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# WEEKLY BULLETIN

NOT TO BE BOUND

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## THE ARCHITECT AND SOCIETY

By TRAVIS GOWER WALSH, A.I.A., CHAIRMAN,  
PUBLICITY COMMITTEE, CLEVELAND CHAPTER—A.I.A.

*"I hold every man a debtor to his profession; from the which as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and ornament, thereunto."*

—Francis Bacon, 1561-1626.

From Rameses I to Aymar Embury II (the latter a well-known eastern architect), high sounding phrases have been coined in an effort to aptly describe the Architect and his relation to Society.

During this portentous period, society has changed and obviously, so has the Architect! An Architect has at times been described (albeit facetiously) as hybrid—a curious combination of creative ability related to the hard-boiled arithmetic of the business world.

Today, the latter element is predominant. With prophets on the one hand, shouting that the Architect must engage himself more closely to the industrial age, and Government challenging him with large scale sociological problems, the era of grand public works "served on a platter" seems remote. While all of this may indicate changes in conditions and circumstances, the fundamental education and training of the architect has continued thorough and exacting.

It has frequently been said of the Architect that he must know everybody's business as well as his own. To plan and design hospitals, he must have an intelligent knowledge of a physician's activities; the same holding true with the needs of the clergy, bankers, merchants, realtors and others, in relating himself to the planning of churches, banks, stores, apartment and hotel buildings, etc. This knowledge is added to his academic training which usually compares in length of time with that of the physician, and therefore presents a vital investment in blood and substance.

Adequate space and equipment for practice are necessary adjuncts and, as with other professions, such factors represent a considerable investment. This, and much more enables the public at all times to obtain those degrees of efficiency, talent and integrity which are essential in problems relating to building construction.

Primarily, the architect is concerned with maintaining an income by bringing into play these sound precepts and principles which form the basis of his training. Hence a reasonable recompense!

The fact that an architect maintains an office through both good and poor periods should be borne in mind. His financial resources must be sacrificed at times in order to provide the public with a continuance of his services. This is a factor which the general public does not always regard, but the architect must enter it into his complete calculations of cost. Certain agencies of the Federal Government have also been

prone to assemble calculations relating to an architect's costs, disregarding this factor; this is unfair since it is obvious that an important agency of the Government would not countenance the employment of an architect unless his integrity and ability to perform, must of necessity relate to an established practice and equipment.

The American Institute of Architects since 1857 has been developing safeguards and sound protection for the general public as well as for the profession. Based on factors derived from 83 years of experience and supported by careful analyses produced by nationally known experts from time to time, the Institute has encouraged a system of professional charges which are endorsed and recognized as fair throughout the country. This system, of necessity must be firm enough to provide a certain degree of uniformity, but sufficiently flexible to take into account the varied character of certain projects. For instance, it is generally recognized by the profession, that a proper minimum architect's fee is six per cent of the work done under his direction. Notwithstanding the fact that six per cent is a fair emolument on schools, commercial or industrial construction; the intricate details connected with the planning and design of churches may render this fee obviously inadequate and a slightly larger percentage may be invoked:—possibly established at a point between the proper minimum and that which is applied to residential work.

The planning and designing of residences (if well done) taxes the architect's resources to the utmost if he renders a complete service. The scholarly Websters defines the term "complete" as follows: "free from deficiency; entire; absolute; finished." Such service for residential subjects includes the preparation of preliminary sketches to the point of approval by owner; the numerous and exhaustive conferences with the owner and his wife (which are invariably necessary before such sketches are completed); the development of the specifications (which must reflect a knowledge of all the latest mechanical improvements and appliances on the market); the receiving and tabulation of competitive bids; preparing the necessary full-size details; field supervision, keeping of accounts and general administration.

It is recognized by architects throughout the country who specialize in residential work that a fair and proper charge for this type of work may be ten per cent of the cost.

I have purposely stressed the subject of residential practice, because it is here, perhaps more than anywhere else, that confusion reigns between the Profession and Society. However, for years, unfavorable forces have been influencing the direct relations which are intended to exist between the architect and the building project in various fields of activity.

These factors have been evident where business interests are influenced by the beguiling term "undivided responsi-



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## NEW PUBLICATION

We appreciate receiving Volume 1, number 1 of **NEWS LETTER**, official publication of the Missouri Association of Architects, edited by Mr. P. H. Sommers of Jefferson City, Missouri.

From this two-page mimeographed publication we learn, among other interesting things, that:

"There is a strong need for a tie of unity within our organization, a need for regular contact with its members. Perhaps no better way can be devised than through periodic publications of the society's activities.

"By means of this paper we hope to keep all members informed of the progress and activity of its members.

"By action of the members present at the annual meeting, the dues were increased from \$3.00 to \$5.00 per year. The increase was made necessary to cover the expenses of the A. I. A. affiliation and to provide a slight compensation for the Secretary to cover the value of his time and expense serving in this capacity.

"By action of the members at the Annual Meeting the resolution of affiliation with the A. I. A. was voted upon and approved. This affiliation will prove of great value to the Association, individually as well as collectively. We are informed that the A. I. A. will assist us in our endeavor to obtain the Registration Bill. Because of their experience in such matters this will prove of great value to us.

"Twenty-four states have state organizations which represent 85 per cent of the practicing Architects in the United States. Of these, nineteen have affiliated or are in the process of affiliation with the A. I. A.

"The action taken by our members is a definite step toward better state and national unity."

## WEST COAST RADIO PROGRAM DRAMATIZES ARCHITECT'S SERVICES

Newest convincing use of the radio to tell the public about architectural service is a program entitled "We're Building a House," which was introduced January 31 through station KGO, San Francisco. Real architects, real builders and a real family went on the air to permit the radio audience to listen in on the planning and execution of a real new house. Programs of this kind might well be put to wider use by architectural organizations as a practical local means of effecting a cordial handclasp between the architect and the wary small house builder.

In the opening broadcast of the new series, Architects *Albert F. Roller* and *Roland Stringham*, with the radio public eavesdropping, instructed *Mr. and Mrs. Jack Edward* and their three children in the preliminaries of home ownership. *W. P. Laufenberg*, secretary and general manager of Baldwin and Howell, builders, during the second broadcast guides the family on an inspection of the proposed site in Westwood Highlands on the south slope of Mt. Davidson.

After construction gets started a second series of broadcasts will originate from the property—*Architectural Record*.

## JOHN FLINT THINKS ARCHITECTURE LACKING IN ART

*From The Flint Journal, April 8, 1941*

One of the most interesting persons John Flint has met in many days was *Stratton O. Hammon*, the prominent Louisville, Ky., architect who was one of the feature attractions at the recent builder's show.

Mr. Hammon lived up to one of the qualities usually true of all who lead their fields—he was as easy to meet as a politician the day before election. It is usually the man who is not quite at the top who puts on a front of brusqueness and plays "hard-to-get." The top-notch man most generally is friendly and easy to talk with.

John met Mr. Hammon during a lull and got into an interesting discussion with the architect on "modernism."

"Right today," Mr. Hammon commented, "we cannot build a home that can touch the buildings of the colonial and post colonial builders of the United States. Then, who are we to think we can start out on a new tangent and create a new type of architecture?"

## FRANK LLOYD WRIGHT ON ARCHITECTURE

EDITED WITH AN INTRODUCTION

BY **FREDERICK GUTHEIM**

April 25, 1941; *Duell, Sloan & Pearce, Inc.* \$3.50; 288 pages.

For half a century Frank Lloyd Wright, now 71, has led a singularly active life as architect, thinker and teacher. Yet in all these years this is the first attempt which has been made to collect all his writings in order to provide a guidebook to the development and thinking of America's greatest architect.

This book at last does the job, thoroughly and well, and includes a great deal of hitherto unpublished material extracted from Mr. Wright's files. It is a volume which, in a compact and authoritative manner, spotlights genius in action. Arranged in chronological order and authenticated by Mr. Wright, it will stand as a unique sourcebook of modern architecture. Here the architect himself explains his work and aspirations, in his own way, in his own words.

Included in this important book are: the brilliant and influential series of papers on the nature of materials, the explanation of modern planning, shrewd appraisals of foreign tendencies and influences, intimate and casual glimpses of a developing personality, and trenchant and constructive criticism of American institutions.

Today, as America re-examines her cultural resources, Wright's extraordinary vision appears in new guise. Not only do we perceive his questing imagination, his buoyant and affirmative faith, his lyric appreciation of the land; we see beyond, the shape of a new and better democratic way of life that remains to be built.

"There is more between the lines, still, than appears in the lines," Wright has said, and that is true of this book.

Frederick Gutheim has known Frank Lloyd Wright intimately since 1928, when, as editor of the *Wisconsin Literary Magazine*, he published a biographical essay on Wright which was widely reprinted and which—together with the writings of *Lewis Mumford* and *Douglas Haskell*—was largely responsible for a re-appraisal of Wright as the principal exponent of the new architecture. At that time Mr. Gutheim prepared the first complete lists of Wright papers, a bibliography, and a comprehensive list of his buildings.

Mr. Gutheim is Consultant in the Office of the Administrator, Federal Works Agency, has written a great many articles on modern architecture and planning, was Consulting Editor for *Architecture* for the *American Guide* series, and, until recently, Advising Editor for *Architecture* and *Planning* of the *Magazine of Art*.

## WHEN TO USE AN ARCHITECT ON A REMODELING JOB

*From U. S. Gypsum Company's Booklet, "How to Modernize Your Home"*

Architectural advice and service are always helpful but they are strongly recommended on such jobs as these:

Alterations involving a major change in the interior or exterior of your home.

Such operations as making an old barn into a house, or renovating an old farm house into a modern residence.

Any general rearrangement of floor space and rooms to make your home more livable.

Building an addition to your house.

On such projects an architect will protect against changes that spoil the appearance of your home. He will frankly advise you if the work you contemplate is worth the cost. He will prevent mistakes in planning or structural errors which would spoil the work entirely.

He can, if you wish, furnish a perspective of his recommendations to help you visualize how your home will look. All of this is done before reconstruction starts and you need not start the job until you are sure his plan meets your needs.

If you have in mind the type of remodeling which needs an architect, and you have no architect, ask your dealer to recommend one. Not all architects take remodeling jobs, while some make a specialty of this kind of work. Your dealer will guide in selecting the right one.



## TAX RELIEF SOUGHT ON SMALL HOME

A "Homestead Exemption Law" for Michigan which would eliminate or drastically reduce taxation levied against low cost homes was suggested this week by Patrick J. Currier, president of Currier Lumber Company, as a possible "long-term solution to the problem of home-ownership for the low income group."

Currier said he favored study by the legislature of such a proposal as being "in keeping with the progressive idea that taxation should be borne by those who can best afford it."

"By a 'Homestead Exemption Law,'" Currier said, "I mean only some form of legislative action which would either eliminate, or drastically reduce taxation on low priced homes, when the house is actually the permanent residence of the owner and is used solely for residential purposes."

There are now 13 states which have some form of tax relief for homestead properties. These are: Alabama, Minnesota, Arkansas, West Virginia, Florida, Mississippi, Wyoming, Georgia, Iowa, Texas, Louisiana, Oklahoma.

The most far reaching of these plans is the Florida one, which makes an outright exemption from taxation on homestead properties up to \$5,000 valuation.

"As an introduction," Currier said, "I would like to see the Michigan Legislature open discussion on a measure like this: Outright exemption on taxation on the first \$3,000 of valuation on properties valued up to \$6,000; \$2,000 on properties valued from \$6,000 to \$10,000; no exemption on homestead properties, whether urban or rural valued on the tax rolls at over \$10,000."

Currier said he realized the chief argument against such a proposal is the shrinkage of income to various political subdivisions, which might hamper their efficient functioning.

"In Michigan this should be a less vexing problem than in some of the states which already have exemption laws. For instance: In 1933 we began the collection of the Michigan Retail Sales Tax at 3%. This tax eliminated the State Real Estate Tax. In 1934, the last year the State Real Estate Tax was collected, it was at a rate of 60 cents per \$1,000 valuation, on a gross valuation of 5½-billion. In other words, this tax if collected 100%, which it was not, could have produced about \$3,300,000."

"But the Retail Sales Tax which was substituted for it showed a collection during 1940 in excess of \$70,000,000. Even this total could probably be improved."

Currier pointed out that revenues which were lost to the counties and cities by a homestead exemption law could be replaced by a system of sharing in taxes which now go entirely to the state—for instance, the Auto Licensing Tax; the Sales Tax; the new Intangibles Tax and others. Currier said this principle of "pro rata sharing by political subdivisions is already tacitly recognized in the Primary School fund, various welfare funds and other moneys which the State allows to revert to the areas in which it was collected."

"Tax experts are agreed that there is a universal tendency to what they term 'regressive assessment'—that is that lower value properties are assessed at 100% nearer of their worth than are higher value properties," Currier said. "This is not in harmony with the idea that taxes should be borne by those best able to pay."

"The man with a low income is often frightened away from home ownership by the tax bugaboo—not always because the tax at the moment is too high, but because he has absolutely no way of gauging his future tax responsibility. It seems agreed that real estate generally is bearing too high a proportion of the total tax burden. With the tendency to lower cost homes, this means that the man with the smaller income is bearing too high a share of total taxation."

"Many students of government consider a homestead exemption law a form of 'home ownership subsidy,'" Currier said. "But we have recognized the need for housing subsidy by the National Housing Act and other such legislation. It would seem logical that if a housing subsidy is to be accepted as good, we should have less reason to worry about an 'ownership subsidy'."

## THE PRESIDENT'S MESSAGE

*From The Octagon, March, 1941*

During this month of March this nation has moved swiftly in its defense program. The transparent film that hitherto has veiled our intentions has been cast aside, and the course we intend to take now stands frankly revealed. Our passive defense has become boldly belligerent, and whatever defense measures we take from now on must embitter those who are not favored.

If at last our intentions have been so clearly defined, we are still being lulled by the soft words of those who mould our destinies. We are completely unaroused as to the seriousness of our undertaking. It seems to be but another adventure. We do not comprehend there can be no quick ending of this world-wide clash of ideologies, and that many long devastating years must elapse before the issue is decided.

We are presently furnishing those whom we favor with money, ships, planes, and food, wanting to believe that kind of support will decide the struggle. We are not yet told that these products of our abundance will be insufficient, and that those who are now marching into our defense camps and those who follow them will be marching on other shores before the struggle is ended. Do not be misled into fears that continental United States will be invaded.

