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WEEKLY BULLETIN



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DETROIT, MICHIGAN, NOVEMBER 5, 1940

No. 45

HUMAN—ALL TOO HUMAN

By Wirt C. Rowland

CHAPTER IV

Paltry Virtues and Magnificent Transgressions.

By much the same words, Conrad, in one of his stories, describes his impression of a great city port on his return to civilization from a stormy voyage in the South Seas.

It appears to me that the same expression might be applied to the aspect of American Architecture as it appears to us, covering a period of—say—thirty years. If possible, we might turn the rudder of our minds away from the present mutable world affairs into that port of thought. There, looming up before us, we may find the same impressive evidences of the paltry and magnificent—the practice of both the smug—and the free and wanton waste.

Paths of virtue and its boundaries are ever ill defined. One side bites on the other as it were. And in the case of the so-called modern, it is able to take large juicy mouthfuls out of that period, the "Gay Nineties", which provided such edible as "swags" of fruit, surrounding cartouches, which threw out their bellies obtrusively over doorway and pediment—that day when architects sinned in ornament—for, is not ornament a sin to the modernist and does it not cover something more heinous?

And, when virtue closes its mouth, does it not become a thin lipped ruthless line? There seems to be no aspect but the grimmest visages—no face wreathed in smiles—no human ingratiating.

Buried even in foliage, modern architecture is like the bleached skeleton found in the sage brush of the desert, abandoned as it were by all humanity,—from which all good and maybe dirty habits have fled, leaving behind cans from which the modern insect feeds.

We still have with us relics of an opulent era. Their creators transgressed. Their aspect is that of wall construction. Undoubtedly, they are full of "deadmen's bones" like the Biblical platter (bones of steel). But they are splendid—like the woman of the "Gay Nineties"—tiers of skirts, plumes and ruffles—and no indication of the members of locomotion!

They were designed by architects who, though naturally, took their inspiration from Europe (in the same way the moderns do!) and, having partaken of the Roman banquet of architectural forms—were themselves magnificent minded—but—skillful. They plunged into the orgies of spending millionaires and although on such a vast spree, were not seated until they had drunk the last dregs of architectural styles.

Their works were eclectic but their adaptations were free and discriminating. How hardly may I convince you of their knowledge and skill. For now that same would be sin beyond redemption, and even to know of those things is to be accused.

The "modernist" starts off with what? Functionalism? The straight and narrow path of virtue? Is it stripping the skeleton of its flesh? Certainly it is not like depriving the body of its clothing, for then it would reveal the greatest beauty, God's own image in a human being—modern architecture has not that beauty.

Perhaps the process of progress is raising the hood of a motor car, for we there expose a machine—or, in the case of a home, a machine for living (as by popular expression)—both sometimes of dubious performance, susceptible even to human variableness.

A fascist virtue of directing our steps and ordering our habits finds expression in the attached furniture of a home. One is compelled to sit in such and such a place, for it is ordered that he behold a certain vista (whether or not he wants to). Or he must sit crowded in a certain position at the table—or—he discovers a certain immobility to the bed. (There is only one object which I myself regard necessary to that virtue). How does this policy intrigue the distaff side in a home, whose will is moving and eternal change or a temporary and fleeting style?

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Michigan Section Illuminating Engineering Society

IMPORTANT MEETING!

Place: The Detroit Edison Company Auditorium—2000 Second Avenue, Detroit.

Date: November 6th, 1940—8:00 P. M. (Please note the change in the date from election night, November 5th, to Wednesday, November 6th).

Presenting: Alfred Pomn, Operating Manager of Simon J. Murphy Company and Howard R. Stevenson, Asst. Superintendent Customer's Service Division of The Detroit Edison Company.

Subject: "Old Wiring Methods, New Practices, and the Demand for Proper Lighting."

The Michigan Section is more than fortunate to secure the above two speakers for this meeting. Mr. Pomn has been with his present company 31 years, serving the first 15 years in general construction, electrical and power house work. During the last 16 years he has been in charge of the complete operation of the properties. He is a member of the Electrical Committee of the National Fire Protection Association which committee formulates the National Electrical Code. He has had wide experience in the application of the new wiring code in remodeling the Penobscot and four other buildings. He is an excellent speaker and has a practical story of genuine interest.

Mr. Stevenson needs no introduction, as he is an authority on the code. He will explain and clarify the code changes and will give details on their application, including the calculation of wire sizes for conduit in service.

There have been many changes in the code during the past year, and this meeting should be of great interest to everyone, so come and bring anyone who may be interested in this subject.

There will be on display samples of all the new electrical equipment approved by the code.

EXHIBITION UNTIL NOVEMBER 11TH

The architectural exhibition at the Detroit Institute of Arts is being continued until November 11th.

Many of the entries have been selected to be shown in several cities of Michigan, after close of the show in Detroit. Architects are requested to call Mr. Shaw at the Institute after November 11th, in order to determine what material should be called for.

FOREMAN NEW A.G.C. MANAGER

President H. B. Zachry has announced that by unanimous vote of the executive committee, Herbert E. Foreman has been appointed Managing Director of the Associated General Contractors of America to succeed Edward J. Harding, who died suddenly on October 5. James D. Marshall has been appointed Assistant Managing Director to succeed Mr. Foreman.

MEMBERSHIP

If you are an architect registered in Michigan won't you support your organization by paying \$3.00 dues to March 1, 1941?

Let's consolidate our gains made last year.



BUILDING INDUSTRY LUNCHEON

Detroit-Leland Hotel

Tues., Nov. 5, 12:15 P. M., \$1.25

M. S. A. — B. & T. — Producers

This one in charge of
BUILDERS' & TRADERS' EXCHANGE
Carl O. Barton, President

All those interested are invited to attend.

SPEAKER. Mayor Edward J. Jeffries, Jr. will discuss the City's policies in regard to construction work.

ART EXHIBITION

In connection with American Art Month, November 1940, sponsored by the American Artists Professional League, Frank H. Wright announces an Art Exhibition to include sketches, water colors, oils, sculpture, models, etc.

The material is to be displayed in the windows of various buildings in downtown Detroit, General Motors Building, Fisher Building and others.

In connection with the display, Wright says, "The widespread interest in art on the part of the public at large, which has come into being during the last decade, has cleared the road of many of the obstacles that confronted us before.

"Through many and various agencies the layman has, one might say, become color conscious, form conscious: in short, art conscious. More and more he visits exhibitions of paintings and sculpture. Paintings in windows arrest his attention. In increasing numbers he and his family are exploring a world hitherto foreign to them—the world of American Art."

All those willing to cooperate in this exhibition should apply to Frank H. Wright, CHerry 7414.

NOTICE OF MEETING

Michigan Society of Architects and its
Detroit Division

Intercollegiate Alumni Club

TUESDAY EVENING, NOVEMBER 19
DINNER AT 6:30 P. M., \$1.30

This meeting is for the purpose of discussing a matter of vital importance to all architects registered in Michigan, that of a plan of action with regard to violations of the State Registration Act for Architects.

The Committee on Practice headed by Leo M. Bauer will have something of interest to report and upon decision of the membership will rest the future course. It is, therefore, urgent that a representative attendance be had.

NEW OFFICE

Walter M. Dole, Architect, announces the removal of his office to 13739 Gratiot Avenue, in the Ramona Building, corner McNichols Road in Detroit. He was formerly located at 16944 Wildemere Avenue.

Professor Emil Lorch was one of a distinguished group of speakers on the Second Annual Round Table Fellowship at the North Woodward Congregational Church in Detroit, when on October 30 in their series on Music, Drama and Art he spoke on "Church Architecture."

ROWLAND—from Page 1

the hardest linoleum, dashing into obese chairs or sofas which await you with a cold rectangular embrace. All these are the fruits of virtue, included in the modern machine for living—and—ridiculous! (As many virtues are,—measured by psychological verities to which we may now be blind).

The path of virtue is indeed narrow, and, I may say—wizzened—not wide enough in which to walk abreast with a friend. That is why I call it paltry—it has no ingratiating qualities. Its values will be found spurious, perhaps long after I have joined the shades or the reward which I shall reap for my architectural transgressions!

Such of mine may be tinged by a certain harmless modernism. This much I may say, as they break up through the terrible weight of medieval sin, that I have tried them out and they are utterly wanting.

The serpent of economy and standardization has reared, too mean and small to be hydraheaded. Transfixed by its beady glare, people now would rather have many gadgets made by the million, having no distinction and glittering with a hard modernity—than possess one worthy article fashioned by the human hand though unevenly—not a bauble which tomorrow will be rubbish!

However sinful a state it may be, I am still in the era of Oriental rugs—with pictures on the walls! No stern interior decorator shall cry to me—"Repent Ye"! For behold the day is now at hand when ye shall have this wall one color and the adjacent one another. And the sole ornament thou shalt possess will be a distorted human figure in plastic (preferably reclining)."

I shall never hang on my wall pictures of indeterminate objects which require me to go into the devious convolutions of the artist's mind,—nor of objects distantly recognizable but purposely distorted.

Ever since Adam and Eve were cast out of the Garden of Eden for tasting that lucious fruit, man has reached out to pluck the same (symbolically). Why? Because it tastes good and is beautiful—so much better than the virtuous medicine which our parents were constrained to give us for its salutary affects.

The curative affects (in architecture) are correspondingly so bitter and of really so little value that I still prefer to behold those magnificent transgressions. Though I am compelled to regard the former era as prodigal in expense, it is splendid in stimulation.

Those who have tried to close the door for us on that era have substituted nothing. The high priests—the geniuses of modern design have built us paltry words—trying to turn the public current to as smug an eclectic style. They have yet not provided us with any concrete evidence—they have not built us one inspiring thing. We may almost see the handwriting on the walls of the heavens "MENE, MENE TEKEL UPHARSIN" Thou art weighed in the balances—and found wanting!"

MASK SHOW AT CRANBROOK

The Cranbrook Institute of Science calls attention of the Detroit Chapter, A.I.A., to its exhibition of masks, shown until November 18. Here are assembled many rare and spectacular religious, festival, dramatic and ancestor masks of all the great mask-making cultures from the Arctic Circle to central Africa; from Tibet to the Pacific Islands. The masks are loaned from the foremost collections in the country.

The exhibition is open from 2 to 5 p.m. daily without charge.

ANNUAL MEETING
DETROIT CHAPTER, A.I.A.

Detroit Chapter of The American Institute of Architects held its annual meeting on Thursday evening, October 24, 1940.

A telegram from Henry Saylor of the Architectural Forum was read as follows: "Congratulations to outgoing officers upon a job well done. To incoming officers upon a great opportunity. Best regards to all."

Members stood in a moment of silence in memory of Edwyn A. Bowd, our fellow member who passed away since our last annual meeting.

A letter from Mr. R. T. Hatt, director, Cranbrook Institute of Science was read. Mr. Hatt invited members of the Chapter to visit the Institute and see an exhibition of masks being shown from October 16 to November 16.

In the absence of Clair W. Ditchy, Alvin E. Harley reported for both Nominating Committees, who had agreed upon the following slate:

President: Emil Lorch
Vice-Pres.: Robert B. Frantz
Secretary: Malcolm R. Stirton
Treasurer: Leo I. Perry
Director: William E. Kapp

There being no further nomination from the floor, a motion was made and passed instructing the secretary to cast a unanimous ballot for this slate.

Malcolm R. Stirton gave the annual report of the treasurer and President Hyde appointed Messrs. Perry and McConkey as auditors. Upon their report that they found the statement in order, the meeting approved the report.

Annual reports of officers and committee chairmen were accepted as published.

Professor Emil Lorch gave his report on Relations with the State Board of Examiners, and on Architectural Clinics, which were accepted and made a part of the records.

In the absence of William E. Kapp, chairman of the Chapter's Special Committee on the Detroit Zoning Ordinance, Branson V. Gamber, representing the Michigan Society of Architects, reported for this committee. He reviewed the joint meetings of the Chapter and Society, together with representatives of the City Plan Commission, stating that he had attended hearings by the City Council and that finally suggestions made by the architects had received consideration by the Council and the City Plan Commission. Robert Frantz pointed out that this committee had done an excellent job and stated that he had been interested in zoning matters in Saginaw for the past fifteen years.

