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WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

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No. 27

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.

THE SMALL HOUSE

For many years the architectural profession has studied the small house problem, and a tremendous amount of work has been done to devise a satisfactory method whereby proper and adequate architectural services may be made available to the many who are planning to build a home of modest size. Perhaps more has been written and published on this subject than on any other matter of interest to the profession.

The American Institute of Architects maintained a Small House Service Bureau for a period of many years. By means of this service excellent plans, prepared by Architects, were furnished at a nominal cost to those desiring to build, but who thought they could not afford the complete services of the practicing architect. The Institute has also had a sub-committee on the Small House Problem until recently. This problem has been the subject of much lively debate at a number of Institute Conventions in former years.

The latest development in the solution of this problem is a cooperative program of the American Institute of Architects and the Producers' Council, Inc. with the Federal Home Loan Bank Board. Its purpose is to forward and promote the Federal Home Building Service Plan in selected areas throughout the country. If this plan operates successfully, and there is every reason to believe that it will, the work will be continued on a broader base through the co-operation of the local chapters of the Institute.

This Plan is designed to establish dependable value in the small house field by fostering carefully planned and supervised construction. Through development of local facilities and through local firms, the prospective owner of a small home is offered a competent architectural design and specification service rendered by a local architect, and construction supervision which may be given either by an architect or other qualified technician.

When the home is constructed under the Plan's required procedures, it is registered on the records of the Federal Home Loan Bank Board in Washington, D. C. and a "Certificate of Registration" is issued which evidences quality and bespeaks lasting value.

Most architects in private practice have felt that they could not engage in the design and supervision of small houses, for a number of reasons, and particularly from the standpoint of inadequate compensation for their services. The individuals who desired to build a small home have believed that they could not afford to employ an architect and pay him the required professional fee. In their necessity they have turned to the free or low-priced plan services offered by newspapers, magazines, lumber and other building supply dealers, and to the builders.

The value of most of these plan services is poor or at least questionable, and in no case of this kind is the home owner given the benefit of careful supervision. Many of the features which should be incorporated in the small home are lost by improper planning and inadequate supervision. The need for the architects' skill in planning and design, and his knowledge and experience in supervision has been demonstrated in thousands of instances. The evidences of this need and frustration are abroad throughout the land.

Has the architectural profession found the solution to this problem? There have been many attempts made to solve it, and the efforts of the profession in that direction are continuing. It may be that the Plan described above will give to the building public in the small house field what is so evidently desirable and necessary. It will take time and the successful operation of the Plan to determine that question fully.

In the interim the architectural profession will not be idle or marking time. In the interest of the public and the profession this problem will be studied until the best solution is found. In this nation of home-owning and home-loving people, the best that this profession can offer will be given.

The Michigan Society of Architects is definitely interested in continuing the work of the Small House Committee, and it is now giving its attention to this subject. Your advice and suggestions will be of assistance to the committee, and may be helpful in finding a satisfactory answer to this question.

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ALLIED ARTS

Pending further developments and approval of the various people concerned, we are making the following arrangements.

Professor Hebrard, chairman of the Allied Arts Committee of the Detroit Chapter, A. I. A., and his committee, joined forces with our committee, as we are both trying to achieve the same ends and felt we could accomplish more by collaboration.

At a meeting of the joint committee, held June 13th, which was attended by Branson Gamber, we discussed:

1. The possibility of holding a collaborative exhibition of architects, landscape architects, painters, sculptors and other allied arts, that would be shown in the major cities of the state, through the co-operation of civic authorities.

2. Previous to and during the period of exhibition, provide radio speakers for publicity and educational purposes.

We are in the process of contacting the heads of such organizations, who would supervise the section of allied art, and will arrange a meeting of these various people with our committee as soon as feasible, to initiate a program to carry out the above ideas.

J. ROBERT F. SWANSON, Chairman,
Committee on Allied Arts,
Michigan Society of Architects

STATE ASSOCIATIONS

Many State Associations or Societies exist and seem self-sufficient, but it is folly to assume that their position is not made stronger, and the services to their members extended by a national organization. A case in point is the recent meeting of the State Associations prior to the American Institute of Architects Convention. The exchange of experiences, discussions of publicity program, legislative problems, and the like, brought out considerable mutual interest. So much so that particularly the Mid-West group, consisting of Ohio, Michigan, Indiana, Kentucky and Iowa to be invited, have found their interest so common that a general call is being planned for all architects in this region for some weekend the middle of September, with Cranbrook as the suggested meeting place, at which meeting it is hoped to establish a definite and detailed program of mutual cooperation in the interest of us all.—Ill. Soc. of Archts'. Bulletin.

WRITTEN IN BLOOD

When the University of Louvain library was rebuilt in 1928, from contributions made by thousands of American students, Whitney Warren the great architect, wished to inscribe over the facade "Furore Teutonico Diruta; Dono Americano Restituta," interpreted as:

"Destroyed by German fury; restored by American generosity." Warren was finally overruled by those who believed that the bitterness of the war in which Louvain was destroyed in 1914 was best forgotten. The inscription was omitted when the new library was dedicated, July 4, 1928.

Twelve years later the Germans are writing their own inscription, writing it not in neat Gothic letters, but in blood and fire.

SAARINEN HONORED

Eliel Saarinen, president of Cranbrook Academy of Art, was awarded the degree of Doctor of Arts by Harvard University at the conclusion of its 304th year on June 20.

Among other recipients of honorary degrees were Secretary of State, Cordell Hull, Carl Sandburg, poet and biographer of Abraham Lincoln.

JULY 2, 1940

STUDENT CLINIC

The Ann Arbor Division of the Michigan Society of Architects has established in connection with the University of Michigan, College of Architecture and Design a student clinic to serve the small home field, it has been announced.

In the past this type of work has not gone through architects' offices but has been handled through other channels it is said by Dean Wells I. Bennett, in explaining that both practitioners in Ann Arbor and the staff of the school had set up the Clinic on an experimental basis.

The cost of any work undertaken will be strictly limited and will include a number of inspections, all of which should result and in additional training for the students and a betterment in the design of small homes. Eventually this should result in directing more of this work to practicing architects' offices.

Considerable interest has been taken by the public in this plan which was developed by a series of meetings last winter.

VANDERBILT MANSION SOLD

The final surrender to trade has been marked on New York's Fifth Avenue by the passing of the seventh and last of the famous Vanderbilt Mansions, the home of Brig. Gen. Cornelius Vanderbilt at Fifth Avenue and Fifty-first Street. The once fashionable brown stone dwelling has been purchased by the Astor Estate and will be replaced by a commercial building.

The property, situated across the street from St. Patrick's Cathedral and Rockefeller Center, is assessed at \$100,000 for the building and \$2,350,000 for the land.

Overshadowed by towering structures the house, with its \$25,000 bronze doors and valuable art treasures, was built in 1880 by William H. Vanderbilt. It was once occupied at a reported annual rental of \$50,000 by Henry C. Frick.

In 1916 Brig. Gen. Vanderbilt was said to have spent \$500,000 in remodeling and refurnishing the interior.

EXHIBITION AND HONOR AWARDS

It is expected that the Detroit Chapter of The American Institute of Architects will this fall resume the honor awards which were held annually some years ago.

The Detroit Division of the Michigan Society of Architects will join with the Chapter in holding an architectural sketch exhibition in conjunction with the honor awards. It is suggested that architects begin to prepare material for both the awards and the sketch exhibition, the latter to include any kind of sketches of an architectural nature.

The presidents of the two organizations will make more definite announcements later as to the exact date and place.

ALEXANDER C. ESCHWEILER, Sr.

Alexander C. Eschweiler, Sr., who spent his early life in Houghton, Michigan and designed many Michigan and Wisconsin buildings, died at his home in Milwaukee on June 12 at the age of 74.

Since 1923 he had been in business with his three sons, Alexander C., Jr., Carl F. and Theodore L.

He was a fellow of The American Institute of Architects and served as president of the Milwaukee Art Commission, Milwaukee Architects Club and Wisconsin Chapter, A.I.A.

ALLEN SPEAKS BEFORE ROUND TABLE

"There is a facetious though somewhat bitter saying in the architectural profession that 'Ivy is to the architect what sod is to the doctor,' said Roger Allen, in an address June 14 to the American Round Table Club of Grand Rapids on "Architecture in a Changing World."

"While it is frequently an improvement to permit a building to become covered with ivy, an ivy-covered architect has no place in the modern world. The techniques of design and construction are changing rapidly, and it requires an agile mind to keep up with them. Unlike a bricklayer, who will sometimes tell you proudly that he spent four years learning his trade, the architect spends his entire professional life learning his."

Referring to the present war in Europe, Allen said that good architecture does not flourish under dictatorships, and that the only significant architecture produced in Europe since World War days was produced in England, France and the Scandinavian countries.

"There is a note of sardonic irony in what has happened in Belgium," he said. "In 1914 the Germans sacked and destroyed the magnificent library of Louvain, one of the greatest examples of the architecture of the middle ages. Following the war, the American people subscribed millions of dollars and Louvain library was restored, and more than 750,000 volumes of rare books replaced those burned by the invaders. The restoration of the building was entrusted to a leading American architect, Whitney Warren."

"When the job was nearing completion, a dispute arose because Warren proposed to inscribe in a prominent place on the facade an inscription reading 'Destroyed by German fury; restored by American generosity.'"

"A number of well-intentioned but in my opinion soft-headed persons protested at this; it was, they said, calculated to perpetuate old hatreds, wound the feelings of the German people. The inscription was never placed on the building. Today the library of Louvain is again a smoking mass of worthless rubbish and the 750,000 volumes have gone up in flames, following their predecessors. I suppose, in due time, American generosity will again rebuild this lovely monument to an age when war still had something of chivalry in it. It will be interesting to see what inscription is placed on 'restoration No. 2.'"

NEW LITERATURE

IT'S HEAVEN, IT'S PARADISE. (Fortune, Vol. 21, No. 1, April, 1940 pages 82-89, 114, 116, illus.)

"Red Hook Houses, a \$12,230,000 USHA project. It epitomizes the aims, illustrates the technique, and illuminates the future of subsidized rehousing." These apartment buildings offer shelter to some 2,500 families or about 9,500 people. The average rent, including gas and electricity and refrigeration is \$5.41 per room (\$22.64 for an apartment) per month.

RATCLIFF, RICHARD U. The housing status of industrial and university employees in Ann Arbor, Mich. Ann Arbor: School of Business Administration, University of Michigan, 1940. 44 pp. 43 tables mimeographed. (Bureau of Business Research, Report No. 5.)

DAINES, MARVEL. Be it ever so humbled—the story of a suburban slum. Detroit, 1940. 51 pp. mimeographed. illus. (Detroit. Citizens Housing and Planning Council.)

WPA's OPEN HOUSE

Among the 550,000 persons who visited the Michigan WPA projects during the WPA-Sponsors Open House Week was Edgar A. Guest, nationally known poet, who thought so much of the Detroit Sewing Project at 4250 West Jefferson Avenue that he wrote the following verses in the guest book on the project:

We came visiting this project
Where they're taking countless stitches
Sewing frocks for little ladies
And little fellow's britches

Now the unpaid housewife with me
Says she never understood
That the Work Administrator
Was achieving so much good.

After viewing the project on which 2600 Detroit women are earning their livelihood by making clothes for the City's needy families, Mr. Guest told the project supervisor "this is a fine work you are doing and I wish more people who know little about WPA would take the opportunity to see these women at work."

Abner E. Larned, State WPA Administrator, said today that although the open house week held from May 20—May 25 by the professional and service project division of the WPA was officially ended, all WPA "white collar" projects are open at any time for inspection by the public. Reports received from Washington today show that Detroit turned in the third largest attendance in the nation during the Open House Week, led only by New York and Chicago. Actual attendance at opening night dinners throughout the nation totaled 1,456,400.

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COMPETITION

Treasurer John Thornton announces that the contest for membership among divisions of the Society is growing strong. The latest results shown in percentages of active members to architects in the districts are as follows: Lansing-Jackson 67.7, South-West 53.8, Ann Arbor 51.6, Detroit 45, West Mich. 40, Saginaw 38, Upper Peninsula 33.3.

