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WEEKLY BULLETIN

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Entered as second-class matter December 9, 1930, at the Post Office at Detroit, Michigan, under the Act of March 3, 1879. Published Weekly.
Subscription Price: 50c per year (Non-members \$4.00) 10c per copy.

Volume 16

DETROIT, MICHIGAN, JULY 7, 1942

No. 27

Institute's 74th Convention One Of Best In Attendance, Accomplishment

Any idea that the architectural profession is on the defensive was dispelled last week at the Seventy-fourth Annual Meeting of The American Institute of Architects held in Detroit. While the profession faces what are perhaps the most uncertain conditions in its history, there were no signs of defeatism.

Subjects dealt with had to do, mostly, with the architects part in the Nation's war effort and what is to follow. Outstanding was the session on Post-War Planning, conducted by Walter R. MacCornack, Institute vice-president.

Reelected were president Richmond Harold Shreve, vice-president MacCornack and secretary Charles T. Ingham. Raymond J. Ashton, of Salt Lake City, was elected treasurer to succeed John R. Fugard of Chicago. Newly elected regional directors are John F. Staub, of Houston, Texas, Gulf States; Kenneth E. Wischmeyer, of St. Louis, Mo., Central States; Henry H. Guttererson, of San Francisco, Sierra Nevada, and Albert Simons of Charleston S. C., South Atlantic District.

In planning the event some apprehension had been felt, locally, regarding attendance and the general success of the meeting, however, this was quickly dispelled early Tuesday, when the facilities of the Statler were taxed to capacity. It can probably be said with accuracy that more publicity was given to an Institute annual meeting than ever before. This was due in large measure, to the release of annual reports well in advance of convention. In the *Detroit News* alone there were eight-column headings, five Sundays in succession, in the Real Estate section, with impressive articles featuring the meeting. This was only one example and was more or less typical, not only in Detroit but throughout the country. We feel that Mr. James T. Grady, the Institute's publicist, deserves a "special medal," or some other suitable recognition, for this outstanding work. At convention he had a well-organized press room which func-

tioned to the best advantage, and every day his material was widely accepted.

Perhaps the most featured was the award to Mr. Albert Kahn, when he received the Institute's special medal for his outstanding contribution to the Nation's war effort. It was on the radio news-casts, and in the papers in picture and story, in a most important way. And well it should be, for the event itself, coming during a blackout, with Lieutenant General Knudsen's address and Mr. Kahn's response, was dramatic and beautiful.

In the words of president Shreve, the visit to Cranbrook was "a relief from turmoil and a great pleasure to be able to be here with the men who created such beauty." Emil Lorch said that in the past 60 years we have seen unparalleled development, a period marked by great civic leaders. "In some countries this is done by the state," he said, "but here it is done by such men as Mr. Booth." The citation to Mr. Booth, his response and other manuscripts will be the subject of later reports on the convention.

Heard throughout the convention were expressions of the desirability of the Institute's reaching all architects of the United States, this from the president, from the State Associations Conference and by resolution adopted. The feeling seemed to be that there is no good reason why any archi-

See MEETING—Page 4

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From the Grand Rapids Press

THE COLONEL ATTENDS A CONVENTION AND MISSES A BLACKOUT

I have been down here at Detroit for three or four days—I am not sure which, and it comes out different every time I figure it up—at the national convention of the American Institute of Architects. The convention was held in the Hotel Statler, the Club Casanova, the Motor Bar and Briggs Stadium. (The program says it was held only in the first named of these places; that shows how little dependence you can place on programs.)

Considering how little building there is today, and hence how precarious is the plight of architects, I was a little worried. I thought perhaps these architects were assembling from all parts of the U. S. merely to sign a suicide pact, or perhaps to line up on Belle Isle bridge and commit mass hari-kari. A dreadful thought, indeed. But the delegates, when they arrived were in excellent spirits, or vice versa.

* * *

I made a speech at the opening luncheon; it was held, on my birthday and when I got up to talk all my Michigan colleagues jumped up and started to sing "Happy Birthday to You." I love to hear my friends break into song. They wouldn't have to break in if they could ever find the right key.

* * *

At this luncheon I sat next to Senator E. D. Thomas of Utah. He spent seven years, as a young man, in Japan as a missionary and can read and write Japanese fluently. He is also an expert on the currency of the United States. He explained the currency to me. It's about time somebody did, but I wish when they explain it, they distribute samples.

* * *

I was in Detroit on the night Grand Rapids had the practice alert, and tonight when Detroit has its third practice blackout, I will be in Grand Rapids. So I lose out all the way round. The hotel here has placed a long printed sheet of instructions on how to act during a blackout or alert under the plate glass top of the dresser. Each room has a candle on the bed stand that you can light, during a blackout, after you have pulled the shades down. Tonight's blackout will come in the middle of a formal banquet at which Lieut. Gen. William S. Knudsen is going to present a certificate to Albert Kahn for his great contribution to industrial architecture.