Frantz also paid tribute to retiring President Hyde, saying that he knew of no one who had done more for the Chapter, pointing out that it must have been at a great sacrifice to his own practice.

Walter E. Lentz then spoke on zoning and related his experience some twenty years ago when such an ordinance was proposed for Detroit, but which met with objections from most of the realtors, owners, and others in Detroit. He pointed out that even though it failed at that time, the work they did is having its effect today, and that many have changed their views and now favor such legislation.

President Hyde stated that during his two years in office, he had endeavored to do the work of the Chapter as best he could, but he credited his Board of Directors and other officers for having given their whole-hearted support.

He then declared the slate elected and called upon Professor Lorch to take the chair. He stated that he had formerly studied history under the professor, but now he gave him the opportunity of making history for the Chapter.

Professor Lorch responded by saying that it had been a great pleasure to work with Hyde and other officers of the Chapter. He pointed out that formerly we found it necessary to offer a free dinner in order to get a good attendance at an Annual Meeting, but on this occasion it was not necessary. This he considered a tribute to retiring President Hyde. He considered it fortunate that the retiring president remains on the board. Professor Lorch commended the exhibition current at the Detroit Institute of Arts, stating that it showed diversity of interest and a healthy condition in the profession. He urged that each architect in the cities where this exhibition is to go prepare an analysis for newspaper publicity.

Other newly elected officers pledged their best efforts on behalf of the Chapter.

The president, with the approval of the Board, appointed Talmage C. Hughes as Executive Secretary of the Chapter.

* * *

PRESIDENT'S ADDRESS

Detroit Chapter, A.I.A.

Annual Meeting, Oct. 24, 1940

By Arthur K. Hyde

Our meeting this evening marks the close of the Fiftieth year in our history. It would be interesting if by some magic we might have brought before our eyes, as in review, the salient event characterizing



Hyde

each year in our half century of existence. Would we see a steady march of progress? I'm not certain but I do feel convinced that we would see a fairly constant effort toward a goal which was established high enough that we must still strive to attain it and worthy enough that it is still worth the effort. The ideals and the principles upon which the Institute is founded have changed very slightly if at all with the passing of the years. So today, as throughout the yesterdays, we find ourselves employed in creating a harmony throughout the profession toward higher concepts in architecture and improved relations with the public we serve.

That our Chapter has made any conspicuous advances this year toward our goal I do not contend but I believe every effort of the Chapter and its committees has been constructive and in the right direction.

I express my sincere thanks to the Officers and Directors for their loyalty to the Chapter and their active assistance in its program. The life and the effectiveness of the Chapter is largely dependent upon the Board and the Committees, and I know the entire membership join with me in thanking those who have given of their time and talents in carrying on the work throughout the year.

The reports of our Secretary and the Chairmen of Standing and Special Committees amply review the work of the year. I wish here merely to call attention briefly to certain items which seem of special importance.

1. Our able Secretary, Talmage Hughes, is now Chairman of the Institute's Committee on Publicity. We are confident that the Institute will profit by the guidance he will give to this very important work. We are proud to count him as one of our members. Through his efforts the Chapter enjoys a stronger position in our City and State than formerly. Through the press, the radio and the lectures he has arranged Mr. Hughes has brought the architect before the public.

2. The finances of the Chapter, through Malcolm Stirton's care, have remained in a healthy state. The

tentative budget system which was started about two years ago has proved itself and should be continued.

3. This year the Chapter decided to hold another Honor Award Exhibit after a lapse of about ten years. With a very limited time for preparation Ralph Calder, Henry Stanton and others gathered together a notable collection of local work by Chapter members which has received much favorable publicity. I believe the Chapter would do well to re-establish the Honor Award Exhibit as a bi-annual event. We are indebted to Ralph Calder for his able work in making this year's Exhibit so successful.

4. Through the efforts of William E. Kapp, Branson V. Gamber and others the Chapter has, during the past year, given constructive support to the development of Detroit's first Zoning Ordinance. This has been no easy task and several of our members, particularly Mr. Kapp, have given generously of their time and energy to this work.

5. We are greatly indebted to our Regional Director, Clair Ditchy, for his active interest and real assistance and co-operation in every Chapter activity and problem throughout the year. He has served, ex officio, as a member of the Board and has given freely of his time and energy to Chapter affairs. I wish to personally thank him for all his help and I know the Board and the entire membership join with me.

6. One of the events of the year was the Second Annual Mid-West Architectural Conference at Cranbrook in which the Chapter joined with the Michigan Society of Architects as hosts for the occasion. The burden of responsibility for the multitudinous details of arrangements was carried by Clair Ditchy, who was ably assisted by Branson Gamber, Richard Raseman and Talmage Hughes. While the attendance fell short of expectations, the Conference was a real success and those who availed themselves of the opportunity profited by the discussions and the fellowship. The Chapter expresses its sincere thanks to all who assisted in this outstanding event and wishes especially to thank Mr. Booth, Mr. and Mrs. Saarinen and Mr. Raseman for their cordial hospitality and for making this Conference possible amid such ideal surroundings, Detroit's architectural oasis, Cranbrook. We wish particularly to thank Mr. and Mrs. Saarinen for their delightful cocktail party at their home and lovely garden.

7. We will soon have a Student Branch of the Detroit Chapter at Ann Arbor. Notably through the efforts of Professors Lorch, Bennett, and McConkey the idea has taken a firm hold among the students of the School of Architecture. With this student branch we reinforce our membership with a group of outstanding students selected for their serious attitude toward architecture and their scholastic standing. We also accept a real responsibility for this program calls for assistance to the student members wherever possible and we must do all we can to develop in these men the attitude toward architecture and its practice for which the Institute stands. We welcome these new members into our Chapter and promise our co-operation.

8. This year a precedent was set which we hope will become to some extent an established custom. Harley and Ellington, Architects and Engineers for the new Rackham Memorial Building, invited the Chapter to advise with them and to act somewhat in the capacity of a jury in connection with the design of the Rackham Building. Several reasons prompted this invitation; (1) the Chapter has believed for many years in consultation on buildings of a public or semi-public nature and has rendered such service to the City Plan Commission on many occasions; (2) This project is semi-public in character in that it houses the Extension facilities of the University of Michigan. (3) The Project also houses

the Engineering Society of Detroit, of which the Chapter is definitely a part and in which many of us are active members. George D. Mason, Clair W. Ditchy, William E. Kapp and your chairman served the Chapter on this committee. A friendly spirit pervaded each meeting of the committee with the architects and we believe the co-operation proved helpful. We wish to thank the firm of Harley and Ellington for their liberal minded attitude in establishing this precedent.

There are many important problems facing the architect today, several of which were discussed at length during the recent Conference at Cranbrook. Nor are we alone. Almost every profession today is facing parallel difficulties. Some of these problems are too large for individual chapters to solve. Regional action may be necessary to deal intelligently and in some cases the co-operation of the entire profession may be necessary to gain results. However and whenever the issues are met, I feel sure that the Detroit Chapter will play its part, and I am also convinced that our unified profession will be a useful factor.

It is impossible to conclude this report without some reference to that struggle which grips the world today and which, in spite of all we say, is uppermost in the minds of us here. The war, just begun at the time of our last annual meeting, has now developed until it has become of real concern to us and to all democracies. National defense is the important topic of the day and in this the Institute is co-operating in every way possible. Many of our offices are working overtime in planning for national defense. The Institute is doing its best to see that the architect functions in his normal professional way on the Defense Program, which we believe is the way in which he may best serve his government. An appeal for funds has been made to assist the Institute in its endeavor, and it is hoped that the response will be as generous as possible.

On behalf of the officers and directors, I thank the Chapter for their loyal support and to our successors I extend best wishes for a successful Chapter year and the hope that at our next meeting we may again find the world at peace.

* * *

REPORT OF COMMITTEE ON RELATIONS WITH THE STATE BOARD OF REGISTRATION

Emil Lorch, Chairman

Questions relating to registration have been considered by your Committee sitting with the APELSCOR Committee on Registration, the Board of Examiners joining with this general committee in the morning session of one of the meetings.

Among the subjects discussed during the past year have been examinations, the character and results of the present law, means of adding to its effectiveness, related legislation and the need of active cooperation by all for satisfactory enforcement.

Satisfactory results would be better assured if funds were available for a full-time investigator. The Architectural Board of Examiners, 1915-1919, which had no fixed charges for staff and rent, employed an effective investigator on part time, but since that time the budget granted the joint Boards has not permitted such assistance, more than ever needed because of the large increase in the number of candidates and registrants due to the inclusion of engineers and surveyors. The income to the state from those coming under the law is far more than adequate to support the costs of administration, but the difficulty is to secure a large enough proportion of the fees paid in, a situation which should be remedied, in order to secure desired results.

Although not discussed in the meetings referred to, architects attending the recent Mid-West Architectural

Conference at Cranbrook heard President Bergstrom of The American Institute of Architects refer to the possibility of housing the National Council of Architectural Registration Boards in the new Institute building in Washington. The offices of the National Council were until nearly a year ago in Chicago. With the death of Emory Stanford Hall, the devoted and effective administrator of the Council, it became apparent that a permanent home for the Council would be most desirable in close association with, though independent of, the Institute. Those interested in this solution, including the President of the National Council, met with President Bergstrom during the Institute Convention at Louisville; they were pleased to learn of the willingness of the Institute to assist the Council, and this on a liberal basis, to continue its important work for the profession, an arrangement which it is hoped by many will soon be consummated.

* * *

REPORT OF THE COMMITTEE ON ARCHITECTURAL CLINICS

Emil Lorch, Chairman

The idea which has received attention in other centers was here discussed with a view not only to improving small house design service, of putting this on a basis within the reach of the most modest purse, but also to initiating those entering the profession from the schools by having them work under the supervision of practitioners on realistic, non-academic problems, a special aspect of the practical experience so long recognized as essential for students.

In Detroit such a plan grew naturally out of the commendable effort of some years ago by a group of architects to give assistance to the building public in the lower brackets under the most liberal conditions of cost. Much the same group of architects have been carrying on an advisory plan, a kind of clinic, through which an architect serves as an advisor to prospective builders for a number of hours during one week, being succeeded by another member of the group for a like period. The plan has met with some little response during its initial phase.

At the University of Michigan a graduate in architecture working with a member of the faculty has developed two small projects in such a way as to gain insight into many phases of the problems of client, architect, and builder. Learning something of complete service on a modest scale cannot but develop a valuable background for future practice, for only from acorns can great oaks and also little ones, grow.

HISTORY AND MODERN ARCHITECTURE

On Tuesday evening, October 22nd, Wirt C. Rowland gave the last in a fall series of lectures on architectural subjects at the Detroit Institute of Arts.

Speaking on the subject, History and Modern Architecture, Rowland stated that Mr. Edgar P. Richardson of the Institute's staff had very kindly offered to introduce him but fearing that this would be too formal he preferred to introduce himself.

Rowland thanked Mr. Richardson for his cooperation in making this series of talks, as well as the architectural exhibition, possible at the Detroit Institute of Arts.

In beginning his talk Mr. Rowland stated that the subject matter of his paper had become an integral part of him but that he was beginning to find that the more he thought of architecture the less he had to say about it. He then proceeded to give his audience some choice bits of philosophy on the architectural picture as only Rowland can do.

We hope, with his consent, to be able to publish his paper in full in a forthcoming issue of the Bulletin.

MEMBERSHIP COMMITTEE

Within the past few months the Membership Committee has been calling on the architects, asking them to pay their dues and become active members of the society. During the course of these calls we have been asked: "What is the society doing for the Architects?" President Gamber's many articles seem to answer all these questions.

Now may we, of the Membership Committee, ask you Architects, "What are you doing for the society?" Some of you have paid your dues, some have not; some attend our meetings, and a great many do not. All of us have spent a great deal of time and thought devising ways and means to bring the public to consult the architects when they are contemplating building. Perhaps if the architects would pull together, as a unified body, we could accomplish this aim.