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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.
Fig. by invitation on Alt. to Fisher School.—Plymouth, Mich. closed.
BENNETT & STRAIGHT, 13526 Mich. Ave.
Fig. on Det. Osteopathic Hospital Laundry, closed July 10.
Plans for 1200-seat Theatre, Birmingham, Michigan, ready about July 20.
BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
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.
DeROSIER, ARTHUR, 1078 Macabees Bldg.
Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke. Bids due July 2.
Rectory—Resurrection Parish. Fig. due June 27.
Bids —Greek Orthodox Church of the Assumption—closed.
6-rm. school, 10 Mile Rd. St. Michael's Parish — Bids due July 8.
DITCHY-PERRY-SIDNAM—706 Lincoln Bldg.
Res. 60x25—Palmer Woods Sub., Bids closed.
GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—
Eng. & Archt.
Plan for Theatre—McNichols & 7 Mile Rd.
Plans for two additional stores—C. F. Smith Co.
Taking fig.—Unloading dock—Farm Crest Bakery.
DONALDSON & MEIER—1601 Wash. Blvd. Bldg.
Bids closed—Church, St. Bridget's.
GABLER, C. L. T., 616 Murphy Bldg.
Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures and soundproofing walls.
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.
Gen. Con. on Horace H. Rackham Memorial let to W. E. Wood Co.
HERMAN & SIMONS—712 Owen Bldg.
Fig. (by invitation) Activities Bldg., — Our Lord Parish—closed. Revising plans.
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.
MERRITT & COLE—1111 Collingwood
Prep. sketches, Add. Westminster Presbyterian Church, Lansing.
Sketches, Jehovah Lutheran Church, Greenfield Rd. & Outer Drive.
Fig., Funeral Home, Mt. Clemens, due July 2.
Fig., Bethesda Lutheran Church, Evergreen Rd., due July 1.
Medical Clinic, Mack Ave., G. P. Farms, Fig. due July 2.
Sketches for Mt. Zion Lutheran Church, 7 Mile Rd.
Plans for Res. & Medical Office, 7 Mile Rd.
SORENSEN, CHESTER N. CO., 2nd fl. Industrial Bk. Bldg.
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.
Alt. to Briggs Hotel.

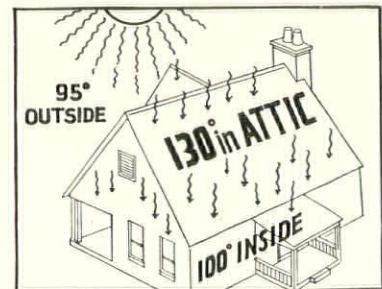
WEST, ROBT. J.—512 United Artists Bldg.
Tak. figs. Holy Cross Lutheran Church.
Prep. plans for Truth Evangelical Lutheran Church.
Tak. figs. for Holy Cross Parsonage.
Alter. 5 stores, Michigan Ave., Booth Investment Book Bldg.
Alter. to Silver Dome Cafe, 19678 John R.

SAFETY CAMPAIGN

Wording on large sign posted outside a Tokyo police station as a guide to English-speaking motorists:

1. At the first rise of the police hand, stop rapidly.
2. Do not pass him by or otherwise disrespect him.
3. When a passenger of the foot hove in sight tootle the horn slightly. Trumpet at him. Melodiously at first, but if he still obstacles your passage tootle him with vigor, and express by mouth more warning.
4. Beware of the wandering horse that he shall not take fright. Do not explode exhaust box at him. Go soothingly by.
5. Give big space to the festive cow.
6. Go soothingly in the grease mud, as there lurks the skid demon—Bulletin, Florida Ass'n. of Archts.

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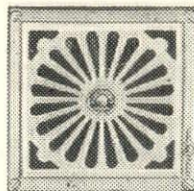
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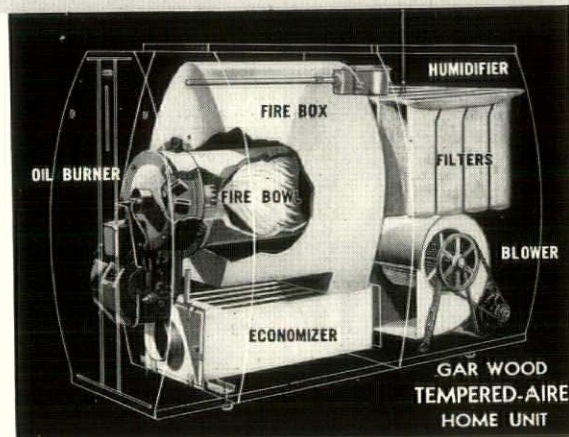
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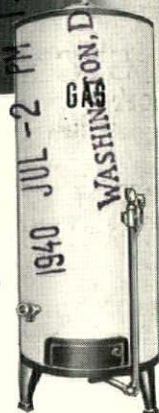
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WEEKLY BULLETIN



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Volume 14

DETROIT, MICHIGAN, JULY 9, 1940

No. 28

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.

CITY PLANNING

The architectural profession is vitally interested in planning for better cities. As we view the average American city today we are sadly reminded of the lack of careful study and consideration which has caused many of them to be ugly, congested and ineffectual. The architect, by inclination and training is prepared to lend important assistance in the study and development of comprehensive, advanced planning for our metropolitan areas, our smaller communities and state-wide projects.

A great many of our cities have Planning Boards and Commissions. In recent years, a number of states have appointed State Planning Boards. In numerous instances architects are serving on these Boards and Commissions, but not to the extent to which their interests and talents should attract them. In many instances the city officials fail to realize how essential it is to employ professionally trained men as advisors or consultants.

At this time the attention of the profession in this vicinity is centered upon the metropolitan area of Detroit. The architects of Detroit have worked long and faithfully towards the possibility of better planning for Detroit. They have never hesitated to assume their part in situations where the architect had a definite place in relation to questions of civic improvement. An architect has served for years on the City Plan Commission; groups of architects at different times have served as Advisory Committees to the Plan Commission, the City Council and the

Wayne County Board of Supervisors; the two architectural organizations have proffered their services a number of times in the public interest.

A recent notable instance of this willingness and desire on the part of the architectural profession to serve the city has been the work of the Joint Committees of the two architectural organizations in the study and preparation of the proposed Zoning Ordinance for the city of Detroit. For months these two committees labored to strengthen and improve this measure so that its provisions would ensure the greatest benefit to the city and its property owners and citizens. Subsequently, two joint general meetings of the two architectural societies were held to study and discuss further the merits of the proposed ordinance. These findings and recommendations were finally submitted to the City Plan Commission.

More important than any field of public service in which the architect may engage is the work of collaborating with the City Plan Commission. In the opinion of the profession, Detroit should have a real, comprehensive plan for the metropolitan area, and the City and County should engage the services of an outstanding city planner. An Architects' Advisory Committee should be appointed to assist the City Plan Commission. Architects must interest themselves in the broad questions of zoning, transportation, traffic, automobile parking, commercial and industrial concentrations, congestion, etc., and they should become familiar with the details of such pressing pro-

See CITY PLANNING—Page 3

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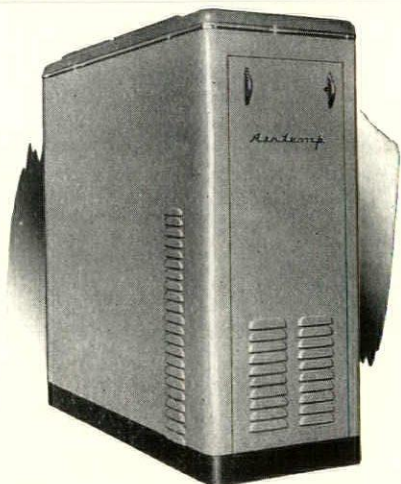
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SIR RAYMOND UNWIN

Sir Raymond Unwin, internationally known English town planner and housing expert, died Friday evening, June 28, after an illness of about two months, at the summer home of his daughter, Mrs. Curtice Hitchcock in Lyme, Conn.

For the past four years, Sir Raymond spent part of each year in the United States as visiting professor in the Columbia University School of Architecture. He also was consultant in this country on housing and town planning, and lectured at the Massachusetts Institute of Technology, Cornell University, and other American institutions. In 1937 he received an honorary doctorate from Harvard University.

Sir Raymond was president of the Royal Institute of British Architects from 1931 to 1933, and was knighted in 1932. In 1937 he received the Royal Gold Medal, instituted by Queen Victoria in 1848, and conferred annually for distinction in architecture, science or letters. The Ebenezer Howard Memorial Medal of the Garden Cities and Town Planning Association of England was awarded to Sir Raymond in 1938 for outstanding contributions in the field of housing and planning.

Sir Raymond was born on November 2, 1863, in Rotherham, Yorkshire, the son of William Unwin. He was educated at Magdalen College School, Oxford, where his chief interest was engineering. In 1896, however, he turned to architecture, and achieved his first national reputation as the designer of the First Garden City, Letchworth, and later, of the Hampstead Garden Suburb. He was special lecturer in town planning in Birmingham University from 1911 to 1914, and chief town planning inspector on the Local Government Board in 1914.

During the First World War, Sir Raymond served as technical director of the Housing Branch of the Ministry of Munitions. He continued his work in housing after the war as chief architect in England's peacetime housing program under the Ministry of Health, until he retired from the Civil Service in 1928. He was chief adviser to the Greater London Regional Town Planning Committee from 1929 to 1933, and was a member of the Executive Committee of the League of Nations Union. He was consultant, adviser, and member of many key committees on housing.

Sir Raymond held honorary degrees from the Universities of Prague, Toronto, and Manchester, and from Trondheim University. He was author of "Town Planning in Practice", a basic work in this field which has been translated into French and German, of "Nothing Gained by Overcrowding", and, with Barry Parker, of "The Art of Building a Home". He had also contributed widely to architectural periodicals.

He is survived by Lady Unwin, who came to the United States with Sir Raymond last August; his daughter and son-in-law, Mr. and Mrs. Curtice Hitchcock of 36 Gramercy Park, and their two children; and, in England, a brother, the Rev. William Unwin, and a daughter-in-law, Mrs. Edward Unwin, widow of a son who died four years ago.

NOTICE!

To ALL members who have not paid their dues.
Says Larry Caldwell:

"Hurry! Hurry! Hurry! Open up the purse strings and become an active and interested member. Let's all get behind our president 100% this year."

JULY 9, 1940

GOOD PUBLIC INFORMATION

Editor:

Acknowledging the June 25 issue of the WEEKLY BULLETIN, we wish to express our appreciation for your writing an article on our direct mailing campaign enclosing the pamphlet, "8 REASONS WHY YOU SHOULD EMPLOY AN ARCHITECT."

We are of the belief that these "8 REASONS" should be brought to the attention of the prospective home builder by all those interested in the building industry because the owner certainly benefits and the material and supply men have an opportunity of doing a better job.

We would like very much to have approximately thirty copies of this June 25 issue so that we may distribute these among our sales force, and if it is possible for you to let us have this quantity, we would appreciate your forwarding them at your convenience.

Yours very truly,

RUSSEL & ERWIN DIVISION
W. J. Ziegenhein

THIRD GOLF OUTING

ARCHITECTS

BUILDERS AND TRADERS

Tam-O-Shanter Country Club

Tuesday, July 23rd, 1940

Bill Seeley has planned the last detail of this outing for your enjoyment. Since it is the Architects' party as much as it is the Builders' and Traders' let's give him our support.

ARCHITECT CLUB SPEAKER

At its final dinner meeting of the season held June 26 in the Park-American hotel, Kalamazoo, William A. Stone addressed members of the Torch club on "The Architect in Contemporary Civilization." Stone, a Kalamazoo architect, traced the various phases through which mankind has evolved its building patterns climaxing in present-day styles.

CITY PLANNING—(Continued from Page 1)

blems as street-widenings, elevated highways, grade separations, parks and boulevards, community centres, civic centers, housing and slum-clearance, to the end that they may assist in finding the solutions. Heretofore, by seemingly common consent, the architects have left this to the city officials or to chance. The results, as exemplified in Detroit, are scarcely praiseworthy.

If there is the desire on the part of the profession to render such unselfish service towards a not altogether unselfish end, there will be the individuals and the means to accomplish it. The planning must come first, and the results will follow over a period of time.

The Michigan Society of Architects has done much in the past to further this ideal of public service in proper planning and has assisted in every possible way. It is continuing its work with undiminished vigor and enthusiasm. The profession as a whole must stimulate the demand for real, comprehensive, advance City Planning.