What a pity we do not realize what we are facing, the sacrifices we will have to make, the suffering we will have to undergo before we have finished our undertaking! What a pity we do not heed the lessons of Poland, Norway, France, and the Balkans, and what led to their swift undoing and absorption by a form of government we do not believe in!

What a pity that we continue to look upon our defense measures as means of making profits!

Until we change that attitude of mind and make sacrifices and endure suffering for the principles of living we believe in, we will not have done our part in the defense of our nation.

## BOMBS AND SKYSCRAPERS

*From Kalamazoo Gazette, April 1, '41*

From a Brooklyn architect, Ehling F. Iversen, there comes the rather surprising statement that the ordinary American building of eight stories or more would be safer from bombs than underground air-raid shelters are. Returning from a tour of warring European nations, Mr. Iversen says that most bombs dropped from aircraft dig from 10 to 30 feet into the ground before exploding, but that a bomb falling on the roof of a typical American skyscraper would damage only the two or three topmost floors. If a bomb were to hit the side of such a structure, he adds, it would glance off without harming the interior.

Although most of us probably haven't attempted to keep any detailed records of the bomb damage reported from London and other war-struck European cities, it is difficult to recall anything which definitely refutes Mr. Iversen's opinion. The most spectacular havoc thus far seems to have been visited upon industrial and transportation centers, where buildings presumably are not of the skyscraper type, and on neighborhoods in which much older forms of construction prevail. It is quite possible that an aerial bomber would have a difficult time trying to wreck a tall, sturdy structure of the steel and reinforced concrete variety. By staying somewhere below the two or three topmost floors, as Mr. Iversen seems to suggest, people in a skyscraper might be reasonably safe from bombs and at the same time be in an excellent position to observe the excitement going on all about them.

It may be wondered, however, if the psychological requirements of air-raid protection could be adequately met in this way. When people are seeking safety they not only want to be safe—they also want to feel safe. When bombs are dropping from the skies there is probably a natural, almost instinctive urge to get as far away from the skies as possible. The chances are that the most popular part of any skyscraper which might be used as an air-raid shelter would be the second sub-basement.



**WALSH**—(Continued from Page 1)

bility", (wherein the technical service is confused and intermingled with the actual construction); they have been apparent in certain Government programs when superficial agencies have been interposed between the architect and his customary planning and direction of a project; but they are particularly evident in the residential field.

"Packaged articles" is a term frequently heard. Builders, lumber interests, national manufacturers, magazines—even civic bodies—have identified themselves with this phenomena in residential building. Unfortunately, the architects themselves have contributed in some measure to this confusion, with "wildcat" promotion schemes, real estate "orphans" and abbreviated services.

In all of this, I feel that the general public is frequently uninformed and penalized. There is no mystery surrounding the practice and functions of the Architect, in his relation to Society nor in his basic compensations.

I have frequently reminded clients, in connection with service for a residential project, that they have gone through life never questioning the validity of tipping waiters, but that never had the equivalent of a waiter's percentage represented the investment which an architect's complete service will yield.

The Institute of Architects is very clear on this point and I take this opportunity of quoting verbatim from documents prepared on the subject:

"The architect's compensation should be adequate to recompense him profitably for rendering his best services. He who accepts lesser amounts because of the exigencies of competition or other circumstances may provide inferior services for a time but cannot continue doing so without affecting unfavorably his professional standing and that of every other architect and the profession. Architects have a service to render society that no other profession can offer."

I admit it is trite and a bit timeworn but the adage, which in effect emphasizes the fact that more times than not the amount of an architect's compensation was made up in the difference between the high and low bids, is nevertheless true.

A curious fixation existing amongst some architects seems to be the rather coy reticence with which they regard the question or discussion of their basic compensation. The various sub-divisions of Society have no such compunctions regarding services charges; the medical and legal professions, dentists, the real estate fraternity and others arrange an equitable and fair system of compensation and that forms the basis of their financial relations with the general public.

There is no "profiteering" involved and as evidence of the fact, I call attention to the modest affluence of the average architect. I know of no professional individuals who require a more exacting education and training, and who afterward spend more time of the twenty-four hour period in conscientious service, than does the architect. At the same time, there are few instances, if any, of an architect whose wealth is sufficiently abundant to set him apart amongst his fellow men unless perhaps a family inheritance accounts for the exception.

\* \* \*

We have dwelt upon the qualifications and the compensations which relate the Architect to Society and this has demonstrated that his arduous training in creative art and construction science has developed the ability to relate them economically and practically.

What then are some of his broad contributions to Society?

The actual benefits, which accrue by the employment of an architect, are so manifold that the telling would take more space than is available.

First and foremost, he is the client's authorized representative, standing between him and all the snares, pitfalls and complexities of construction. He is the recognized "judiciary" of the building industry and, as such, his integrity is involved in technical interpretations, labor disputes, mechanics' liens, etc.

Counsel and advice are the essence of his service. These are rendered orally, written and in graphic form so that the buildings and their content shall be related to the factors of safety, sanitation, good planning, efficient operation and economic maintenance and, above all, the ingredient of beauty and style. The completeness of his drawings, specifications (with definitions of the scope of the contractor's work, the office administration and field supervision are the effective guarantees of final satisfaction.

I conclude by quoting directly from the American Institute of Architects on "The Selection of an Architect":

"The architect's relationship with his client will be satisfactory only if it is based on mutual trust, respect, and integrity."

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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, 1140 Book Tower  
One story Comm. Bldg., at 9 Mile Rd., East Det. Tri-Square Realty Co., Owners. Glass con. let to Benz Co. Pblg. & Htg.—J. H. Lewine, Vtg. J. Brodie.  
Re-modeling Store—13116 East Jeff. Bids closed.  
Commercial block—7 stores & market, Gratiot & 9 Mile Rd. Taking fig.

**BENNETT & STRAIGHT**, 13530 Michigan Ave.  
2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.  
Forum Theatre—Southfield Rd.—Mech. bids closed.  
New Theatre—Midland Mich. Prep. sketches.  
1000 seat Theatre, Rochester, Mich., under construction.  
Allen Park Theatre. Fig. closed.  
Plans for school, Allen Park.

**BLACK LEE, & KENNETH C.**, Lansing.  
Study and survey of city hall and old P. O. bldg. To remodel into city and county offices.

**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower Bldg., Gratiot and 7 Mile Rd., Held over.  
Community Bldg., Trailer Camp, 35x45. Southfield & Joy Rd. Owner taking fig.  
Re-modeling house—Grosse Pte. Shores.  
Trailer camp for Mrs. W. E. Mason. Mason, carp. and steel work let to K. J. Filip.  
Prep. plans for remodeling residence on Grosse Pointe Shore. Owner's name withheld.

**DES ROSIERS, ARTHUR**, 1078 Maccabees Bldg.  
Plans for Rectory, Lake Orion.

**DIEHL, GEO. F.**, 120 Madison  
Plans for school, Howell, Mich.  
Church Alt., Chelsea, Mich.  
Prep. plans for Rectory—St. Ambrose Parish.  
Temporary Church & Add. Farmington, Mich.—Our Lady of Sorrows Parish. Also church, Flint, Mich.  
School & Auditorium, St. Juliana's Parish. Taking fig.

**FRY & KASURIN**, Ann Arbor.  
Prep. plans new wing Chelsea Methodist Church, \$100,000 gift from Kresge Foundation. E. E. Caulkins, Chairman Bldg. Comm.  
Plans, Mayflower Congregational Church near Univ. of

Detroit, 400 seats, Sunday School wing, social hall, club room. Rev. Robt. E. Burtt, pastor.

**GIFFELS & VALLET, INC., & L. ROSSETTI, ASSOC. ENG. & ARCH.**, 1000 Marquette Bldg.  
Wire fence and gates—Studebaker Air Craft Corp. Contract let.  
El. Wk. Fleetwood Inc., Bristol, Pa.—Bids closed.

**HABERMA, CARL R.**, 415 Brainard St.  
Sketches: 24-fam. Terrace, G. P.  
Plans, Res. Lake Orion.  
Plans: 80x40 res. & 3-car garage, G. P. Farms.  
Res. 100x40 & 3-car gar., Upper Straights Lake.  
Res. 75x30 & 2-car gar., Franklin Rd. Taking fig.  
Bowling Alley, bids closed.  
Prep. plans, Res.—Touraine Rd. G. P. F.

**KNECHT-McCARTHY-THEBAUD**, 201 Watson Building.  
Grand Rapids, Michigan  
Bids, Science Bldg., Hope College, Holland, Mich., due May 20.—Approx. \$130,000.  
Bids closed—Convent, St. Mary Magdalene's Church.

**MALCOMSON, CALDER & HAMMOND**, 1219 Griswold.  
Prep. plans for Add. to Wilbur Wright High School.

**MERRITT & COLE**, 1111 Collingwood.  
Prep. plans—Add. Westminster Presbyterian Church.  
Lansing, Mich.  
Plans Jehovah Lutheran Church, Greenfield Road and Outer Drive.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.

**MORISON, ANDREW R.**, 920 Fox Theatre Bldg.  
Prep. plans for Nardin Park Church.

**STACHOWIAK, S.**, 8580 Jos. Campau.  
Sketches—Club House, Polish War Veterans.  
Add. to Store & flats—Owner J. Jadrzewski.  
Plans — Bowling Alley—Hickory Ave.  
Also—Office Bldg., Jos. Campau, 20x70.

**STAHL, JNO. C.**, 820 Francis Palms Bldg.  
Prep. plans for Church—Utica Rd., 35x60.

**STEWART-KINGSCOTT CO.**, 208 Elm St., Kalamazoo.  
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# WEEKLY BULLETIN



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Volume 15

DETROIT, MICHIGAN, JUNE 10, 1941

No. 23

## ARCHITECTS CONVENE AND SIGHTSEE

Ditchy Presides, Shreve Elected President, Wilby Advanced to Fellowship, Next Convention in Detroit.

Six Detroit Architects, some with their families, became "easterners" for a spell in May when they journeyed to beautiful Yosemite Valley, California for the 73rd Convention of The American Institute of Architects. They were Alvin E. Harley, Mrs. Harley and their daughter, Jean; Clair W. Ditchy and family, Malcolm R. Stirton and Mrs. Stirton, William E. Kapp, Branson V. Gamber and Talmage C. Hughes.

In the streamlined west, vacation land of the nation, everyone (nearly) wore sport clothes, and the Bulletin awards the palm for the best dressed to Al Harley and Fred Whittlesey—a tie, so duplicate awards are made.

Richmond H. Shreve of New York was elected president; Walter R. MacCornack, reelected vice-president; Charles T. Ingham, reelected secretary, and John R. Fugard was reelected treasurer.

Four directors were elected to succeed directors whose terms had expired and who were not eligible for reelection. C. Julian Oberwarth of Frankfort, Kentucky, succeeds Clair W. Ditchy of Detroit, as Great Lakes Regional Director; Harlan Thomas of Seattle, Washington succeeds Robert K. Fuller of Denver as Western Mountain Regional Director; Frederic A. Fletcher of Baltimore succeeds Edmund R. Purves of Philadelphia as Middle Atlantic Regional Director; and Matthew W. Del Gaudio of New York succeeds Leigh Hunt of Milwaukee as State Association Director.

Ernest Wilby, member of the Detroit Chapter, was advanced to Fellowship. Accounts of this and of Mr. Shreve's election were carried in the May 20th issue of the Bulletin.

Others admitted to Fellowship were Gordon Allen, Boston; Roy J. Ashton, Salt Lake City; Leonard H. Bailey, Oklahoma City; Frank N. Emerson, Peoria, Ill.; Robert K. Fuller, Denver; Albert Harkness, Providence, R. I.; Lewis P. Hobart, San Francisco; H. Roy Kelley, Los Angeles; Roy F. Larson, Philadelphia; Arthur Lamont Loveless, Seattle; Loring H. Provine, Urbana, Ill.; Winsor Soule, Santa Barbara, and George Spearl, St. Louis.

In the absence of the president and vice-president, Clair W. Ditchy, regional director of the Great Lakes District, was elected temporary chairman and he presided at all main sessions.



Shreve



Three views of Ditchy—L. to R., on arrival, on being elected temporary chairman, and affecting a disguise.

David J. Witmer, a native son and president of the Southern California Chapter, welcomed delegates and presented Mr. Dwight W. Stevens, a member of the governor's council charged with administration of the Architects' Registration Act, representing Governor Culbert L. Olson of California.

Other welcomes were extended by Mr. A. Appleton, president Northern California Chapter; Gordon B. Kaufmann, Sierra Nevada Regional Director; Miss Lutah Maria Riggs, president of the Santa Barbara Chapter; a representa-

See CONVENTION—Page 1

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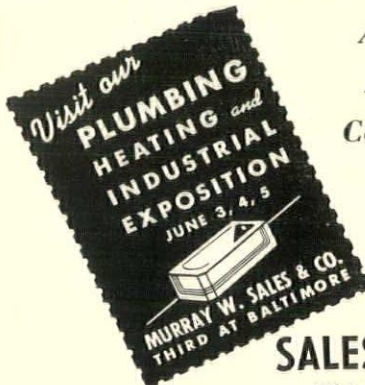
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## SIMPSON SPEAKS ON CHURCHES

"A church is not just a chunk of beautiful stone, but its every design should reflect an appropriate story or meaning," declared Lewis W. Simpson of Dearborn, internationally famous church architect, in a talk before a small audience at the St. John's Episcopal church, recently.



Simpson

"When you have occasion to build a church, see to it that the teachings reflected in its building will reflect the things that you can love," he advised.

The speaker dwelt upon the history and architecture of England's historical churches, cathedrals and abbeys, weaving in many personal anecdotes derived from his study of them as the son of an English clergyman and on many subsequent visits to his native land.

Among these were items regarding the early Lincoln family, which attended church in a parish near to that presided over by the speaker's father, and the Washington family which attended another church not far distant.

He displayed hand tracings he made of brass memorial and coat of arms in old Southwark Church of the Lawrence Washington family, of which George Washington was a direct descendant. These particular tracings are among many of his records and sketches which have taken on added significance and value because of the war and its bombings as this church has been bombed and the original brass memorial to the Washington family destroyed although the coat of arms escaped damage.

Mr. Simpson spoke before a panel of dozens of sketches of old and modern English churches loaned by the University of Michigan for the occasion. He made frequent reference to it as he described various churches.

Following the talk Mr. Simpson was kept busy for about an hour discussing various phases of the subject with members of the audience, several of whom are natives of England and are familiar with many of the churches mentioned.