We can never expect to go very far when only 64% have signified their intentions of becoming a part of the society by paying their dues and only 7% (this figure would not look good in print) attend our meetings. This is your society, for everyone's benefit, so dig down for those dues—\$3.00 for Society and \$1.00 for Division dues, and attend the next meeting. May we have 150 members out for the next meeting? Reserve that date and let nothing prevent you from coming.

L. E. CALDWELL, *Chairman,*
Membership Committee.

CORRECTION

An article, "California Architects Ask Ouster of Board Member," appearing in the October 15th issue of the Weekly Bulletin was credited to the Architect and Engineer (San Francisco).

Our attention has been called to the fact that this should have been Southwest Builder and Engineer.

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 Add. Federal Dept. Stores, Mich. Ave., Dearborn.
 Mich. Bids closed.
 Prep. plans—one story sales and service bldg.—Gd. River & Oakfield.
 Prep. plans for two story & base. Commercial Bldg. Wyandotte.
 Taking fig. on paving lot—Kercheval & Notre Dame, closed.
 Two stores—bet. Kelly & Hayes Blvd. Genl. con. let to Pierce Fader—Plbg. & Htg. Goodfriend Co.—El. Wk.—Stone Co.
BARNES, C. F. J., TY. 5-3233
 Taking fig. Res.—30x43' Ford Foundation.
BENNETT & STRAIGHT, 13530 Michigan Ave.
 Plans for 1000 seat Theatre, Rochester, Mich.
 Ready about Mar. 1.
 Sketches—2000-seat Theatre, 30 Bowling Alleys—Ford Foundation, Midway Theatre Corp., owners.
 Alt. to Midway Theatre, Schaeffer Rd., Dearborn.
 Lighting fix.—Let to Det. Mantel & Tile Co.—Metal-on—Modern Porcelain Co.—Seating—Ideal Seating Co.
DIEHL, GEO. F., 120 Madison
 Res. Owner—Mrs. Anna M. Prohaska, Gen'l. con. let to Vincent Constr. Co.
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 Our Lady of Mt. Carmel Church—Saginaw, Mich. let to C. Engelhardt Con. Co., Bay City, Mich.
GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.
 Plans for Mfg. bldg. Owner Kelsey Hayes Wheel Co., Plymouth, Mich.—280x840.
 Plans for Air Craft Bldg.—Ford Motor Co. 360x1000.
HYDE & WILLIAMS, 3105 E. Grand Blvd.
 Prep. plans for Woolworth Store, bet. Gd. River & State.
L. B. JAMESON & S. J. STACHOWIAK, 8580 Jos. Campau
 Bids. closed Nov. 7, Hamtramck Housing Project. Administration Bldg., Housing Community Section and Maintenance Dept., & 30 Bldgs.
KEYES, HUGH, 748 Free Press Bldg.
 Prep. plans for Res., Bloomfield Hills, Mich.
MERRITT & COLE—1111 Collingwood
 Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.
 Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive
 Plans for Mt. Zion Lutheran Church, 7 Mile Road.
 Plans for Res. & Medical Office, 7 Mile Rd.
WRIGHT & ROGVOY—929 Fox Theatre Building
 Fig.—Mel. Theatre, Melvindale, closed.
 Owner taking figures, re-modeling Campau Theatre.
 Taking fig.—Alt. 2 Stores, Wyoming & Fenkell.
 Re-Modeling—Miranda Bar—E. Jeff.—Owner taking fig.

KAHN TO SPEAK IN BOSTON

Albert Kahn of Detroit is scheduled to speak to the Boston Society of Architects, an Institute Chapter, on November 12th.

Mr. Kahn has become popular as a speaker because he always has something of vital interest to say.

Mr. Kahn's radio talk on the General Electric Company's Science Forum Program has been changed from November 14th to December 17th. On that date he will speak from Schenectady at 4:00 P. M. for the short-wave audience of WGEA and WGEO, and again at 7:30 P. M. for the WGY audience. Between the two broadcasts, Mr. Kahn will be the guest of General Electric Company at an informal dinner.

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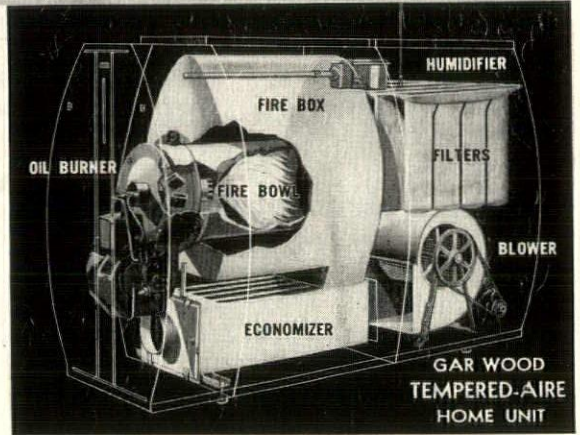
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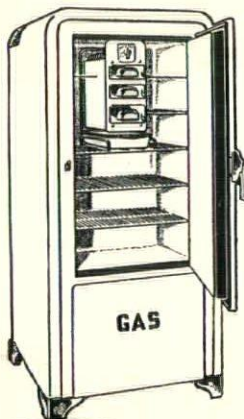


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DETROIT, MICHIGAN, NOVEMBER 12, 1940

No. 46

A VACATION FROM ARCHITECTURE

BY WIRT C. ROWLAND

Does an architect ever take an actual vacation from architecture? Even on a hospital bed he may have vague dreams of things he has done wrong or illusions of beauty which he expects to find in the completion of what he started before he was stricken.

The writer started out to divest himself of all these impediments and to revel in the natural beauties and ultimate grandeur of hitherto, and to him, unexplored areas of the Great West. And laying aside all his former initiative duly exercised in Europe, he took a conducted tour and for fourteen days clung to the coat tails of a courier.

The tour started out from Chicago with 110 in the party and requisite accommodations by train on which we all lived for most of the time with only two places to get out long enough to wash our feet!

We passed through St. Louis and Kansas City. I mention this because I did not alight at these places and found by not doing so, in the short time allotted, that I missed two important objects of interest near their respective depots—at St. Louis, the new fountain by Milles—at Kansas City, the well known war memorial by Magonigle. I was comforted by the fact that, after all, I had cast such things aside.

Crossing Kansas the next day was one of my major thrills. It was the first time I had been West. Following the Santa Fe Trail, I became conscious of the fact that it was indeed the same route that my father had taken in 1850 on foot and horseback from Chicago to San Francisco, the year after the "Gold Rush" (and that much late for any gold!)

The arid lands stretching on and on with dreary poplar trees following river—or river beds—were just as he described them and where once he lost his way and had no food for three days.

Often I have regretted that I did not commit to paper what he told me from time to time of that trip which

I never would have the intestinal fortitude to take in the same way. And—there I was, with almost every human comfort, except a sizeable dressing room—eating on a dining car and sleeping like a stone in an upper berth! In spite of the modernity, I presume his way had its compensations as well as its difficulties—one could see all the beauties as well as the terrors of nature.

Colorado Springs was our first scheduled stop and my first view of real mountains I had longed to see. And spread before us in panoramic splendor were Cheyenne Mountain and Pikes Peak, the latter so famous by the sign on covered wagons in the early days of "Pikes Peak or bust" and on the return East, "Busted by ———!"

We were scheduled to go by bus through the Garden of the Gods and to the top of Cheyenne Mountain. The former was interesting but not as extensive as I expected to see it. After going up and up and making several hair-raising hairpin turns, we arrived at the Will Rogers Memorial. That was enough for me and I preferred going no further to the top of the mountain although the bus driver comfortably assured me that

See ROWLAND—Page 4

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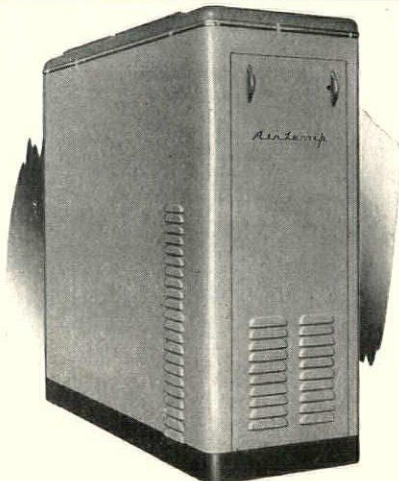
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LORCH MADE PRESIDENT DETROIT CHAPTER, A.I.A.

Professor Emil Lorch of Ann Arbor was named president of the Detroit Chapter, The American Institute of Architects at its 50th Annual Meeting on October 24th.

Robert B. Frantz of Saginaw was elected vice-president, while Detroit men chosen to serve for 1940-41 were: Malcolm R. Stirton, secretary; Leo I. Perry, treasurer; and William E. Kapp, director. Arthur K. Hyde, as retiring president, and Talmage C. Hughes, as the president's appointee to the office of executive secretary, remain on the board.

Professor Lorch, a fellow of the Institute, has been closely identified with state and national architectural activities for many years. He was the first director of the University Architectural College and a member of the faculty for thirty-four years. On June 21st last his retirement from the field of active teaching was automatic under the University's seventy-year age limit.

His active participation in the affairs of the Architectural Registration Boards and the Association of Collegiate Schools of Architecture has been most influential for the good of those organizations.

He drew the first general plan for the University campus in 1907, and aided by some of his colleagues, made plans for the Architectural Building. He was architect for and member of the Belle Isle Bridge Commission, the basic design of the bridge being made by Professor Lorch and Professor Lewis M. Gram.

Professor Lorch is the author of "Tendencies of Building Design" and "Architectural Education in the United States."

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

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

ILLINOIS ARCHITECTS FACING SUSPENSION

Charges that architects unlicensed in Illinois have used seals of Illinois-licensed architects and structural engineers to evade state law requirements were to be aired in a series of hearings beginning Oct. 30 at the Department of Registration and Education.

Investigators for the department have reported that some out-of-state architects and structural engineers, who were not licensed in this state, had drawn their own plans on jobs for which they were bidding in Illinois.

Such plans, the investigators said, were sealed by licensed Illinois architects in violation of state law. Should the hearings prove charges against the Illinois architects allegedly involved in the schemes, department officials said, their licenses would be revoked.

MRS. C. T. OLMSTED

Mrs. Charles T. Olmsted, whose husband is an engineering professor and assistant dean of students at the University of Michigan, and secretary of the State Board of Registration for Architects, died suddenly Oct. 31 at her home in Barton Hills, Ann Arbor. She was 43 years old. She was a daughter of Gen. John M. Bacon, and a member of a widely-known military family. She leaves her husband, two sons, a sister and two brothers.

NOVEMBER 12, 1940

NOTICE OF MEETING

Michigan Society of Architects and its Detroit Division

Intercollegiate Alumni Club

TUESDAY EVENING, NOVEMBER 19
DINNER AT 6:30 P. M., \$1.30

This meeting is for the purpose of discussing a matter of vital importance to all architects registered in Michigan, that of a plan of action with regard to violations of the State Registration Act for Architects.

The Committee on Practice headed by Leo M. Bauer will have something of interest to report and upon decision of the membership will rest the future course. It is, therefore, urgent that a representative attendance be had.

ARCHITECTURE

Already recognized as an outstanding example of modern industrial architecture, the steel rolling mill at the Rouge Plant last week was again emphasized as architecturally eminent in its field. At the exhibition of architecture arranged by the Detroit chapter of the American Institute of Architects and the Detroit Division of the Allied Arts Committee of the Michigan Society of Architects, now in progress at the motor capital's Institute of Arts, Albert Kahn was awarded honorable mention by the judges for the Ford steel mill design.

Other structures in the 1,200-acre Rouge Plant have been singled out as outstanding architecturally, particularly the new Rubber Plant. From an artistic standpoint, the entire Rouge plant skyline is generally recognized by American artists as being one of the most unique of its sort in the world. The big plant's buildings, singly and collectively, have been the subjects of many notable canvases.—*Dearborn Press.*

E. W. MISHAW

Funeral services for Egbert W. Mishaw, Detroit architectural draftsman, were held on Wednesday afternoon, November 6, from the George P. Warrick Funeral Home, 1039 E. Grand Boulevard, with the Reverend Gregg of Unity Church, officiating. Internment was in Evergreen Cemetery.