—BRANSON V. GAMBER.

DRAFTING WITH A CAMERA

When Albert Kahn last year put the Glenn L. Martin Company in their \$2,000,000 plant in eleven weeks he was cooperating with a firm that does things in a big way.

A revolutionary new process by which engineering drawings are directly reproduced, photographically, on nearly any kind of surface (metal, wood, cloth, and paper, to mention a few) has been announced by this Baltimore concern. This unique process, developed by Martin laboratories, is credited with much responsibility for the factory's mass production methods in the building of airplanes and is expected to have wide application in many other industries.

An heroic-scale camera snaps pictures of large drawings, the negatives are developed and the images projected back to large sheets of aluminum alloy metal whose actual surfaces have been sensitized with a special emulsion. When such a sheet (maximum standard size used is 10 by 5 feet, but it could be larger) is placed in huge developing tanks, the drawing appears in all its preciseness on the surface in exact scale—or in fractional or multiple scales, if so desired.

Thus there can be produced in a matter of minutes any number of drawings which might have required days in redrafting. The company saved more than \$80,000 last year in drafting alone. Engineering work is speeded tremendously. Tool designing and tool making gets under way more rapidly and more accurately. Production preparation starts quicker and changes are made more rapidly. And because there are plenty of the exact-scale drawings available, the whole effort of the several vital departments is coordinated, all of which adds up to incomputable savings.

But that is not all. The versatile process has many other uses in the plant. Where an experimental airplane is to be built, the master drawings, absolutely accurate in every detail, can be photographed directly onto the metal of which the ship is to be constructed and the parts cut directly from the material itself. If a wind-tunnel or water basin model of a projected airplane is desired, it is only necessary to call on the camera to scale down the lines instantly from full size to an eighth or tenth or any other fraction of the full size. An easy calibration of the camera turns the trick, saving perhaps weeks of redrawing to scale.

Moreover, the huge camera is called upon for many other duties. Besides projecting drawings also onto tracing paper and vellum and wood, it photographs typewritten pages, with pictures in ink, pencil or half-tone photographs, onto metal plates and these are especially treated to become lithographic plates for rapid reproduction by the multilith method. It can also take ordinary rephotographs, "blowing them up" on paper or canvas or wood paneling to sizes as large as 10-by-5-foot photo-murals.

But the greatest saving to The Glenn L. Martin Company has been as an engineering adjunct. Albeit the Baltimore airplane factory has more than 900 engineers on its payroll of upward of 12,000 people and is searching for hundreds more, its "mechanical draftsman" has been a godsend. Without it, drafting work would be multiplied many times.

Which brings to light the interesting "lofting" system used by the Martin Company. Borrowing this idea from the shipbuilding and automobile industries the company has made unique application of it to airplane building.

Down in the basement of the engineering building is a long, chalk-white floor, slightly raised above the building floor. Here is the Martin loft, where

airplanes and airplane section are drawn out in full scale by engineers who walk and crawl over the floor, wearing flannel window-dressers' slippers over their shoes.

Here are born the sweeping contours and wind-cheating lines of new winged ships. To this floor, big enough to accommodate the full-size outline of even the "airplane of tomorrow," come all kinds of engineers to study the new design. Stress analysts look to each assembly to decide what trusses and stringers and braces will be necessary to carry the load. Tool designers plan out their tools and dies for each part, large or small. Production planners envision the shop and assembly line operation and how the parts may be made to flow from the machines to minor assembly departments and onto the assembly line. Details are sketched into the full-scale drawings.

And here is where the Martin photographic reproduction process steps into its busiest job. Between the sweeping contours drawn on the loft floor, the details of the many sections of the airplane are drawn in on the left layouts, which are large sheets of aluminum alloy coated white on one side. No ink, only pencils, are used for this work. Few dimensional figures are necessary because the sections are in full scale. And when a loft layout is finished as a drawing, it goes along a hall to the big camera and as many copies as necessary are struck on white-coated metal sheets that become duplicates, and the original goes into a file for permanent record.

And where do the duplicates go? Well, tool design gets at least one; sometimes more. Little holes are drilled along each part for which a tool or die must be made. Under the layout is a piece of sheet iron and when the photo-drawing is lifted, the contours are marked clearly by the drill. The part forms, or templates, then are cut out of the sheet metal and sent to the shop for manufacturing—then the production department may get one or several of the loft layouts to keep constant check on the arrangement of fixtures and the assembly of the parts. Others may go to the different classes of engineers who must plan their work.

The many errors of the old style of redrafting each loft layout several times is eliminated by the new process. Once an original drawing is checked carefully, no further error can be made because each reproduction is exact. But changes may be made, if needed, directly on the reproduction. This has been an important feature, for no matter how careful a draftsman may be, he cannot duplicate a drawing exactly, his lines deviating in minor degree from the original.

The system is of inestimable value also in the making of "mock-ups." Since a full-scale model of every airplane type must be built first of wood to give engineers, tool designers, and production planners their final information, the ability of the "mechanical draftsman" to photograph drawings directly onto the surface of both painted and unpainted wood saves time and effort. Skilled craftsmen in Martin's big woodworking shop can work directly on many of the mock-up parts without constant reference to drawings.

Still another interesting function of the new process is in the making of "shrink layouts." Because zinc and other metals molded into dies shrink considerably by cooling, it has always been necessary either to make new drawings to allow for this shrinkage or to use a shrink scale. But, because the shrinkage is a known factor, it is customary by a simple calibration of the camera to let the lens do in a moment what might consume many hours of time by older methods.

GYPSUM

A Radio Talk by the HI-SPEED Factfinder

Tonight, the Factfinder's six-minute adventure in knowledge takes us behind the scenes of one of Michigan's most important industries as he tells us the story of: GYPSUM.

* * *

Like most things, gypsum dates back to the heyday of Greece and Egypt—and possibly even earlier. Gypsum is found in the plaster work of the great pyramids, built four thousand years ago; and it's contained in the Temple of Apollo, built in Greece four hundred years before Christ.

About a hundred and fifty years ago, it branched out from its work in art and construction, and had itself introduced as a fertilizer on farms in Germany. There was a great prejudice against its use in this capacity, at first. In fact, farmers using it were occasionally accused of witchcraft; and there were those who believed that it attracted thunder and lightning. In America, no less a person than the alert George Washington commissioned scientific inquiry into the true value of gypsum in agriculture. It was said at that time, that gypsum took several years to really get things humming in the fields, but that the results were eventually colossal! Ben Franklin spread gypsum in a field of clover to spell the words: **LAND PLASTER USED HERE**. The clover in those spots grew so much more profusely than the clover in the rest of the field, that from a distance, it was said you could actually distinguish the words in clover: **LAND PLASTER USED HERE**. Ever since, gypsum has been a favorite fertilizer with farmers who raise leguminous crops—especially clover and alfalfa!

The question you're probably asking right now is: what IS gypsum? Well—in the raw, gypsum is a non-metallic mineral; and it's to be found almost everywhere. Substantial deposits of it near Paris yielded what came to be called Plaster of Paris. France ranks first among the nations as a source of gypsum; the United States, second. Large amounts of gypsum are produced in both Ohio and Michigan. The existence of gypsum in Michigan was known to fur traders "way back when," but it wasn't until a plasterer wanted to do something fancy back in 1834, that it came into its own. He broke it out of the earth with a hammer, by hand, ground it up in an Indian corn mill, and roasted it in a cauldron.

To this day, the process of producing plaster from gypsum rock is fundamentally the same. Sometimes the rock is dug from surface quarries; sometimes it's mined from underground. The rock, which is not hard, is broken down by the miners with picks and wedges, and loaded into steel cars of six tons capacity. The cars are assembled into trains and delivered at the entrance of the mine. Here, the cars are hoisted to the crusher house. The rock first goes through a large gyratory crusher which can turn out a hundred tons an hour; and then to a system of secondary crushers which break the rock down to a maximum size of two inches. It is then screened, and stored according to size in huge silos. From these silos, the crushed gypsum rock is drawn as needed, and put through the next step, which is grinding.

Hammers—or impact mills, as they are called—reduce the feed to a maximum size of a quarter inch, most of the rock being reduced sufficiently to pass through a screen which has ten thousand openings to the square inch. After the hammering, the discharge passes over vibrating screens. Material which has been sufficiently reduced, passes through and is delivered to the calcining department. The more stubborn bits of rock which resist reduction remain behind to "get theirs" in grinding cylinders six feet in diameter and loaded with 18 thousand pounds each of iron balls. Needless to say, a final struggle in one of these cylinders, robs gypsum stones of all independence of spirit—in fact, they are reduced to a fine powder and handed over to the calcining department.

Gypsum, it seems, is a Calcium Sulphate combined with water—and it's about twenty percent water. And the purpose of the calcining process is to drive off the water. The pulverized gypsum is run into big steel kettles, ten feet deep and ten feet across—each holding about fourteen tons. In the middle of the calcining kettle, a shaft is revolved slowly to keep the plaster stirred. The plaster is heated to a point of 150 degrees above that of boiling water, and about three quarters of the water content is thus driven off by evaporation. The product taken from those calcining kettles is known as Plaster of Paris today, the world over. And Plaster of Paris is the base of all wall plaster and finishes.


For different uses in different places, the calcined plaster is mixed with hair, retarder and other things. Sometimes it's doctored up to be mixed with sand at the construction job; sometimes it's fixed to be used with the addition of water only.

So, eventually, gypsum turns up as stucco, or alabaster, or wallboard, which last is, in reality, a plaster sandwich—gypsum between two sheets of heavy paper. To the building trades, gypsum is even more important than steel, wood, brick or cement. It is sometimes used in Cement. It's used in tile, steel trusses and beams; it's used in dentistry, in pottery, and in terra-cotta molds. It's used in making crayons and matches and statuary. It's used in the movies as snow.

One of the greatest producers in America is the Grand Rapids Plaster Company which is the result of the merging in 1860 of a number of the larger gypsum plants in the Grand Rapids area. As far back as 1838, a State Geologist reported that "a source of inexhaustible wealth to the citizens" had been found. In 1841, a young Englishman settled on a farm near Grand Rapids, and found, one day in his ploughing, a gypsum rock. Result was a quarry and a plaster mill. The industry grew by leaps and bounds. Traffic was heavy both on the waterways

See GYPSUM—Page 6

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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.

Gen'l. Con. let to N. M. Lerner on Alt. & add. to 6 stores, Alexandrine & Brush.

Plans for 4 strose. 7 Mile & Lappin.

BAUER, LEO M.—534 Free Press Bldg.

Alt. to Fisher School, Plymouth, Mich., Bids closed.

BENNETT & STRAIGHT, 13526 Mich. Ave.

Fig. on Det. Osteopathic Hospital Laundry, closed July 10.

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

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit

Remodelling warehouse bldg. on Woodbridge into factory bldg., Con. let to Haberkorn Co.

Making sketches for Country Club, 60'x140'.

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

Store bldg., Pt. Huron, 70'x100', Bids due soon.

DEROSIERS, ARTHUR, 1078 Macabees Bldg.

Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke. Bids due July 2.

Rectory—Resurrection Parish. Fig. due June 27.

Bids—Greek Orthodox Church of the Assumption—closed.

6-rm. school, 10 Mile Rd. St. Michael's Parish — Bids due July 8.

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

Plan for Theatre—McNichols & 7 Mile Rd.

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

Taking fig.—Unloading dock—Farm Crest Bakery.

DONALDSON & MEIER—1601 Wash. Blvd. Bldg.

Bids closed—Church, St. Bridget's.

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

Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures & soundproofing walls. Bids due July 8.

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.

HERMAN & SIMONS—712 Owen Bldg.

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

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Fig., Funeral Home, Mt. Clemens, due July 2.

Fig., Bethesda Lutheran Church, Evergreen Rd., due July 1.

Medical Clinic, Mack Ave., G. P. Farms. Fig. due July 2.

Sketches for Mt. Zion Lutheran Church, 7 Mile Rd.

Plans for Res. & Medical Office, 7 Mile Rd.

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Plans for Peace Lutheran Church, completed about June 15.

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Baptist Church, Hastings St., revising plans.

Taking fig. July 10 on Res. Wing Lake.