## LANDSCAPE ARCHITECTURAL DRAFTSMEN

The U. S. Civil Service Commission in Washington announces an examination for landscape architect positions. These positions pay from \$2,000 for the junior grade to \$5,600 for the principal grade. For the junior grade, appropriate education only is required; for the others, education and experience are required, but there are liberal substitution provisions. In general, landscape architects will prepare architectural drawings and assist in the preparation and development of plans and reports for different types of landscape architectural projects.

—WM. C. HULL, Executive Assistant

## APPRECIATION FROM WILBY

In commenting upon his recent advancement to fellowship in The American Institute of Architects, Ernest Wilby writes: "This news is of course very pleasant to me. I am very sensible of the fact that the active interest of the Members of the Detroit Chapter in my elevation from Associate to Fellow is responsible for this honor. Without decrying in any way the honor of Fellowship in the Institute, I feel that this token of having won the respect and friendship of the men who know me best as a man and as an Architect, over so many years now past, is a higher honor than any academic one can ever be. My architectural life has been full of delightful contacts with fine boys and men."

## CHANGE IN PERSONNEL

The firm of Lyndon, Smith & Winn has been dissolved and Maynard Lyndon and Eberle M. Smith are continuing their practice under the name of the original firm, Lyndon & Smith, at 208 Murphy Building, Highland Park, Michigan.

## PLIMPTON HEADS PRODUCERS

Fred J. Plimpton, Assistant General Sales Manager, Vermont Marble Company, was elected president of the Producers' Council, Inc., at its annual meeting in Chicago, which concluded May 9.



Plimpton

Mr. Plimpton has served as vice-president of the Council since 1936. During the World War, he was instructor of field artillery with the rank of lieutenant. He was born in Chester, Vermont, and has spent most of his life in his present business, having been with the Vermont Marble Company for over twenty-six years. He is a member of the Architectural League of New York and his offices are at 101 Park Avenue.

Mr. Plimpton states that he believes a comprehensive program of city redevelopment is the most promising activity in the building field for the future. This, he states, should provide work for a vast number, from architects to producers, and labor.

## NOTICE OF MEETING

### MICHIGAN SOCIETY OF ARCHITECTS AND ITS DETROIT DIVISION

Intercollegiate Alumni Club, Detroit

MONDAY, JUNE 9TH, DINNER AT 6:30 P. M.

BOARD OF DIRECTORS WILL MEET AT 4:00 P. M.

Among the items of business will be reports from delegates to the 73rd Convention of The American Institute of Architects, including lantern slides of colored pictures. A great deal of interest centers around this subject as the next convention will be held in Detroit. Preparation will be made for the next meeting of the Society and its board to be held at Mackinac Island. The president will render a report and other matters for discussion will be spot announcements on the radio, and the formation of a junior organization. At this meeting changes to the Society's By-laws, as published in the Bulletin of May 27th, will be voted upon. It is most desirable that representative attendance be had.

## DISTINGUISHED VISITORS

Following their attendance at the American Institute of Architects' Convention in California, Amando Acosta y Lara and Zorrilla de San Martin, of Montevideo arrived in Detroit May 29th. Acosta y Lara, an architect, is director of Uruguay's Secondary Education, and San Martin, a painter and sculptor, is connected with the Art Museum at Montevideo.

The guests stopped at the Statler and visited the offices of Smith, Hinchman & Grylls, following which they were shown the Buhl Building, Union Guardian Building, and a view of Detroit from atop the Penobscot Building. They were guests of Albert Kahn for luncheon, and were shown some of his factory buildings. Friday they spent at Cranbrook as guests of Eliel Saarinen and Carl Milles, leaving for New York Friday evening.

## SOCIETY DUES

A suggestion from Mr. George D. Mason calls our attention to the fact that in all of the notices in the Bulletin regarding dues, it has not been clear as to just where to mail them, the amount, how checks should be made, and from what date to what date they run.

For your information, at present annual dues are \$3, but, according to action of the last convention, after July 1 they will be \$5. Dues run from March 1 to March 1. Checks should be made payable to Michigan Society of Architects, and mailed to John C. Thornton, treasurer, 2000 Second Avenue, Detroit, or to the Bulletin.



## CONVENTION—from Page 1

tive of the San Diego Chapter; Walter R. Hagedohm, president of the State Association of California Architects, Southern Section, and Frederick H. Reimers, president Northern Section.

Julian Clarence Levy of New York introduced two distinguished visitors, Amando Acosta y Lara and Zorrilla de San Martin of Montevideo, guests in this country of the Department of State. Acosta y Lara, an architect, is director of Uruguay's Secondary Education and San Martin, a painter and sculptor, is connected with the Art Museum at Montevideo.

Acting chairman Ditchy read President Bergstrom's address. A cable of felicitations from the Royal Institute of British Architects was read and a resolution passed to extend to them the Institute's thanks and to offer sympathy in their present distress.

On Saturday afternoon directors reported on conditions in their districts, and a number of round table sessions were held, including one on Public Information, at which your reporter presided.

"The Chair" recognizes two lady delegates who are presidents of their chapters; Miss Marion I. Manley of the Florida South Chapter, and Miss Lutah Maria Riggs of the Santa Barbara Chapter. Other lady delegates were Miss Olive Tjaden of the Brooklyn Chapter and Miss Dorothy Waters, executive secretary of the New York Chapter.

An interesting sidelight was photostatic copy of sales slip and check for \$150 issued by Eleanor Roosevelt, on display at one of the shops in Yosemite Valley. The list was replete with items dear to a woman's heart, such as brocaded silk ladies' pajamas, etc., etc. At the very end was one item—one pair of men's bedroom slippers, \$1.50.

Saturday evening was given over to the President's Reception and Dinner Dance at the Ahwahnee Hotel. Sunday was devoted to reports of committees and officers, a joint meeting with the Producers' Council, and other meetings and round tables. On Monday election took place and Thomas S. Holden discussed "The National Defense Construction Program, particularly as related to Preparation for Post-Emergency Building."

The beauties of California, and particularly of Yosemite Valley, are beyond description. If there is any criticism from some of us, who think we have work to do at conventions, it is that, together with sight-seeing, there was too much going on, but we would be the ones to protest loudest if it were not so. There are considerations other than the practical.

The many important reports might well have been published and in the hands of all Institute members well in advance of convention. I am sure we would all have gone there with a much better idea of the good work that had been done throughout the year and would have been prepared to discuss matters more intelligently. Instead we took the reports home with us and read of many things of vital importance to the profession, but there is not an opportunity for action for another year—when, there is too much likelihood, all will be forgotten.

Tuesday was spent in driving through the Mariposa big trees, to Fresno, thence the night train to Los Angeles. On Wednesday morning began the trips to many interesting places, with the crowning event as the Annual Dinner at the Ambassador Wednesday evening. Clair Ditchy again presided, with Mrs. Ditchy as the "First Lady." She graced the position while he did himself proud, and here I would like to offer a bit of sentiment for a grand trouper. This is not to pay him a tribute—that would horrify him, but I don't think he'd mind my saying that he turned in one of the swellest performances I ever witnessed.

Newly elected President Shreve, in taking over said so himself, in announcing the next convention for Detroit.

When reference was made to the absence of President Bergstrom, a fitting tribute was paid to him for his 20 years of service to the Institute.

Announcement of scholarships was made by Gordon B. Kaufmann, and presentation of fellowships was by Frederick H. Meyer. The address of the evening was made by J. E. Wallace Sterling, Associate Professor of History, California Institute of Technology.



Fugard



Ingham



Wilby

Trips included visits to the studios, and the writer had one personally conducted by Stephen Goosson, art director of Samuel Goldwyn Studios. There we saw the process, from script through the drawing stage, including main scenes and break-downs to the minutest details, then the construction and actual filming—Herbert Marshall and Bette Davis in "Little Foxes," don't miss it! From there to the Brown Derby where there were many stars gathered for lunch.

Goosson, an architect, left Detroit in 1915 and went to California, where by accident he became connected with one of the studios. At that time little attention was being paid to architecture in pictures, but today you don't see scenery that shakes when a door is closed. Stephen has been largely responsible for this. He has been art director with many of the leading studios and has made over 800 pictures. His work on "Lost Horizon" won for him the Academy Award in 1940. We hope to have him with us at the next convention, perhaps on the program.

The new architecture of suburban Los Angeles is wonderful, not so much modern as it is "progressive." Imagine the lowly hamburger stand taking on the glamour of the picture industry, and even drive-in shoe repair services that are stunning, particularly the lightning effects. Charming small houses are built in six weeks and completely landscaped right away, and the cost is much lower than here. This is truly a paradise for lovers of beauty; every view is a picture, which naturally affects their architecture, and their lives. The "Miracle Mile" is a section on Wilshire Boulevard where owners, including the Ambassador Hotel, have joined together for architectural control, and the results are remarkable.

Older houses are mostly in the Spanish style but newer ones borrow of Colonial, Regency and the ranch house type.

Of course, this is all somewhat incidental to their more formal types of architecture, and we were glad to share with our fellow visitors the privilege of bowing down before some of California's splendid examples.

And after that, well, there's dancing in the Coconut Grove, and no end of interest of every sort. Many of the delegates accepted invitations to visit Pasadena, the Universities, exhibitions, San Diego, Catalina Island, the Orange Groves, Santa Barbara, Del Monte, San Francisco, and thence other chapters en route home.

See you in Detroit next year.

## NOTICE TO MEMBERS

## DETROIT CHAPTER

## THE AMERICAN INSTITUTE OF ARCHITECTS

June Meeting — Last of the Season  
ANN ARBOR, THURSDAY, JUNE 12

DINNER AT MICHIGAN UNION, 7:00 P. M.

Chapter Board will meet at the home of Emil Lorch, Chapter President, 1023 Forest Avenue, Ann Arbor at 4:00 P. M.

## AT DINNER MEETING

Report of delegates to the Institute's 73rd Convention, including lantern slides of colored photographs.

Joint meeting with student branch of the Detroit Chapter, A.I.A. Student Awards.



## REPORT OF THE COMMITTEE ON PUBLIC INFORMATION

To the Seventy-Third Convention of The American Institute of Architects, Yosemite Valley, California,  
May 17, 18, 19, 20, 1941.

Label attached to all reports contained the following:  
May 5, 1941.

*NOTICE: The attached committee report was made to The Board of Directors of The American Institute of Architects. Its distribution at the 73rd Convention in Yosemite Valley, California, in May, 1941, is for the information of the delegates attending that Convention.*

*The Board has not approved or adopted the report in its entirety.*

*Statements and recommendations contained in the report should not be quoted for publicity purposes or recorded as reflecting policies of The Institute, unless action of the Convention so indicates.*

CHARLES T. INGHAM, Secretary.

The most important problem that today faces our committee is to find the best means of the most effective national program for disseminating news about the architect, a method agreeable to a majority of Institute members, with an acceptable plan of financing.

A generation ago the training of an architect was based chiefly on the masterpieces of the past, and publicizing the architect, such as it was, resulted only from architects doing outstanding work. But in recent years there has been not only a great change in customs and needs but an extraordinary development in structural methods and a large number of new materials. The modern system of construction and production and the recently invented materials make it possible for architects to satisfy the present highly complicated human requirements more economically, more quickly and more practically than ever before.

If the conditions were not too different from the old, then adaptation would be possible, but since the changes are fundamental we must create a modern expression to inform the public about the architect and his work.

### Standards of Publicity

Theoretically it can be argued that if one has thoroughly absorbed the spirit of historic architecture he can, by applying the same principles, design a modern building that will be practicable, good looking and valuable as publicity. But in practice this theory does not work. The new conditions are too different, and so it is with architectural publicity.

One of the main difficulties in working out a new system is the lack of standards. New forms are still in the process of evolution. In some Chapters it is claimed they have solved the problem, that a new plan is here now, complete for us to accept and use. Quite the contrary is true, for most of these are merely more or less successful experiments, worthy of praise, it is true, for the ingenuity and enterprise shown, but hardly satisfactory as standards. They lack continuity, coordination and the national aspect. Some have believed that producers should finance such a program for us, but architecture is too fine a profession for that. It is to be hoped, however, that the experimentation will continue in order that the solution of the problem may not be too long postponed.

It is notable that some Chapters have been able to obtain the cooperation of the press, while others seem to find it difficult. It requires the interest and initiative of chapter local representatives, and if they haven't it there is little that the committee can do. If they have we can be, and have been, helpful in supplying examples of programs used in other localities. Where there is a lack of cooperation on the part of Chapters, no amount of promotion, from our committee or otherwise, would seem to be effective.

Ours is a great responsibility. That there is urgent need for a more adequate public information program of long range and wide scope seems to be the opinion of most every architect. The sentiment in favor of it is growing rapidly among all classes of offices—the large as well as the small.

A decade ago only the voice of the small office was heard, as it protested against the encroachment into the architects' field by the lumber company, the operative builder and others, and little sympathy was received from the large office whose position seemed secure. Times are changing and today the heads of even the largest offices are asking why the Institute doesn't take action against the large engineering-contracting firms who are furnishing architectural services together with building. They also call attention to the ever-increasing governmental bureaus, stating that unless some steps are taken to change the trend architects will soon be relegated to positions of unimportance, working for these groups.

There is one bright outlook in this situation. It may mean unifying the profession, a coming together of the large and the small in one cause, for the first time a common ground on which all can stand—a condition that has heretofore been sorrowfully lacking—but it will not be achieved by a sporadic or hit-or-miss approach to the problem. Coordination of effort among members of the profession is more necessary now than ever before, but there are hopeful signs, for the most difficult problem of all has been to bring the architects themselves to a realization of the problem's importance, and to an agreement upon some plan of action to correct the situation from the ground up.

### Possibilities and Limitations

Almost every problem that has beset mankind since the beginning of time has been solved or brought under control by the advancement of knowledge. Education has taught that the best results are accomplished through united action. Coordinated effort, using educational methods and public information methods, offers the best approach to the problem of placing the architect in the proper light before the public so that he will be and remain the rightful leader of the building industry.

Passage of a law is not enough. The public and government officials must be informed, through every medium at our disposal, that it is for their protection and for their benefit, financially and otherwise, that architects should be employed. It has been our amazing experience to find so many owners, who have had unfortunate building experience, confess that they did not know this.

It may well be that a closer coordination between the Institute's Committee on Education and its Committee on Public Information would be desirable. How often at chapter meetings or at convention do we hear discussion of some subject lead to the conclusion that in education of the public—public information—lies the remedy.

