans for store bldg., Pt. Huron, 70'x100', ready July 1st.

**DEROSIERS, ARTHUR**, 1078 Macabees Bldg.  
Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke.  
Plans for Rectory—Resurrection Parish.  
Bids due June 15—Greek Orthodox Church of the Assumption.  
Plans for 6 rm. school, 10 Mile Rd. St. Michael's Par.

**DITCHY-PERRY-SIDNAM**—706 Lincoln Bldg.  
Res. 60x25—Palmer Woods Sub.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.**

Plan for Theatre—McNichols & 7 Mile Rd.  
Store 30x65 C. F. Smith Co., Puritan Ave.—Con. let to Misch-Gellash Co.  
Also C. F. Smith Store, Schoolcraft; Con let to R. H. Hidey.

Three C. F. Smith Stores, taking fig.  
Plans for two additional stores—C. F. Smith Co.  
Taking fig.—Unloading dock—Farm Crest Bakery.

**DONALDSON & MEIR**—1601 Wash. Blvd. Bldg.  
Bids due June 17—Church, St. Bridget's, 2 Detroit contractors figuring.

**GABLER, C. L. T.**, 616 Murphy Bldg.  
Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures and soundproofing walls.

Addn. to res. on Haggerty Rd. between 8 & 9 Mile Roads.

Bids closed on Res. Huntington Woods.  
Van der Meer res., 30x40, Huntington Woods, bids due May 12th.

Prep. plans for addn. to res., cor. 9 Mi. & Haggerty Rds., Northville.

Prep. plans for remodeling of 7 floors of a downtown store.

**GARSTECKI, WALTER F.**, 9128 Livernois Avenue, Detroit.

Prep. plans, Doctor's Clinic, 2 sty. & bsm., 25'x65', Michigan & 51st. Ready June 15.

Prep. plans, Caretaker's Res., St. Hedwig Cemetery. Res., Aviation Field Sub.

**HARLEY & ELLINGTON**—1507 Stroh Bldg.  
Bids closed June 11, Horace H. Rackham Educational Memorial

**HERMAN & SIMONS**—712 Owen Bldg.  
Fig. (by invitation) Activities Bldg., — Our Lord Parish—closed.

**JAMESON, LAWRENCE B.**, 8580 Jos. Campau  
Plans for Garage, 100' x 175' 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.

**KEYES, HUGH T.**, 748 Free Press Bldg.  
Alt. to Res. for Emory L. Ford; Gen'l. con. let to J. A. Moynes.

**MALCOLMSON, CALDER & HAMMOND, etc.**  
Prep. sketches for add. to Dexter Baptist Church.  
**SORENSEN, CHESTER N. CO.** 2nd fl. Industrial Bk. Bldg.

Plans for Peace Lutheran Church, completed about June 15.

**MERRITT & COLE**—1111 Collingwood  
Prep. sketches, Add. Westminster Presbyterian Church, Lansing.

Sketches, Jehovah Lutheran Church, Greenfield Rd. & Outer Drive.

Taking fig. about June 15 - Funeral Home, Mt. Clemens, Local contractors.

Also fig. about June 20, Bethesda Lutheran Church, Evergreen Rd.

Also Medical Clinic, Mack Ave., G. P. Farms.

**STAHL, JNO.**, 820 Francis Palms Bldg.

Baptist Church, Hastings St., revising plans.

**WRIGHT & ROGVOY**, 929 Fox Bldg.

Plans for Melvindale Theatre & Stores ready for fig. about June 1., Held over.

Res. for Mr. & Mrs. Levy, Dundee Ave., con. let. New Lobby, Farnum Theatre, Taking fig., con. let.

Alteration, Market Place, 1026 Clay ave., con. let. Alt. to Briggs Hotel.

What is the Society Doing? — Read the series of messages by President Gamber, on the front page of the Bulletin — then pay your dues — \$3.00 to March 1, 1941.