* * *

There was a story in the Free Press this morning about a wealthy family on Boston blvd. who had to pay their upstairs maid \$30 a week to keep her from quitting to take a job in a defense plant. "There is an idea there for us," I explained to some fellow architects, "We could disguise ourselves as young, or fairly young, ladies, and become upstairs maids, except that they would have to let me come downstairs now and then as I am allergic to heights."

* * *

I met an Indo-Chinese dancer. She was dancing in a night club and one of the men in our party was a friend of the proprietor, who was emphatically not an Indo-Chinese, not with that nose, and the proprietor introduced the young lady dancer to us. She talked very interestingly of her life; it seems the part of Indo-China she was born in was a British, not a French possession. One member of our party could not have been paying very close attention when she said she was Indo-Chinese. "What," he finally demanded, "is the difference between an Indoor Chinese and an Outdoor Chinese?" We had a great deal of trouble explaining to the dancer why this was funny.

* * *

There are noticeably fewer taxis and private automobiles on the streets of Detroit. There are hundreds of soldiers, sailors and marines visible. Theaters and restaurants are

doing a tremendous business but other kinds of business establishments are having dull times.

* * *

I met an old friend who worked on the plans for the bomber plant at Willow Run. He is a very conservative and reliable person. Otherwise I would hardly credit his statement that the plant is so long when a workman starts from one end of it early in the morning to walk to the other end of the assembly line, the guards search his lunch box--

* * *

To make sure he has enough food for the trip.

Roger Allen (A.I.A.).

Monographs Supported by Advertisements Photographs of Architects in Advertisements

At the special meeting of The Board of Directors held in New York, March 19-22, 1942 the Rules of The Board and Interpretations of the Standards of Practice were amended. In order to interpret more liberally the provisions of those documents pertaining to the issuance by architects of monographs supported by advertising and the inclusion of photographs of architects in advertisements of building products, etc., The Board took action in substance as follows:

The Rules of The Board and Interpretations of the Standards of Practice heretofore adopted are amended to eliminate therefrom any provisions which make it unprofessional conduct and, therefore, subject to discipline, for a corporate member to permit the use of his work in publications supported in whole or in part by advertising; and, in lieu of such provisions, the Interpretations are amended to provide that such practice is disapproved and undesirable, but is not the subject of disciplinary action.

The Rules of The Board and Interpretations thereof, heretofore adopted, are amended, to eliminate therefrom any provisions which make it unprofessional conduct, and, therefore, subject to discipline, for a corporate member to permit a photograph of himself to be used in any advertisement of a manufacturer or purveyor of building materials or building services; and in lieu of such provisions, the Standards of Practice shall state that such practice is undesirable, but is not the subject of disciplinary action.—The Octagon.

INDUSTRIAL CAMOUFLAGE MANUAL, by Konrad F. Wittmann, A.I.A., in collaboration with the faculty of Pratt Institute, Brooklyn, N. Y. Reinhold Publishing Corp., 330 W. 42nd St., N. Y.—\$4.00. Published June 19, 1942, this 128-page book represents many of the experiments and experiences that were developed in the classroom and camouflage laboratory at Pratt Institute since the inception of the program in September, 1940. The material was originally intended for student use but soon embraced problems in the entire field of industrial camouflage. The Manual is not a book in the definite sense of the word but rather a report of the activities to date of interested personnel at Pratt Institute to contribute to the all-too-meager study of this fast developing new area of war effort.

To be of value, such a treatise must be up to date. This one is and it points out the former methods which are no longer effective. It is divided into four parts.

Part 1 deals with new aspects, new requirements, new programs, problems of visibility, principles of bombardment, effects of explosions, criteria of efficiency, analysis of areas and sites, decentralization, new types of design, analysis, and a work program in stages.

Part 2 covers principles, methods, materials, shadows, visual and optical problems, texture and pattern in nature, recommendations, installation of nets, and landscaping with natural and artificial trees.

Part 3 has for its subjects demonstration on models, curved edge roof, shadow distortion, terrain imitation, monitor roofs, tanks, water towers, parking areas, and examples of actual installations.

Part 4 is a typical report for camouflaging a factory.

Fresh and new, the Manual will prove to be a valuable document on this important subject for the many interested.

Meeting (Continued from Page 1)

test qualified to practice, who maintains a decent standard and who is able to assume the pecuniary obligations should not be a member of the Institute.

Another resolution passed had to do with public information and instructed the board to appoint a special committee to make a study and report on the possibilities of a long range national program.

Past president Charles D. Maginnis delighted his listeners when called upon by president Shreve. The president said he needed no introduction to an Institute audience, so he designated him as the "casual exponent of the unattainable in speech—who wears glasses on a shoe string, that fall down when he wrinkles his nose."

Louis LaBaume assured us that he is always serious, "and if I let the sun shine through my remarks, I am sure you will understand."

"Said Robert Kohn to Albert Kahn,

'How do you like the Parthenon?'

Said Albert Kahn to Robert Kohn,

'The things I like are all my own'."

At the Tuesday luncheon Clair Ditchy said that most of the delegates wanted to visit Willow Run, but, since this wasn't possible, they at least wanted to see Roger Allen who, like Eleanor Roosevelt, had left "his day" to come down from Grand Rapids. "Happy Birthdays" were in order for two celebrities, Rod Allen and president Shreve.