Architects are becoming publicity conscious to a striking extent and much discussion is going on. A clarification of both the possibilities and limitations of architectural publicity is needed. When a member asks why the Institute doesn't take more definite action with regard to certain matters it would seem that he expresses a misunderstanding of the functioning of the Institute and its committees. The Institute, its board and its committees, are servants of the members and the chapters, and it is not at all their prerogative to launch an extensive campaign that would require more funds than are available. It is their function to carry out the mandates of the chapters, and just as soon as a sufficient demand for specific action is made felt it will be carried out—provided the demand is accompanied by an acceptable plan of financing that will make it possible. And so let us be content, for the present, to work diligently toward bringing into unity all of the ideas on the subject that may originate throughout the land, in an effort to find a basis of action on which all can agree.

### Mediums

In the meantime it is essential that chapter efforts be directed to the end that they fit into the Institute's aims and objectives and toward an ultimate plan of national character. It is also necessary to awaken architects to the fact that progress depends upon efforts of chapters and individual members. A great deal would be gained by all architects knowing more about the principles of publicity and how to obtain it.



## PUBLIC INFORMATION—From Page 5

Several chapters have used the medium of radio and some with marked success. The "Academy Award" should go to the State Association of California Architects, Southern Section, for the most outstanding contribution to architectural publicity this year, which they have carried over the radio. A national program of this character would go a long way toward solving our problems. Other chapters have undertaken paid group newspaper advertising. The greatest weakness in this has, no doubt, been the lack of national coordination that would permit continuation over any considerable length of time.

Believing that, under present conditions, our best possibilities lie in bringing the architect and his work before the public through news items, we have published a Public Information Manual. It has been furnished to local representatives to aid them in better organizing such material for newspaper use, and we would like to see it made a standard Institute document. Thus may it be an introductory step of distinct practical value, providing the starting point for more explicit subsequent instructions, once the enthusiasm and activity of the chapters are aroused.

Ours is largely a reporting function, and it should be made clear that what the papers want is news—and that news is predicated upon action. The value and extent of such efforts will be commensurate with the value and extent of the activities of architects individually and collectively. Greater chapter activity in public information is imperative if architectural publicity is to be thoroughly representative.

Mr. James T. Grady, the Institute's publicist, has rendered an invaluable service in publicizing the activities of the Institute, its officers and chapters. While it seems that so far we have only scratched the surface, the fact is that the architect is receiving a prodigious amount of publicity, and that the volume of architectural publicity is growing. The attitude of the press toward the architect is so sympathetic that even articles which savor definitely of advertising are freely printed. It is our candid judgment that no other professional group occupies so favorable a position. It is not uncommon for a newspaper to unhesitatingly advise its readers to employ an architect.

We learn by doing, and what is applicable for one Chapter will not always be applicable for another. Some will find best results from exhibitions or lectures, while others may choose the radio, and in some cases a chapter will enter into many such activities, but for one chapter to do all of these at once would seem too arduous a task.

**Crisis Approaching**

No one doubts that in this country we are on the verge of entirely new conditions, economically and socially. The situation is extremely critical for the architect, and if ever there was a time when we needed to tell the public what the architect is and what the architect does, this is that time. The Institute with its nation wide influence and opportunities, and the chapters and the architectural societies responsible locally for the well-being of the profession, should now give increased effort—and funds insofar as possible—for public information, if we are to maintain the standing and usefulness of our profession.

TALMAGE C. HUGHES, Chairman

**A. K. PIONEERS PLANT DESIGN**

Airplane factory design has been radically affected by the lessons from the European war, with Albert Kahn Associated Architects and Engineers, Inc., of Detroit, pioneers in the construction of plants containing wartime features.

A number of plants recently built have bombshell protection, windows providing for blackouts, and quarters for women, which can readily be expanded. Placing of locker rooms and cafeterias in basements, protected by more than a foot of reinforced concrete, provides bomb protection.

Blackout protection is had either by use of windowless buildings or by special clips on window sashes, to which sheets of galvanized iron can be quickly attached.

In designing airplane factories and other defense structures Kahn has placed special emphasis on speed in production.

**FIRE AT RANDOM**

(From the Grand Rapids Press)

Happy birthday, Yvonne, Emelie, Marie, Cecile and Annette. And as one humorist to another, a deep bow to Papa Dionne, who, seven years ago today called up a newspaper office and inquired, "How much would it cost to get a notice in the paper about five babies being born at one time?"

\* \* \*

Persons who are thinking of building new houses would do well to consider the Dymaxion house, invented by Mr. Buckminster Fuller, of New York City. Provided, of course, that their nerves are strong. The outstanding novelty of the Dymaxion house is that it revolves around a central vertical axle, so that any room desired can be turned to get the benefit of the sunshine.

Fun is fun, but this is going too far. Consider the owner of a Dymaxion house coming home late at night after working on the books of the Little Dandy Combination Clinker Remover and Curling Iron corporation of What Ho, Ark., of which he is assistant treasurer and janitor. He walks up to the front door and his wife, who is mad at him because before he went to work that morning he stated that her brother Cuthbert better bring back seven or eight of his shirts—his wife, I repeat, throws a switch and the house revolves, bringing the garage door where the front door was. Her husband then walks into the garage, takes off his shoes and goes to sleep in the Chevy under the impression that he is going beddy-bye in his own little cot. When he finds out different he is pretty mad. This kind of thing will not help national morale any, if you ask me.

\* \* \*

Whatsa matter, people in California reading this column all the time instead of trying to get in the movies? Here comes a letter from a lady in Los Angeles who encloses a tootsie roll, as she says she can tell by my writing that I am only about 12 years old. (I bet she tells that to all the boys.) She says:

Imagine my surprise this morning to hear the newsboys yelling 'Extra, extra!' Having just built a house I knew this could mean only one thing—an architects' convention. I went down to Hollywood and Vine and sure enough, there they were . . . Sometimes I wish my husband had taken up some good honest trade; then I would know what kind of work he is out of . . . One of the architects had a copy of The Press and was reading your garden hints. That must have been a wonderful lilac but how can you lilac that?

Ann Craft.

Listen, Ann Craft, when did I ever say anything about lilacs? You are probably confusing me with my colleague Ben North, author of the best-selling novel, "Lavender and Old Louse."

Roger Allen.

**SOME GEMS OF UNINTENDED HUMOR**

His face was a striking one, and even without his clothes people would have turned to look at him.—London (Eng.) Times.

WANTED—A salesgirl; must be respectable till after Christmas.—Belen (N. M.) News.

FOR SALE—A violin, by a young man in good condition, except for a loose peg in the head.—Wabasha (Minn.) Herald.

A full charge of shot struck Mr. ——— squarely in the back door of the henhouse.—Peoria (Ill.) Star.

One advertisement for a husband brought a Massachusetts woman 19 reptiles. She is still unmarried.—Abilene (Texas) Paper.

The marriage of Miss Anna ——— and Willis ———, which was announced in this paper a few weeks ago, was a mistake and we wish to correct.—Golden (Colo.) Paper.

George ——— had charge of the entertainment during the past year. His birth-provoking antics were always the life of the party and he will be greatly missed.—Willard (Ohio) Times.



## LANSING ARCHITECTS' LUNCHEON

The following seven Lansing architects are not on noon luncheon diets,—Zimmerman, Rosa, Harris, Stow, Childs, Langius and Ackley. At least none of them refused nourishment at the mid-month luncheon for the Lansing Division at the Hotel Porter, Wednesday noon, May 14. Several others however sent their regrets and proxies to vote for a double portion for them at the next meeting. A choice of menu was provided and with the characteristic individuality inherent in all architects everyone made a different choice which ranged from beans to steak sandwiches. Because everyone was pleasantly satisfied, Clark Harris was accorded a vote of "thanks" for his untiring efforts to arrange the meeting (confidentially, he looked a little dragged out).

The meeting was not confined entirely to the finer arts but some time was devoted to a discussion of the pending legislation on the registration act and of course that made an opening for Zimmerman and he promptly gave everyone a "little" job to do and wrung out a promise from each to act and make a report at our next luncheon meeting to be held next month. Now that man Zimmerman—but I guess we hadn't better go into that subject now. We can all give it consideration at our big Jackson meeting next Wednesday night and take definite action at our next month's luncheon.

Sincerely Your,

### CAUGHT IN THE DRAFT SECRETARY

Old translation—Pro tempore.

Friend Tal: This was written up by Clark Ackley, pinch hitting for the absent secretary (myself). Minutes of our meeting are to be sent to those not present, with the idea of letting them know what goes on. This is the first and should I think, be of a more humorous or newsy vein. However, we'll change that later. These bulletins differ from the regular minutes in that they only deal with generalities. A member is selected at each meeting to write this bulletin from the secretary's notes, thus every one will have a crack at it, which should bring forth a variety of styles in writing. This bulletin also serves as the press release for the local division.

It may also be of interest to note that our Division has passed a resolution remitting the dues of those drafted, for the duration of service, and with such notification goes a letter of good wishes.

JIM STEWART

### HAAS ON BUSINESS TRIP

George J. Haas left Detroit May 30th for New York to sail for the West Indies, and to many of the naval bases, on business for his company, Stran-Steel Division of Great Lakes Steel Company. Among the places he will visit are Puerto Rico, Bahamas, Bermuda, Jamaica, Antigua, San Luce, and Trinidad. He expects to be away for about ten weeks.

### EXHIBITION MATERIAL

The Allied Arts Exhibit has completed its tour of the state and the material is now in Ann Arbor. Exhibitors should get in touch with L. L. Woodworth in Ann Arbor and make arrangements to either pick up their material or have it returned c.o.d.—J. Robert F. Swanson.

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## BUILDING OFFICIALS CONVENE

The Twenty-sixth Annual Convention of the Building Officials Convention of America, Inc., was held at the Park-American Hotel in Kalamazoo, May 19-21. More than 100 delegates from throughout the country were present.

One of the speakers was Louis C. Kingscott, architect and engineer of Kalamazoo, member of the Michigan State Bridge Commission. His subject was "Relationship between Architects and Building Departments."

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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, 1140 Book Tower

Prep. plans—A. & P. Super Store.  
Plans for Store Bldg., A. S. Beck & Co., Lappin & Gratiot.  
Plans for 2 story warehouse—12th St.—Cunningham  
Drug, Inc.

One story Comm. Bldg., at 9 Mile Rd., East Det. Tri-Square Realty Co., Owners. Lathing & Plg. con let to I. Hootner.

Re-modeling Store—13116 East Jeff. Bids closed.

Commercial block—7 stores & market. Gratiot & 9 Mile Rd. Taking fig.

**BENNETT & STRAIGHT**, 13530 Michigan Ave.

2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.

Forum Theatre—Southfield Rd.—Mech. bids closed.

New Theatre—Midland, Mich. Prep. plans.

1090 seat Theatre.

Allen Park Theatre. Fig. closed.

**BLACK LEE, & KENNETH C.**, Lansing.

Study and survey of city hall and old P. O. bldg. To remodel into city and county offices.

**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower

Re-modeling house—Grosse Pte. Shores.

**DES ROSIERS, ARTHUR**, 1078 Maccabees Bldg.

Plans for Rectory, Lake Orion.

**DIEHL, GEO. F.**, 120 Madison

Plans for school, Howell, Mich.

Church Alt., Chelsea, Mich.

Prep. plans for Rectory—St. Ambrose Parish.

Temporary Church & Add. Farmington, Mich.—Our Lady of Sorrows Parish. Also church, Flint, Mich.

School & Auditorium, St. Juliana's Parish. Fig. closed.

**FRY & KASURIN**, Ann Arbor.

Prep. plans new wing Chelsea Methodist Church, \$100,-000 gift from Kresge Foundation. E. E. Caulkins, Chairman Bldg. Comm.

Plans, Mayflower Congregational Church near Univ. of Detroit, 400 seats, Sunday School wing, social hall, club room. Rev. Robt. E. Burt, pastor.

**GIFFELS & VALLET, INC. & L. ROSSETTI, ASSOC. ENG. & ARCH.**, 1000 Marquette Bldg.

Bids closed on Bldg. 24 Packard Motor Co. at office of Packard Motor Co.

& ARCH., 1000 Marquette Bldg.

Wire fence and gates—Studebaker Air Craft Corp. Contract let to Cyclone Fence Co.

El. Wk. Fleetwood Inc., Bristol Pa. Con. let to E. J. White, Newark, N. J.

**HABERMAS, CARL R.**, 415 Brainard St.

Sketches: 24-fam. Terrace, G. P.

Res. Lake Orion. Bids closed.

Plans: 80x40 res. & 3-car garage, G. P. Farms.

Res. 100x40 & 3-car gar., Upper Straights Lake.

Res. 75x30 & 3-car gar., Franklin Rd. Fig. closed.

Bowling Alley, bids closed.

Plans, Res. Lochmoor Blvd. Plans Res.—Touraine Rd. G. P. F.

**KNECHT-McCARTHY-THEBAUD**, 201 Watson Building, Grand Rapids, Michigan

Bids, Science Bldg., Hope College, Holland, Mich., due May 20.—Approx. \$130,000.

Bids closed—Convent, St. Mary Magdalene's Church.

**MALCOMSON, CALDER & HAMMOND**, 1219 Griswold.

Prep. plans for Add. to Wilbur Wright High School.

**MERRITT & COLE**, 1111 Collingwood.

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

Plans Jehovah Lutheran Church, Greenfield Road and Outer Drive.

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

**MORISON, ANDREW R.**, 920 Fox Theatre Bldg.

Prep. plans for Nardin Park Church.

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

Church—Utica Rd., 35x60. Under construction.

**STEWART-KINGSCOTT CO.**, 208 Elm St., Kalamazoo.

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**TILDS, PAUL**, 2539 Woodward Ave.

Prep. plans—Bowling Alley.

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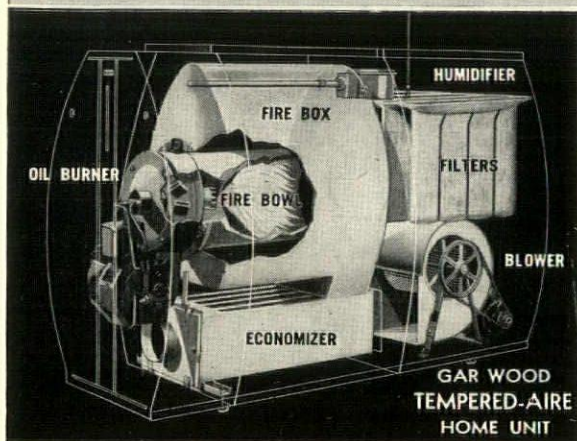
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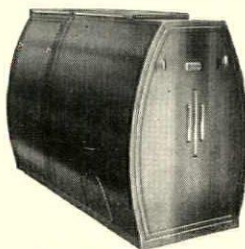
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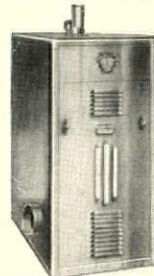
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Volume 15

DETROIT, MICHIGAN, JUNE 17, 1941

No 24

## EXCERPTS FROM 1941 A. I. A. REPORTS

*Selected as having a bearing on Public Information*

Label attached to each report reads as follows:

### NOTICE

May 5, 1941.