Fig. on Church 40x80 about July 15.

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GYPSUM—(Continued from Page 5)

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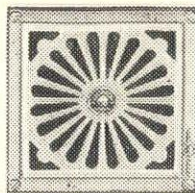
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DETROIT, MICHIGAN, JULY 16, 1940

No. 29

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.

AD INTERIM

The foregoing series of statements describing the principal activities of the Michigan Society of Architects have served to indicate the possibilities for useful work by an architectural society, and also the program which has been arranged for the coming year. In addition to what has been mentioned in those statements there are other activities in which the state society may decide to engage.

The vacation season is here, and quite naturally there is a pause in the program. Certain routine matters must go on, and particular duties must be discharged by some, but during this intermission there is time for reviewing what has been accomplished, and planning for what may be done in the future.

The interests of an architectural organization and those of its members are many and varied. The problems which must be solved are numerous and interesting. The opposing interests and their forces are a challenge to the members of this profession. This means that the work of the society must go on, with only the necessary pauses for surveys and planning.

A renewal of activity, after such a pause, must be accompanied by new ideas and fresh forces. Enthusiasm and courage on the part of the officers and committee members are needed to carry on the work of the society with vigor, and behind that must be the interest and full cooperation of the entire membership.

The interest of the members can best be expressed by sending in their criticism and comments on the program of activities of the Society. Suggestions and new ideas are most welcome and are urgently solicited, as well as the opinions of the members regarding policies, questions of public interest, improvement of professional service, or any other pertinent subjects.

The cooperation of the members can be made apparent by following the foregoing suggestion, and also by active participation in the work of the several committees. The accomplishments of the Society are not dependent upon the number of committees, but upon the good work of all members of the necessary committees.

The members of this Society may well ask the question "What is the Michigan Society of Architects not doing?" Such a question is very much in order, and the answers may be given by the members. The officers of the Society realize that there are some other things to do, and they will be done. If the question just stated is to be answered in the best fashion for the Society, the members will assist greatly if they will forward to the president any and all suggestions, opinions, comments or criticisms.

With such evidences of interest and cooperation on the part of the membership, everything possible will be done to make the organization better in every way and more worthy of your esteem.

During this vacation season give some thought to the question "What is the Michigan Society of Architects doing, and what additional work can it do for the architectural profession, and the public which we serve?" Your answers to this question will be helpful and will be appreciated.

—BRANSON V. GAMBER

TO COMMITTEE CHAIRMEN

J. Robert F. Swanson, Chairman of the Committee on Allied Arts of the Michigan Society of Architects has done a most helpful and unusual thing in publishing a report on the activity of his committee. This was done without solicitation and urging, and is greatly appreciated.

The members of this Society are interested in knowing what is being done by the M. S. A. and its committees. It is hoped and also suggested that other committee chairmen will follow this laudable example.

Such reports, regularly published, will be helpful to your Board of Directors, and to the Publicity Committee, and will be appreciated by the entire membership of the Society.

BRANSON V. GAMBER, Pres.

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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PUBLIC INFORMATION, M. S. A.

To the Chairman:

The Michigan Society of Architects can render most effective and valuable service to the profession and the public through several important channels of activity. This activity can be made statewide through the close cooperation of all seven local Divisions of the State Society. The Grand Rapids and the Detroit Chapters, A. I. A., through their officers, have also signified their desire and willingness to work jointly with our society by providing representatives.

Important among these several activities is the program of Publicity. Statements of the general objectives to be attained in this endeavor have recently been published in the Weekly Bulletin.

By authority of the Board of Directors, and with the assistance of the officers of the seven local Divisions, a State Committee on Public Information has been appointed. Local affairs can be handled by the representatives of each local Division, but where statewide policies are involved, the entire group may be called together, or the work carried on by correspondence.

The members of this committee have been appointed as follows: Messrs. T. C. Hughes, Chairman; R. H. Marr, Detroit; C. P. Campbell, Wyandotte; E. S. Batterson, Kalamazoo; H. W. Gjelsteen, Menominee; A. A. Stewart, Lansing; J. P. Baker, Grand Rapids; C. B. Merrill, Saginaw; L. L. Woodworth, Ann Arbor.

These members have all been selected by their local Divisions because of their special qualifications, and they have been notified of their appointment by their Division officers, as well as by this office.

Will you kindly arrange your program of activity for the coming year, sending a copy of same together with your estimate of reasonable expense involved, to this office on or before June 20th? It would be well to communicate with your committee members, and with the president of the two A. I. A. Chapters in this state.

With fullest expressions of my appreciation of your cooperation in this important work, and with many thanks, I am,

Yours sincerely,

BRANSON V. GAMBER
President, M. S. A.

REPORT

The personnel of my supporting committee is such that I have nothing but optimism for Public Information in Michigan for the coming year.

I am in receipt of a letter from President Bergstrom informing me that the Institute Board has appointed me chairman of its Committee on Public Information. In this work I will service with Mr. William Orr Ludlow, who has retired as chairman but remains on the committee, and with Mr. James T. Grady, the Institute Publicist, in the matter of sending releases to the various Chapters of the Institute. I hope to go to New York soon to confer with them on the best method for this and it has occurred to me that we might set up a little AP in the seven Divisions and two Chapters in Michigan. In this way we could keep the Division representatives supplied with such material as would be of local interest every week.

Regarding a budget there has been no move toward any paid advertising and, therefore, the only expenses incurred would be for postage and other incidentals connected with such a program and possibly something set aside for radio broadcasts. I do not mean by this paid time but the possibility of paying for running wires to hotels or such buildings where important events are held. You will recall that we did this in connection with the Architects' Ball

and the Chapter's Fiftieth Anniversary Dinner; one of which cost \$19 and the other about \$45.

I do feel that if the Society could set aside about \$100 for this purpose it would be money well spent and I hope would encourage our members to do a good job.

Assuring you of my desire to carry on this work to the best of my ability, I am,

Faithfully yours,

TALMAGE C. HUGHES, Chairman

RESPONSE

Your report concerning the Committee on Public Information is very much appreciated and the suggestion contained in it is most interesting. Will you please publish it in the Bulletin?

I am tremendously pleased with your appointment as chairman of the Institute Committee on Public Information. Not only is it a fitting recognition of your ability and services in this field, but it is also a signal honor to our profession here in Michigan. I hope that the many duties of the new position will not seriously interfere with the tasks which you are so ably performing for the architectural organization here.

BRANSON V. GAMBER

SECOND MIDWEST REGIONAL
CONFERENCE

Announcement has been made by Clair W. Ditchy, Regional Director, The American Institute of Architects, of the Second Annual Midwest Architectural Conference to be held at Cranbrook Academy of Art on Thursday and Friday, September 12 and 13.

The conference, which will be patterned after the one held at the University of Notre Dame last June, will be held jointly by members of Chapters in the Great Lakes District of the Institute, consisting of Michigan, Ohio, Indiana, and Kentucky; The Illinois-Wisconsin District, and the states of Missouri and Iowa. In addition members of state societies in these states will attend. All architects and their ladies will be welcome.

Consideration will be given to nominations for Great Lakes Regional Director and one session will be devoted to meetings of the several regional groups. Delegates will be invited to remain Saturday for a possible morning session and to be conducted on a tour of interesting places in and about Detroit. It is expected that they will find hotel accommodations in Detroit, and that transportation by special bus to Bloomfield Hills will be arranged.

A. R. FELICIANO

Alfonso R. Feliciano, Detroit architect, died in Trinity Hospital, one of the buildings he had designed at 681 Vernor Highway, East on Tuesday, July 9, at the age of fifty-seven following an illness of six weeks.

Mr. Feliciano was born on January 23, 1883, in Puerto Rico, where he received his early education, following which he attended the University of Barcelona. He was the recipient of a traveling scholarship awarded by the government of Puerto Rico. He later traveled and worked in Spain and Italy, coming to the United States in 1910, where he soon became employed by some of the leading architectural offices.



He became registered in Michigan on December 1, 1938, and entered his own practice in Detroit. He was a member of the Michigan Society of Architects.

Feliciano

PENOBSCOT LOBBY ALTERATIONS

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The name Penobscot is an old one and a significant one among Detroit office buildings. Owned by the Simon J. Murphy Company, the building takes its name from the Penobscot River in Maine, where the founder of the family fortune was first engaged in the timber industry. Later the family moved to Michigan and worked the white pine and today the descendants of Simon J. Murphy, with many interests in important businesses and the social life of Detroit, still engage in the lumber industry—this time in the Redwood forests of California.

The Penobscot Building really consists of three structures. The first, the 13 story building on Fort St., was designed by Donaldson & Meier, Architects, in 1905; second, the 23 story building on Congress St., also designed by Donaldson & Meier in 1915; the third, the 47 story or Greater Penobscot, designed by the associated firms of Donaldson & Meier and Smith, Hinchman & Grylls.

These three adjacent buildings each have their street entrances on different street levels. The site was formerly the north bank of the Savoyard River, which has long since been filled in. Evidence of its position can be seen in the sloping streets in the southwestern part of downtown Detroit.

The first building extended south to the alley, which was later vacated when the second structure was built. At that time the office building lobbies were made continuous and this necessitated moving the freight elevator and adjacent services. The difference in the position of the buildings resulted in an irregular lobby, due to the elevator conditions which were naturally arranged to suit the typical office floors, and the difference in street levels made a full story difference in the two entrances. Later, when the Greater Penobscot was built, its lobby level was determined by Griswold Street. These three levels required public stairways and resulted in further changes in the ori-



Left and on facing page are views of Penobscot Lobby alterations, before and after respectively.

ginal 13 story building. This irregular arrangement between the 1905 and 1928 buildings was further marked by a difference in design and building materials. The contrast appeared chiefly in the lobby floors as the upper floors of all three structures were somewhat similar in finish and materials and the corridors are continuous. Recently the Owners decided to eliminate this contrast and engaged our firm to study the problem, which has been executed by The Albert A. Albrecht Co. The illustrations show the "Before" and "After" appearances from identical points. In the old, the floor of contrasting colors of Tennessee marble was laid in a regular pattern; the walls of Vermont marble had pilasters or decorative plaster corbels; open elevator fronts of wrought iron and store fronts of cast iron, all painted black. These were somewhat irregular in their arrangements, due to the several previous alterations. The ceiling of cast plaster had deep coffers heavily ornamented with pendant lighting fixtures.

In designing the new interiors it was decided not to remove the marble floor because of the great disturbance to the restaurant immediately below and this old floor, plus the travertine in the Greater Penobscot Building, influenced the final development in which the new walls are of travertine and the elevator fronts and shop windows are of bronze. The new ventilating system necessitated lowering the ceiling and it was decided to eliminate all ornament except

a small decorative band adjacent to the marble walls and around the circular recessed lighting fixtures. The color scheme being limited by the red in parts of the marble floor and the travertine, it was decided to recall the red in the enamel on the elevator doors and the ceiling, and to repeat the gold of the bronze store fronts on the decorative plaster. These colors and the semi-indirect lighting absorbing and reflecting them, produce a golden glow over the new lobby which is most pleasing. It is a good example of the decorative value of light, which unfortunately cannot be demonstrated in the black and white illustrations.

One of the interesting limitations of the design was the decision to retain the old shop fronts, so as not to unduly disturb the tenants in the adjacent areas. This was accomplished by designing the new bronze and marble work to cover the existing iron, and by placing small sub-frames over the old iron frames, to receive the new bronze doors. With the exception of one small shop, all the tenants continued their operations; public passageways were maintained through the work areas; and elevator service was continued with only intermittent interference while new cabs were being placed.

In addition to the lobby changes on the Fort St. level, new revolving doors were placed at the Fort St. entrances; in the 13 story building the open metal elevator fronts were replaced with new solid enclosures of marble and metal, and at the Congress St.



level the old metal and glass enclosures were replaced with new marble and doors of enamel and bronze.

Here we have a good example of what may be done when Owner and Architect solve the problems of rejuvenating an older building. There are many similar problems in Detroit and it is our belief that the Owner's action here will result in similar action elsewhere.

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Below and on facing page are views of Penobscot lobby alterations, before and after respectively.



DETROIT ARCHITECTS TO HOLD EXHIBIT

An exhibition of work from the offices of Detroit architects will be held at the Detroit Institute of Arts from October 1 to 15, according to an announcement by Aloys Frank Herman, president of the Detroit Division, Michigan Society of Architects.