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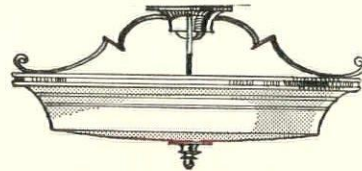
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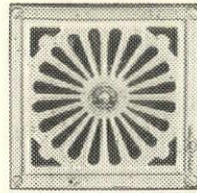
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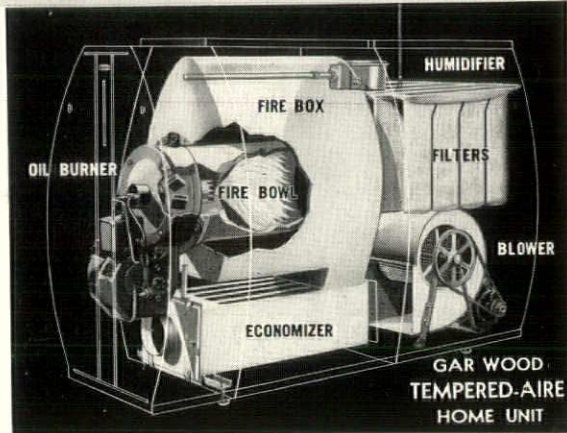
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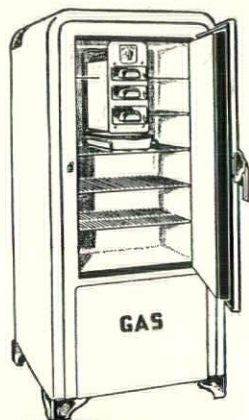
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# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

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Volume 14

DETROIT, MICHIGAN, JUNE 25, 1940

No. 26

## WHAT IS THE MICHIGAN SOCIETY OF ARCHITECTS DOING?

*In answer to this question the President of the Michigan Society of Architects is issuing a series of statements informing the membership of the scope of activities of the Society throughout the state, and also in conjunction with The American Institute of Architects.*

### HISTORIC ARCHITECTURE IN MICHIGAN

The Historical American Building Survey which began in 1934, and which is still being continued in certain parts of the country, awakened a lively interest in recording and preserving historic buildings, sites and monuments. The architectural profession is particularly interested in this work, and through its efforts a vast amount of this material was measured, photographed and recorded. An imposing collection of records is now in the Library of Congress for the use of architects, students, governmental departments and the general public.

In 1935 Congress enacted legislation empowering the Secretary of the Interior, through the National Park Service, to make surveys and other investigations regarding historic American buildings and to arrange for this preservation by contract, acquisition, or other means. This legislation has been acquired largely through the active effort of the American Institute of Architects, cooperating with the Department of the Interior and the Library of Congress.

The buildings considered have been selected for measuring, photographing and recording in the approximate order of their historic and architectural importance in their districts. This record has been made as a form of insurance against loss of data through future destruction, and also as a contribution to the study of historic architecture.

Universities and schools of architecture have quickly realized the educative value of this survey work, both to the men who measure and draw, and to the future students of the documents so made. For several years these institutions have been building up a system of collaborative student thesis work on the Survey; or have actually contributed funds, administrative services, drafting space and supplies.

Through all of this work and the continued activity of such a survey, the products to be expected are:—the education of owners in the community value of such buildings, with resultant care for preservation of historic monuments, and a more accurate and wider appreciation of American architecture, and its historical implications.

While many of the historic buildings in Michigan were measured and recorded during the two year period of the Survey, a great deal of material is still available for this purpose, and some of it is in danger of destruction by neglect, fire or the encroachment of business enterprise. It is hoped that some method may be devised whereby this work of recording can be continued under the direction of the architectural profession in Michigan.

A committee on Preservation of Historic Architecture in Michigan has been appointed by this Society, and is now studying the problem. We know that you are interested, and your suggestions will be appreciated.