A good story, and a true one, here interjects itself. A prominent architect had done a housing job for the Government. It was an outstanding success and they were pleased with it. He was called in and offered another, but he stated frankly and fairly that, since it was a rush job and he had made plans to attend the convention, he would have to decline the offer. Time went on and the job was given him anyway, and he became so immersed in it that he forgot all about the convention—until he was called in and told that a plane was awaiting to take him to Detroit. The "Government" said, "we know you are going to be honored, and we like that, for we know you should be."

And did you hear the true story about Leigh Hunt? He was born in Sous City, Iowa, where he was kidnaped by the Sioux Indians, and his father had to pay one jug of whiskey for his return—cost 30c.

The trips on Friday were most successful and included driving through the grounds of the Ford Rouge Plant, a visit to Greenfield Village, lunch at Dearborn Inn, driving past Wayne County Airport, and a visit to Edison Institute Museum.

Nina Palmer and her committee entertained the ladies of the convention at the Detroit Boat Club, visits to gardens on the Lake Shore and tea in the garden of her own home.

Our good friends, the Producers' Council, in addition to holding their own annual meeting concurrently, did much to make ours more pleasant and profitable.

Much was heard about the good work of Washington representatives Ned Purves and Willis Vogle (*Pencil Points*) and hope expressed that ways and means could be found for continuance.

This is, in no way meant to be a comprehensive coverage of the Annual Meeting, but more next week and the weeks to come.

Due Credit

The lead article in the last issue of the Bulletin, "Permutations on the New Order" was by Hubert G. Ripley, or had you guessed? Perhaps, like Charles D. Maginnis, he needs no introduction. For the omission we will just have to blame the exigencies of the convention.

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* * *

Ralph W. Hammett, of the College of Architecture and Design, U. of M., left July 1 for Nicaragua, where he will give a series of lectures on architecture at the University Centrale, as an exchange professor sent by our State Department.

* * *

Paul Gerhardt Jr., former president of the Illinois Society of Architects, has been appointed Chicago's building commissioner to succeed Richard E. Schidt. Gerhardt will retain his post as city architect, which he has filled for the past fourteen years.

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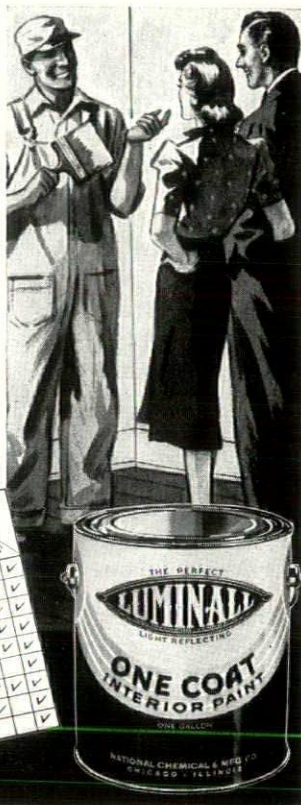
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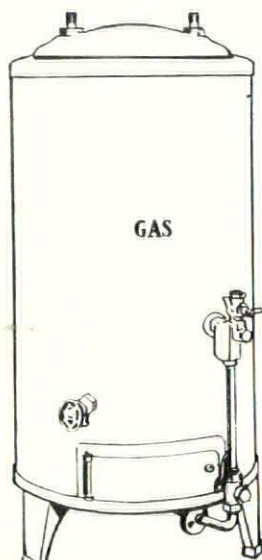
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WEEKLY BULLETIN



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Entered as second-class matter December 9, 1930, at the Post Office at Detroit, Michigan, under the Act of March 3, 1879. Published Weekly.
Subscription Price: 50c per year (Non-members \$4.00) 10c per copy.

Volume 16

DETROIT, MICHIGAN, JULY 14, 1942

No. 28

ADDRESS OF MR. ALBERT KAHN, F. A. I. A.

On the occasion of the presentation to him of the Institute's Special Medal, in recognition of his outstanding contribution to the Nation's war effort, at the Institute's 74th Annual Meeting, in Detroit, June 24, 1942.

I accept this award of the A. I. A. with a deep sense of humility. The call to service on behalf of victory in the present emergency is in itself an award. To have had the opportunity to do one's bit is a highly prized privilege. And now to have won this recognition of the Institute is an honor of which I never dared dream. I am grateful beyond words and can only say from the bottom of my heart—"Thank you, thank you." Fifteen—even ten years ago—winning this acclaim for the building of factories would have been

unthinkable. That the Institute has seen fit to accord it to me and through me to the many coworkers who have played so important a part in our efforts, indicates the liberal, progressive spirit of its officers, their aim to keep abreast of the times.