Pall bearers were Frederick Crowther, Branson V. Gamber, Arthur R. Cook, Frank H. Wright, E. B. Fauquier, and Talmage C. Hughes.

Mr. Mishaw died suddenly of a heart attack Saturday, November 2nd., at Norfolk, Virginia, where he was employed by Giffels & Vallet, Detroit architect and engineers, for the Norfolk Naval Base.

He was born in 1881 at Toronto, Ontario, and received his early education and experience in Canada. He came to Detroit in 1920, where he had been employed by the leading architectural firms.

He leaves his wife, Maude, and a stepdaughter, Mrs. Thelma Gordon of 1745 Seward Avenue.

OSCAR C. GOTTESLEBEN

Oscar C. Gottesleben, architect, died Oct. 26 following a fall in his apartment at 4741 Second avenue. Mr. Gottesleben came here from New York in 1907 to enter the employ of Albert Kahn. In 1911 he organized the architectural firm of Gottesleben-Bernardi and was active in that organization until his retirement in 1927. His wife, Elizabeth; a son, Henry A.; a daughter, Mrs. H. H. Hower, and two sisters, Rose and Hilda Gottesleben, of Minneapolis, Minn., survive.



Wirt—with his hand on the pocket-book

ROWLAND—(Continued from Page 1)

it was only a few thousand feet higher! I remained on that landing, completely terrified—almost afraid to look out—and waited for the earth to crumble underneath me. Waiting there an hour for the return of the bus, I was compelled to listen to the chimes of the Memorial Tower winging forth "Home on the Range" and another paltry tune, both in continual cry, until I wished I had gone to the top of the mountain where I would have evaporated into thin air.

We were brought back to the Broadmoor Hotel for dinner and from its terrace and across a wide pool, we could view the whole range of mountains in a much more comfortable manner and discourse on the sunset and the grandeur with soothing drinks.

Santa Fe, our next stop, remains in certain ways the most agreeable to me of any place of the entire trip. They say that is still unique among the Southwestern towns. To me, it gave a predominantly peaceful impression, alien even to the Old World. Being itself of an average altitude of some 5000 feet, all the terrors of height were in the distant mountains and the air itself filled one and effervesced like an aerial champagne.

We visited a neighboring Indian Pueblo, a comparatively small village, populated by Indians of the Roman Catholic faith. This village bore the air of having been swept and garnished for our visit and an Indian dance was immediately given in the court for our benefit by strangely equipped natives, the exposed part of whose bodies were stained by bright colors. In the foreground, stood two chiefs beating tom-toms with a detached air while the performers went through strange gyrations associated with some tribal dance.

I was told that Santa Fe is the locale of Willa Cathers beautiful story "Death Comes to the Archbishop." Beside a cathedral, the town contains the oldest church in America which has been latterly repaired, but the interior has the same curious atmosphere which pervades all Santa Fe.

The finest building we visited was the Hopi Indian Museum of comparatively recent date. It contains much

of the ancient craft of that tribe, incidentally, some very beautiful rugs and pottery the tradition of which is not so well carried on at the present time. And if I be permitted to mention it, I had ideas of showing the people of that vicinity how to do their pole and mud buildings more effectively.

Albuquerque was virtually a shopping and supper stop and we pressed on to the Grand Canyon the next day. There again I experienced the terrors of great height looking down into the Canyon from the rim. Nature is a better builder and more beautiful, for the interior of the Canyon is filled on both sides with the most marvelous building shapes which stretch out to the bed of the Colorado River.

The color of the walls is less vivid than often pictured but is always soft and subtle and, upon a hazy day with rolls of clouds hovering near the brink, alternating with sunshine and shadow, one is transfixed as of a view of some fabulous and endless city peopled by a legendary race.

Los Angeles and Catalina Island—names I had long conjured with! Passing through Pasadena and by the beautiful panorama of the Sierra Madre Mountains, one arrives in as strange and exotic a depot as one could find and is ruthlessly torn away by bus to the hotel, never to behold again the court where palm trees almost consort with locomotives (each of the latter carrying a huge corsage bouquet!)

Los Angeles, sprang up fresh from the arms of Jove (or Croesus). The movie industry is an industry but its evidence as such aided by a climate ordained by Providence is entirely in contrast with the automotive industry. As I have said and continually do think, that there—a bare living and a bag of peanuts "is Paradise enow"!

Here,—I had despised the place as over advertised. I had cursed the movie stars as superficial—and promiscuous humanity. But who could be unpromiscuous for any length of time in such an atmosphere? Where grows any and every kind of fruit and flower so freely—where one may lie unfrozen under the umbrageous shade of palm or eucalyptus and tickle his nose with a rose.

One is duly chastened, however, in trying to reach Los Angeles harbor by interurban trains. These trains preserve all the traditional discomforts of those we once had in this State. And to go to the harbor thus through the thirty mile stretch of oil fields and derricks which Los Angeles had to buy to call itself a port, is a sufficient discipline to finally and joyfully behold in all its pristine glory—Santa Catalina—the Pacific blue as the Mediterranean—the island shooting up out of it like Capri—and where "the flying fishes play."

To myself, I could hardly associate this place with America. It seemed as if I must be in Italy. Of course, as a resort it provides all those things required by the public, but as well affords some pretty robust sport called boar-hunting. I was satisfied in the short time we were allowed there the more comfortable pleasure of sitting on a terrace in the sun and wishing I may never be torn from the place. I may say that my favorite drink is now orangeade, if only it could be made from the fresh oranges of Los Angeles—(maybe "needled" a bit at times).

San Francisco seemed full of possibilities to me. In the press of schedule many of them did not develop. A trip by boat around the harbor in the morning disclosed the environs of great extent, two great bridges and also that small island, Alcatraz. I visioned a possible homecoming and calculated whether I could make land from it by swimming, like the Count of Monte Cristo, from that similar situation near Marseilles called "Chateau D'If"!

An afternoon in the Fair and part of the evening to see the lighting was enough to resist the question which

would undoubtedly be put to me by the "fair"-minded. This much I can say—that it was simple in plan, not offensive—but after all like all fairs—full of wonders in which I was not at all interested.

The most impressive buildings I regarded to be the Federal Pavillions with their outdoor murals done in brilliant colored linoleum with a red peristyle and columns of wood members very cleverly assembled, a very original use for temporary structures such as for a fair.

To me, the most impressive was the gorgeous massing of flowers, that element which is more indigenous and natural to the West coast than any derivation of Spanish or any other type of architecture, ancient or modern.

The city of San Francisco built, as it is on many hills (and providing as many alarming grades of streets) appears very much to me like Naples, with no front yards. A ride by bus revealed astonishing heights much to my discomfort. But my solace was the garden of an old Spanish church filled with brilliantly colored flowers.

The same ride revealed remarkable parks and many fine buildings in them such as museums, aquariums, etc., given by wealthy citizens and worthy to be compared with Rome or Paris.

By the foregoing, the half has not been told. For a trip on a Sunday morning across the bay and up over a mountain revealed that remarkable national monument, the Muir Forest. There is no impression from the mountain top of any grandeur, for the forest is buried in a huge and narrow crevice and the tops of the trees might as well be underbrush.

We speak of cathedral groves. But when, among these venerable trees, we strive to see the sky, our sight must reach beyond 300 feet and the sunshine may sift dimly to our feet on such an accumulated carpet that, in its great age would rival the most ancient rug of Bagdad.

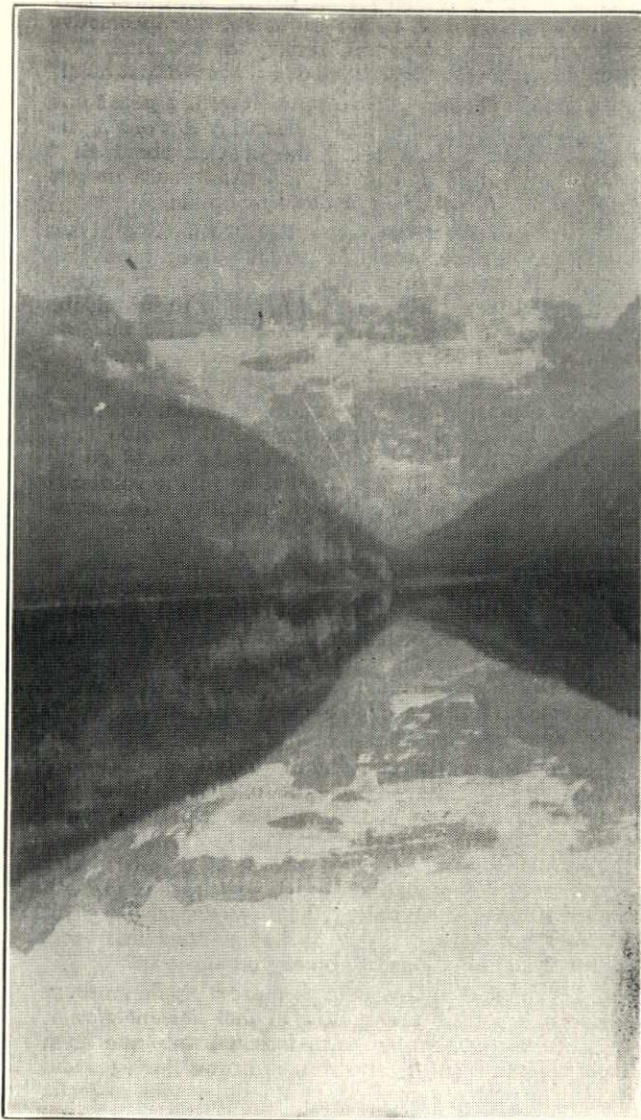
Much has been published concerning the size of these trees but the most impressive facts displayed to me were shown on the section of a trunk where for each ring of growth, the date was designated from the smallest size, 960 A. D., through great events like 1021, Battle of Hastings, 1492, Discovery of America, etc. Like many, it is hard for me to realize, in my childish simplicity, that such things could exist before my grandfather who planted maples on our street at home.

May I say that on this occasion of our visit to this remarkable natural remnant of growing things, for once the lighter minded of our group were silenced into awe. I can well vision that ancient sun worshippers waited in such a place for the first ray of sun that should rest on their kneeling figures. For that is the first impulse on entering what is really a sacred grove—to kneel and to worship in that which God—in the beginning created!

A friend told me that the finest mountain scenery would be seen between San Francisco and Portland. So far such was the case. The mountains, however, were veiled at the top in clouds and the rain was also falling. I cannot say that they looked less impressive nor less beautiful. They attained a softness of outline and a distance of background much as in European haze.

In Portland it was dark and rainy—Portland the city of roses—yet about the only roses I saw were painted on the china at dinner time and we were denied a marvelous Columbia River drive. This rainy weather was the only exception to clear and satisfactory weather on the entire trip.

Seattle is one of those impossible places which everyone with whom I have spoken agrees that it has no disadvantages—in fact—all is perfect there—next to



Lake Louise

heaven! I began to think so when I misunderstood a salesman who said they have no sales tax!

They have bays, lakes, mountains and not a shabby house in the city. The bus driver told us the dogwood trees blossom four times a year and roses the year round. Like all of these coastal towns, their parks are hardly discernible from the grounds bordering on them. The University site is at the top of the city and I think of how inspiring and what a privilege to the student who can look out on the bays and lakes from his class room.

Only a short stay in Vancouver enabled us to see its very rich park, its newest hotel, the most modern and elegant of any I know. This city was the introduction however, to our way back, and the most impressive of any mountain scenery one may behold on this continent.

It is impossible to express deepest human emotions. Sometimes music will express that which we cannot in words. In contemplation of the grandeur of Western scenery through pictures, I had often wondered whether my emotion could endure that grandeur. (I wept copiously when going over the Alps.) There were many of our company I believe who did not fully appreciate that which they saw, and their attitude took the full bloom of my own appreciation away.