The display, which will be held jointly by the Division and the Detroit Chapter of The American Institute of Architects, will feature architectural sketches in various media and office studies showing how the architect arrives at the solution of a problem. Included also will be photographs and drawings of completed buildings from which a jury will select the most noteworthy for honor awards.

"Such recognition of meritorious work is not only a tribute due the architect but the owner as well," said Arthur K. Hyde, president of the Detroit Chapter,

in pointing out the stimulus to better design which should result.

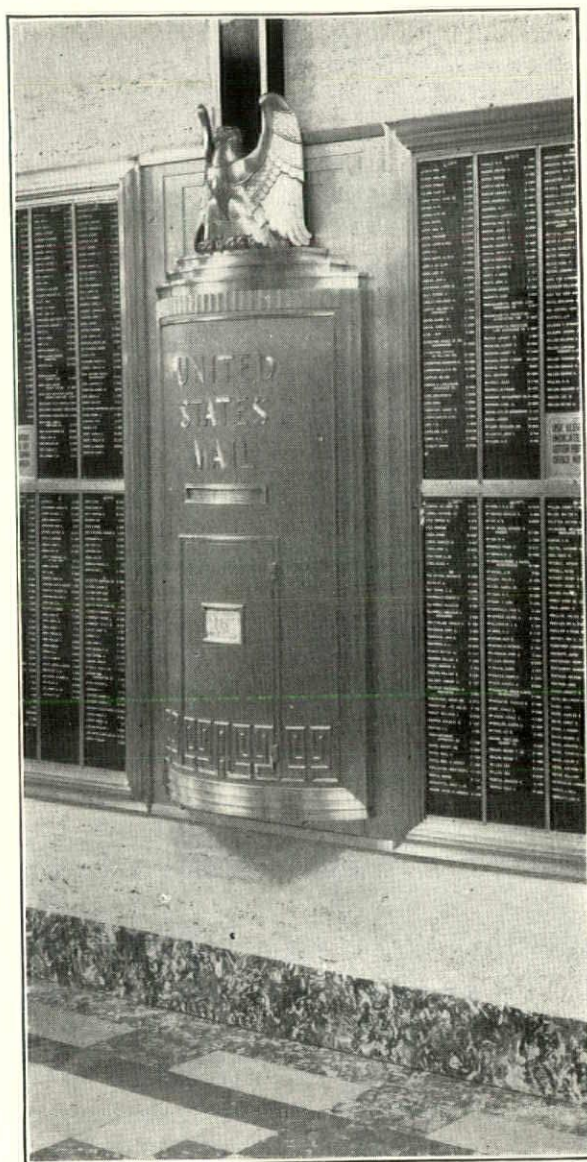
"The public is becoming more and more conscious of its problems of planning and housing as well as city beautification," he added.

Frank H. Wright has been named chairman of a committee to collect material and architects in the Detroit area are requested to submit examples of their work.

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CHARACTER

From Dale Carnegie's Syndicated Articles
When Charles E. Garstang, an architect, living at 5321 La Cresta Court, Los Angeles, California, was starting out he was most anxious to land a job designing and superintending the construction of a house for a prominent doctor. This doctor was so important, and had so much influence in the community, that if Mr. Garstang could secure that order he would be made. But the doctor was "difficult." He had ideas of his own.

Mr. Garstang secured an introduction to the doctor, and finally was allowed to call. It was a big moment for Mr. Garstang. His most important prospect! His whole career might turn on this interview.

He gave the doctor his ideas. The doctor listened attentively, but gave no indication of what he was thinking.

At last the doctor told him to call him up in two or three days. Mr. Garstang's heart went down. The way out! The old "some other time" dismissal.

Later Mr. Garstang heard that the doctor had called in an older and much better established architect. But one whose reputation was a bit on the shady side. The other architect was a convincing talker. He could make an Egyptian mummy think he needed a suit of clothes!

Then after a few days, Mr. Garstang's telephone rang. The doctor wanted to see him.

Mr. Garstang hurried there as fast as he could. Good news!

But it wasn't good news after all. The doctor said he hadn't arrived at a decision, just wanted a little more information. He mentioned the name of Mr. Garstang's rival. Not once, but three or four times. He paved the way for Mr. Garstang to reflect on his competitor. Mr. Garstang could have torn the hide off his competitor, but instead he merely said that he knew him, making no comment one way or the other. At last, the mysterious conference was over and Mr. Garstang left.

A week passed. Not a word; not a jingle on the telephone.

Finally a call came. "Come and see me," said the doctor.

When he arrived the doctor was more affable than he previously had been. At last he said, "I'm giving the contract to you. And I'm paying you exactly one-quarter more than your competitor asked!"

Naturally, Mr. Garstang asked the reason.

"When the contract was hanging in the balance, I gave you opportunity after opportunity to run your competitor down. I had heard things about him. I suspected you had, too. But you said nothing whatever against him. That isn't the only reason why I am

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VALLEY ARCHITECTS HOSTS TO BOARD

The Board of Directors of the Michigan Society of Architects met at the Saginaw Club in Saginaw, Friday afternoon, June 21st. Directors present were Messrs. Black, Gamber, Cuthbert, Tuttle, Spence, Lorch, Hughes, Ditchy, Thornton, Langius, Frantz, and Dow. Other architects who joined with the directors for dinner included William H. Stone, Frederick Beckbissinger, Clarence B. Merrill, and Joseph C. Goddeyne.

At the directors meeting, Treasurer John Thornton reported on the Society's finances as well as membership, both of which were most creditable.

CONVENTION TO DETROIT

Among the matters discussed was the Society's Twenty-seventh Annual Convention which was voted to be held in Detroit with dates tentatively set as Wednesday, Thursday, and Friday, March 19, 20, 21, 1941. President Gamber was authorized to appoint committees to complete arrangements, which are expected to include an architectural exhibition and material display such as was held here in 1939.

INSPECTION TOUR

Following the Board's deliberations, guests were conducted to the home of Dr. Virgil Kirkham, 1126 N. Washington Avenue, an excellent example of the work of Charles A. Platt. This residence, together with its collection of pictures, glassware and antiques was of unusual interest, as well as the beautiful Italian garden. The owners are at home in a place designed for gracious living and it is a splendid thing that such beauty is so much appreciated.

Two doors away from this residence is the old Arthur Hill home built in 1885, which shows the trend of the times.

Another interesting building viewed was the new Arthur Hill High School by Frantz & Spence; a \$2,000,000 development which is modern in its conception of both plan and design. Other interesting sidelights were Alden Dow's Scarab Car on which he is making some experiments in design, and an informal exhibit in the drafting room of Frantz and Spence showing the many ways their names can be misspelled by those addressing them through the mails, telegraph, and otherwise.

Not the least interesting was the bar at the Saginaw Club with its wall papered with stock certificates, which are most decorative. In fact Saginaw impressed us as being a place where life is living and where architecture is worth practicing.

Following dinner, Kenneth C. Black reported on the subject of Michigan Tourists Camps, stating that at the request of the State Planning Commission architects and landscape architects had been requested to make a study of this subject. The committee consisted of architects Black, Bennett, Brigham, and D. Allen Wright, and Mr. Whittmore of the Department of Landscaping Design, University of Michigan. Their first effort was to get the College of Architecture at the University to assign this subject as a design problem in the summer school, which has been agreed upon.

ANN ARBOR MEETING

It is expected that the next Society Board meeting will be some time in late August or early September in Ann Arbor to view the designs and to consider the question of holding a competition for an actual project. It has been suggested that the Architectural Clinic at Ann Arbor might prepare the plans and interest some foundation in building it. It is pointed out that this is an unselfish move on the part of the Society as no commissions would result to any architects. However, it is felt that the publicity resulting

would be of value in showing what the profession is trying to do in the way of public service.

President Gamber reported on the recent A. I. A. Convention at which he was one of the Society's delegates. He further reported on registration matters, stating that questions regarding violations of the Registration Act should be directed to Mr. Van H. Stewart, Assistant Attorney General, attached to the office of the Registration Office at 306 Transportation Building in Detroit.

RESERVE OFFICERS

PLEASE NOTE AND FURNISH THIS INFORMATION TO THE WEEKLY BULLETIN

To the President and Secretary of Each Chapter, State Association Member and State Association:

Please ascertain the names of the architects within your territory who were or are now reserve officers in the Engineer Corps, Construction Quartermaster Corps, or other branches of the Army, of the Navy, or in other organizations, subject to call to service by the Government, and airmail their names, with their titles and addresses, as fast as you get them.

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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.
Plans for 4 strose, 7 Mile & Lappin.

BAUER, LEO M.—534 Free Press Bldg.
Alt. to Fisher School, Plymouth, Mich. Gen'l con. let to Talbot & Meir.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Fig. on Det. Osteopathic Hospital Laundry, closed July 10.
Plans for 1200-seat Theatre, Birmingham, Michigan, ready about July 20.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
Making sketches for Country Club, 60'x140'.
Store bldg., Pt. Huron, 70'x100', Bids due soon.

DeROSIERS, ARTHUR, 1078 Macabees Bldg.
Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke. Bids closed.
Rectory—Resurrection Parish. Fig. closed.
Bids—Greek Orthodox Church of the Assumption—Bids closed.
6-rm. school, 10 Mile Rd. St. Michael's Parish — Bids due July 8.

DISE, J. IVAN—2631 Woodward
Re-figuring Res. Rosedale Pk. Fig. on Columbus School starting July 15.

DONALDSON & MEIER—1601 Wash. Blvd. Bldg.
Bids closed—Church, St. Bridget's.

GABLER, C. L. T., 616 Murphy Bldg.
Remodeling of 7 stores of downtown bldg., 30'x110'—new fixtures & soundproofing walls. Bids due July 8.

GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.
Plan for Theatre—McNichols & 7 Mile Rd.
Plans for two additional stores—C. F. Smith Co.
Taking fig.—Unloading dock—Farm Crest Bakery.

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, 1217 Griswold
Prep. sketches for add. to Dexter Baptist Church.

MERRITT & COLE—1111 Collingwood
Prep. sketches, Add. Westminster Presbyterian Church, Lansing.
Sketches, Jehovah Lutheran Church, Greenfield Rd. & Outer Drive.
Fig., Funeral Home, Mt. Clemens, closed.
Fig., Bethesda Lutheran Church, Evergreen Rd., due July 1.
Medical Clinic, Mack Ave., G. P. Farms, Fig. due July 2.
Sketches for Mt. Zion Lutheran Church, 7 Mile Rd.
Plans for Res. & Medical Office, 7 Mile Rd.

SORENSEN, N. CHESTER CO. and fl. Industrial Bk. Bldg.
Peace Lutheran Church, fig. due July 16.
Taking fig. July 16—Clara B. Arthur School add.

STAHL, JNO., 820 Francis Palms Bldg.
Baptist Church, Hastings St., revising plans.
Taking fig. July 10 on Res. Wing Lake.
Fig. on Church 40x80 about July 15.

WEST, ROBT. J.—512 United Artists Bldg.
Tak. figs. Holy Cross Lutheran Church.
Prep. plans for Truth Evangelical Lutheran Church.
Tak. figs. for Holy Cross Parsonage.
Alter. 5 stores, Michigan Ave., Booth Investment, Book Bldg.
Alter. to Silver Dome Cafe, 19678 John R.

WRIGHT & ROGVOY, 929 Fox Bldg.
Alt. to Briggs Hotel.



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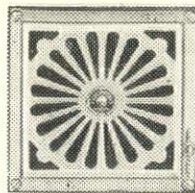
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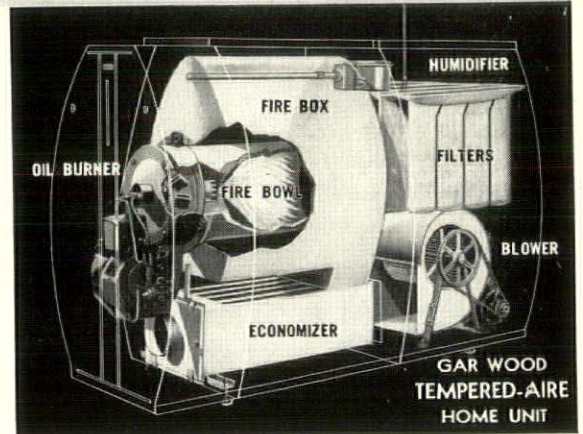
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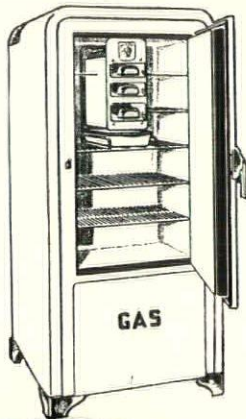


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Volume 14

DETROIT, MICHIGAN, JULY 23, 1940

No. 30

DETROIT BLIGHT

By F. Gordon Pickell

Detroit's opportunity to solve the twin problems of blighted areas and falling downtown real estate values is over shadowed by its desperate state which so far has promoted no plans that show any appreciation of its needs or opportunity.