BRANSON V. GAMBER

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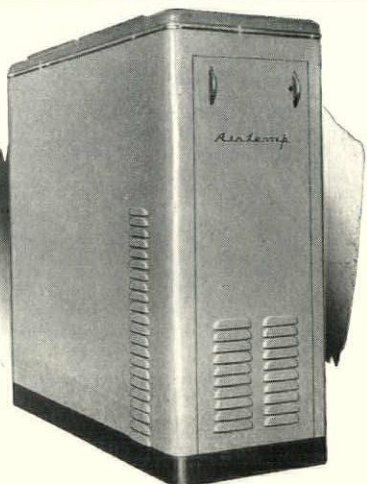
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## CALL FOR HELP

The word has gone out to the chairmen and members of the eight principal committees of the Michigan Society of Architects. They have been requested to sign and return the self-addressed post-cards furnished them in order to indicate their acceptance of the invitation.

The response from the great majority has been remarkably prompt, and therefore gratifying. Comparatively few have delayed, including one or two chairmen. It is to them that this appeal is directed. Come on in!

There are sixteen committees of the society with a total membership of one hundred. These men have been carefully selected, and in several cases the committees are at work. There is need of action on all fronts, and in all of the seven divisions of the Society.

Please send in those few cards — now

Branson V. Gamber

## ARE YOU INTERESTED?

On June 7th there was a joint meeting of the Detroit Chapter, A.I.A. and the Detroit Division, M.S.A. There were about forty members present, and one of the City Plan Commissioners, Mr. Love, was there to explain the proposed Zoning Ordinance for Detroit. It was an excellent meeting, and a great deal of interest was shown, with plenty of constructive criticism and good suggestions.

It was necessary to call a second meeting which was held on June 14th. Only eleven members were present and Mr. Herbert Russell was there representing the City Plan Commission. Although the attendance was pitifully small, the same interest was shown and helpful suggestions were forthcoming.

The time for action is now so short that no further meetings may be called. All architects in Detroit will be affected by this Zoning Ordinance, if it is passed, and they should be especially concerned as to its provisions and requirements.

If you are interested, study this ordinance, and send any comments or criticisms you may want to offer to William E. Kapp or to Branson V. Gamber, before July 1st.

Don't wait — do it now!

## SECOND GOLF OUTING

Architects-Builders & Traders

TUESDAY, JUNE 25, 1940

Forest Lake Country Club

To reach Club drive out Woodward to Square Lake Road, turn left and keep going until you cross Telegraph; or out Northwestern Highway to Telegraph, turn right to Square Lake Rd. then left to club—follow sign.

CHARGES—Golf . . . Dinner . . . Prizes . . . \$3.25

FELLOWS—You did nobly at Orchard Lake—Sorry it rained—but this is another day and a very swell new place for us. You will all love it. YOURS TRULY IS ON THE SPOT FOR 100 DINNERS — GUARANTEED — SO PLEASE COME OR I WILL HAVE TO PASS THE HAT AROUND. YOU MUST COME!!

Wm. F. Seeley, Golf Chairman

I had such a pleasant day yesterday with Mrs. Curtin Winsor and her two children. She has just taken over a new house and I can never see a house being done over without wanting to have a hand in it. I think I would have enjoyed being an interior decorator.

—Eleanor Roosevelt

## EIGHT GOOD REASONS

Mr. W. J. Ziegenhein of Russell & Erwin manufacturing Company writes:

The pamphlet issued by The American Institute of Architects entitled, "8 REASONS WHY YOU SHOULD EMPLOY AN ARCHITECT," has just come to our attention.

You will be interested to know that we are enclosing a reproduction of this pamphlet in the new booklet, "RUSSWIN Residential Hardware of Distinction," which we have just issued for direct mailing to over 100,000 prospective home builders throughout the country.

A copy of the booklet enclosed in a gray envelope is being mailed to you under separate cover. We ask that you watch for its arrival.