That word of humor of an elderly man was very timely when he said, as we could see our locomotive toiling around a curve and aiming for a tunnel, "I'm ready to jump off if the engine doesn't make that hole!"

So, the continuous procession of towering peaks and glaciers, a moonlit night and a clear day left one spell-bound—if they could avoid the chatter about it! I find that retrospection holds me almost more in awe than the actual presence of those mountains.

Also, one might better take a day just looking at one range, for like the ocean, it would appear always to change, yet always to remain. I have a hearty respect for the rancher who rides on a horse in those regions—not that he makes a name for himself in life but that every day he lives and breathes among the most remarkable objects which God has created.

I met a pony guide who said the season was over and that he would return to the ranch. I could have "signed off" from everything to let the world go by and join him—to ride a horse and be in the continual presence of those evidences of immortality—the mountains, sky and stars.

To approach a mere expression of Lake Louise is not possible. Poetry might do it and transcendently beautiful music. There—sheer beauty and grandeur are joined into one odalisque, as it were, of the Sultan—the highest mountain. And between her dark garments of pines parted at the apex of the lake, gleamed as it were, on her bosom, like a huge necklace of jewels—the Victoria Glacier.

There are gardens of brilliant flowers on the shore of this whitish lake,—there is a hotel chateau at one side and a swimming pool for bathers. But—the cynosure of all eyes is at the further end where black mountains descend in dark profile and the glacier gleams in a hazy sunshine. One almost loses his breath and on leaving, backs away, loath to depart—to print indelibly on his sight, one of the greatest and most beautiful combinations of scenery on this earth.

The air is still and scarcely is there a ripple on those milky waters from the melting of that ancient glacier,—waters melting which were frozen before the birth of Christ, and standing in supreme beauty for ages and during so many — reflecting its quiet and majestic beauty in the lake as though to vie with its own image—a Sultana looking in her mirror but proud that the surface could not quite reveal her own pristine brilliance.

How hardly could I visit this spot alone. Almost would I be impelled to plunge in and give up my last breath with my eyes fixed upon this ancient jewel. Perhaps some lone and ancient Indian rider had broken upon its view and raised his arms in silent reverence to the "Great Spirit"! So should we do. Because natural beauty is the music of God—celestial voices fill our ears as we gaze upon His wonders,—the dull affairs of earth fall away and we stand in His presence, caught up in spirit at such a sight—a veritable vestibule of Heaven.

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Announcement has been made of the forming of a partnership for the practice of architecture by Derrick Hubert and Harry W. Gjelseen, of Menominee, Mich. Mr. Hubert has practiced architecture throughout northern Michigan and northern Wisconsin for more than 40 years, and has been a leader in this profession in this area for many years.

Mr. Hubert served for several years as a member of the Michigan State Board of Examiners for Architects, Professional Engineers, and Land Surveyors, and is at present a member of the legislative committee of the Michigan Society of Architects.

Mr. Gjelseen entered the employ of Mr. Hubert in 1925, graduated from the University of Michigan in 1931 and was for three years area engineer of WPA for Menominee and Dickinson counties.

Mr. Gjelseen is a member of the Michigan Society of Architects and is on the committee of Public Information, and is secretary to the upper peninsula chapter of the Michigan Society of Architects.

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WEEKLY BULLETIN

BACK NUMBERS, ARCHITECTURAL MAGAZINES AVAILABLE

Mary Chase Stratton of Pewabic Potteries, 10125 E. Jefferson Avenue, Detroit, has a collection of architectural magazines which she would be glad to dispose of, in whole or in part. They are as follows:

ARCHITECTURAL RECORD

- 1891—July & September
- 1896—July
- 1897—4 Numbers—3 months each—complete
- 1898—4 Numbers—3 months each—complete — Octo to Dec. badly eaten.
- 1899—3 Numbers—Jan. March, July-Sept., Oct.-Dec.
- 1900—4 Numbers—3 months each—complete—Extra Jan.-March.
- 1901—3 Numbers—January, April & July
- 1902—7 Numbers—Jan., April, May, June, August, Sept., Oct., Dec.
- 1903—12 Numbers—Complete
- 1904—12 Numbers—Complete
- 1905—12 Numbers—Complete
- 1906—9 Numbers—Feb., March, May, June, July, Aug., Oct., Nov., Dec.
- 1907—12 Numbers—Complete.
- 1908—12 Numbers—Complete.
- 1909—11 Numbers—Sept. missing.
- 1910—12 Numbers—Complete
- 1911—8 Numbers—February, March, May, June, July, Aug., Sept., Oct.
- 1912—8 Numbers—Jan., Feb., March, May, June, July, Nov., Dec.
- 1913—11 Numbers—October missing.
- 1914—11 Numbers—October missing.
- 1915—10 Numbers—July & October missing.
- 1916—9 Numbers—January, July & October missing.
- 1917—12 Numbers—Complete.
- 1918—9 Numbers—June, October & December missing. (2 Aprils).

THE AMERICAN ARCHITECT (Weekly Magazine)

- 1909—Complete except for issue of June 9, July 7, July 21, October 6, November 17 and December 22 missing.
- 1910—Complete year with 2 issues of January 12.
- 1911—Complete except for issue of January 18, April 26, May 17, June 14 and Nov. 8, 22 & 29 missing.
- 1912—Complete except for issues of January 24, Feb. 28, April 24, May 1, June 19, Nov. 13 and Dec. 17. Note: 5 copies of issue of July 17.
- 1913—Complete except for issue of Dec. 31 missing.
- 1914—Complete except issue of Feb. 4, August 12, Sept. 25 missing.
- 1915—Complete except for issues of Feb. 24, Mar. 31, May 12, Sept. 15 missing.
- 1916—Complete except for issues of March 22, May 24, June 21, Sept. 27, Oct. 4, Nov. 29 missing. Note: 2 copies of week of June 28 and July 12.
- 1917—Complete except issues of April 25, Sept. 19 and 26 missing.
- 1918—Complete except issues of Feb. 27, May 15, Aug. 7 Sept. 18, and Nov. 13 missing. Note: 2 copies of week of Feb. 20.
- 1919—Complete except issues of Feb. 19, April 9, April 16, June 25 missing. Note: 2 copies of week of June 11.

THE WESTERN ARCHITECT

- 1906—All except Jan., Feb., March & April issues.
- 1907—Complete.
- 1908—Complete.
- 1909—Complete.
- 1910—Complete.
- 1913—April, May, Aug. & Dec.—Rest missing.
- 1914—Complete—Note: 2 copies of July issue.
- 1916—October issue only—Rest missing.
- 1920—All except Nov. & Dec. issue.
- 1921—Complete.
- 1922—All except Jan., July and Dec. issues.
- 1923—All except Jan., Feb., July, Aug. & Dec. issues.
- 1924—All except April & May issues.

ARCHITECTURE

- 1900—Only parts of Feb., March & April issues. (No covers).
- 1901—Only parts of all issues except Jan. which is missing. (No covers).
- 1902—Parts of all issues—No covers.
- 1903—Parts of all issues—No covers.
- 1904—Parts of all issues—No covers.
- 1905—Parts of all issues—No covers.

- 1906—Parts of March, April, July, Aug., Sept. & Oct. issues. No covers.—Complete Nov. & Dec. issues with covers.

- 1907—Only Jan., Feb., May & Sept. issues — Rest missing.

- 1908—Only Jan. & Feb. issues—Rest missing.

- 1911—Complete year.

- 1912—All except Sept. & Nov. issues.

- 1914—Dec. issues only—Rest missing.

THE ARCHITECTURAL REVIEW

- 1905—Complete.

- 1906—All except June issue.

- 1907—Complete.

- 1908—Complete.

- 1909—Complete.

- 1910—All except Jan., March & Dec. issues.

- 1911—Complete.

- 1912—All except Oct. issue.

- 1913—All except Aug., Sept., Nov., & Dec. issues.

- 1914—Complete.

- 1915—Jan. & Sept. only—rest missing.

- 1917—March issue only—Rest missing.

ARCHITECTURE & BUILDING

- 1916—All except Dec.

- 1917—All except March.

- 1918—All except Jan., Sept., Oct. & Nov. issues.

- 1919—All except Jan., March, Oct., & Nov. issues.

- Note: 2 copies of Aug. issue.

- 1920—All except Feb. and only have part of May issue.

- 1921—All except Jan. & Feb. issues.

- 1922—Complete.

- 1923—All except Nov. issue.

- 1924—All except May & June issues.

THE JOURNAL OF THE AMERICAN INSTITUTE OF ARCHITECTS

- 1916—Complete.

- 1917—Complete.

- 1918—All except Nov. issue.

- 1919—All except July & April issues.

- 1920—All except Aug. issue.

- 1921—Complete.

- 1922—Complete.

- 1923—All except June, Sept., Nov. & Dec. issues.

- 1924—April, May, Oct., Nov. & Dec. issues — Rest missing.

THE CRAFTSMAN

- 1902—Oct. issue only—rest missing.

- 1903—March, May, Aug., Sept., Nov. & Dec.—Rest missing.

- 1904—Jan., Feb., March & April—Rest missing.

- 1906—All except Jan. & March issues—Rest missing.

- Note: 2 copies of Oct., Nov. & Dec. issues.

- 1907—Jan., Feb., March, Oct., & Nov. issues—Rest missing.

- 1908—Jan. issue only—Rest missing.

- 1912—April issue only—Rest missing.

INTERNATIONAL STUDIO

(Published in 1897)

- 1897—Sept. issue only—rest missing.

- 1903—All except July issue. (Jan. torn).

- 1904—All except Feb. & April.

- 1908—Aug. issue only—Rest missing.

- 1910—May issue only—rest missing.

- 1917—All except Jan., May & Aug. issues.

- 1918—All except Jan., Aug., Sept., Oct., Nov. & Dec.

- 1919—May & June issues only—Rest missing.

THE AMERICAN ARCHITECT & BUILDING NEWS

(Weekly Magazine)

- 1905—Jan. 21, Nov. 4, 11 & 25—Rest of year missing.

- 1906—July 28, Aug. 25, Oct., Nov. & Dec. complete.

- 1907—Complete except week of Jan. 5 & th & Oct. 19.

- 1908—Complete except week of Feb. 27 missing.

THE NEW YORK ARCHITECT

(Later called "The Architect")

- 1910—All except Feb., April, May, Nov. & Dec. issues.

- 1911—April, July, Aug., Nov. & Dec. issues — Rest missing.

- 1912—Jan., Feb., March, April & May—Rest missing.

THE TECHNOLOGY ARCHITECTURAL RECORD

- 1907—May issue only.

- 1910—June & Sept. issues only.

THE MICHIGAN ARCHITECT & ENGINEER

- 1920—October issue only.

- 1921—March & Oct. issues only.

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OK ON DAMP PLASTER	✓	✓	✓	✓	✓	✓	✓	✓



ARCHITECTS' REPORTS

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

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

Prep. plans—one story sales and service bldg.—Gd. River & Oakfield.

Two story & base. Commercial Bldg. Wyandotte. Contract let.

Paving lot—Kercheval & Notre Dame. Con. let to Sachs-Lodewyck Co.

Taking fig. 2 story and basement Com. bldg.

BARNES, C. F. J., TY. 5-3233

Taking fig. Res.—30x43' Ford Foundation.

BURROWES, MARCUS R., 415 Brainard

Gen. Con. let to Whitmore & Barnes job to Banbrook & Gowan.

BENNETT & STRAIGHT, 13530 Michigan Ave.

Plans for 1000 seat Theatre, Rochester, Mich.

Ready about Mar. 1.

Sketches—2000-seat Theatre, 30 Bowling Alleys—Ford Foundation, Midway Theatre Corp., owners.

DES ROSIERS, ARTHUR, 1078 Macabees Bldg.

Bids closed—Res.—Dr. Stefani—Bircherest & Margaita.

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

Plans for Mfg. bldg. Owner Kelsey Hayes Wheel Co., Plymouth, Mich.—280x840.

Plans for Air Craft Bldg.—Ford Motor Co. 360x1000.

HYDE & WILLIAMS, 3105 E. Grand Blvd.