The attached committee report was made to The Board of Directors of The American Institute of Architects.

Its distribution at the 73rd Convention in Yosemite Valley, California, in May, 1941, is for the information of the delegates attending that Convention.

The Board has not approved or adopted the report in its entirety.

Statements and recommendations contained in the report should not be quoted for publicity purposes or recorded as reflecting policies of The Institute, unless action of the Convention so indicates.

CHARLES T. INGHAM, Secretary

The Profession and Society  
Frederick G. Frost

For the past year your committee has been impressed by the general demand expressed in varying ways over and over again in architectural magazines and architectural society publications, for an answer to the question, "What can the architectural profession do to attain the position of 'Master Builder'?" Many of the reports of our own committees seem to voice that same question.

If thus prepared, we will be able to bring together all the artistic and technical professions with the financiers, real estate interests, builders and labor, thereby fulfilling the executive or directing function.

The architect may then be recognized as the head of a building operation or the master builder. Owners will depend solely on us for the technical design service of the entire building project. When the members of this profession are able to lead the entire building operation they will have the recognition such service deserves. These comprehensive services will be sought by companies as well as individual clients and then, perhaps, even by our Government, thereby tending to keep the bureaus as fact finding organizations instead of usurping the functions of the architect.

The architect who will contribute time and effort to civic affairs, to general educational problems, to the advancement of the arts, and who keeps abreast of the changing conditions of the times and adapts himself to them for the benefit of the community in which he lives, will eventually strengthen his own position and bring to the community a knowledge and appreciation of the architect as a man of character, vision, judgment and practical ability.

The chapters and affiliates of the Institute can readily be the instruments for intelligent guidance to such non-political groups as

Library Boards,  
Chambers of Commerce,  
Parent Teachers' Associations,  
Art Associations,  
Luncheon Clubs.

Social welfare groups and other organized units of society, for such organizations conceive and nurture the need for projects until the growth of such need forces the public authorities to take definite action.

They can offer their aid where investigation of such projects are of public interest.

They should publicly commend corporations which have employed private architects for building operations.

They could well adopt a policy of commending their members for worthwhile achievement, in the profession or in spheres of public service. This commendation could well take the form of bestowing honors and public acknowledgment.

They could give honors to men in public life who have a keen interest in or have done something worthwhile for the profession.

They should recommend to the proper authorities that architects be appointed as members to all boards related to zoning, planning, building codes, regional planning, art commissions, etc.

They could recommend two or three such members for selection to the proper authorities for each position and urge such members to accept these appointments if offered.

They should proffer their aid to government agencies in furnishing a qualified list of architects for public work, using as standards such qualifications as integrity, training, experience and ability.

They should provide professional advisors wherever there is an inclination to select an architect by competition, and when funds are not available for the compensation of one. When the winner of a competition is of limited experience, the chapters could proffer their aid in selecting a qualified consultant to guide in the execution of design and the supervision of the building.

They should appoint committees to see governors, mayors and heads of public bodies, urging the employment of private architects for public work.

They should furnish to night schools, and regular school systems where adult education is taught, lists of available architects who will act as advisors, counselors and instructors, so that a clear understanding of the importance of the architect in the construction field may be known.

The Institute should initiate a vigorous policy of public

See EXCERPTS—Page 3



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## DECAY AT THE CORE

Every large city in the United States, and some not so large face the same problem, says Frederick L. Ackerman, New York architect and planner. Their course has run along this line:

First, a spectacular growth during the first 30 years of this century, until more than half of the American population was living in the cities. Then the rate of urban growth declined, and in some cities the actual population is declining. From the expanding central area now moves a continual migration of people to suburbs and even the country.

There are many reasons for this migration, but they boil down to this: Many people weighed the comparison and found that life was better farther out. Whereupon the congested urban area stagnated still further and became a "problem area."

We are now, Ackerman says, in a replacement era, the original development era having played out. He believes that cities must seize that period of replacement to redevelop the stagnated central areas into the most desirable residence districts of the city.

But that sort of development will no longer take care of itself. The cities grew by themselves, without direction or plan. But the replacement era will not work that way. It must be planned.

High valuation due to overhanging capitalization stands in the way of private efforts to accomplish such rebuilding. Ackerman puts it thus: "We have built our cities under guidance of the same economic fallacy which accounts for the plight of our railroads. We failed to extinguish their capitalizations at rates corresponding to physical decay and obsolescence, whichever was the higher. In a world of unprecedented advance in science, the urban center has stood firm against change, either in respect to physical plan or fiscal policy, both of which are obsolete."

Such changes sound like a Spartan remedy, but no city which has a "blighted section" at its center can afford to see that heart of the city go to seed without making strenuous efforts to meet the problem before it is too late.

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**BILL SEELEY, Golf Chairman.**

## DID YOU KNOW

Or have you ever reflected on the fact that a plate glass show window, when painted to reduce the area of transparency, particularly if it be opaque painting or lacquer type, will very likely crack the glass when it has a south exposure? Covering the entire area of the glass with paint creates constancy in expansion and contraction. A painted valance running across the top of the window is likely to cause breakage, but most dangerous of all is painting a small section in from one edge of the window. Expose this show window to the east or the west and it is still likely to break. Expose it to the north where there is no direct sunlight, there is little or no danger to heat the entire area of glass uniformly. Painted parts absorb more heat than unpainted portions, therefore, contraction and expansion of the glass become unequal. This condition is aggravated when glass is held rigidly in its frame. This is the experience of the Pittsburgh Plate Glass Company.—ISA Bulletin

JUNE 17, 1941

## EXCERPTS—(Continued from Page 1)

information which, after all of the Institute's documents had been simplified and brought up to date, would thoroughly acquaint the public with the practice of architecture and the individual achievements of its members.

We, however, feel confident that, if remedies such as these were put into effect, the profession would be well on its way to increased usefulness to the society in which we live.

### Correlation of Committees—Rehabilitation of Cities

It would seem fitting, therefore, that The American Institute of Architects should organize its committees and its chapters to utilize the valuable reports now in its files for the purposes of creating organizations in every state and chapter district in the country to prepare plans for the execution of a long-range program of city planning and city rebuilding. The training and experience of the architectural profession brings it, not only into contact with the design and construction of buildings, but with all of the social and economic problems related thereto. The architects are the natural liaison group between the consumer and all of the elements in the building industry, which includes, not only the construction elements, but finance and taxation problems, employment, and other questions which must be considered before actual construction can get under way.

This is an opportunity for The American Institute of Architects to take the leadership which is its logical function. Acceptance of this leadership will place the profession in a position where it need not beg alms from the government, but will bring recognition by the people of the country of the fact that The American Institute of Architects is the natural vehicle through which this great program should be undertaken.

Mr. Knudsen, in referring to the difficulties that will follow the end of the Defense Program, said that there would be no excuse for America to face a vast unemployment problem if a sound economic policy of the development of heavy industries and consumer goods industries were worked out. The building industry, being the second largest in America, certainly should afford a great opportunity for reorganization and a great opportunity for the architects to establish leadership in this field.

### Fields of Practice

Arthur B. Holmes

In maintenance of the traditional approach to architectural practice the committee recognizes a number of problems. Among these may be numbered a possibly hostile and self-perpetuating bureaucracy which controls governmental work, encroachment of non-professional agencies into architectural fields, timidity on the part of many architects arising from bewilderment and a sense of insecurity, a seldom justified complacency on the part of others which has its effect in discrediting the profession in the eyes of the public and last, but by no means least, a lack of unified understanding on the part of the architects all over the country as to ethical concepts of professional scope, attitude and approach to the service which they may be privileged to render to society.

Uniformly higher quality of service in recognized fields, education of the rank and file of the profession in a generally recognized scope of service, public education which more fully acquainted society with the variety of service which can be expected from the profession and a recognition by both the architect and the public that the full gamut of recognized service can reasonably be expected from no one practitioner; these all have their place in consummating the desire for greater security in the practice of architecture.

.....Reserach might open other doors leading to important fields not even suggested here.

Writing—Editorial career, free lance architectural writing.

If the public passes the architect by and his functions are usurped by governmental bureaus, by builders, material men and realtors, by engineers, plan service bureaus and others, it may be that the architect's interpretation of his functions as it deals with society, and his approach to performing that function is lacking in some part or parts of what is required of the profession by society.



Architects treasure their individuality—and should—but, in their relations with society this might be submerged or reestablished on the sound basis of a recognized and generally publicized pattern to which all practitioners would subscribe, a pattern of architectural service on which we all agree and which we can sell to the public—and then consistently live up to ourselves. Society is bewildered. Few know what an architect is and does, which is hardly strange for there is much uncertainty within the profession itself as to the ramifications of its service.

True, we know that an architect makes sketches, working drawings and details, prepares specifications, supervises construction, handles contracts and payments and insures the quality of the finished product. But this is simply the foundation on which the potentialities of the profession are based. Professional individuality will always insure a great variety of design in the superstructure erected on that foundation, developed by the potentialities of each practitioner, but the fundamental construction must be highly similar if both the architects and society are to have a clear cut understanding of our professional responsibility to that society.

Acceptance of this field calls, primarily, for the adoption of a program of education of the architect, through our schools, the Institute and the state associations. This education should be, first to and second in the ramifications of this extra service. Public education naturally follows, but the change of front on the part of the profession should prove the most acceptable and efficacious medium for informing society of the new order.

The view of the profession from society's side of the fence reveals weaknesses which must be known by the profession before it can take intelligent steps to correct and better its conditions.

The Committee appreciates that the foregoing report, while it recognizes ailments which appear to afflict the architectural profession and suggests the application of generalized remedies, does not extend to the constructive fashioning of these remedies.

It recommends that its report be accepted by the Board of Directors and that a new committee be appointed for the year 1941-'42 to probe into the practical and constructive means for consummating the necessary results.

#### *Education*

*John Bakewell*

The Committee makes no recommendations: . . . That the awards be given the widest possible publicity in professional journals and . . . that arrangements be made for publishing these in the Octagon or in some other professional publication of high standing, or in pamphlet form. This shall include the publication of drawings, documents, and material of interest gathered in such research.

Adult Education . . . The information and courses could be put in shape for repetition by specialists in other colleges at selected points throughout the country. Specially valuable material could be prepared for publication in professional journals or text books, disseminated in lectures, or made the basis of clinics to be held in connection with regional gatherings.

Closer contact . . . schools of architecture. One of the duties . . . "To maintain collaborative contact with the National Architectural Accrediting Board, the National Council of Architectural Registration Boards, and the Association of Collegiate Schools of Architecture," etc. . . . and although this Advisory Committee serves a very useful purpose, it does not establish the desired contact.

#### *Membership*

*Joe E. Smay*

If it may be the opinion of a few that this committee has been too all inclusive in its consideration of Institute activities, let it be said that it is all activities of the Institute, or the lack of them, by which this committee must profit, or overcome, in its effort to sell the Institute to prospective members.

#### *Unification*

*Frederick A. Fletcher*

Under a literal translation of the requirements of the By-Laws regarding new members, there are probably at least four thousand potential new members in the field,

and this Committee advocates the immediate inauguration of a real drive for new members, conducted under the immediate direction of Institute headquarters in Washington and using the individual corporate members as agents.

The Chairman of this Committee interrogated six (6) Institute members last Fall. They were approached at random and one was a chapter officer, but not one of them knew the proper procedure for handling the application of a new member. All corporate members should be instructed in this procedure, and this could be done through the medium of a circular letter from Washington.

To repeat: The condition of the chapters as a whole is not good and this is the most serious aspect of the national situation at this time.

That the Institute inaugurate a membership drive to be directed from the Octagon, and that to activate this, the following moves be made: . . .

(b) Inform all chapters and state members of the plan, instructing them to announce it to their members and furnish each secretary with a supply of application blanks for Institute membership.

#### *Registration*

*C. Julian Oberwarth*

Our sad conclusion is that the lack of understanding on the part of the legal profession, already referred to, has led to a multiplicity of contradictions and confusions, first in the laws themselves, and then in the courts.

We can, however, take pleasure in reporting that later years have brought better understanding of our work and correspondingly more intelligent presentation and favorable court decisions, some of them practically reversing early, unfavorable ones.

#### *Urban Land Use*

*Federick Bigger*

The dream of physical redesigning and rearranging can not be realized, unless there is applied to it the most serious and constructive consideration of the relationships between physical things and the less tangible, but no less real and compelling, factors of social and economic character. These fields of relationship, ordinarily, are not widely explored or deeply studied by any larger number of members of the architectural profession. Some very able architectural designers ignore these fields completely.

..... They may participate, with specialists in these fields, in clarifying the issues which determine the social and economic background against which large scale physical planning and construction must be done. Many constructive steps can and should be taken prior to the actual launching of a long term program of urban rehabilitation and redevelopment. Among those who also will take an active and constructive part in such a program will be those investors and investment institutions whose present holdings need attention and whose future investment safety is of concern to them. With these will be the producers and builders and others who desire an active building industry.

#### *Federal Public Works*

*Roy F. Larson*

Engage in a program of educating the public officials, congressmen and policy determining department heads as to the importance of the architect's services in the development of Federal public works.

#### *State and Municipal Public Works*

*Raymond J. Ashton*

The data furnished by Mr. MacCornack indicates definitely the extravagant cost of bureaucratic service as compared with regular fees paid to architects in private practice. These above referred to data have been passed on to some political bodies, with the result we are convinced more than ever that political units are not interested in public economy as much as political patronage. Some other line of approach must therefore be considered. The architect and his profession must be better known to the public. As shocking as it may be to some of us, we must be better publicized. I believe we must take on an added responsibility and increased initiative to the point of aiding in the direction of public institutions, their housing and the correlation of their activities.

The politician is frightened into just behavior and con-



scientious administration of his office only because of public opinion. This brings us back to the consideration of the appeal made by our Committee for a more active campaign on the part of the Institute to educate the public to the benefits of competent professional service. Quoting from the first report submitted by our Committee, "We are convinced more than ever before that the Institute must 'reach down' to the public. We must more vigorously advertise our wares, constantly keeping in mind the dignity of our profession."