Architecture has ever been the recorder of the chief activities of respective eras. Industry is a dominant force of today, wherefore industrial architecture must play its corresponding part—different from that played heretofore, though no less important. Architecture has always been considered one of the fine arts. Our outstanding historic monuments are all examples of building beautifully with emphasis on beauty in which decorative detail plays a part just as telling as do composition and proportion. In industrial building a new criterion must serve. Beauty as such becomes a secondary matter, utility the prime factor. Business methods never before



Mr. Kahn

deemed essential to architecture, must apply as an all important part. Furthermore, the work of the individual which has been at the root of all worthwhile work of the past, becomes that of groups of men working conjointly under the direction of an individual. Thus, Architecture—at least one phase of it—has moved from one of the fine—indeed the finest of all arts—to the field of commerce and utilitarianism. Nor is this an indictment. Your action tonight evidences this. The profession has taken cognizance of the fact that architecture to be worthy of the name must play its proper role in the affairs of men, must at all times serve a worthwhile purpose—whether it be to the glory of God, the service of the community or the need of the Government in war time. Today we require factories and more factories in which to produce the planes and tanks and ammunition to carry us to victory in this most wanton of all

wars. We need them in great haste, every particle of energy in us must be expended upon them. There is naturally little time for careful study of external appearance. Drawings must be turned out in record time, the work started and completed with all possible speed. There must be concerted effort of planners, designers, the many types of engineers required for sanitary, heating, ventilating, electrical work, steam and power supply, and equally important the competent contractors to execute the work. Thousands of men must be directed in the construction of vast war projects along business methods and organizations must be kept keyed up to the necessary tempo. It is indeed a far cry from the work of the artist-architect of by-gone days to the businessman-architect of today. It is to the credit of the profession that many firms have risen to the occasion. All have had but one thing in mind, namely, to serve the Country to the best of their ability. The enormous projects executed during the past year in record time—which today are producing war material on an unprecedented scale—bear witness to the enthusiastic efforts of thousands of men anxious to do their part. Countless others would gladly have helped had the opportunity offered.

Apropos of this, there has been considerable criticism by the profession of the Government for entrusting so large a volume of war work to a comparatively few. The reason, however, is plain. Confronted with the need for excessive speed, Washington turned to the firms which were at the time organized for and experienced in the particular problems at hand. At that, Washington left the selection of architects in most cases to the industrial concerns chosen to produce chemicals, munitions, ships, planes and tanks, and other material. Quite naturally these companies employed the men who had served them formerly in their private work. This has resulted in overloading some firms,

See KAHN—Page 5

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Address of Richmond H. Shreve, F. A. I. A. President of The American Institute of Architects

In presenting a Special Medal of the Institute to
Mr. Albert Kahn, Detroit, June 24, 1942

It is the privilege of the Institute this evening to mark a most unusual and significant occasion.

Our country is engaged in a world-wide struggle which for all time will affect the pattern of our international relationships, of our national economy and of our mode of life. In the all-embracing influence of this world phenomenon, we are met at a great world center of industry whose output goes to the ends of the earth and over the uttermost seas to influence the fateful decision now in the making. Within and about this city and elsewhere in the nation, vital manufacturing processes are housed in envelopes of steel and glass whose structural expression is more alive, more sincere, more responsive to its motivating principles than much of what the world has recognized as notable architecture. All of us can sense that here is organic realism in building form as vital as in the airplane or the ship. There are few creations of the architect so unaffected, so honest, so meritorious.

This Annual Meeting of The Institute is attuned to this environment. It honors you, Mr. Kahn, as the master interpreter of the imperative demands of our country in the field of architecture.

No traditional medal of accustomed award seemed to us fitted to express the spirit of the honor we pay you here this evening.

And so from the steel mills which have been your companions in accomplishment we have taken one of the family of the ingot, the billet and the rolled section, a structural member still bearing the scale and the bloom of its origin and the marks of its fabrication. On this steel in enduring bronze we have placed the seal of The Institute; the union is symbolic of the tribute we pay you. In all history of honor awards made by The Institute none more completely marks the fortunate coincidence of the opportunity, the man, and the unerring response.

In your hands, sir, I place this expression of the honor and tribute which your fellow architects bring you tonight.

Name Two Honorary Members, Seven Fellows

Elizabeth Werlein of New Orleans and Donald McNeal of New York have been elected honorary members of the American Institute of Architects, it was announced by Richmond H. Shreve of New York, president of the Institute, at the Institute's seventy-fourth annual meeting in Detroit. William H. Ansell of London, president of the Royal Institute of British Architects, was chosen honorary corresponding member.

Ten members of the Institute were advanced to fellowships. They are: David Adler, Chicago; William Hamblin Crowell, Portland, Ore.; Ralph Carlin Flewelling, Los Angeles; Louis J. Gill, San Diego, Calif.; Arthur Berthong Heaton, Washington, D. C.; Electus Darwin Litchfield, New York City; Robert Hall Orr, Los Angeles; George Bigelow Rogers, Mobile, Ala.; John F. Staub, Houston, Tex.; Lawrence Wolfe, Pittsburgh, Pa.

Mrs. Werlein was cited for her work in the preservation of Vieux Carre, French quarter of New Orleans. Mr. McNeal was honored for his contributions to the field of rehabilitation architecture.