Outlying subdivisions with their collapsed values, where the city has been willing to provide new services, will continue to eat into the city's resources and attract its home owners who are willing to forego convenience for the more important amenities of life—oxygen and sunshine—necessities sadly deficient in the mass of Detroit's makeup.

A city without a reasonable amount of accessible parks is condemned to blight from the first.

Fast mass transportation always offers the danger of building up land values in one location at the expense of another, but no cure for blight.

The tide of deflation in land values is sure to be artificially turned by the present government trend to huge spending for war purposes and will test to the limit the foresight and courage of our present wide awake administration.

The twenty three years of delay in zoning of Detroit cannot be held in any special way against past city administrations, all must share in the responsibility, as all have suffered the penalties.

Our capital resources are virtually unlimited and will awake to their opportunities when the city has shown the intelligent planning that alone will promise them security.

That park requirements must be provided for each square mile to the extent of at least 15% is the first factor to be agreed upon and if there is not enough ingenuity to find a way to "cast this much

bread upon the water" and foresight enough to see the returns it will give there will be little hope of reform or salvation.

The chance of providing new traffic thoroughfares will be found to be made available in any replanning scheme which is adequate to the present demands of the city's need.

To agree to all that has been stated above will be of little use without adoption as a fundamental to the program the need of cutting land evaluation to a true value inside of the Boulevard. There must be an end to inflated values, based on the assumption that the properties will ultimately have a commercial or industrial use.

In TIME Magazine for July 1, there is a report of the convention of the 750 members of the National Association of Building Owners and Managers. Did these "wide-awake" boys find the reason for their head aches and see a way out? It is not so stated in the record. For TIME goes on to report:

"Meanwhile many a builder and architect (but nary a N.A.B.O.M.-er) wondered whether Pittsburgh and Scranton, Pennsylvania, did not have the right idea in taxing land at twice the rates of property improvements.

"This tax tends to depress price of vacant land, make it readily available to builders. Early this spring, Scranton had taken title to 6,000 unsalable tax delinquent properties, hoped to make up for its tax losses by renting them itself. Stemming decentralization by placing tough tax odds against speculation, the Pittsburgh-Scranton plan is an approach to Henry George's Single Tax. If followed to its logical conclusion (as is being done in certain California Irrigation Districts) owners of vacant land

See BLIGHT—Page 3

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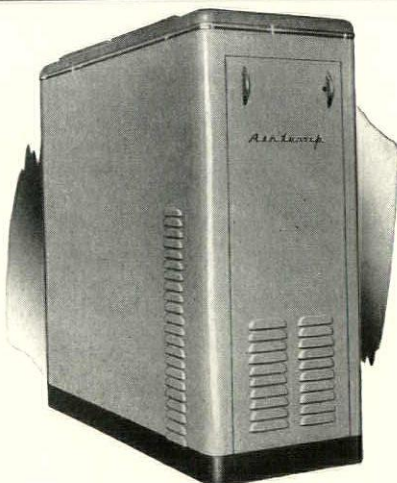
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PIERRE LINDHOUT

Pierre Lindhout, 53, died early Tuesday, July 16, at Butterworth hospital, Grand Rapids, after a long illness. He had been a church designer and architect in that city for 32 years.

Funeral services were held at the Greenhoe chapel at 2 p. m. Thursday. Burial was in Woodlawn cemetery.

Mr. Lindhout came to Grand Rapids from his birthplace, Antwerp, Belgium, when he was 14 years old and had resided there since. He went into business as an architect when he was 21. The Wealthy Street Baptist church and Bethany Reformed church in Grand Rapids were among the many church edifices he designed throughout Michigan. At the time of his death, he was a designer for the W. B. Jarvis Co.

He was a member of the Michigan Society of Architects and was at one time president of the Grand Rapids Society of Architects. In the World War he headed the building department of the YMCA, southern division, for two years.

Mr. Lindhout was a member of the Christian Science church and a past worthy patron of York OES lodge.

He is survived by his widow, Mrs. Trixie Mae; a son, William; a daughter, Mrs. Harry O'Malley; and his mother, Mrs. Josephine Lindhout, all of Grand Rapids.



Lindhout

LANSING-JACKSON MEETING

Leon R. Snyder, Jr., secretary of the Lansing-Jackson Division of the Michigan Society of Architects, has reported that their July meeting was held Friday the nineteenth at Walnut Hills Golf Course.

The June meeting was held on the fifth at Devon Gables Tea Room, Bloomfield Hills, where sixteen members and three ladies were present.

Following the dinner meeting the group was shown about Cranbrook Academy of Art by Mr. Eero Saarinen.

The guests were very much impressed with the fact that, no matter where they were on the grounds, perfect harmony and symmetry of design were evident.

"We all came away with the feeling that we would very much like to spend more time at Cranbrook to help remove the sharp edges of everyday life," said Snyder, in pointing out that the atmosphere with which Cranbrook is imbued instilled in each and every one the desire to attain greater heights in the practice of architecture.

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DETROIT—The Second Midwest Architectural Conference to be held at Cranbrook Academy of Art, September 12 and 13, will include delegates from Institute Chapters of the Great Lakes District, the Illinois-Wisconsin District and the States of Missouri and Iowa. In addition members of state societies in these states will attend.

Clair W. Ditchy, as chairman of a committee on arrangements, has announced that one session will be devoted to meetings of the various regional groups. One matter of importance to be considered will be the nomination of a Great Lakes Regional Director.

Currently at the Detroit Institute of Arts an exhibition of architectural sketches sponsored by the Detroit Division, Michigan Society of Architects, as well as photographs and drawings in connection with the Chapter's Honor Awards will be held. The exhibition, which will extend from September 1 to 15, will be accompanied by a series of lectures at the Institute on architectural subjects.

The conference, which will be along the lines of the one held at the University of Notre Dame last June, is expected to draw about two hundred. An invitation is extended to all architects and their ladies to attend.

Architects' - Builders' & Traders'

THIRD GOLF OUTING

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TUESDAY, JULY 23rd, 1940

To reach Club, drive out Northwestern Highway to intersection with Orchard Lake Road, turn right 1½ Miles to Club.

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Don't Forget the Date—JULY 23rd

WM. F. SEELEY, *Golf Chairman*

BLIGHT—Continued from Page 1

have to get busy and improve or sell their land. Via tax delinquencies the State becomes a landlord."

The question remains, do we, the business men of Detroit, want the city to be a good place to live in while we produce motor cars, medicines and other needed commodities? Or are we to let the foolish urge for land speculation keep us in the rut we are in? Are we to continue emulating the monkey with his fist full of rice and his wrist in a bottle neck that will only allow the passage of an empty hand or will we have the courage to set a new course, provide new plans with such new laws as may be necessary for their fulfillment?

While site values are one factor in the rehabilitation problem, building costs are no less important and no city administration can be said to be wide-awake which does not face the charge made by Dean Walter R. McCornack, that "Most building codes add 20% more cost than is necessary to provide buildings which are safe and sanitary for intended use."

If we have enough intelligence and courage to remove these barriers there need be no fear that Detroit will become a "ghost city," and we can again have the youthful joy of making Detroit the city where life is worth living.

NEW LITERATURE

MARKEY, MORRIS. **40,000 neighbors.** (Saturday Evening Post. Vol. 212, May 18, 1940. pp. 14, 41-42, 44-45. illus.)

The author discusses the Metropolitan Life Insurance Co's Parkchester, located in the Bronx, New York City. "The fundamental idea in Government houses is to eliminate slums, to tear down the tenements which breed illness and wretchedness and crime, and to build in their places modern, clean, cheap apartments. Parkchester, on the other hand, is an enterprise of private capital, and is not for the poor." Applicants are conducted through the community and the nature of its operations are explained, if, then, they still wish to rent the application is made and a field agent calls upon the applicant at his home. Regulations are enforced as to number of persons occupying an apartment. A shopping center is provided. The Metropolitan Life Insurance Company has made direct housing investment in the Parkchester Apartments, and has managed the spending of every dollar.

SHURLEFF, HAROLD R. **The log cabin myth: a study of the early dwellings of the English colonists in North America.** Cambridge: Harvard Univ. Press, 1939. xxi, 243 pp.

SOUTHERN PINE ASSOCIATION. **Architects' specification manual for residences.** New Orleans: The Association, n. d. 24 pp.

KENDRICK, CHARLES L. **Decentralization in Detroit.** (Freehold, April 1, 1940, pp. 234-239. illus. map.)

COLEAN, MILES L. **Can America build houses?** New York City: Public Affairs Committee, Inc. 1940. 31 pp. 10 cents. (Public Affairs Committee Pamphlets No. 19.)

KEITH, L. P. **Information is insurance.** (New York Lumber Trade Journal. May, 1940, p. 16-17.)

The structural engineer of the National Lumber Mfrs. Association in his address before the Kansas Lumber Dealers Short Course sponsored by the Southwestern Lumbermen's Assoc., the Kansas Lumbermen's Assoc. and the Department of Architecture at Kansas State College, devotes himself to the hazards of unfavorable building codes. "A poor code hurts building, raises costs, increases costs of living."

BUILDING MATERIALS, BUILDING STANDARDS, HOME BUILDING; PUBLICATIONS OF THE NATIONAL BUREAU OF STANDARDS (a list). Letter Circular LC592, National Bureau of Standards, Washington, D. C., April 25, 1940. iv-83pp. (Supercedes LC290).

A list of the Bureau's publications on the above subjects, including the properties, specifications, tests, uses, and standardization of building materials, and others giving information tending to encourage, cheapen, and improve construction and housing.—T. C. B.

WIRTH, P. E. **The true properties of radiant heating.** (Gesundheits Ingenieur, 1939, pp. 30-35.)

Efficiency of ceiling heating compared with that of the usual types of hot water heating units. Author concludes radiant heating is economical of heat. Reference is made to the use of ceiling heating pipes for cooling purposes in summer.

LESTER, R. M. **Invisible panel warming.** (National House Builder, 1939, pp. 6-8.)

Brief description of some modern heating systems whereby walls and ceilings are made into radiating surfaces with thermostatic control.

OWEN, RUSSELL. **From slums to sun.** (New York Times Magazine, April 28, 1940, pp. 12, illus.)

Refers to the Red Hook project, South Brooklyn, N. Y.

HOW TO BRING A NATIONWIDE BUILDING BOOM

By B. C. Forbes

From The Detroit Times

Next to more jobs, this nation most needs more low-cost, attractive homes. This dearth is greater today, according to authorities, than ever before in our history.

If ways and means could be found to inaugurate home-building on a scale suitable to the country's needs, depression and unemployment would largely disappear. Incidentally, it was such home-building, first stimulated by government but later taken over by private enterprise, which started Britain on the highway to recovery after comparatively brief depression.

I was much impressed recently by what is being done in one industrial community to provide homes for wage earners at costs far below average. A community of all-metal homes has been created and is rapidly being expanded. Prices range from \$1,500 to \$3,000 up.

Interested, I was told that these modern homes are so constructed that they were much cooler in Summer and much warmer in Winter than the ordinary, old-fashioned home. Also, that the demand is constantly broadening.

But Tastes Differ

All-metal homes may not be the sole key to solving America's housing problem. Tastes differ. In certain areas lumber is abundant, and preferred. Elsewhere, brick or stone abounds. To achieve maximum home-building, every variety of material would be requisitioned.

The dominating objective should be to make it possible for millions of ordinary families to buy homes appropriate to their means.