In the field of the small house, the Government, through F.H.A., has done much to prepare the ground for a campaign of public instruction. If we as architects had been prepared, or could even now effectively declare ourselves so that the public would know the source of proper architectural and structural design in the smallest of problems, our position in matters of public work would be greatly strengthened. Political authorities would be recognizing us as a factor to be counted with and not as one to be ignored. Out of this last mentioned Governmental agency, due, possibly, to the modesty of the architect, is a growing public recognition of the Government as the champion of the interests of the average citizen. Again the private architect is stepping further into the background and out of the light. I am afraid we are still hindered by our old canons of ethics.

I have watched with a good deal of interest the growth of public interest in the medical profession. That profession, has, as also the legal profession, established in the mind of the layman a definite feeling of dependence upon it. This has been largely accomplished by regional conventions and even neighborhood clinics held all over the United States. Leaders of the medical profession have mapped programs in which public officials have participated. This contact has resulted in a definite tendency on the part of governmental bodies to secretly and openly declare the need of recognition of the medical profession. It has even driven a large percentage of quack doctors out of the field.

Some of our efforts to have the architect recognized have been fruitful. Too often, however, the architect has not reflected credit to his profession. Such conditions must be corrected in our own ranks.

Periodical meetings where the problems of this Committee could be discussed and with contacts other than merely by mail.—Let the men in the more remote sections of the country be advised of the proceedings by the key men and their concurrence of comment solicited. The Institute should make appropriations sufficient to cover the cost of such meetings, and I am certain the results would be worthwhile.

Further: I suggest that from the Institute membership a speakers' bureau be formed. Such a group should be made up of men who could be called by Institute chapters into their districts for chapter conferences, or district conventions to help sell the profession to the architect, to the public, and to the politician. If the personnel of this bureau were properly distributed over the country the costs would, I believe, be not beyond our reach. Such a course should also tend to solidify the profession as a whole and contribute to the progress of unification.

In reading through the above I notice a statement at the top of Page 2, "We must be better publicized." This is not by any means said with any desire to cast the least reflection on the Publicity Information Committee's activity. This Committee has done an outstanding service and has distributed information throughout the country, which information the local chapters have not frequently sensed the importance of, and too, the local chapters have taken too little advantage of an opportunity to publicize their own profession in the light of local color.

#### Technical Services, Charles W. Killam

The 1940 report . . . suggested, among other possibilities, that architects might be willing to report on their experiences with materials and methods, their successes and failures, and that the information thus obtained might be published in concise form. . . . It is probably impracticable for this Committee or any other to accomplish this end without the expenditure of more money than is available. . . . a careful scrutiny of technical publications and Government reports gives little encouragement. All of the millions spent by the United States Housing Authority, the Public Buildings Administration and the War and Navy Departments should give the building industry as a by-product reports on successes and failures of materials and methods. . . . The U.S.H.A.'s weekly, "Public Housing" is devoted mainly to propaganda for more projects with only a negligible amount of short, definite, technical articles. One kind of information which the USHA might well publicize widely is illustrated by the article in "Real Estate Record" for November 13, 1939 entitled "Construction Savings in Public Housing" and another example is the article in the "Architectural Forum" for November, 1938, entitled "A Lesson in Cost Reduction." Another example is the publication of the Citizens' Housing Council of New York entitled "Methods of Reducing the Cost of Construction in Large-Scale Housing Projects," dated February, 1941. In further comment on the work of the USHA, the "Engineering News-Record" of November 21, 1940, states, "But of technical innovation there has been almost none from the \$650,000,000 laboratory of the Housing Authority." This calls attention to another opportunity to advance the accomplishments of the building industry as a whole which the USHA should be urged to attempt.

The Public Buildings Administration has built, and has had experience in maintaining, hundreds of buildings of a much higher cost range than the housing projects. "The Federal Architect," published quarterly by the Association of Federal Architects, includes very detailed articles on materials and methods much too long to be abstracted. An examination of several numbers reveals very little which reports the long and extensive experience of that office as to the durability and other characteristics of materials and methods. Here, as with the USHA, one reason for the lack of reports on failures as well as successes is fear, fear of the appropriating Congress and fear of the influential producer of building materials.

The National Bureau of Standards has issued sixty-nine reports on "Building Materials and Structures" and has recently been granted \$150,000 to continue its researches along these lines. The reports continue to lack adequate summaries and comparisons with other reports. A few of the reports cover particular types of construction for which trade names are given but most of them continue to give comparative values of different characteristics of different materials but without divulging trade names, making them therefore of little use to specification writers. The Bureau does divulge the trade names of materials tested, to Government building agencies. If they can be divulged to these agencies there seems to be no good reason why they should not be divulged to the much larger part of the building industry which is non-governmental. The Bureau is supported mainly by Federal appropriations and its findings should be widely publicized in the most definite and useful form.

#### Treasurer—John R. Fugard

As private construction decreases in volume and more of our members are called into military service, we may anticipate a decided drop in income; therefore it becomes the duty of the Officers and Directors to consider well the possibilities of all sources of income and measure expenditures in accordance therewith.

#### Multiple Unit Housing, Frederick Mathesius

That this Convention encourage the U. S. Bureau of Standards to prepare and promulgate flexible, standard building codes of minimum requirements for communities of various population sizes; with amendments issued by it from time to time, as new building materials or construction methods are made available and are approved for use by the U. S. Bureau of Standards.

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**HUGHES NAMED TO ART BOARD**

Talmage C. Hughes has been elected a member of the board of directors of the Metropolitan Art Association of Detroit. Others on the board include Miss Florence Davies of the Detroit News; Miss Marion Loud, Liggett School; Beaver Edwards of the Scarab Club; Jay Borsma of the Society of Arts and Crafts; Wayne Claxton, Wayne University; Miss Mabel Arbuckle of the public schools; Mrs. William Rae, Detroit Artists Market; Mrs. Winston and Edgar P. Richardson, Assistant Director, the Detroit Institute of Art.

The Metropolitan Art Association will be remembered as the group that brought Dr. Gropius here to speak last winter. Its aim is to form a common meeting ground for artists, architects, teachers and art students in Detroit, and to have programs which will be of interest to them all. The group is an excellent one for architects to know.

**EGGERS SHOW AT O. S. U**

An exhibition consisting of some 40 drawings, the work of Otto Eggers is being shown at the Department of Architecture, Ohio State University, from June 4-17. Mr. Eggers, of the architectural firm of Eggers & Higgins of New York City, has the distinction of being a fellow of The American Institute of Architects, and both he and Mr. Higgins were partners of the late John Russell Pope.

He has long been recognized in the profession as a designer of note and as a master of architectural presentation and color rendering. He has designed many outstanding buildings in New York, Washington and elsewhere.

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Plans for Rectory, Lake Orion. Re-figuring.  
Prep. plans, Res. Northville, Mich.

**DIEHL, GEO. F.**, 120 Madison

Photo Studio, Ferndale, Mich.—Taking fig.  
St. Scholastica Parish, School Add., 6-Mile Rd., taking fig.  
Plans for school, Howell, Mich.  
Church Alt., Chelsea, Mich.  
Prep. plans for Rectory—St. Ambrose Parish.  
Temporary Church & Add. Farmington, Mich.—Our Lady of Sorrows Parish. Also church, Flint, Mich.  
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Res. Lake Orion. Bids closed.  
Plans: 80x40 res. & 3-car garage, G. P. Farms.  
Res. 100x40 & 3-car gar., Upper Straights Lake.  
Res. 75x30 & 3-car gar., Franklin Rd. Fig. closed.  
Bowling Alley, bids closed.  
Plans, Res. Lochmoor Blvd. Plans Res.—Touraine Rd. G. P. F.

**MALCOMSON, CALDER & HAMMOND**, 1219 Griswold.

Prep. plans for Add. to Wilbur Wright High School.

**MERRITT & COLE**, 1111 Collingwood.

Prep. plans—Add. Westminster Presbyterian Church. Lansing, Mich.  
Jehovah Lutheran Church, Greenfield Road and Outer Drive. Under construction.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.  
Mt. Zion Lutheran Church, 7 Mile Road. Bids due June 19.  
Bids due June 13. Resurrection Lutheran Church.

**MORISON, ANDREW R.**, 920 Fox Theatre Bldg.

Prep. plans for Nardin Park Church.

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**TILDS, PAUL**, 2539 Woodward Ave.

Prep plans—Bowling Alley—Postponed.

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# WEEKLY BULLETIN



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Volume 1

DETROIT, MICHIGAN, JUNE 24, 1941

No. 25

## PROGRAM FOR PROFESSIONAL BETTERMENT

By Jack Little, Publicist for Southern California Chapter, A. I. A.

Any program designed to better the architectural profession must, if it is to be successful, take into account the position of the profession today and then proceed with plans to bring it up to the desired standard.

Many architects seem to be acutely conscious of the fact that the profession stands at the crossroads today. It must either go forward or go back, and since it is being attacked directly and indirectly and has made no concerted effort in the direction of self improvement, it can therefore be safely assumed that it is constantly losing ground in the public eye.

The Chapter as a whole, however, has indicated its consciousness of the need for a program of professional betterment else it would not have established a standing aggressive committee or authorized the funds for this report.

### I. FORCES WORKING AGAINST THE ARCHITECT

#### A. Public Apathy and Misunderstanding

The greatest single negative force which confronts the profession is public apathy and misunderstanding. By and large the public is not at all architect conscious. When it thinks of building it rarely thinks of building in terms of architectural services. Many people believe that the architect is a luxury which is for the rich alone; others that architecture is a kind of package which may be purchased. These people seem to be unaware that architectural excellence varies and thus, to them, a harried draftsman in a builder's office supplies the same service as the individual licensed A.I.A. architect. Others believe that the architect is a dubious type of middleman—out to get a slice of the business—who renders a service which is not really necessary.

Thus it may be said that the public at large has little knowledge of the real function of the architect, the manner in which he is remunerated and the real need that exists for his services. It is an unpleasant and provoking truth that most lay people believe they can "shop around" and obtain free or nearly free architectural services.

Any program of professional betterment must take into account this great public apathy and misunderstanding. To

be successful, such a program must include methods for interpreting the architect and his functions to the public.

#### B. The Building Trades

Many architects dislike to discuss the relations of the profession with the building trades. Some of them pretend to ignore the general contractors and sub-contractors, and to consider them as a necessary evil in the conduct of their business. Other architects feel that it is a very unhealthy condition to have the trades militantly against the architect, and while this condition does not actually exist, it can be safely said that many contractors feel that the architect does not adequately protect their interests and they are antagonistic toward him.

The general and sub-contractors are actually part assemblers and part manufacturers. They feel that as such they are bearing all financial responsibility and are taking all the gamble. They consider the architect an artistic long-hair who acts as a go-between in the relations between owner and contractor. Since the architect is without any direct monetary responsibility, they feel that he is far more likely to favor the owner's interests than the contractor's. This is all the more true, they say, because the architect's direct responsibility is to the owner. Therefore, the contractor is only too glad to hire a young draftsman and through him to proffer presumably free architectural service so that he may deal directly with the owner.

The fact that the majority of construction is not architecturally supervised or designed proves that as far as the public is concerned, the contractor has been successful in eliminating the architect.

See LITTLE—Page 4

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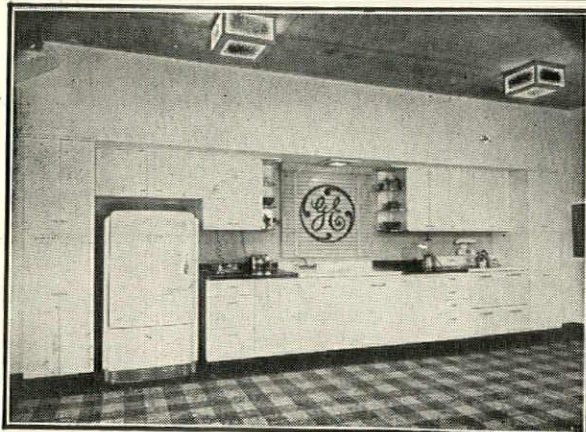
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## CHAPTER HOLDS ANN ARBOR MEETING

Detroit Chapter of The American Institute of Architects met jointly with its student branch Thursday evening, June 12th, at a dinner in the Michigan Union.

Professor Emil Lorch, Chapter president, reported that By-laws of the student branch had been approved in a meeting of the Chapter Board just prior to the dinner meeting. He announced a membership of 28 and also that an architectural club would probably be formed in Detroit, as another affiliate of the Detroit Chapter, A.I.A. The president called upon Wesley Lane, retiring chairman of the student branch, who reported briefly about their activities during the past year. The Chapter's annual award to enable one of the students to do a limited amount of travel in this country was awarded to Wilmer Nichterline.

Walter Johnston, new president, spoke briefly on what he would like to see the student branch do next year. He mentioned monthly meetings with speakers and possibly pictures to help attendance and to achieve recognition of the University.

The meeting heard reports of delegates to the recent Institute convention, including Branson V. Gamber, Clair W. Ditchy and Talmage C. Hughes. Malcolm R. Stirton, another delegate, showed slides of colored photographs which he had taken there and en route.

## THIS BUSINESS OF ARCHITECTURE

By Royal Barry Wills, Reinhold Publishing Co.,  
330 W. 42nd Street, New York, New York

This new book by Royal Barry Wills, published June 6, 1941, places before the young men of the architectural profession (and the older men as well) the fruits of experience obtained during an unusually successful practice of fifteen years. The author is nationally known both within the profession and among the vast number of laymen interested in the design of residential architecture. He has won many honors and awards for the excellence of his work, including the Gold Medal of "Better Homes in America," which was presented to him at the White House by the President. His designs have been published in the architectural press both here and abroad, and readers of all the magazines catering to the home-loving public are also familiar with his name.

His sizeable practice and his reputation as a designer were built up from scratch through the application of good common-sense and the exercise of sound business principles, combined with unusual talent in the creation of small homes of distinction. The practical wisdom that grew from dealing with perhaps thousands of clients, contractors, bankers, and others in the building field permeates this book and makes it of great value to any architect, young or old, who wants to increase his chance of success in the practice of architecture.

Subjects dealt with include Approach to Professional Practice, Setting Yourself Up in Business, Stalking and Capture of Clients, Making a Contract with the Owner, Design Within the Owner's Budget, Handling the Client in Conference, Your Office Records and Documents, Keeping Your Overhead Underfoot, Budgeting Your Costs of Service, Your Cost Accounting Simplified, Avoidance of Business Troubles, Competitions, Why and Why Not?