Those elevated to fellowship are David Adler, of Chicago; William Hamblin Crowell, of Portland, Oregon; Ralph Carlin Flewelling, of Los Angeles; Louis J. Gill, of San Diego, Calif.; Arthur Berthong Heaton, of Washington, D. C.; Electus Darwin Litchfield, of New York City; Robert Hall Orr, Los Angeles.

"Summer Reading," a little booklet for the arm-chair tire-saving vacationist, has just been published by the Public Library. It briefly describes the best new books for a variety of tastes. Free copies may be obtained at the Main and branch libraries.

JULY 14, 1942

Public Information in South Carolina

The following report, taken from the June (1942) issue of *The Bulletin of the South Carolina Chapter*, reveals the extent of the publicity for the A. I. A. by that chapter. There were 146 articles printed in the period of January to June, and some of them were repeated in other newspapers besides those to whom they were sent.

"In this the 31st year of the South Carolina chapter, the American Institute of Architects, the program of public relations has reached proportions hitherto never attained.

The following summary, based on actual appearance of reader articles, relates the facts:

During a period of six months, beginning January 1, 1942 and ending June 30, 1942, the South Carolina Chapter will have had a weekly average of 6.49 articles of information regarding The American Institute of Architects and S. C. Chapter activities, brought to the attention of the profession and the public, through the public press.

The regular Sunday articles have been made available to a consumer-reader group comprised of 250,000 persons located in the state of South Carolina.

In addition, the wire syndicate stories through two principal press services, in approximately 16 per cent of the total releases, have reached a reading public of more than 3,000,000 persons in the states of South Carolina, North Carolina and Georgia.

Also, the chapter activities have been brought to the attention through the press to a large group of the nation's armed forces (drawn from every state in the union) at Fort Jackson, S. C., with its soldier population of 60,000 men.

The percentage of subject matter to which the articles have been devoted have been estimated as follows:

South Carolina chapter A.I.A.	40 per cent
A.I.A. officers	20 per cent
Other A.I.A. chapter activities	10 per cent
A.I.A. general activities; articles of interest to the public on phases of the activities..	20 per cent
A.I.A. articles dealing with defense subjects, post war planning	10 per cent

The chapter has followed an established precedent based on the A.I.A. practice of maintaining the proper tone of articles in conformity with the tradition and policies of The Institute. All blatant material has been strictly avoided. Only articles of merit have been considered.

The chapter has sought at all times to consider the well being of The Institute in all its articles.

In addition to reaching the public, the chapter has issued monthly its own mimeograph organ, *The Bulletin*, to keep in touch with its own members, and with limited distribution in A.I.A. ranks.

Mark Warren, Secretary,
Public Relations, S. C. Chapter, A.I.A.

C. D. Cogshall

Word has been received that Charles D. Cogshall, architect was drowned in the harbor at Harbor Springs, Michigan, on July 7. No details were given except that a coroner's jury brought in a verdict of accidental drowning.

Mr. Cogshall was born in Detroit on August 17, 1902. He was graduated from the University of Michigan, College of Architecture and Design, with the degree of BSA, in 1939, and registered as an architect, by examination, in 1940. He had been employed by Richard H. Marr, William B. Stratton, Dalton J. V. Snyder, Mead and Pearl, and Grand Rapids Store Equipment Company.

Since 1940 he had conducted his own office in the Clarke Block, Harbor Springs. He was an active member of the Michigan Society of Architects.

Bulletin: Permutations of June 30 edition is a master piece in many more ways than my limited literary talent can describe. There is also much between the lines. Am placing the issue in my permanent scrap book for future delight and reference.

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KAHN—(Continued from Page 1)

while others have had little or no work. In our own case, we believed it right to often refuse new clients, referring them to men in their own district, though the recommendation was not always heeded.

The attempt to form groups of architects and engineers into an organization able to cope with the respective problems did not prove too successful at first, builders evidently preferring going concerns to groups starting afresh. At that, more and more firms are being employed, Washington making a serious effort to that end. Many projects are today being handled in a satisfactory manner by them. I, personally—and I say this in all sincerity—am very glad of this.

Those of us who had the privilege of doing war work last year were particularly fortunate. We were then allowed greater freedom than is possible today. Those first plants erected were in the main permanent structures, while most of those today are temporary. All critical materials must now be avoided, structural steel must be replaced by wood or concrete, sheet metal is unavailable, wood sash used in place of steel—and every effort to economize is demanded, even though money savings are often but trivial. These newer plants are designed to serve five or six years, at most. In their construction, many new details have had to be developed and substitutes found for restricted materials. This has presented many problems and has resulted in the development of new devices, some of which, I dare say, will continue in use after the duration.

As to the Government's present attitude regarding appearance of plants, I cite an incident which tells the story. Quite innocently I chanced to say to an official—"But it would look so much better to do it this way"—with the prompt retort—"Who cares what it looks like—we are trying to win a war." Of course, I do not subscribe to this, but it is a dictum we are forced to accept. As we well know, it need cost no more to have a building look well as to have it ugly.

At that, I feel that many lessons learned today will profit our work in the future. Many old practices will no doubt be abandoned and newer, more efficient, will be adopted. An experience like the present will do much to clear the atmosphere of obsolete methods.