The government has established financial arrangements whereby only a 10 per cent payment is necessary to acquire ownership of a home. Thereafter, the monthly payments, often no greater than ordinary rental charges, gradually pay off the amount borrowed.

These and other efforts to encourage home ownership are admirable.

High Labor Cost

But the problem is seriously complicated by one basic factor which heretofore has baffled solution. Briefly, workers in the building trades have long been employed so irregularly, so spasmodically, that they have—quite naturally—insisted upon hourly wage rates away above the hourly rates paid the vast majority of American workmen. For example, in New York the scale for union plasterers is \$2 an hour, for carpenters \$1.85, for bricklayers \$2 (with \$1.20 for bricklayers' laborers), for plumbers \$2 an hour.

No such hourly rates are averaged in the motor industry, the steel industry, the rubber industry, utility industry or on railroads, in mines, in stores, in banks—anywhere.

You can see what an awkward situation this creates: Too few breadwinners getting 35 cents to 60 cents or somewhat more per hour can save enough money to employ building tradesmen at \$1:50 or \$2. an hour to construct homes for them.

DRENNAN, GEORGE W. **Twentieth century transportation and its effect on real estate values.** (Mortgage Bankers Association of America, 1939 Yearbook, pp. 104-109.)

DES MOINES CITY PLAN AND ZONING COMMISSION. **Urban land uses and zoning.** July, 1939. 48 pp. Preliminary report by Harland Bartholomew and Associates.

FARMINGTON, MICH. **Zoning ordinance,** June 26, 1939, 6 pp. folio, and zoning map. Ordinance No. C-18.

M. S. A. COMMITTEES APPOINTED

The following is a list of the regular and special Committees of the Michigan Society of Architects for the current year. Each of the seven local Divisions of the Society throughout the state is represented by at least one member appointed by the Division president to serve on the principal State Committees.

A number of these Committees have been in action for some time, while others are just getting under way. The cooperation of the Division presidents has been most helpful and valuable, and the responses of the various Committee Chairmen and all of the members have been remarkably prompt and enthusiastic. There is every reason to expect an unusually active and successful year for the Society with such excellent team work.

BRANSON V. GAMBER, *President*

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The University of Detroit is co-operating with the Beaux-Arts Institute of Design in trying to establish an atelier for the study of Architectural Design in Detroit. The location for such a studio is being studied. Mr. Branson V. Gamber has been appointed as Supervisor for this area. Prominent Architects of the city have consented to act as critics. Many of the competitive problems have cash awards. Enrollment has already begun for the coming season, which begins in September. For those interested, further information may be secured from:

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

Plans for 4 stores, 7 Mile & Lappin.

Taking fig. about Aug. 1—Store Bldg. Kercheval Ave. G. P. P.

BENNETT & STRAIGHT, 13526 Mich. Ave.

Fig. on Det. Osteopathic Hospital Laundry, closed. 1200-seat Theatre, Birmingham, Michigan. Taking figures.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit Store bldg., Pt. Huron, 70'x100', Bids closed.

DEHOISIERS, ARTHUR, 1078 Macabees Bldg.

Add. to School—Our Lady Queen of Heaven—Rolyat & Van Dyke, Con. let to A. W. Kutche.

Rectory—Resurrection Parish. — Contract let to Rozycki Bros.

Greek Orthodox Church of the Assumption—Bids closed.

Prep. plans for Church, Lexington, Mich.

6-rm. school, 10 Mile Rd. St. Michael's Parish — Bids closed.

DIEHL, GEO F., 120 Madison

Plans for Gym. & Auditorium, N. E. Detroit, also Church Add. 80'x106' East Side, Detroit.

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DISE, J. IVAN—2631 Woodward

Re-figuring Res. Rosedale Pk. Fig. on Columbus School starting July 15.

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MALCOLMSON, CALDER & HAMMOND, 1217 Griswold Prep. sketches for add. to Dexter Baptist Church.

MERRITT & COLE—1111 Collingwood

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

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

Fig., Funeral Home, Mt. Clemens, closed.

Fig., Bethesda Lutheran Church, Evergreen Rd., closed.

Medical Clinic, Mack Ave., G. P. Farms. Fig. closed.

Sketches for Mt. Zion Lutheran Church, 7 Mile Rd.

Plans for Res. & Medical Office, 7 Mile Rd.

SORENSEN, N. CHESTER CO. and fl. Industrial Bk. Bldg.

Peace Lutheran Church, fig. due July 16.

Taking fig. July 16—Clara B. Arthur School add.

STAHL, JNO., 820 Francis Palms Bldg.

Baptist Church, Hastings St., revising plans.

Taking fig. July 10 on Res. Wing Lake.

Fig. on Church 40'x80 about July 15.

WRIGHT & ROGVOY, 929 Fox Bldg.

Bldg. Boyer's Haunted Shack, Gd. River & Oakman.

WEST, ROBT. J., 512 United Artists Bldg.

Tak. figs. Holy Cross Lutheran Church.

Prep. plans for Truth Evangelical Lutheran Church.

Tak. figs. for Holy Cross Parsonage.

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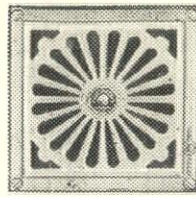
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Volume 14

DETROIT, MICHIGAN, JULY 30, 1940

No. 31

ARCHITECTS' COOPERATIVE SERVICE

A MESSAGE OF INTEREST TO MORTGAGE BANKERS, PRODUCERS, SUPPLIERS,
CONTRACTOR ORGANIZATIONS AND THE BUILDING PUBLIC

Month ago in Detroit was established *Architects' Cooperative Service Bureau* at Builders' & Traders' Exchange, 439 Penobscot Building resulting from requests of the Exchange, Carpenter Contractors' Association; Dept. of Buildings & Safety Engineering, and sponsored by Detroit Division, Michigan Society of Architects. Purpose; to furnish architectural consultation, advice and service on small projects, particularly alterations to commercial buildings.

Commissioner Joseph P. Wolff had stated that many applicants were not familiar with the law requiring the seal of a registered architect on plans submitted for any commercial project, regardless of size or cost, and since it would not be policy to direct them to any one architect, he believed a conveniently located headquarters of the architectural profession as an organized group to be desirable.

Following publication in the *Weekly Bulletin* calling for volunteers response was sufficient to effect an organization consisting of Leo M. Bauer, Christian W. Brandt, Frank E. Cox, George F. Diehl, Clair W. Ditchy, Frank Eurich, Cornelius L. T. Gabler, Branson V. Gamber, Talmage C. Hughes, Lawrence B. Jameson, C. William Palmer, Cyril E. Schley, N. Chester Sorensen, and Frank H. Wright. Diehl is chairman and Leo Bauer, secretary-treasurer.

Ten regulars serve one-half day periods to keep the office open from 9:30 to 4:30, Mondays through Fridays. Four alternates serve when called.

Since architecture in Detroit has had a long and honorable record and this is the first time that a full-time public service has been undertaken, results were not expected immediately. However, most important architectural news here last week was chairman Diehl's progress report to the first monthly meeting.

"Starting from nothing the first week, inquiries have steadily increased to cover projects all the way from the smallest alteration to complete new buildings," he said, indicating that number one problem is to let the public know there is a place to which they can go with any architectural or building problem, feeling sure that a competent architect will be glad to interview them without charge and to render actual service at a nominal hourly rate.

Diehl emphasized the fact that the office was opened at the request of the interested groups, and not by architects solely as a means of promoting more business for themselves.

"In fact, if we realize our fondest hopes of success, members will still be putting more into it than they take out for some time to come," he said. "What we do hope is that the bureau may soon become self-supporting so that members will not be expected to make cash outlays in addition to contributing their time, but we are all of the opinion that whatever benefits that may accrue will be indirect in the form of credit to the profession for performing a needed public service, just as is the case with medical clinics.

"With this in view we are prepared for the long pull, but we do need the cooperation of all elements of the building industry in apprising the public of what we are offering. We need it now more than we will need it later.

"No matter what the problem entails, if it has to do with architecture or building, we pledge our best efforts. If the one on duty is not able to answer a question it is his obligation to draw from the experience of other members, even to the extent of a general consultation."

NEW CORPORATION FOR A. K.

Recognizing the part played by employees in the success of his organization Albert Kahn has formed a new corporation known as Albert Kahn Associated Architects and Engineers, to include as stockholders those who have been loyal members of his staff for upwards of 25 years.

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GOOD BYE, PIERRE

Of course I know that Pierre Lindhout is really gone, because I saw him in his coffin and I was one of the pallbearers. But there is still something improbable about it; it seems very difficult to realize that I shall never again see him energetically working on his lawn—he lived just a few blocks from me—and that I shall never stop my car again and hear him say to me, in a voice that still retained a quaint touch of Belgian accent, "Rod, what do you t'ink about — " this, that or the other.

He will be very greatly missed. When the people who knew him best discuss his passing they always end up by saying, "He was a good-hearted fellow if there ever was one." When you come to think about it, that's a good enough epitaph for any of us. There are too few good-hearted fellows in the world for us to be able to spare any; the world, in fact, is full of battle and murder and sudden death today because there are too few good-hearted fellows in it; Belgium, where Pierre was born, is under the heel of a conqueror for the second time in our lifetime and death drops from the sky all over Europe because men of good will, good hearted men, are too scarce in our time.

Pierre loved his profession and he had a warm affection for his fellow architects. A good many architects love their profession but a too large number do not have enough affection for their fellow architects to cause them to take off their coats and do any really hard work for the benefit of the whole profession. Pierre was always in there pitching, whenever a convention, a district meeting or a judging of examination drawings meant that there was some work to be done. At the MSA convention in Grand Rapids last March Pierre was far from well, in fact he was in almost constant pain, and yet he did more work than anyone except Emil Zillmer to make the convention a success.

He was a loyal friend; if you were his friend you were 100 per cent perfect and woe betide anyone who said you weren't. One of the few times I ever heard of when Pierre got really mad was when a gentleman whom we may as well call Mr. X asserted to Pierre that in his opinion I was a lousy writer. Pierre was sure that Mr. X was wrong about this (a lot surer than I am) and he gave Mr. X a terrific verbal going over.

He always read everything I wrote. I hope that somehow, somewhere, he is reading this poor and imperfect expression of my sense of loss.

Good bye, Pierre.

—Roger Allen

BOOSTS ARCHITECTS

Joel K. Riley, assistant vice-president, United Savings Bank, in charge of Mortgage Department, speaking on the "You and Your House" program, Saturday morning over WWJ, with E. A. Baumgarth and Edith Crumb of the Detroit News staff gave architects a good recommendation. His bank has prepared for distribution to prospective home builders a 24-page brochure containing useful information on plan design and other important details.

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.

JULY 30, 1940

EDWYN A. BOWD

Edwyn A. Bowd, 74, ended more than a half-century of architectural service in Lansing when he died unexpectedly Wednesday afternoon, July 17 at his home, the so-called "governor's mansion," at 2003 West Main Street.

During the more than 50 years since he established his own firm in that city, Mr. Bowd had designed many of its principal civic, business and public structures. His work stretched over the period of yesterday's architecture, with its "gingerbread" trimmings, to the modern structures of today.

His organization designed the old Masonic temple as well as the new one adjoining it on Capitol Avenue.

He planned Wells Hall on the Michigan State College Campus and also many of the buildings recently erected there. The Lansing City Hall was the product of Mr. Bowd's architectural talents, having been his first important work, and he later designed the State Office Building and both the Mason City Hall and the Ingham County Courthouse there.

Besides most of the buildings on the college campus, Mr. Bowd was responsible for the plans for the original Reo buildings, the First Baptist and Pilgrim Congregational churches, several structures at the Michigan State School for the Blind and the Boys' Vocational School and numerous others.

Born in Cheltenham, England, November 11, 1865, Mr. Bowd graduated from Orset college, Dover, and came with his mother to Detroit in 1882. There he started his career with Gordon W. Lloyd, architect.

After a few years in Detroit, he went to Saginaw, then to Lansing in 1888, where he became associated with William P. Appleyard. He bought out his associate the following year and continued in business alone until Orla Munson became his partner in 1925. The present firm of Bowd and Munson was incorporated in 1929.

In 1906, Mr. Bowd purchased the house on the southeast corner of Allegan Street and Capitol Avenue, which had been constructed in Lansing's early days. It had been used as his home and office, but was moved in 1923 to its present location. On the original site was erected the Industrial Bank, which had been rented to the occupants by Mr. Bowd since 1927.