Our good friend and able chairman of the AIA Public Information Committee deserves an extra feather in his cap for this accomplishment. The leaflet mentioned contains the following:

## EIGHT REASONS WHY

You Should Employ An Architect

- I—In illness one needs a Doctor; in legal matters a Lawyer. A building with its infinite variety of modern facilities for comfort and health and its claim for beauty needs the Architect.
- II—The Architect has expert knowledge of building materials and construction methods, and how best to plan for the installation of plumbing, heating, lighting and insulation.
- III—A building is a better investment if well planned and attractive in appearance. Only the trained Architect can make it so.
- IV—Both Owner and Builder depend on competitive bidding for fair prices. Fair competitive bidding depends on complete plans and specifications drawn by an Architect.
- V—The Owner needs the supervision of an expert unbiased by commercial considerations to pass on the quality of the materials and workmanship going into his building.
- VI—It needs no argument that the Owner's interests are best served by the Architect who has devoted years to special training for his work and therefore must be more intelligently qualified than the man with other interests, obligations and training.
- VII—From start to finish of a building operation the Architect is the Owner's professional adviser and representative—in drawing contracts, complying with building codes and lien laws, certifying building charges, and seeing throughout that the Owner gets what he pays for.
- VIII—Architectural services are a small fraction of the total cost of building. A good Architect often saves the Owner a sum much larger than his fee.

Committee on Public Information of  
THE AMERICAN INSTITUTE OF ARCHITECTS  
The Octagon, Washington, D. C.

## DIVISION FALL MEETINGS

Arrangements are being made to have at each of our meetings a very interesting speaker. Lee Schowalter has secured Earl W. Pellerin, recipient of the Edward Langley Scholarship who will report on his travels in Europe, showing sketches and photographs.

Any member who would like to suggest other speakers should communicate with Al Herman, Frank Wright or Lee Schowalter.



## INCOMPLETE ARCHITECTURAL SERVICES

By *Addrian N. Languis, A.I.A.*

A paper prepared for the Institute's seventy-second Convention

To Mr. Charles F. Cellarius, in charge of the program including this subject Mr. Languis wrote:

I sincerely regret that circumstances beyond my control make it impossible for me to attend the American Institute of Architect's Convention at Louisville, and personally present some of the problems of the architect and the State on the subject of "Incomplete Architectural Services."

I am attaching a letter on the subject which you can read during the round table discussion. My greatest difficulty in preparing the letter was to keep the contents within the allotted five minute period. A subject as universally debated and with as many "pros" and "cons" as this one has should stimulate a lively discussion.

My decision to prepare a letter and allow it to be trampled upon by the "thundering herd" without my personal support and protection, was made in one of my weaker moments. I sincerely hope you have an enlightening and constructive discussion.

### THE ARCHITECT AND THE STATE

Mr. Cellarius and Fellow Members of the American Institute of Architects:

I am especially pleased to present some of the problems on The Architect and The State on the subject of "Incomplete Architectural Services." The topic is of particular interest to me because I have been compiling data on a similar subject. Unfortunately my survey is still in its formative stages, however, I have communicated with every State in the Union and have found that many states operate and are confronted with problems of planning, coordination and control similar to the ones we have in Michigan. (Incidentally my survey shows that most States, including my own, do not have a central state owned and operated Division or Department of Architecture who prepare drawings and specifications for all state construction.) Michigan has tried and experienced three distinct types of architectural service.



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3. Complete architectural service from private architects.

Our experience definitely indicates that each type of service has distinct advantages and disadvantages. We have found that the function of government necessitates a State Construction Agency and that this Agency conflicts and duplicates part of the complete professional service rendered by the private architect. We are firmly convinced that "Incomplete Architectural Service" offers the most favorable solution to many problems. If it is properly studied and analyzed it can be solved to the mutual advantage of both the architect and the state.

Let us compare the function of the private architect furnishing full architectural service, with the operation and duties of an efficient State Agency vested with the authority to construct and maintain buildings for state institutions, departments or commissions.

**FIRST**—Full professional service as defined in contracts executed between the architect and the state, and outlined by the Institute consist of:

- (1) Preliminary studies, including necessary conferences, and the preparation of preliminary sketches.
- (2) Working drawings and specifications, complete, ready for taking bids.
- (3) Complete and continuous supervision of the work, including the taking of bids, the preparation of large scale and full size details, the checking of shop drawings and the issuance of certificates of payments.

**SECOND**—The purpose and duty of a State Construction Agency (not primarily interested in the preparation of drawings and specifications, but dealing with expenditure of public funds) is to apportion the tax dollar for construction and maintenance—effectively—efficiently and economically. This can only be accomplished by an intelligent, common-sense system of long range planning, coordinated with the existing buildings and utilities of each of the various institutions, departments or commissions, and by a perpetual analysis showing the comparative efficiency of their design and operation.