For instance, in much of the war work, building codes have been largely ignored. Stresses have been used for materials far in excess of those heretofore permitted. The buildings thus constructed prove the waste caused by obsolete codes from which most cities are suffering. Perhaps the results obtained today will later help in revising present-day codes. What a boon it would be if we might have a uniform code for the entire country, formulated not for the incompetent, as many do today, but designed to encourage the exercise of skill and ingenuity of the competent—not a specification telling how to drive a nail, but laying down certain basic principles and stimulating inventive and engineering ability. Building codes should permit the maximum, not the minimum, as today. There should be other laws to protect against the practice of the incompetent. In my opinion, it would be as well to restrict the doctor in the number of pills to prescribe as to insist upon some of our existing building laws. Doctors are punished for malpractice, so should be the architect by regulations other than those of building codes. Untold economies would be possible in construction if the ability of the designer were depended upon rather than severity of restrictions. Lowered building costs would certainly stimulate new construction work.

The outlook for the future of our profession is much in the minds of us all. For the duration, only defense work is possible. Let us hope and pray that the end of the war may not be too far distant. But what—after victory has been won—as it must and will be won? I feel rather optimistic on this point. I believe that even industrial building will carry on notwithstanding the many plants just built. We will, no doubt, have a standing Army and Navy.

They will require replenishment of material. Probably not all the Government owned plants will be retained—but many will, working the normal eight hours in place of twenty-four. Some will undoubtedly be sold. The corporations which succeed in buying Government plants will have an advantage over those operating in obsolete buildings. Competition will force the erection of new plants in suburban districts where expansion is easily possible and the abandonment of plants within city limits where production is bound to be less economical. I feel very confident that industrial building, in spite of the war plants, will be greater in volume than before the war. It is only reasonable to expect that automobiles and washing machines and radios and iceless refrigerators and the thousand other utilities will be needed in quantities to make up for the lost time. Thurman Arnold evidently agreed with this when addressing the National Federation of Sales Executives, where he said—"We are on the verge of a new industrial age." There is no reason, he declared, to fear a post-war depression. "The war will operate like a purge." At the same meeting, President Francis of General Foods said: "What an exciting super-tomorrow it will be. Americans are today making the greatest scientific developments in our history. That is a promise of new levels of employment, industrial activity and human happiness." General Electric's President Wilson expressed himself similarly: "To win our freedom we have built an industrial machine such as the world has never before contemplated. We cannot scale it down to a pre-war level. We cannot think for a minute of dropping back to where we were." We may require a couple of years for readjustment, but thereafter should follow a period of industrial building more prosperous than we have ever experienced. It must be remembered that ours is the only country in a position to supply the devastated lands with all that is necessary for rehabilitation. All this will mean more buildings. But where is the money to come from to pay for these—a question so often asked? This is a detail I am quite willing to leave to economists who will solve the query. Means will be found. As for other types of work—numberless hospitals and schools and public buildings will be required, to say nothing of the housing necessary to make up for the war years. Proper planning ahead is all essential and let us hope that this may include far-sighted town planning, for this is one field in which we have been sadly lagging, one to which we must devote ourselves more wholeheartedly. Endless new problems will present themselves, many of which may be anticipated and must be prepared for—before the rush is upon us. It will require strong leadership, the efforts of men with clear and far-sighted vision, men with imagination and initiative. I am certain that the Institute and its officers are fully awake to the situation. A difficult period, no doubt, lies ahead, but the future should hold much in store for us. Opportunities should offer beyond anything ever experienced; for new techniques, new materials and new processes developed during the war will be employed, opening new avenues of endeavor and accomplishment. In the meantime, we must keep a stiff upper lip, do our share towards shortening the war, and help in every way the boys at the front. The worst that can be our lot at home is nothing compared to the suffering that must be endured by them. The problems for the Institute, present and future, will no doubt be many and the tasks of the officers in charge heavy. Let us support them in every way and lighten their burden as much as possible.

Not the least difficult to cope with will be the labor situation. It will not be easy to establish the proper relationship between all concerned, especially with large numbers of men returning from the front and resuming their former occupations. Here, if properly handled, may present itself the opportunity to establish a system which while fully recognizing the worth of labor will properly safeguard the manufacturer, which while providing liberal remuneration for the working man will offer means to increase his skill, affording him opportunity for advancement. In other

See KAHN—Page 7



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Dean Wells I. Bennett of the U. of M. college of architecture and design was elected president of the Association of Collegiate Schools of Architecture for the forthcoming year. Also elected were Prof. Loring H. Provine of the University of Illinois, and Prof. Paul Weigel of Kansas State College to the offices of vice-president and secretary-treasurer respectively.