On May 23, 1939, Mr. Bowd was the guest of honor at a banquet given by his friends and business associates in celebration of his fiftieth anniversary as a practicing architect.

He was a member of The American Institute of Architects and its Detroit Chapter, the Michigan Society of Architects and its Lansing-Jackson Division.

His other affiliations included Lansing Lodge No. 33, F. & A. M., the Knights Templar Commandery No. 25, the Moslem Shrine of Detroit, and the Knights of Pythias.

Surviving are the widow, Hallie H.; a daughter, Mrs. C. N. Merritt of Detroit; a granddaughter, Mrs. Kuno Hammerberg of Clare, and a grandson, Nelson Bowd Merritt of Detroit.

DETROIT'S MAYOR JEFFRIES last week visioned a real city plan when he met with Eliel Saarinen, president of Cranbrook Academy of Art, looking toward making use of the facilities of that institution under the direction of a most eminent town planner.



Lindhout



Bowd

WOMEN ARCHITECTS HAVE WHAT IT TAKES

The Alpha Alpha Gammas, members of the honorary society for women architects, held their annual convention at the Beekman Tower Hotel in New York City, recently. You'd be surprised how few of them have designed and built houses in this man's world, says Mary Williams, in the New York Sun. Mrs. Mary Lou Drosten, of Clayton, Mo., the red-haired, green-eyed president of the organization, lives in a home of her own design, a modern house with two straight wings and a curved center studded with huge glass-brick windows.

But Mrs. Drosten is a married woman. "Most of our members who are practicing architects work with their architect husbands," says Merle Elliott, the charming and intelligent young convention chairman. She's another red head, now employed as a draftsman in a firm that prepares material for magazine illustrations. "I must admit that women aren't as welcome as we'd like to be in the architectural field. Harvey Wiley Corbett, for instance, is on record as favoring women but he doesn't hire any." (Mr. Corbett's office says that they used to employ a couple of "draftswomen but they haven't any at the moment.") "Another distinguished architect who helped one of our members get into Cornell wouldn't consider her when she popped up with her degree a few years later."

CAN'T BE STOPPED

Well, it takes more than that to stop these talented young women. They've drifted into all the allied art fields, and very successfully too. Janet Leib Lewis designs fabrics for a large concern. One of her contributions consists of original and perfectly adorable little birds like no birds on earth. For another very popular number, copy of a bedspread hand-loomed and hand-knotted around about 1813, she helped develop the loom that turns it out.

Ruth Gerth, an industrial designer, worked on the hardware for one of our most beautiful motor cars, and she's designed bottles and labels for a whisky in national demand. Now she's turned to packaging with tissues and towels among her achievements.

Another member, Ruth Van Sien is designing fine furniture for a leading Fifth Avenue store. Grace Jones, ex-president of the New York Alumnae branch, worked on landscapes and built a model shop for the General Motors Futurama out at the Fair. Norman Bel Geddes hired many girls for the tremendous job. "Many of our members, like Irene McFaul, have gone in for landscape architecture on a large scale," Miss Jones says. "Others go in for 'interior design,' which means they do everything about a house from the plaster in. Out in my home town, Minneapolis, our member Dorothy Brink Ingeman and her husband, Bill, are two of the most successful architects. They often flip a coin to decide whether her or his design will be submitted to a client."

INTERIOR DECORATING

Many of the girls have taken up interior decorating, like Lucine Breeding, who finds her architectural training invaluable in her work with a leading Chicago store.

Up at Cornell, Grace Morin, who is an instructor in house planning, taught many of these young women, designed the Home Economics building they are very proud of. A full-fledged naval architect, Miss Morin, is practically unique in the field.

As an undergraduate at Cornell, Elfriede Abbe

CRANBROOK SCIENCE INSTITUTE HAS ITS TENTH ANNIVERSARY

Bloomfield Hills—Cranbrook Institute of Science marks its tenth anniversary this month in one of the most complete and up-to-date museum buildings in the country.

Founded in 1930 by Mr. and Mrs. George G. Booth, the institute, devoted to museum exhibition and scientific research, began its existence in a modest structure erected in the form of a hollow square, with a circular tower and observatory at one corner.

Under direction of Victor H. Calahane and aided by volunteer curators and a small but hard working staff, the institute expanded its field of service rapidly, serving as a local center of scientific culture and education, publishing bulletins and papers and carrying on scientific investigations.

Calahane resigned in 1934 to join the national park service. He was followed in 1935 by Dr. Robert T. Hatt, present director of the institute. By that time rapid growth made a new building necessary.

Dr. Hatt visited leading museums in the United States, England, Holland, France and Germany, and Mrs. Marjorie Bingham, institute botanist and librarian, toured eastern museums. Many of the ideas they brought back were included in the plans for the present building, drawn by Architect Eliel Saarinen, Cranbrook president.

The present building, opened in 1938, is a fireproof brick and concrete structure, including the original observatory. It is set behind a large reflecting pool adorned with three bronze fountain figures by Carl Milles.

Because the institute is a teaching museum all exhibits are made as instructive as possible. They are planned to tell concisely the story of the formation of the earth, the development of life and the adaptation of plants and animals to their surroundings.

The building is open to the public every afternoon from 2 to 5. Membership is open to any interested person.

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designed and cast the statue called The Hunter which dominates the Pharmacy Building at The World's Fair. She is only 5 feet 5 inches so the colossal nine-foot figure is nearly twice her size. Just out of Cornell this month, she doesn't know quite what to do next, but she's sure she'd rather be a sculptor than an architect.

All in all, the Alpha Alpha Gamma's activities seem a far cry from courses like concrete construction, in which they used to figure out how much steel re-inforcing they'd need for some imaginary sky-scraper.

GUSTAVE W. DRACH

Gustave W. Drach, dean of Cincinnati architects, died July 19th, at the age of 78. He designed some of his cities best known buildings including the Gibson Hotel, Good Samaritan Hospital, and Woodward High School. Recently he was honored at a testimonial dinner by Cincinnati Chapter, A. I. A.

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ARCHITECTS' REPORTS

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Plans for 4 stores, 7 Mile & Lapping.
Taking fig. about Aug. 1—Store Bldg. Kercheval Ave. G. P. P.

BATES, EDGAR—2281 Maxwell
Prep. plans, 8 Apt., Rogers City; Cafe & dance hall, 45x60, Oakwood Blvd.; Residence, 2 Flat, 4 Flat.
Taking bids—Store, 29x80, Wyoming Ave.
Bids Closed: Store & Clinic, Grandmont & Plymouth; Recreation Alleys, Springwells Ave.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Fig. on Det. Osteopathic Hospital Laundry, closed.
1200-seat Theatre, Birmingham, Mich., fig. closed.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
Store bldg., Pt. Huron, 70'x100', Bids closed.

DeROSIER, ARTHUR, 1078 Macabees Bldg.
Greek Orthodox Church of the Assumption—Bids closed.
Church, Lexington, Mich., Taking fig.
6-rm. school, 10 Mile Rd. St. Michael's Parish — Contract let to J. Utley.

DIEHL, GEO. F., 120 Madison
Plans for Gym. & Auditorium, N. E. Detroit, also Church Add. 80x106' East Side, Detroit.
Two rectories, East Side & N. W. Detroit.

DISE, J. IVAN—2631 Woodward
Res., Rosedale Pk., Bids closed; Fig on Columbus School., Bids closed.

GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.
Plan for Theatre—McNichols & 7 Mile Rd.
Plans for two additional stores—C. F. Smith Co.
Unloading dock—Farm Crest Bakery, closed.

HERMAN & SIMONS—712 Owen Bldg.
Activities Bldg.—Our Lord Parish. Con. let to Joseph Krausmann.

JAMESON, LAWRENCE B., 8580 Jos. Campau
Prep. drgs. for Home for Dodge Local No. 73-UAW-CIO., Jos. Campau, Benson & Ellis. 2-story & basement brick & stone trim.

MALCOLMSON, CALDER & HAMMOND, 1217 Griswold
Prep. sketches for add. to Dexter Baptist Church.

MERRITT & COLE—1111 Collingwood
Prep. plans—Add. Westminster Presbyterian Church., Lansing, Mich.
Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.
Fig., Bethesda Lutheran Church, Evergreen Rd., closed.
Medical Clinic, Mack Ave., G. P. Farms, Con. let to Peter Kockyx.
Plans for Mt. Zion Lutheran Church, 7 Mile Road.
Plans for Res. & Medical Office, 7 Mile Rd.

SORENSEN, N. CHESTER CO. 22nd fl. Industrial Bk. Bldg.
Peace Lutheran Church, Gen'l, Con. let to H. B. Culbertson.
Taking fig., Clara B. Arthur School add.

STAHL, JNO, 820 Francis Palms Bldg.
Fig. on Church 40x80, Closed.

WRIGHT & ROGVOY—929 Fox Theatre Building
Alt. Det. Edison Co.
Taking fig. Kinsel's Drug Store.
Bldg. Boyer's Haunted Shack, Gd. River & Oakman. Bids closed.

WEST, ROBT. J.—512 United Artists Bldg.
Tak. figs. Holy Cross Lutheran Church.
Prep. plans for Truth Evangelical Lutheran Church.
Tak. figs. for Holy Cross Parsonage.
Alter. 5 stores, Michigan Ave., Booth Investment, Book Bldg.
Alter. to Silver Dome Cafe, 19678 John R.

PENCIL POINTS for July contains an interesting letter from L. L. Woodworth of Ann Arbor, forming a concise report on the recently formed student clinic there. Of interest also is an article titled "Re Rendering" by Hugh Ferriss, with illustrations by Roger Bailey (SH & G's Boys' Club and 7th Scientist Church); Fred Crowther (Herman & Simons), and Leo Cowley ("Purely a study in design").

Record's "Houses with Three Bedrooms" features the interesting residence of Mr. & Mrs. H. Richard Crane in Ann Arbor by Geo. B. Brigham, Jr.

SOU. ILL. ARCHITECTS ORGANIZE

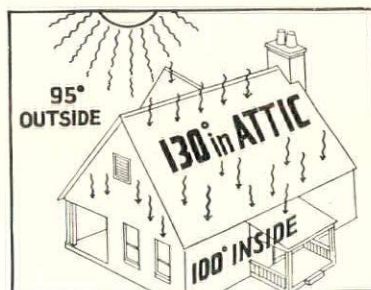
Registered Architects Association of Southern Illinois was organized on July 11, at Belleville, Ill., and Walter V. Wuellner of Alton was elected president. Other officers chosen were: vice-president, Wilbert G. Knoebel of East St. Louis, and secretary-treasurer, Edward A. Kane of Edwardsville.

Purpose of the organization will be to promote common professional objectives and to conduct an educational program designed to inform the prospective investor more fully of the services rendered by the architect and the value of these services particularly with regard to safety of structures, specification and supervision of a higher standard of construction.

A committee, made up of the officers, D. Clarence Wilson of Mt. Vernon, and Wesley W. Chorlton of Belleville, was appointed to draft a constitution and by-laws which were scheduled to be presented for approval at the next meeting at Mineral Springs hotel in Alton, July 25.

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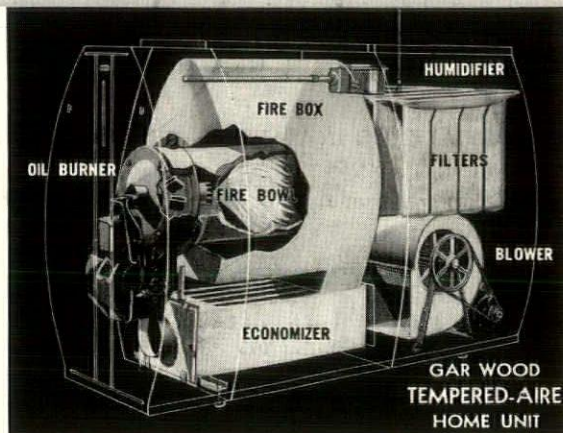
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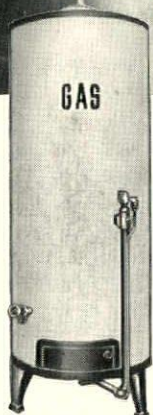


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