The long range planning, coordination, and operating analysis must be vested in a single continually operated department or division. The information and data is of primary importance in the development of budget requirements for construction and maintenance, and to properly and justly apportion legislative funds where they are actually needed.

State Construction Agencies have competent personnel, with years of experience in planning and construction, familiar with the important problem of design, detail and supervision. Conflication and duplication of service between the architect and the state occurs on preliminary studies and complete and continuous supervision.

In addition to this problem we find that many State buildings have been, and will continue to be, constructed with patient and inmate labor, or with the assistance of the Works Progress Administration. This method of constructing buildings is radically different than constructing buildings under general contract, in that it forces the State Agency to operate as a contractor. The usual architectural documents and supervision cannot be efficiently used, because all materials are purchased directly by the Agency and because the type of available labor usually requires double and triple the time to complete the work.

In conclusion, I feel that the architect should recognize certain basic functions of the State Construction Agencies and that they should make a sincere effort to present a plan of Incomplete Architectural Service. If this is accomplished and presented in a spirit of cooperation, I am sure it would receive unanimous support of State Government. It may also tend to abolish all state offices furnishing complete architectural service.

## WORLD FAIR BUILDING IS MAGYAR TRIUMPH

The Hungarian building at the World Fair in New York presents an interesting phase of decoration of the Magyars. The woodwork of the building is painted bright blue and bright peasant decorations predominate. The rustic furniture has seats woven of cornhusks. Modern handicrafts include interesting work on silver, ceramics, hammered metals and fabrics—particularly printed linens. Large decorative tiles are outstanding high spots in the collection.



## ARCHITECTS DISCUSS ZONING

A second meeting on the subject of Detroit's Proposed Zoning Ordinance was held by the Detroit Chapter, A.I.A. and Detroit Division, M.S.A. at the Intercollegiate Alumni Club on June 14th.

Mr. Herbert L. Russell, City Planner and Secretary of the Detroit City Plan Commission, was present and rendered a valuable service in assisting members to prepare their recommendations.

Arthur K. Hyde, president of the Chapter, presided and reviewed the proceedings of the previous meeting on this subject. In response to Mr. Hyde's request, Mr. Russell spoke of the whole program as one which had received a great deal of consideration but which he said was not necessarily final. He expressed a great deal of confidence in the architects and engineers, saying that he valued their suggestions because they are well-qualified to pass upon such a problem.

Regret was expressed that time does not permit any lengthy study but architects were urged to read the draft and send their suggestions to Messrs. Kapp or Gamber, representing the Chapter and the Division.

## SCHOOL ARCHITECT CONTEST

*Alpena News, 5-29-'40*

Members of the Board of Education went this week on a junket to Detroit and elsewhere, inspecting school buildings for ideas that may be applied in connection with the construction of a new high school building, now under consideration, to replace the old Central structure destroyed last month.

It has not been determined just what kind of building will be erected, when the very necessary but still unavailable funds are provided for it. The architect who would design the structure has not yet been selected.

A friend, of the schools the other day suggested that the job be given to the architect successful in a state-wide competition for the distinction. Small sums would be set up for first, second and third prizes. The real plum of the first prize of course would be the commission to design the building. He suggests that a jury be selected by the American Institute of Architects, the jury probably being made up of out of state architects, who would of course be guided by the schools trustees' judgment as to the design best suited to local needs. The fee to be paid the winning architect would be five per cent, which would cover the cost of supervising the progress of the work.

The architects' contest idea, not a new one, is said to have been utilized with notable success in connection with public building projects in a number of cities.

**What is the Society Doing?** — Read the series of messages by President Gamber, on the front page of the Bulletin — then pay your dues — \$3.00 to March 1, 1941.

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## PM MAKES ITS BOW

We are in receipt of a special preview copy of PM, New York's first new daily paper in sixteen years. Climaxing several months of unprecedented pre-publication curiosity was an advance order and subscription figure of more than 170,000.