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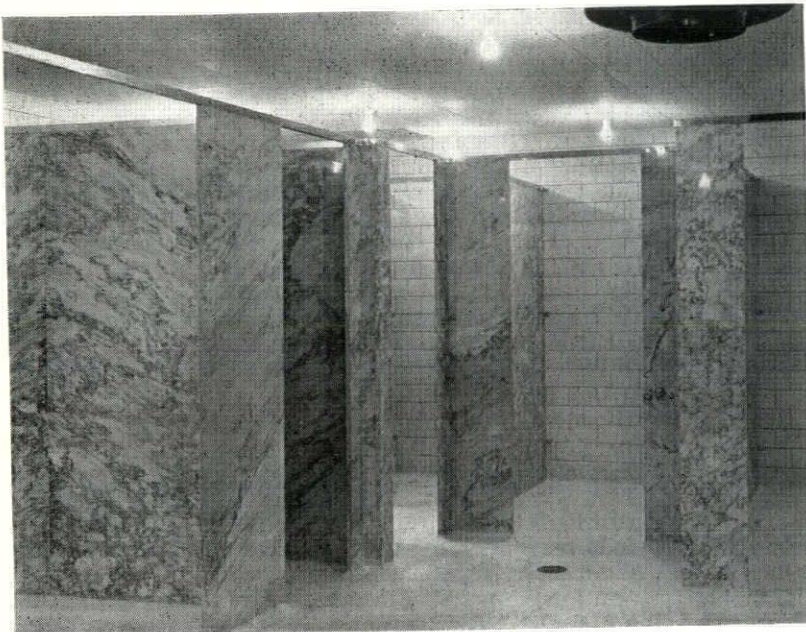
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KAHN—(Continued from Page 5)

words, a system whereby both employer and worker jointly may profit—something which unfortunately does not obtain today.

One thing definitely proven is the need for a greater fusing for architecture and engineering. For the best of both professions there must be closer association between them—one supplementing the other—in certain instances Architecture dominating, in others Engineering—but both working to the one end—the gaining of better results. With architects knowing more about engineering and engineers more about architecture, we may confidently look forward to a new era of scientific as well as artistic building. Originality, then, will be of less importance than the exercise of good common sense, both being assessed at their true value.

One of the problems for the profession, not a new one incidentally, is how to make the public more architect-conscious. This country has lacked in that respect these many years. Nearly every educated person abroad will tell you the name of the architect of any important structure, contemporary or historic. How many in our country are thus informed? Newspaper articles, even the most outstanding publications, generally fail to give the information. The names of sculptors and painters are often given, but rarely the architects. The Institute's work in "public relations" needs to be greatly expanded. Incidentally, the pride experienced and expressed by some owners in the work of a comparatively few architects might be much more general if there were a greater stimulant to that end. Nothing, in my opinion, would help more than wider acclaim by the profession itself of outstanding work. I, personally, am very proud of the tribute paid me tonight and am just vain enough to believe that indirectly it will do good to the profession. I am equally certain that the tribute to be paid Mr. Booth and Mr. Saarinen tomorrow will not only do them well deserved honor but invaluable service to architecture as well. Would it not be splendid if more frequently we might have such recognition of architectural work on the part of the Institute? Three or four projects selected each year for exceptional achievement would, in my opinion, do a tremendous lot to encourage not only good architecture but an interest in such by the public. Several prizes, such as the Pulitzer and others, would no doubt help. Thus acclaiming an architect or a firm, also the person or firm responsible for their selection would, I believe, profit the entire profession. Naturally, proper publicity sponsored by the Institute must accompany such awards of merit. I hope that some sort of plan may be evolved by the Institute which will prove of help. Merely establishing a code of proper practice, I believe insufficient. The Institute must provide an incentive which will be recognized and respected by the public; in other words, do something to arouse the public's interest in the profession. Protecting the public against improper practice is not enough. Adoption of the right plan would do much to counteract the work of concerns who observe no standards, who seek their work by advertising or similar unethical methods. Whether or not it will ever be possible through legislation to prevent the encroachment of contracting firms upon the fields of architecture and engineering may be questionable. At that, it would not seem an impossibility. Druggists are not permitted to practice medicine. Why should builders be allowed to practice as architects or engineers?

In conclusion, may I say this to you officers and members of the American Institute of Architects: You have greatly

honored me today but that is not all. You have refreshed in me the desire to serve our profession, the finest of all professions, to the fullest. Ours is indeed an important task in peace as well as in war. May we be equal to the work at hand and ahead and ready to render the service which is ours. Surely no profession offers greater opportunity than that of architecture. Let us not fail in proving our worth to the community and to our Government in the present crisis and later in the re-establishment of peace and good will.

To you, General Knudsen, may I express my warmest thanks for your complimentary remarks. It is a matter of much pride to me to have been privileged to serve you for many years—both before and during the war. I owe much to you for the kind consideration always shown me and the confidence placed in me. It is of your nature to gain the best efforts of any one you employ and no one could serve you without being the gainer through association with you. I know that I count mine as one of my most precious experiences.

Plans for an exchange of scholarships, lectureships and professorships in architecture with the pan-American nations were begun at the annual meeting here of the American Institute of Architects.

The plans are being made by a newly-created divisions of pan-American affairs of the institute's committee on foreign relations. The division has undertaken arrangements for the pan-American congress of architects to be held in Lima, Peru, in 1943. The division is headed by Dean Leopold Arnaud, of the Columbia University of Architecture. Other members are Julian Clarence Levi, of New York; Harold R. Sleeper, New York, and George H. Bond, of Atlanta, Ga.