The book contains 210 pages, 5 3/4" x 8 1/2" and is written in a fluent and readable style, well-seasoned with pointed humor.

## NEW POWERHOUSE

Roger Allen, Grand Rapids architect, has prepared the plans for a new power plant and boiler and piping installation for the Central Michigan College of Education at Mt. Pleasant. \$125,000 was authorized by the legislature. Stanley L. Worthing is mechanical engineer.

The plans include the erection of a new powerhouse, installation of two 275 horsepower boilers, building of underground pipe tunnels and modernization of steam, water and electrical lines at the institute.

A. N. Langius, director of the division of buildings and construction of the state administrative board in Lansing, is expected to let contracts for the project on or about June 20.

## DEATHS

Harry W. Wachter, a fellow of The American Institute of Architects, died at his home in Toledo, Ohio on April 19, 1941.

He was born on December 27, 1868, in Toledo, where he attended public school, high school and Toledo Manual Training School. He also attended Columbia University. At the Toledo Manual Training School he taught drawing, carpentry and iron work. For five years he was head draftsman for David L. Stine, and from 1893 to 1898 was a partner of George S. Mills.

He began his own practice in 1898 and was architect for such Toledo buildings as Masonic Temple, Y.W.C.A., Civic Auditorium, Women's and Children's Hospital, Commercial Bank; Washington Congregational, Monroe St., M. E., Park Congregational and Pilgrim Congregational Churches.

For several years subsequent to the World War, Thomas D. Best was associated with him and in recent years his son, Horace W. Wachter, who will carry on the practice. He was associated with Green and Wicks of Buffalo on the first unit of the Toledo Museum of Art.

Mr. Wachter was an early golf enthusiast and was active in forming the Ottawa Park Golf Club and was first president and charter member of the Sylvian Golf Club. He was a member of the Toledo Club, Inverness Club, Michigan Society of Architects, The American Institute of Architects and its Toledo Chapter. He was a 32nd Degree Mason and for many years a director on the board of the Y.M.C.A.

Surviving are his wife, Mabel Whitney Wachter; sons, Horace of Toledo, and John of New York; daughters, Mrs. T. Dwight Boole, Providence, R. I., and Sibyl Wachter, Toledo, and five grandchildren.

Arthur C. Jackson, 75, architect, at Useppa Island, Fla. A graduate of Harvard University and the Ecole des Beaux Arts, Mr. Jackson worked with Carrere & Hastings from 1898 to 1907 and with LaFarge & Morris from 1909 to 1911. Since the latter date he practiced independently, devoting himself largely to the design of city and country residences. His architectural practice is being continued by his associates, Russell S. Johnson and Andrew Palmieri, New York City.

Henry J. Woodlock, 79, president of the Schroeder Paint and Glass Company, died June 14 at the home of his sister, Mrs. Mary English, of 12360 Wisconsin avenue, Detroit.

Harold Wade Doty, 45, architect, of Portland, Oregon. Except for a period in the Army during World War I, Mr. Doty spent the greater part of his life in Oregon. Chiefly known for his residential work, he was also interested in housing, city planning, and civic enterprises dealing with art and architecture. He was active in the Oregon Chapter of the American Institute of Architects of which he was a past president.

Charles Delevan Wetmore, 74, architect, in New York City. As a member of the firm of Warren & Wetmore, Mr. Wetmore worked on the design of the Grand Central Terminal, the Ritz, Commodore, Biltmore and other well-known New York hotels. He was a graduate of Harvard University and Harvard Law School.

## Second Golf Outing

### ARCHITECTS—BUILDERS & TRADERS

**Tam-O-Shanter Country Club**  
**Tuesday—June 24th—1941**

To reach club, drive out Northwestern Highway to intersection with Orchard Lake Road, turn right 1 1/2 miles to club.

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You fellows need no introduction to this course, it's big and rugged, lots of room for all who come. You did fine last month at Orchard Lake—136 strong. We have again promised 100 for dinner—don't leave us out on a limb  
**Thanks for coming**

**BILL SEELEY, Golf Chairman.**



**LITTLE—(Continued from Page 1)**

This point proves again the need for public education. It also indicates how greatly an aggressive program of trade relations is required to eliminate this condition.

**C. The Real Estate Operator**

The real estate operator is not a dangerous opponent of architectural services. He does, however, frequently have tie-ups with builders, so that the ultimate effect is the same. Any comprehensive program of professional betterment must therefore include methods for securing the respect and favor of real estate people.

**II. HOW TO OVERCOME THESE NEGATIVE FORCES**

Solving the three problems which have been briefly outlined above is not a matter of magic, but merely of plain horse sense. Our first job is to:

**A. Educate the Public—by Five Different Methods****1. Space Advertising**

Advertising in magazines and newspapers is the most inexpensive method of mass selling of commercial and residential architectural services. For a relatively small cost it permits you to tell to thousands the same story which you would use in your office to a prospective client. By proper selection of the media to be used it is possible to address this story to just those people who present the best market for the sale of architectural services. Such space advertising would explain the functions of the architect and justify his deserved pivotal position in the building industry. Each advertisement would be signed by the chapter and would thus gain an authority not obtainable in any other way.

**2. Printed Matter**

There can be no question of the tremendous value of having properly designed booklets. To explain the many advantages which accrue to the owner who hires an A.I.A. architect, it is my belief that we should have one booklet dealing strictly with the function of the residential architect and another with that of the commercial architect. Such booklets would be of great value to the individual architect who would give them to prospects whom he has interviewed for the first time. These booklets, signed by the chapter, would lend authority to the facts and information which he gave verbally to his prospect.

There are many additional uses for the booklets. They can be sent out in response to inquiries from newspaper and magazine advertising. They can be given out at architectural shows and exhibits. They can be distributed, we believe, through certain financial houses, through cooperating real estate operators, and by all of our great purveyor group.

**3. Bulletins**

There is at the moment considerable misunderstanding concerning the ethics involved in the use of bulletins and billboards. At the present time it seems that there are not sufficient funds available for billboard advertising, but I should like to point out briefly one or two facts which the members of the chapter might be considering so that when more funds are available they will be able to determine in their own minds whether such billboards should have a place in an enlarged program.

Billboards do not have to look commercial. A good looking and dignified billboard presenting the architectural function briefly is no more difficult to attain than a similar announcement set in type.

Billboards carrying an urgent message and placed on or near important sub-divisions have immense prestige and selling value. They "hit" the prospect at the most psychological time—when he is considering the purchase of a piece of property upon which to build.

**4. Radio**

The use of radio by architects is good advertising because it is direct and covers a broad segment of the people. This feature might be obtained without cost. Radio talks will not expressly cover architectural function, but will do so indirectly. Dedication of public buildings. "Why the California Home is the Nation's Best," etc. Spot announcements may sometimes be used where there is a commercial program selecting that segment of the public in which our prime interest lies.

**5. Advertising Indirectly Through the Purveyor**

There is quite a group of enlightened purveyors which could be induced to cooperate in promoting the program of professional betterment. I feel sure that many of them would be willing to run a by-line in their own magazine and newspaper advertising which would point out the advantages of hiring an A.I.A. architect. We might even get them to carry this thought through other phases of their merchandising programs such as direct mail and radio broadcasts.

**B. Re-sell the Trades**

I cannot stress too strongly the need for this phase of public relations in any program of professional betterment. And it is a fact that you will have to clean your own house before you can get very far in this work. Other professions have proven that professional procedures must be re-vamped which are at variance with the best interests of the trades and militate unjustly against their possibilities for profit.

In addition, the architectural profession and the individual architect must realize that the trades have grown to think of them as "long hairs" instead of progressive business men. It seems to me that there are six methods by which we can accomplish our aim of re-selling the trades:

1. By attending trade meetings and explaining the architect and his purposes.

2. By showing that this, the chapter's program of professional betterment, is designed to increase business for ALL. That it is disinterested to the extent that it does not try to sell any one piece of land, any particular materials, any specific fabricator, or any one architectural designer.

3. By convincing the trades through addresses to local trade meetings and conventions that the architect has re-dedicated himself to the principle of protecting all against injustices; that he is actively working to plug up the loopholes in architectural procedure which make possible these injustices.

4. By contributing to the important local trade magazines articles and announcements of interest to both the local trades and the architect.

5. By inviting representatives of the trades to architectural meetings where subjects of mutual interest are discussed; and by encouraging the trade representatives to candidly point out such portions of standard procedure as seem unjust or too flexible. In this way the trades will see for themselves that architects are business men and not "long hairs," and that they are actively trying to improve their own standards and ethics.

6. By acknowledging in print the names of the trades which have collaborated with the architect to produce the building or house which is being publicized or displayed in an architectural show.

**C. Re-sell the Real Estate Operator**

1. Cooperate by offering architectural A.I.A. "steering" committees to pass on plans or advise with prospective builders.

2. Put up prizes or give an honorary scroll to the best house built in each important sub-division within a given time as judged by an A.I.A. committee. Also to commercial and public buildings.

**III. WHAT MAY BE EXPECTED FROM THIS PROGRAM**

There is not the shadow of a doubt in my mind but what this program sincerely followed out will greatly improve public acceptance of A.I.A. architecture. Furthermore, it will make selling for the individual architect considerably easier. It will prepare the public mind for an approval of your chapter's program against architectural bureaucracy in government—a program to which you must soon give serious thought.

Once started, this program must never be allowed to lapse. For, as Bruce Barton so neatly put it, "We do not advertise to a congregation of people, but to a moving parade." Thus, a new group of buyers of both commercial and residential architectural service is being born every day.





GRAND HOTEL, MACKINAC ISLAND, MICHIGAN

## SOCIETY HEARS CONVENTION REPORTS

The Michigan Society of Architects and its Detroit Division met jointly for dinner at the Intercollegiate Alumni Club Monday evening, June 9. Aloys Frank Herman, Division president, opened and immediately passed the gavel to C. William Palmer, Society president. Those present were Messrs. L. R. Blakeslee, C. L. T. Gabler, Aloys Frank Herman, C. William Palmer, Talmage C. Hughes, Clair W. Ditchy, Emil Lorch, Lawrence E. Caldwell, Arthur J. Zimmermann, Kenneth C. Black, George J. Bery, John Skart, Sol King, Arthur H. Messing, Wells I. Bennett, Malcolm R. Stirton, Frank H. Wright, Louis C. Kingscott, A. R. Morison, Leo M. Bauer and A. N. Langius.

Palmer reported on a meeting of the board of directors which had just preceded and which was attended by Messrs. Gamber, Spence, Gabler, Palmer, Lorch, Hughes, Black and Herman. He stated that the board had tentatively scheduled meetings as follows: Upper Peninsula at Mackinac Island, August; West Michigan, September; Central Michigan, October; Saginaw Valley, November; Southwest Michigan, January; Ann Arbor, February. He stressed the importance of the Mackinac Island meeting, which has been set for August 7-10 at the Grand Hotel, stating that at the suggestion of David E. Anderson all members of the Society together with their families and friends are invited to attend.

The proposed changes to the By-Laws were passed as printed in the Weekly Bulletin of May 27th.

As Branson V. Gamber was not present at the dinner, his report of the A.I.A. convention was read by Secretary Gabler. It was complete and interesting, resulting in a vote acceptance with thanks.

Mr. Palmer next announced that legislation introduced in the interests of the architectural profession has been passed and a round of applause was given to the chairman of the Society's Committee on Legislation, Kenneth C. Black of Lansing.

Lawrence E. Caldwell, chairman of the Society's Membership Committee, spoke briefly regarding dues and a response on the part of those present was noticed after the meeting.

The chairman next introduced Clair W. Ditchy, stating that he had "carried the ball" at the Institute convention by presiding in such a distinguished way. He knew this he said because he had read it in the paper, and he pointed out that this was a big honor for Michigan and played an important part in bringing the convention to Detroit next year.

Ditchy responded by saying that it was somewhat a surprise to be named temporary chairman, but after the

PLAN NOW TO ATTEND

## MSA Summer Meeting

### GRAND HOTEL, MACKINAC ISLAND

Friday, Saturday, Sunday, August 8, 9, 10, 1941

Board of Directors will meet Friday afternoon  
General Meeting of Society, Saturday morning

This is the annual Mid-Summer "Little Convention," to meet jointly with members of the Upper Peninsula Division of the Society. Ladies and children invited. Come and make this a family outing in the most beautiful spot in Michigan, at the World's Largest Summer Hotel, and at special convention rates—no more than at any other good hotel. You simply can't afford to miss this.

convention got under way it was not so difficult. He particularly emphasized the high quality of written reports this year and suggested that they might well be available to all and used as suggestions for Chapter and Society meetings. He briefly outlined the structure of the Institute and how it operates.

Talmage C. Hughes, chairman of the Institute's Committee on Public Information, reported briefly on convention matters with particular reference to his own committee activities. He said that if there was any characteristic strain running through all of the reports, it seemed to be the thought that architects are losing ground, perhaps because the Institute is in a transitional period, deciding whether to be selective or democratic. He believes that the theory is winning out but it lacks force and initiative.

Members were treated to a showing of kodachrome pictures by Malcolm R. Stirton, another Institute delegate. Many of these, he explained, had no particular connection with the convention but were scenes taken while driving en route with his family. He showed excellent views of the Bankers' Life Building, Nebraska State Capitol, Salt Lake City Tabernacle and grounds of the Mormon Temple, typical scenes in Wyoming, Nevada, California and other states. California, he designated as a veritable promised land and showed interesting pictures of buildings there. Many excellent views of Yosemite Valley, some taken from Glacier Point, were shown as well as the Mariposa big trees, the Pacific Ocean, Tijuana, Mexico, etc. He stressed the importance of suburban Los Angeles architecture with particular reference to their excellent small houses, open air markets and drive-in places. Other views were of Boulder Dam, Grand Canyon and White City, Arizona, a ghost town with a former population of 30,000 and at present with about two.



## "CALIFORNIA CRUISE," A.I.A., 1941

By Travis Gower Walsh, A.I.A.  
Publicity Chairman, Cleveland Chapter  
(From Income Properties)

School geographies, railway folders, the National Geographic Society, et al have combined to glorify the name Yosemite to a degree that challenged the realization.

But, for those who attended the American Institute of Architects' Convention (your humble servant included), the name Yosemite has henceforth a special meaning all of its own!

Breakfast in Chicago, at Harvey's "Dearborn Street" Restaurant was, at the best, an impatient ritual to be "liquidated" promptly, for how long had it been since an entire Eastern A.I.A. delegation had boarded a special train bent on invading the citadels of the West Coast?