Under the editorship of Ralph Ingersoll, who was important in building *Fortune*, *Time* and *Life* and *New Yorker* magazines, PM is slightly smaller and squarer than the ordinary tabloid size, fully stapled for better handling, with several pages in color. The PM daily will be published five days a week, Monday through Friday, in 32 pages, at 5c; on Saturday afternoon and Sunday PM's Weekly, 64 pages, will sell for 10c.

For three weeks prior to premier date PM's staff of top newsmen were swung into full working routine by publishing a complete daily edition. Carrying no paid advertising and inaugurating several new departments PM presents a wide departure from the orthodox newspaper routine. A staff of experts summarize and digest the information contained in the ads of the other papers of the same day; and news on unadvertised bargains is contained in the unique News for Living section, devoted completely to the interests of the reader.

News from the United Press and from the PM staff will be departmentalized into New York, Foreign, Sports, and Financial categories. Minor stories which often consume much newspaper space are summarized as bulletins. With more than 50% of the total space devoted to photographs and original sketches, PM will also give extended coverage to news on labor, the radio, and the press.

Among the well-known staff members are George H. Lyon, managing editor; Margaret Bourke-White, special photographer; Robert Neville, foreign news editor; and Elizabeth Hawes, editor of the News for Living department.

PM was conceived more than a year ago when Ralph Ingersoll founded Publications Research, Inc. and, through his personal efforts, raised \$1,500,000 for the publishing of PM; Mr. Ingersoll was given a blanket contract to edit and publish the paper with complete freedom of thought and action.

Included in the list of stockholders are: Marshall Field III, Mrs. Ruth Pruyn Field, Lessing Rosenwald, Mrs. Marion Rosenwald Stern, Howard Bonbright, John Hay Whitney, Chester Bowles, Harry Scherman, M. Lincoln Schuster, Gerrard Winston, Philip K. Wrigley, E. Huntington Hartford, Mrs. Dorothy Thompson Lewis, Mrs. Elinor Steiner Gimbel, Deering Howe, William Benton, John L. Loeb, and Ralph Ingersoll.



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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.

2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers, Royal Theatre. Bids closed. 1,500-seat Theatre, Dearborn, Mich., Superstructure, Bids closed.

Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.

Alt. & Add. to 6 stores, Alexandrine & Brush. Bids due June 24. Also plans for 4 stores, 7 Mile & Lappin.

**BAUER, LEO M.**—534 Free Press Bldg.

Taking fig. by invitation on Alt to Fisher School—Plymouth, Mich.

**BARNES, C. F. J.**, 415 Brainard Street, Detroit, Mich. Medical Clinic and Store bldg., 40x100'. Held over temporarily.

**BENNETT & STRAIGHT**, 13526 Mich. Ave.

Bleacher—Ecorse High School W.P.A. project.

Taking fig. on Det. Osteopathic Hospital Laundry, soon.

Plans for 1200-seat Theatre, Birmingham, Michigan, ready about July 20.

**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower, Detroit Chelsea, Mich., factory bldg., Gen'l. Con. let to O. W. Burke Co.; El. - Haughton Co.; Steel- R. C. Mahon; El. Wk. Johnson-Larsen Co.

Prep. plans for res. Mt. Clemens. Private bids, ready about July 1st.

Remodeling warehouse bldg. on Woodbridge into factory bldg., Bids closed.

Making sketches for Country Club, 60'x140'.

Prep. plans to remodel store bldg. at Saginaw, ready about July 1st.

Prep. plans for store bldg., Pt. Huron, 70'x100', ready July 1st.