Prep. plans for Woolworth Store, bet. Gd. River & State.

L. B. JAMESON & S. J. STACHOWIAK,

8580 Jos. Campau

Bids. closed Nov. 7, Hamtramck Housing Project. Administration Bldg., Housing Community Section and Maintenance Dept., & 30 Bldgs.

KEYES, HUGH 748 Free Press Bldg.

Prep. plans for Res., Bloomfield Hills, Mich.,

MERRITT & COLE—1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road. Plans for Res. & Medical Office, 7 Mile Rd.

WEST, ROBERT J., 512 United Artists Bldg., Detroit.

Plans ready November 15th for residence 80'x80', cor. E. Jefferson & Berkshire, Grosse Pte. Park.

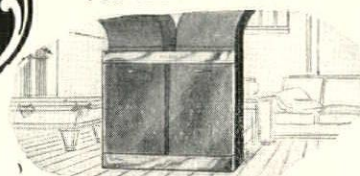
WRIGHT & ROGVOY—929 Fox Theatre Building

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Taking fig.—Alt. 2 Stores. Wyoming & Fenkell.



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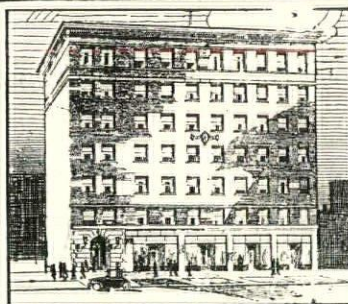
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Volume 14

DETROIT, MICHIGAN, NOVEMBER 19, 1940

No. 47

TO THE INDUSTRIAL AND BUSINESS LEADERS OF MICHIGAN

Editor's Note: This Special Issue of the Weekly Bulletin of the Michigan Society of Architects is one of several which are to be issued in the interest of the building public and the profession. The leading articles will be written by the president of the Society, and the text matter has been particularly selected for these special numbers. The sections of the state law applicable to this situation are also included in these issues. Illustrations in this issue by architects, members of the Michigan Society of Architects

Your Business and the Architect

When a person is afflicted with a serious illness he consults a physician, and not a druggist. The doctor studies the condition of the patient, diagnoses the symptoms and prescribes the remedy. The druggist then compounds the medicine from the doctor's prescription. These facts are so generally understood and accepted that the laws in many states define the practices of the physicians and the pharmacists, and those laws require that the medical profession and not the druggist shall prescribe the remedies in cases of illness.

In undertaking the serious business of building the intelligent business man will seek the professional advice and service of the architect, unless he is persuaded by high-pressure sales argument and pretty, stock sketches to consider building organizations which make their own plans. This owner is about to enter into a transaction involving a considerable sum of money; often it is the greatest financial investment of his entire career.

The architect, like the doctor, has the professional training and experience which qualifies him to serve best the needs of his clients. He will study building sites, the requirements of the owner, the operation of the industry or the business from all viewpoints. He will then select the proper site, prepare the most suitable layout, design the sanitary, electrical and mechanical equipment, specify the materials best adapted to use and maintenance, design the exterior attractively and economically prepare estimates of cost, assist in arranging the financing when necessary, and finally he supervises the construction.

The architect, as the owner's agent, must have no financial interest in the building, or the materials or equipment which enter into it. His services, to be of value, must be entirely impartial and unbiased by personal financial considerations. His supervision of the work must be such as to require that the owner will receive what he pays for, without substitutions.

See ARCHITECT—Page 3

EXCERPTS FROM ACT 240, PUBLIC ACTS OF 1937

SECTION 2, Par. 2. The practice of architecture with the meaning and intent of this act includes any professional services such as consultation, investigation, evaluation, planning, design, or responsible supervision of construction, alteration, repair, or operation in connection with any public or private structures, buildings, equipment, works or projects wherein the public welfare or the safeguarding of life, health or property is concerned or involved, where such professional service requires the application of the principles of architecture or architectural design, and where the consultant charges for knowledge and skill and has no prejudicial interest in the project, either as owner or contractor or producer or seller of material, except as hereinafter defined.

SECTION 17. An architectural * * * firm, or a co-partnership, or a corporation, or a joint stock association may engage in the practice of architecture * * * in this state: Provided, That all partners, officers, and directors of such organizations shall be registered architects * * *

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ARCHITECT—Cont. from Page 1

The architect performs only a professional, personal service, and he has no proprietary interest in the building or its equipment.

Architects have repeatedly demonstrated to their clients, by their services, that a better building can be designed and constructed at a lower cost by the tried and proved method of competitive bidding by reliable contractors, from properly prepared and complete plans and specifications. Numerous instances of this kind have been reported where the savings to the owners by such a method have ranged from 10% to 30%. It is a fact, easily demonstrated, that an architect can save the owner the amount of his fee, and substantially more.

The builder, like the pharmacist in the above mentioned instances, is a necessary factor in any building enterprise, and it is important that he be reliable and conscientious. His knowledge and experience are most valuable, but in the interest of the owner, it is essential that he should have no proprietary interest in the building or its equipment. He should be held, by his contract with the owner, to produce the building exactly according to the plans and specifications prepared by the architect. The analogy is closely drawn to the relationship existing between the patient, the doctor and the druggist.

The facts stated above have also become so generally understood that a great many states, including Michigan, have passed laws to protect the public safety and interest. These laws define the practices of architecture and building, and prevent the use of the title of architect except by those licensed to use it. The law also prohibits a registered architect who is practicing architecture, from acting as a contractor. The New York State Court of Appeals recently ruled that an owner should not pay for professional services rendered by an unlicensed firm.

Obviously the owner's interests are more carefully considered and safeguarded when he employs an architect. The builder who prepares his own plans and specifications, offering the inducement of saving the owner the expense of all or part of the architect's fee, has a selfish interest in the project which he cannot overlook. By this method he evades any competition, and agrees to furnish what he chooses to furnish to an owner who is inexperienced in building, and therefore not qualified to determine. Furthermore the sub-contracts are often parcelled out to those who give the lowest bid regardless of quality of the job. As there is no supervision of the work, the owner is at the mercy of this type of builder.

The building industry, as a whole, recognizes the important position which the architect holds in reference to any building project, the nature of his services to the owner, and his responsibility under the law. The industry favors the maintenance of competitive bidding, and the elimination of irresponsible and inexperienced sub-contractors.

Good contractors prefer to build from plans and specifications prepared by architects, and under architects' supervision, for only thus can the owners' interests be properly safeguarded.

No matter how honest and trustworthy the contractor may be he is not in a position to represent the owner, no more than would be one lawyer to represent both sides in a court case.

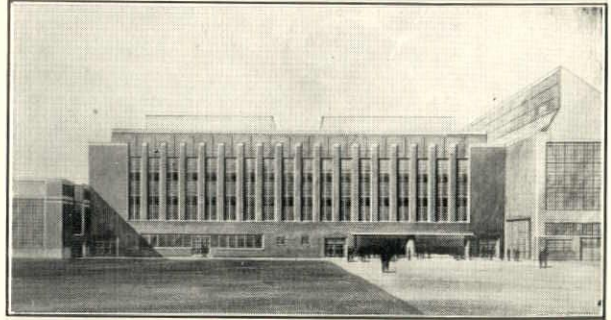
From what has been stated, it can be readily understood that it is just as important in the interest of public health and safety, to engage the services of an architect when building, as it is to consult a physician when sickness comes, and just as mandatory under the law. These facts deserve your careful consideration.

BRANSON V. GAMBER

Pres. Mich. Society of Architects

EXCERPTS FROM A TALK
BY ALBERT KAHN, F.A.I.A.

This then brings me to still another point in which we, as architects and you, as contractors, are greatly interested. That is the amount of work entrusted to contracting firms who through clever advertising succeed in convincing owners of their ability to plan and design and construct any kind of plant anywhere, furnishing so-called complete service, better and at lower cost than by the process of employing an architect and engineer to plan and design, and competent local builders to construct. It is difficult to comprehend how in the first place any concern can be expert in all things at once. There certainly is enough in architecture and engineering to hold one very, very busy keeping up with the best practice.



I certainly would not for a moment believe myself capable of handling a construction job as well as you who devote your entire time to it. Neither would I expect a builder to be as familiar with planning and designing as my organization which devotes its time solely to this. Nor is it entirely reasonable to expect an outsider just available for design to be quite the equal of an experienced organization. Aside from this, how is the claim that savings are effected by entrusting work to these companies operating in innumerable places substantiated? What secrets do these companies possess that you are stranger to? Is this out of town concern able to buy at lower prices than a well established local firm? Will labor produce more for the former? Furthermore, how are an owner's interests thus preserved? Who is there to check the all-knowing, all-efficient general designer and contractor? The clerk of the works? I, personally, should hesitate to have my money thus expended. High pressure salesmanship and clever advertising often convince owners and since they have no means of comparison, they often feel themselves well served at the time. If, however, later they carry on an extension, on the plan of employing an architect and separately the contractor, and find that the cost of this, though the project was smaller and more complicated, actually ran only 60% of the original per square foot, with less need for bookkeeping and checking and less worry and annoyance, they feel quite differently. Just such an experience we had several years ago. In another instance, without our knowledge, a general contracting and designing firm offered to make plans for a project on which we were at work, without cost to the owners if their proposal did not underrun the bids received by us plus architect's fee. Well—on a \$750,000.00 building, they were some \$75,000.00 higher and at that had nothing like as good a scheme. We have encountered such competition on several occasions and have never failed to win out. We have, therefore, suffered little harm from such companies. That, however, innumerable

other architects have been made to suffer is unquestionable. Equal harm has been done to local contractors by these engineering firms. There is, of course, nothing that can be done about it save to prove the plan wrong by actual results and presentation of the fact that to do a successful piece of work requires the close and careful study of the problem by a capable architect, backed by a competent organization of structural, sanitary, heating, ventilating and electrical engineers, checkers, expeditors and superintendents, a thoroughly equipped book-keeping department, and separately an equally competent independent building organization. With such a plan of building, the owner has the benefit of the cumulative experience of all, at the same time both he and the contractor have some one in charge to interpret plans and specifications and to protect their individual interests. The claim made by these contracting engineers is that the latter plan means division of responsibility where it belongs. In the other instance, the responsibility is indeed undivided—it is entirely the owner's. And strangely enough some owners like it.

There is still one other plan of building, often practiced by manufacturers. It is that wherein the latter do their own designing and planning—having an engineering organization of their own—often they have even their own building organization, but if not, let their work direct and supervise the construction. All, of course, with the expectation of saving money by the process. Little do these concerns know what the work actually costs them. They have no means of knowing whether the designs are extravagant or economical. Their engineers, usually employed for other work, lack experience, therefore can not be fully informed. As against the one building they are called upon to do, a recognized firm has the experience of many, besides which it is composed of specialists in the many fields that must be covered. Taking the word of the employee for it, the manufacturer believes he is obtaining results at a saving which could easily be disproven. Then, again, who is there at hand in case of disputes and the settlement of bills for additional work—the disinterested go-between, the architect, lacking? The fact that concerns like the Ford Motor Co. and others which at one time had large architectural also building staffs, decided years ago to abandon both, would be proof sufficient that they believed it of value to stick to their knitting, namely, the building of automobiles. Much of this practice is purely a remnant of the old idea that factory building is something anyone can do. Proof is constantly growing, however, that it pays to employ the best talent for the design of such—not only because it makes for the most successful practical as well as economic results, but also there attaches intangible psychological value to the well designed plant which is of much importance. That today the modern factory building with its attractive setting is sought by the neighborhood, not opposed as in former days, is the best proof that industrial architecture has progressed, that it has been made an asset rather than a liability to any community. At all events, industrial architecture is continuing its forward march, contributing not only its share to the

general welfare but winning recognition even in the field of art, which I dare say was perhaps the last it hoped for. But who would deny that the large expanses of glass, for instance, essential in modern industrial building, have not exerted their influence on every day building—even in residential work? Or who would question that the entire field of architecture has been influenced by today's common sense solution of the factory building?