The "Hello Jims" and the "Hi ya Charlies" seemed to be echoing on the platform when the train drew out from the station at 10 o'clock Monday morning, May 12th.

Across the broad fat lands of middle America, we swiftly took flight from the mundane and humdrum affairs which had been in our keeping up until then.

A collection of Pullman cars, with Observation Lounge and Dining facilities added, may acquire a "personality" which transcends mere railway transportation. Despite the opulent appointments of the Parlor-Observation Car, the popularity of the Lounge-Bar-Barber Shop-Shower unit was incontestable.

Vignettes of Taos Canyon, Indian Pueblos, a very Spanish-Colonial Santa Fe and much delightful scenery came quickly to mind on a trip which joined the A.I.A. Special at Lamy on Tuesday afternoon at 6 o'clock. It would be far too casual, at this point, to neglect a reference to the hospitality of the New Mexico architects, who were our gracious hosts with cocktails at old La Fonda in Santa Fe.

The cool clear air and sighing of the pines at Grand Canyon caressed feverish brows on Wednesday morning.

Why should I attempt to describe the breath-taking sensations which the Canyon creates, when it has been done so often and with such eloquence.

Boulder Dam caused much excitement. In the ordinary course of an itinerary, one does not expect to have a man-made triumph follow in sequence one of the "seven wonders of the world." For this reason, many of us felt skeptical as to Thursday's program, but apprehensions were dispelled by this great tribute to architectural and engineering genius.

(It caused me no small amount of felicity to subsequently congratulate the architect at Los Angeles for his share in this momentous enterprise, a gesture which Mr. Kaufmann acknowledged with engaging modesty.)

Boulder Dam straddles the Arizona-Nevada line; it was therefore only natural that luncheon arrangements should include a short excursion into Nevada. The buses charged up the steep grade to Boulder City, Nevada, where the question of edibles was efficiently settled. Striking panoramas of Lake Mead (the artificial lake created by the Dam) were recorded by the numerous "camera fiends," thus invoking the patience and indulgence of the amiable Greyhound drivers.

About twilight, turbulent or gentle thoughts (as the case may have been) were interrupted by the crossing of the Colorado River into Needles, Calif.

Friday morning, upon leaving the train, the "congregation" gathered for breakfast at the California Hotel in Merced, followed by a ninety-mile bus trip up into the Sierras. This terminated at the renowned and exceedingly beautiful Yosemite Valley. Perchance it would be proper revenge if this chronicle completely ignored the wonders of Yosemite, since the scattered space arrangements together with the continuity and overlapping of the Convention sessions prohibited the amount of attention which the Valley deserved. Be that as it may, one might be regarded as somewhat short of human should he not respond to the towering snow-clad heights, the majesty of great water falls, and the lovely Merced River winding about the green carpeted vale; listing only a few of the compelling virtues of Yosemite.

Despite all of these natural distractions, the Seventy-Third Convention gallantly got under way on Saturday, May 17th, preceded by the usual routine performances of registration, special committee meetings, etc.

Some reference should be made to Tom Holden's very compelling talk on "The National Defense Construction Program" at the session taking place Monday morning, May 19th. This is a provocative subject and in many respects controversial, but it was handled in a very serious and thoughtful manner.

Resuming our chronicle of human events, we would be exceedingly culpable not to make reference to the Reception and Dinner Dance the evening of Saturday, May 17th. This was a somewhat riotous but decidedly enjoyable affair; there were so many more "stags" than ladies that it imposed a challenge on the latter but this they retired with "colors flying."

The Convention recessed early Monday afternoon, permitting those who had not already "played hooky," to motor up to Glacier Point through eight foot snow drifts and look down at the dizzy 3,200 foot drop to the floor of Yosemite Valley.

Your humble servant (the guest of Harry Michelson, of San Francisco, accompanied by Stanley Parker and John Fugard) chose to motor out to Mirror Lake and returning, visit the Government Museum. It was at the latter place, I believe, that Stanley Parker (when this writer mentioned the insignificance of the human being compared with the overpowering factors of Nature) with his typical Boston urbanity, coined the acme of understatement and said "it does fill one with a reasonable degree of humility."

Mayhap, therein is the essence!

The Convention party took a reluctant farewell of Yosemite on the morning of Tuesday, May 20th.

Those of you who have seen the California "Big Trees" may disregard this reference, but for most of the Convention party the stately majesty of the gigantic redwoods of California leave a deeply etched impression on the mind.

Architects, in general, are irrepressible even when awe-inspiring factors are predominant therefore the garrulous is bound to creep in!

Witness, if you please, an elderly New York professional with his technical assistant, tape in hand, carefully measuring the base of one of the most noble trees in the Grove; (with a cavern capable of accommodating a score of persons) conjure up a vision of numerous individuals taking motion pictures of the entire performance which results in the declaration that the base is precisely sixty-one feet and eight inches in diameter.

Contain yourself, if you can, when our own Stanley Parker comes upon the scene, remarking:—"some persons have no sense of respect."

The Convention party found itself in the torrid atmosphere of San Joaquin Valley on the evening of Tuesday, May 20th.

In Fresno, at the air-conditioned Hotel California, they foregathered in the Cocktail Lounge for the noble purpose of slaking thirsts and cooling fevered brows.

We were not properly prepared for the effusion of our Los Angeles greeting. Possibly it was because "Ken" Reid (editor of "Pencil Points") and your humble servant had consulted our itinerary the night before and had remarked that our arrival at eight in the morning and the trip to the "Studios" at ten would permit an interval for a quiet breakfast at the Ambassador and a very swell hot shower;—or possibly it was the fact that we had never seen the Angelenos in their own habitat before.

At all events, the indefatigability of our hosts was appalling! With that intense degree of efficiency which one has come to associate with the name of Los Angeles, we discovered that our estimable professional colleagues swarmed over the platforms of their new Union Station with the equivalent of three motor cars for each guest! (more or less exaggerated).

To the tune of Viennese waltzes lustily broadcast from concealed amplifiers, we were ushered through spacious concourses and courts to a very impressive Harvey Station Res-



taurant. Occasionally the music was interrupted by the staccato greeting "train leaving on track 4 for Albuquerque, Emporia, Kansas City, and Chicago." Meanwhile, our genial hosts presided over a bountiful breakfast, taking inventory of the desires and idiosyncrasies of their respective guests.

If the "Conventionites" failed in the things they wanted to do, it was not the fault of the Angelenos.

The Annual Convention Dinner the evening of our arrival, furnished the "crescendo" and the official finale of the Convention.

Rugged individualism prevailed as far as the trip back East was concerned. A few visited San Diego and many more journeyed to fabled and fetching San Francisco, stopping at Santa Barbara, and various other coastal "spots" en route. More adventurous souls continued farther north to Portland, Seattle, and Vancouver and returned home via the Canadian Rockies. All of these pilgrimages more than repaid the traveler.

\* \* \*

Thus ended another A.I.A. Convention, adjourned to convene at Detroit in 1942.

Mr. Thornton dear Sir:

I am sending you three dollars and two box tops as per your ad in the Stockbreeders Gazette and I want you should send me your MSA course learning me to be an architect as I am a young boy 86 years of age and eligible for the draft. Please send in plain wrapper as I do not want the neighbors to know I am becoming an architect; they think I am playing the piano in a you know what.

Among the questions I would like to have answered is this; what is the uncanny ability that the board has in selecting dates on which to hold meetings at which I have to be doing something else. Why the hell do you have to have a meeting June 9? On June 9 I have to speak at the class banquet of the Ottawa Hills High School. "Beyond the Alps lies Italy," I shall tell them, "and lies, and lies, and lies."

Also kindly leave me know what the Society is going to do with the gigantic money surplus piled up by Mr. Schowalter's convention committee. The suspense is killing me.

I have looked over the agenda and I am in favor of everything except the one about 'spot announcements' on the radio. What kind of spots you going to announce on the radio? None of them spots Branson Gamber is always dragging people into to guzzle buttermilk and recite limericks, I hope so.

Also this junior organization. Personally I care nothing about the matter, but Mr. Gus Langius has a very valuable idea; he is in favor of having hostesses. Like airline hostesses, you know, only instead of serving tea these architect's hostesses would feed the potential client knockout drops and chain them to a ring in the floor. The less walking around a client does the better for everybody, says Mr. L, and I agree with him.

Awaiting with great eagerness the receipt of Lesson No. 1; How To Circumvent a Hexagon; Use of the Tools, I remain

Respectfully,

Roger Allen.

Alfred Hopkins, 71, architect, died in Princeton, N.J. As president of the firm of Alfred Hopkins & Associates, Mr. Hopkins was well known for his designs of residences, farm and stable groups and bank buildings. He was a student of penology and drew the plans for several prisons in New York State and for the Federal penitentiaries at Lewisburg, Pa. and Terre Haute, Ind.

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## STUDIO SETTINGS ARE ONE OF HOLLYWOOD'S HIGHLIGHTS

By BURDETTE JAY in *Detroit Times*

HOLLYWOOD, June 16.—Next to the movie stars themselves, the most interesting Hollywood sights, from the point of view of visitors, are the amazingly real settings created by the art directors of the studios.

It is, in fact, a direct commentary on the tremendous strides made in film production that settings are so realistic that they are rarely commented on by audiences viewing the finished picture.

Peachtree street in "Gone With The Wind;" the cathedral and square in "The Hunchback of Notre Dame;" the river front wharf in "Dead End" and similar masterfully created backgrounds often get only passing notice, even from cinema-wise critics, because of their authenticity.

Of more than passing interest in Hollywood today is an entire village square occupying a huge sound stage at Samuel Goldwyn studios. It is the setting for the entire action of "The Little Foxes," which stars Bette Davis.

Designed by Stephen Goosson, the set is unique in its use of streets complete to the last hitching ring, on which face houses that could be used for living quarters if they had roofs. Six such houses front the streets, and in each house there is a living room, dining room, kitchen, bedrooms, staircases and so on.

A radical departure from ordinary film sets, it is so built that the camera can move right in from the street and follow a player through his or her actions inside the houses.

## GAMBER RECEIVES HONORARY DEGREE

Detroit Institute of Technology graduated 157 at its commencement exercises in the auditorium of the Detroit Institute of Arts, Monday evening, June 16th. Branson V. Gamber, Detroit architect and Otto W. Wegner, production director for Nelson, Baker & Company, were awarded honorary degrees.

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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, 1140 Book Tower  
Prep. plans—A. & P. Super Store.  
Plans for Store Bldg., A. S. Beck & Co., Lappin & Gratiot.  
2 story warehouse—12th St.—Cunningham Drug, Inc.  
Taking steel fig.  
Commercial block—7 stores & market, Gratiot & 9 Mile Rd. Taking fig.

**BENNETT & STRAIGHT**, 13530 Michigan Ave.  
2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.  
Forum Theatre—Southfield Rd.—Mech. bids closed.  
New Theatre—Midland, Mich. Taking fig.  
1090 seat Theatre.  
Allen Park Theatre. Revising bids.

**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower  
Re-modeling house—Grosse Pte. Shores.

**DES ROSIERS, ARTHUR**, 1078 Maccabees Bldg.  
Plans for Rectory, Lake Orion. Re-figuring.  
Prep. plans, Res. Northville, Mich.

**DIEHL, GEO. F.**, 120 Madison  
Photo Studio, Ferndale, Mich.—Taking fig.  
St. Scholastica Parish, School Add., 6-Mile Rd., taking fig.  
Plans for school, Howell, Mich.  
Church Alt., Chelsea, Mich.  
Prep. plans for Rectory—St. Ambrose Parish.  
Temporary Church & Add. Farmington, Mich.—Our Lady of Sorrows Parish. Also church, Flint, Mich.

**GIFFELS & VALLET, INC., & L. ROSSETTI, ASSOC. ENG. & ARCH.**, 1000 Marquette Bldg.  
Bids closed on Bldg. 24 Packard Motor Co. at office of Packard Motor Co.

**HABERMA, CARL R.**, 415 Brainerd St.  
Sketches: 24-fam. Terrace, G. P.  
Res. Lake Orion. Bids closed.  
Plans: 80x40 res. & 3-car garage, G. P. Farms.  
Res. 100x40 & 3-car gar., Upper Straights Lake.  
Res. 75x30 & 3-car gar., Franklin Rd. Fig. closed.  
Bowling Alley, bids closed.  
Plans, Res. Lochmoor Blvd. Plans Res.—Touraine Rd. G. P. F.

**MALCOMSON, CALDER & HAMMOND**, 1219 Griswold.  
Prep. plans for Add. to Wilbur Wright High School.

**MERRITT & COLE**, 1111 Collingwood.  
Prep. plans—Add. Westminster Presbyterian Church. Lansing, Mich.  
Jehovah Lutheran Church, Greenfield Road and Outer Drive. Under construction.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.  
Mt. Zion Lutheran Church, 7 Mile Road. Bids due June 19.  
Bids due June 13. Resurrection Lutheran Church.

**MORISON, ANDREW R.**, 920 Fox Theatre Bldg.  
Prep. plans for Nardin Park Church.

**SORENSEN, N. CHESTER & CO.**, 2nd fl., Industrial Bk. Bldg. Plans Redford High School.

**TILDS, PAUL**, 2539 Woodward Ave.  
Prep. plans—Bowling Alley—Postponed.



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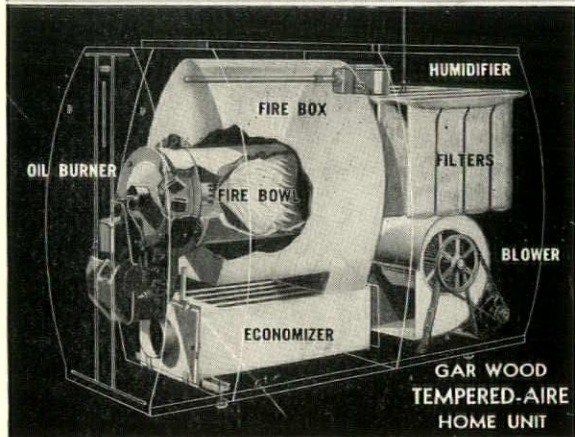
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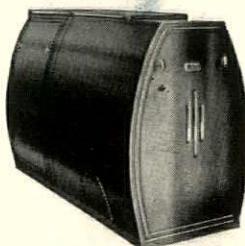
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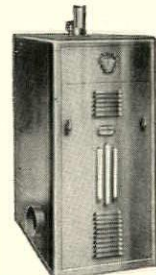
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