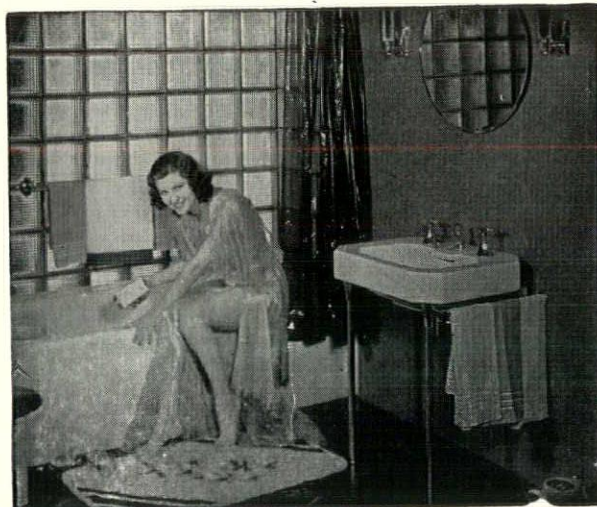
**DeROSIERS, ARTHUR**, 1078 Macabees Bldg.

Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke.

Rectory—Resurrection Parish. Taking fig.

Bids —Greek Orthodox Church of the Assumption—closed.

Plans for 6 rm. school, 10 Mile Rd. St. Michael's Par.



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**GIPFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.**

Plan for Theatre—McNichols & 7 Mile Rd.

One C. F. Smith Store—Con. let to De Serano.

Plans for two additional stores—C. F. Smith Co.

Taking fig.—Unloading dock—Farm Crest Bakery.

**DONALDSON & MEIER**—1601 Wash. Blvd. Bldg.

Bids due June 17—Church, St. Bridget's, 2 Detroit contractors figuring.

**GABLER, C. L. T.**, 616 Murphy Bldg.

Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures and soundproofing walls.

**GARSTECK, WALTER F.**, 9128 Livernois Avenue, Detroit.

Prep. plans, Doctor's Clinic, 2 sty. & bsm., 25'x65', Michigan & 51st. Ready June 15.

Prep. plans, Caretaker's Res., St. Hedwig Cemetery. Res. Aviation Field Sub.

**HARLEY & FULLINGTON**—1507 Stroh Bldg.

Horace H. Rackham Educational Memorial. Bids being revised.

**HERMAN & SIMONS**—712 Owen Bldg.

Fig. (by invitation) Activities Bldg., — Our Lord Parish—closed.

**JAMESON, LAWRENCE B.**, 8580 Jos. Campau

Plans for Garage, 100' x 175' 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.

**MALCOLMSON, CALDER & HAMMOND, etc.**

Prep. sketches for add. to Dexter Baptist Church.

**SORENSEN, CHESTER N. CO.** 2nd fl. Industrial Bk. Bldg.

Plans for Peace Lutheran Church, completed about June 15.

**MERRITT & COLE**—1111 Collingwood

Prep. sketches, Add. Westminster Presbyterian Church, Lansing.

Sketches, Jehovah Lutheran Church, Greenfield Rd. & Outer Drive.

Taking fig. about June 15 - Funeral Home, Mt. Clemens. Local contractors.

Also fig. about June 20, Bethesda Lutheran Church, Evergreen Rd.

Also Medical Clinic, Mack Ave., G. P. Farms.

**STAHL, JNO.**, 820 Francis Palms Bldg.

Baptist Church, Hastings St., revising plans.

**WRIGHT & ROGVOY**, 929 Fox Bldg.

Plans for Melvindale Theatre & Stores ready for fig. about June 1. Held over.

Res. for Mr. & Mrs. Levy, Dundee Ave., con. let. New Lobby, Farnum Theatre, Taking fig., con. let.

Alteration, Market Place, 1026 Clay av., con. let. Alt. to Briggs Hotel.

## PRODUCERS' ANNOUNCE NEW BULLETIN

The Producers' Council, Incorporated, 142 E. 42nd Street, New York City, announces a new Bulletin, No. 35 including information on products by Crane Company; Curtis Companies, Inc.; General Electric Company; Insulite; International Nickel Company; National Electrical Manufacturers Association; Pecora Paint Company; Pittsburgh Plate Glass Company; Richmond Screw Anchor Company; The Stanley Works; Stran-Steel Division; Structural Plate Products Institute, and Vermont Marble Company.

The Bulletin, a service to the technical professions, is mailed to a list of 9,000 and can be obtained by others upon request.

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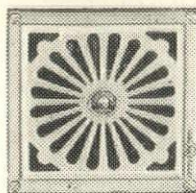
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