THREE MINUTE RADIO TALK

by William B. Warren, Birmingham, Ala.
At Home Show in Birmingham

One of the most important events in the life of any family is when they decide to build a home for themselves. It is important because as a rule it represents the largest single expenditure of money ever to be made by that family, and because it is to be their home where they will live for many years.

This large investment should give them full value for their money,—comfort in living, permanence in construction, and pride of possession in beauty of surroundings.

In order to get these things in their home, they should consult a competent Architect, whose job it is to design and plan houses and supervise their construction.

Many people have the mistaken idea that it is more economical to build without an Architect, that it saves money to cut out the cost of an Architect's fee.

Let us assume that they expect to spend \$5,000 on their house. Do you think for an instant that if they had a lawsuit on their hands involving \$5,000 they would attempt to be their own lawyer or would accept the free legal advice of a kind neighbor who happened to be a grocer or farmer? If they wanted to sell a \$5,000 lot or farm would they think it extravagant to pay a real estate broker \$250 as a fee for selling the property for them?

A lady who wants to make a dress for herself will pay \$5.00 for material and then she will not consider it an extravagance to pay fifty cents for a pattern or plan from which to make the dress.

Yet many of these same people will spend \$5,000 or more for building a new house and will not be willing to pay for the services of an Architect, the only man who by training and experience is qualified to give them a home suited to their individual needs, a home convenient in arrangement, economical and substantial in construction, and beautiful in design.

The Architect makes definite plans and specifications so that you can get competitive prices from different contractors, all bidding on the same basis. The contractor can give you his lowest price because he is not gambling on unknown quantities as he would be in trying to estimate the cost.

By employing a good Architect, you will add much more than the cost of the Architect's fee to the value of your home. There is a big difference between the cost of a house and the value of a house.

Two houses of about the same size, the same number of rooms, and built of the same kinds of ma-

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materials, may have cost the same amount to build. But one of the houses built without an Architect is inconvenient in arrangement, has a large amount of waste space in halls and elsewhere, is of flimsy construction and is ugly and commonplace in appearance.

The other house, designed and supervised by a good Architect, is convenient to live in, there is no waste space, the construction is substantial, it is in good taste and lovely to look at.

They cost the same, but which has the greater value, which would be pleasanter to live in, in which house would you have a greater pride of ownership? Ask your real estate man which house would be easier to sell for a fair price, considering its cost.

The best value received for any money put into your home is the value which comes from the fee paid to your Architect.



HOW TRUE!

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

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

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

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

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

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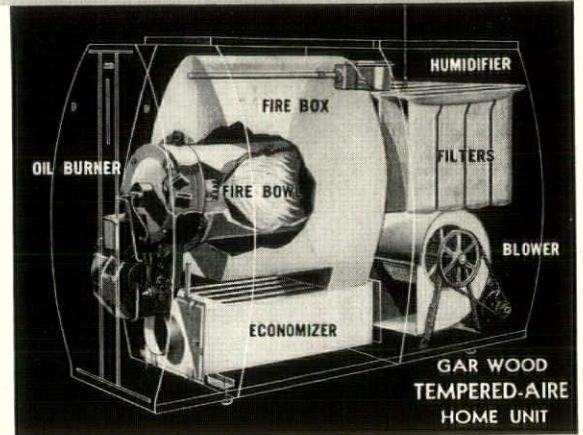
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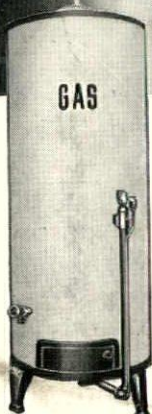


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DETROIT, MICHIGAN, NOVEMBER 26, 1940

No. 48

Architects of Michigan

WAKE UP AND LIVE!

On November 11th, a letter was sent by the President of the Michigan Society of Architects to each of more than seven hundred architects licensed to practice in the State of Michigan. This letter directed attention to the activities of the Society in the interest of every member of the profession. It also stated the necessity for action to stop the growing invasion of the professional field by building organizations who render professional services, without being licensed to do so by state law.

It seems necessary again to point out the serious threat to the profession and the danger of allowing this illegal practice to continue. The Board of Directors of the Michigan Society of Architects has formulated a plan to combat this encroachment upon our professional field, and steps are already being taken in that effort. In order to carry the fight to a successful conclusion, we must have the cooperation and financial assistance of every registered architect in Michigan. It requires no great stretch of the imagination to see that if the architects do not successfully prevent building organizations from preempting our professional practice, that before long many architects will have to close their offices, and go to work for them. If the present tendency continues, this will become a reality instead of a threat to architects in general, because it has resulted in this way already in too many individual cases.

It has been stated a number of times that the architects are asleep. If so, it is time for us to wake up and do something. The letter which was sent out last week, at considerable expense of time and money brought an immediate and generous response from a few architects. If the profession is interested in self-preservation, the replies should be coming in by hundreds. They are not coming in that way.

The letter was sent out in the hope that it would produce a referendum vote by the great majority of the registered architects in the state. The Board of Directors and your officers must know what you want done. If you cannot give any financial assistance, send in your card and say so, but send in your card anyway, and let us know if you approve the policy.

Your Board of Directors and your officers are working continually and untiringly in your behalf, and they deserve your consideration and support. Send in your card right away and let us know how you stand. Remember that all this effort is in your cause, and for the best interests of all the architects.

Let us show the captious critics and the opposition that architects are not asleep. Let us wake up and live, while we have the chance.

BRANSON V. GAMBER.
Pres. Michigan Society of Architects.

It is with regret that we learn of an accident sustained by our good friend, Wirt C. Rowland. He recently fell and broke his arm, but it is understood that at the present he is progressing nicely.

Richard P. Raseman also met with a slight accident while driving recently. He made a quick stop and sustained a broken kneecap.

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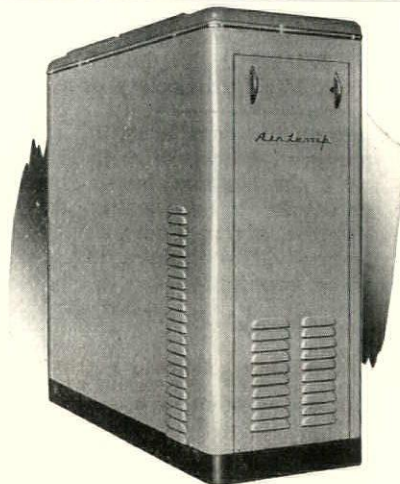
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CONFERENCE ON INDUSTRIAL COMMUNITIES

A conference on the Expansion of Industrial Communities with regard to Housing and Community Planning will be held at the University of Michigan, College of Architecture, November 29th and 30th, according to an announcement just issued by Wells I. Bennett, Dean of the University's College of Architecture and Design.

The two-day Conference, which is scheduled to open at 9:00 a. m., Friday in Room 102, Architecture Building, will cover such subjects as Community Expansion in the First World War and The Economic Background of the Current Problem as well as Government Activity and Current Legislation.

Speakers will include besides Dean Bennett, Clarence S. Stein, fellow of The American Institute of Architecture, Professors Jean Hebrard, Edgar M. Hoover, Jr., Richard U. Ratcliff, and Dean Clair E. Griffin.

The subject of Landscape Architecture will be discussed by A. D. Taylor, president, American Society of Landscape Architects, and Professor H. O. Whittemore of the University staff, while The Present Planning Problem will be discussed by Walter Blucher, Executive Director, National Association of Housing Officials, with Coleman Woodbury, Association Director, and Barton C. Jenks of Westacres, Pontiac, dealing with Current Legislation.

A complimentary luncheon will be tendered to delegates in the Michigan Union on Friday, with the principal dinner, Friday evening, presided over by Clifford W. McKibben, when delegates will hear an address on The Place of Private Enterprise in the Expansion of Industrial Communities by Ernest Fisher of the American Bankers Association.

At the Saturday morning session Kenneth C. Black, A. I. A., of Lansing, past president of the Michigan Society of Architects, will preside, and John L. Lovett, General Manager, Michigan Manufacturers Association, will speak. Also at this session Clair W. Ditchy, of Detroit, Regional Director of The American Institute of Architects, will speak on Architecture and the Building Industry, while Branson V. Gamber, president of the Michigan Society of Architects, will lead in the discussion which follows. Other speakers will be Ernest J. Bohn, Director, Cleveland Metropolitan Housing Authority, and H. A. Olson, Director, Michigan Municipal League.

PRODUCERS' MEETING

The first evening meeting of the fall season was held by the Producers' Council Club of Michigan at the Detroit-Leland Hotel, Wednesday evening, November 13th. Howard Miller of the Producers' presided and turned the meeting over to Bill Glardon, who introduced Mr. Frank Sansom of the International Nickel Company of New York. The program was divided into two parts; namely, Monel Metal and Whitehead Kitchens. It was sponsored by International Nickel Company and Whitehead Work Saving Kitchens Company.

A great deal of useful information was given the architects regarding this subject and the program was interesting and varied with sound films, slides, and in addition, a talk by Mr. Glardon as well as a question and answer period. Out of it all came some pointers on the qualities and use of monel for kitchens and other places. Mr. Glardon touched upon construction features of cabinets, both the de luxe and standard lines, made by Excel Metal Production Company, Inc. The Producers' are to be congratulated for such helpful and interesting programs.

BUILDING INDUSTRY HEARS MAYOR JEFFRIES

Honorable Edward J. Jeffries, Mayor of Detroit, was the principal speaker at the Building Industry Luncheon held in the Detroit-Leland Hotel, November 5. C. O. Barton, president of the Builders' & Traders' Exchange, under whose sponsorship this luncheon was held, presided. He explained that the luncheons were a medium of expression in the building industry, stating that Mayor Jeffries had been invited to explain the city's policy of doing certain construction work by the day labor method.

The Mayor outlined two phases of this work, one covered by W.P.A., which was chiefly a relief program, and the other, contract operations in which city departments submitted bids in competition with those in private practice. He explained that the W.P.A. program was not ideal from every standpoint, but expressed his belief that no better program had been available.

He touched upon the difficulty of financing the city during and immediately after the depression, stating that it had come through on a sound basis, which was of more vital interest to everyone in the building industry as well as all other citizens, because the tax structure and finances of the city must be such to make it profitable to build.

He agreed with those who thought that Detroit taxes are high, but he pointed out that they are not as high as in most cities and that if there had been no W.P.A. many municipalities would have failed.

The Mayor expressed the firm belief that the city has the right, when spending its own money, to do its own work, when it is shown that such work can thus be done at a lower price than through letting it to private contractors. He reiterated the statement that Detroit for the past seven or eight years has been as soundly governed as any city in America. For this, he took little credit to himself, stating that he had been its chief executive for only a few months.

Ed Thall of the Detroit Building Trades Council condemned the W.P.A. in competition with private industry, stating that it was bringing up a group of poor mechanics, that it did not give employment to those in the building industry, but led to the elimination of private contractors.

In a question and answer period following the Mayor's talk, some rather heated discussions were had, but the Mayor, as is his custom, seemed to hold his own very well.

UNAUTHORIZED COMPETITION

A letter has been sent recently to a number of architects by the Michigan Real Estate Association requesting that they submit plans for small houses—apparently on a competitive basis—for the use of their Home Builders' Division. It is further stated that those receiving this letter were a selected list given out by this Society.

The officers of the Michigan Society of Architects disclaim any responsibility for furnishing a list of their members for the purpose mentioned. This matter is being investigated, but architects are advised to place the proper value upon their professional services.

It might be possible for this Society to cooperate with the Michigan Real Estate Association on a properly conducted program for small house design.

—BRANSON V. GAMBER

MEMBERSHIP

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COURT AWARDS ARCHITECTURE TO ARCHITECTS

A fast-growing practice—that of building, planning, and remodeling concerns performing architectural services—has been effectively spiked by a recent decision of the New York Court of Appeals, affirming a decision of a lower court which had held that only an architect can contract to perform architectural services, reports J. R. Von Sternberg in the *Architectural Record* for October.

This history-making case — the American Store Equipment and Construction Corporation vs. Jack Dempsey's Punch Bowl, Inc., has the distinction of being the first involving the practice of architecture as a profession to go to the highest court in New York State.

The case developed out of a refusal of the restaurant to pay for architectural services for which it had contracted with the building company. Although it conceded that the services had been rendered, it refused payment on the plea that the builder was not licensed to perform them.

The builder countered that it had performed various services, such as planning, designing, and decorating the restaurant—which is located in the Times Square region in New York City—and that it was entitled to its stipulated fee. When it was brought out at the trial, however, that at least part of this alleged work, labor, and services was architectural, Supreme Court Justice Rosenman dismissed the complaint, holding the illegality was injurious to public health and morals.

The plaintiff then appealed the case, first to the Appellate Division, then to the Court of Appeals, which affirmed the court of original jurisdiction without opinion.

Although few architects were aware of this litigation, each of them had an important stake in its disposition. For on the outcome of these appeals rested the future status, in New York at least, of the profession. In a number of cases involving other types of licenses, the Court has allowed recoveries even though the plaintiff has been unlicensed, holding that the act was merely "malum prohibitum," or not a crime against public health and morals. If the Court had so held again, architecture would have been stripped of its status as a profession, equal with law and medicine, to become the foil and hand-servant of every building contractor.

The decision of the court, however, restores the practice of architecture to architects. No firm or other organization can contract to perform architectural services, other than a registered architect. In addition, such organizations that do contract to perform architectural services may not recover for their services.

Nor may such firms agree to provide "free" architectural service as a part of their contract. In Mr. Rosenman's opinion, published in the *New York Law Journal*, March 4, 1940, he wrote as follows:

"The plaintiff contends, however, that even if it did perform certain architectural services, nevertheless it can recover for all those portions of the contract not involving such services, and that the architectural services, if any, amount only to about 5% or 10% of all the services undertaken to be rendered. However, there is no means of segregating the good from the bad

portions of the contract in this case. The contract was entire and indivisible: to plan, contract, and furnish a complete unit. If the plaintiff had sold the interior furnishings and decorations, the contract could have been separated at least to the extent of permitting recovery for the merchandise sold. Here, however, were only services, ideas, and supervision. They cannot be separated into different classes—legal and illegal . . .

"To sustain the legality of the balance of the agreement would lead to wide-spread disregard of the licensing statutes. It would be easy for any construction contractor to thwart the purposes for which the licensing of architects was enacted by merely providing in his contract that architectural services would be given gratis so long as the contractor were awarded the contract itself."

The decision came at a propitious time. The growing assumption of architectural responsibility by corporations and other unlicensed organizations is a vicious, dangerous threat to the ethical and economic structure of the profession. It not only deprives architects of business to which they are rightly entitled, but relegates the function of architect to a new low in subservience.

The Jack Dempsey instance is only one of a string of hundreds of such jobs. On almost every Main Street in New York State—and in increasing numbers across the entire country—combined building and architectural corporations have planned and erected structures, such as stores, restaurants, markets, and similar commercial buildings. To "comply" with the law, many have employed their own architects. Others, however, have flipped the architectural service to a co-operating architect after having contracted to provide it.

Justice Rosenman's decision in this case helps round out a growth that has been developing since 1927. Prior to that year, Article 7-A of the General Business Law was the only statute relating to architects. This merely prohibited a person from assuming the title of architect without first securing a certificate of registration. Any one, under this law, could practice architecture as long as he did not call himself an architect.

In 1927, Article 7-A of the General Business Law was repealed and was superseded by Article 56 of the Education Law. This however, also permitted architectural practice by unlicensed persons.

In 1929, the practice of architecture was given legal status of a profession. In that year, Sections 1475-1784 of the Education Law required that the very practice of architecture required a license. Section 1476 of this law provides that "In order to safeguard life, health, and property, no person shall practice architecture in this State . . . unless such person shall have secured from the regents a license as architect. . ."

There are several exceptions, however: It does not prevent licensed engineers from performing architectural work, nor does it apply to new building costing less than \$10,000, not to remodeling jobs costing no more than that when no structural changes are involved. Some corporations may also practice architecture. These are limited to architectural corporations incorporated prior to 1929 which have licensed architects as their chief executives. None of these exceptions, however, applied in the Jack Dempsey case.

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THE PLAN OF WASHINGTON

The reprint of the article by the "Federal Architect" in your October issue worries me primarily because of including me by inference among "self-respecting citizens." I don't quite know what to do about the charge.

The "Federal Architect," presumably speaking for a well entrenched professional bureaucracy flourishing at the expenses of architectural practitioners trying to exist in a constantly narrowing professional field, then proceeds by innuendo to accuse me of eating hamburgers on "The Mall." Because, so it says, I don't like the Triangle Buildings. So what? Did not Congress, perhaps too in a spirit of "Self respect," provide in its last appropriation for D. C. government buildings that they be not of monumental character. The Federal Architect could well have used its talent both architecturally and journalistically to explain why this spanking was necessary. To me it is obvious. To state that only \$50,000,000 had been spent on monumental construction or that had said so is just sloppy copying by the Federal Architect for he knows that the total is an astronomical figure. What I have said is that it is being spent on two building groups now under construction.

And pray what is wrong with the idea of decentralization (in this day and age of improved bombsights), decent housing for federal workers in communicable distance of their jobs, or the notion that a monumental area not necessarily has to have the character of a grave yard. And talking about "Burlesque" (why did the Federal Architect have to bring that up) no one need go to Glen Echo, we have it now with charges of prostitution, etc., right across Pope's Mellon Gallery (on 9th Street), which may be a very appropriate location.

To say that I have no respect for L'Enfant is pure baloney. Quite the contrary: I think it is a painful incident in our architectural history that L'Enfant had to die an embittered and discredited man because of the then bright boys in power. However I do not believe it possible that in the time of L'Enfant anyone could have foreseen the development of railroad, automobile and airplane which somehow do influence the planning of the modern city, whether we like it or not.

All this and more has been stated in a paper submitted to the Fifteenth International Congress in 1939, a copy of which is attached. I shall be glad to forward a mimeographed copy to any architect who might be interested beyond the fact that I am called a stinker.

And why does Mr. Federal Architect say I want to house government bureaus in skyscrapers? What I said in the article referred to is:

"... I would provide something along the lines of New York's Radio City where good entertainment

would be offered at popular prices and where the tourists would find shopping arcades. To me, Radio City is more symbolic of America than any Greek temple, and not just because it is a skyscraper. Then, of course, there would be indoor and outdoor swimming pools, very necessary in Washington's sub-tropical Summers. (Classical precedent shows the Baths of Caracalla almost next door to the Temples of Rome.) . . . it would be in order perhaps to outline what I consider, to be the outstanding requirements for the modern democratic city. A modern democratic city exists of and for all its citizens, as opposed to the Baroque city which was planned by and for an aristocratic minority."

If this be treason, make the most of it.

HAMMETT RETURNS TO U. OF M.

Professor Ralph W. Hammett of the College of Architecture and Design of the University of Michigan has recently returned from Mexico where he spent several months on a leave of absence. While in the South and in Mexico, Professor Hammett took over four hundred and fifty colored slides of Mexican life, art, archeology and architecture, and is now giving many talks and illustrated lectures on different phases of Mexican life. Recently he entertained the faculty of the College of Architecture and last week he talked to a group of students at the Alpha Rho Chi fraternity house. He is much in demand around Ann Arbor for similar illustrated talks.

The DETROIT ATELIER of the BEAUX ARTS INSTITUTE OF DESIGN has started its 1940-41 season. Varied problems in architectural design and planning are presented to each student for solution, according to his ability. Prominent Detroit designers have consented to serve as critics. By special arrangements the tuition and fees have been kept to a minimum. The Atelier is located in room 311 Engineering Building, University of Detroit. WILL YOU KINDLY GIVE THIS CARD TO SOMEONE WHO MIGHT BE INTERESTED IN STUDYING ARCHITECTURAL DESIGN. For further information phone: Prof. L. Robert Blakeslee—UN. 2-6000, or Gerald G. Diehl—CH. 7268.

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A. S. ALSCHULER

Alfred S. Alschuler, nationally famous Chicago architect, died on November 6 of a heart ailment. He was 64 years old.

Mr. Alschuler began his architectural career in Chicago in 1899, and had designed many of its buildings and synagogues. Among them are the London Guarantee and Accident, and Harvester buildings, the Chicago Garment Center, Mercantile Exchange building, Sinai Congregation, Temple Isaiah, and the North Shore Congregation Israel, in Glencoe.

He was credited as being the first architect to use reinforced concrete construction in Chicago, and contributed various inventions to the field of building construction.

Born in Chicago Nov. 2, 1876, he went to the Armour Institute of Technology, then studied at the Art Institute. Starting his architectural work in the office of Dankmar Adler, he began working alone in 1907.

Surviving are his widow, Rose, whom he married in 1907, three sons, Alfred Jr., Richard, and John, and two daughters, Mrs. Leon M. Despres and Mrs. Edward Gudeman. He is also survived by a brother, Samuel.

Mr. Alschuler was a cousin of the late Judge Samuel Alschuler of the United States Circuit Court of Appeals. His home was at 795 Lincoln ave., Winnetka.

EXHIBITION DRAWINGS

Frank H. Wright, chairman of the Society's Committee on Exhibitions, has announced that a number of drawings and photographs, recently shown at the Detroit Institute of Arts, have been sent on a tour of the State. Others are now available at the Institute for return to their owners. It is urgently requested that they call Mr. Shaw, COLUMBIA 0360, to determine the facts and to call for their drawings at once. The Institute has other material to exhibit and they should be relieved of these drawings as soon as possible.

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DES ROSIERS, ARTHUR, 1078 Macabees Bldg.

Bids closed—Res.—Dr. Stefani—Birchcrest & Margarita.

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Mfg. Bldg., Kelsey Halls Wheel Co. Plymouth, Bids due on Foundation, Nov. 20; Steel Sash & Operators, due Nov. 25. Owner taking fig. on roof deck & insulation. Others bids to follow.

Air Craft Bldg., Ford Motor Co.—Bids due, Nov. 28—Superstructure.

Motor Div., Continental Aviation & Eng. Co., con let to F. H. Martin Co.

Plans for Mfg. bldg. Owner Kelsey Hayes Wheel Co., Plymouth, Mich.—280x840.

Plans for Air Craft Bldg.—Ford Motor Co. 360x1000.

HARLEY & ELLINGTON—1507 Stroh Bldg.

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Bids closed—Flint Ink Co.

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Prep. plans for Woolworth Store, bet. Gd. River & State.

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MERRITT & COLE—1111 Collingwood

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Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road.

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

STAHL, JNO. C.—820 Francis Palms Bldg.

Taking fig. Nov. 27, two stores, Lincoln Park.

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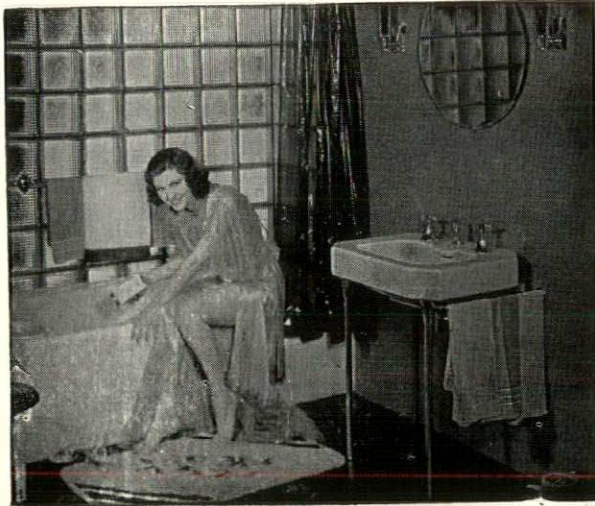
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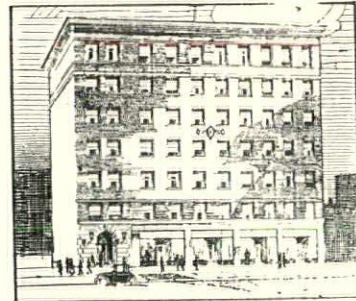
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