A "man who came to dinner" set the pattern of architecture for many American colleges, according to Professor Harold A. Larrabee of Union college.

The man was Joseph Jacques Ramee, famous French architect, who stopped in Schenectady as the dinner guest of President Eliphalet Nott of Union College in 1813 while on a sleigh ride from Ogdensburg, N. Y., to Philadelphia. He remained to lay out the first unified architectural plan for a college campus in America.

Describing Ramee's contribution to America, Larrabee said: "Old World universities, on which early American institutions were usually modeled, had been self-contained changed all that by turning the monastic quadrangle inside within cloister walls, shut off from the outside. Ramee out."

C. Kenneth Bell, formerly of the Detroit firm of Harley & Ellington, has moved to Tuscon, Arizona, where he will continue the practice of architecture.

While Ken's many friends here will regret to lose him as a citizen of Detroit, they wish him and his family every success and happiness in their new location. At present his address is General Delivery, Tuscon, Arizona.

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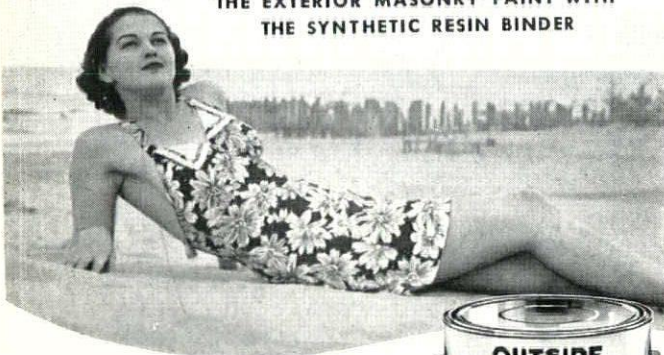
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Industry's Architect From TIME, June 29, 1942

Time Magazine, covered the Kahn award with their usual interesting results, as reprinted herewith, from their June 29 issue. The event was further featured by radio news casts, newspaper editorials, "letters to the editor," by columnists, and through the wire services (AP, UP, INS) to papers throughout the nation. Seldom, if ever, has any architectural event received wider publicity.

The white-haired old man who had just been awarded a medal for distinguished war service had never been closer to the firing line than the desk of blueprints in his office in Detroit. But the applauding members of the American Institute of Architects in Detroit's Hotel Statler this week knew that Albert Kahn's contribution toward the defeat of the Axis powers had been greater than that of many a general. In nearly every United Nations industrial stronghold, from Detroit to Novosibirsk, his art is conspicuous. Albert Kahn, 73, father of modern factory design, is the world's No. 1 industrial architect.

Before U. S. war production could get its second wind after Pearl Harbor, it needed factories, and it needed them fast. So industry turned to Albert Kahn. He had long been accustomed to break all records in factory construction. He had designed many a mammoth U. S. plant in a few days, had set it up and delivered the keys in a few months. Packard's architect for 39 years, Ford's for 34, Chrysler's for 17, General Motors' for 150-odd major plants, Kahn had done some two billion dollars' worth of industrial building in the last four decades. He was used to big jobs, done fast.

In the busy offices of Albert Kahn Associated Architects & Engineers, Inc., on several floors of Detroit's New Center Building (which he himself designed) he and 500-odd assistants (soon to be 650) were handling last December more factory construction than any other industrial architects in the world. During 1941, his office rolled up the unprecedented figure of 20,000,000 sq. ft. of industrial construction for the national defense effort. He had set a record in building the Wright Aeronautical Corp. factory in Cincinnati. Within a year Kahn was to build a still bigger one: Henry Ford's vast, \$75,000,000 Willow Run bomber plant. Willow Run's record will be broken if a still bigger Kahn job—so far in plans only—goes through: the \$120,000,000 Chrysler airplane engine plant in the Chicago area.

He Did It Before

The problem of rapid industrial building on a national scale was nothing new to Builder Kahn. In 1928 the Soviet Government, after combing the U. S. for a man who could furnish the building brains for Russia's industrialization, offered the job to Kahn. Twenty-five Kahn engineers and architects went to Moscow. They had to start from scratch. Russia lacked not only factories, but the pencils and drafting boards to design them. There was only one blueprint machine in Moscow. Six months were taken up in compiling a Russian-English technical dictionary so that the U. S. engineers could make the Russians understand what they were talking about. Raw recruits from Russia's farms and city streets had to be converted into expert draftsmen and construction workers.

Soon Kahn's engineers were given full charge of the entire heavy industrial building program of the first Five-Year Plan. In two years they had built 521 factories from Kiev to Yakutsk, and trained some 4,000 Soviet engineers and apprentices to carry on their work.

Factory of Factories

Secret of Albert Kahn's ability to build factories faster than any other man alive is not primarily an architectural one. It lies in a combination of engineering knowledge and shrewd business organization. Himself a product of the great manufacturing system that grew up in Detroit with the expansion of the modern automobile industry, he has applied the principles of mass production to the art of

architecture. His Detroit offices, now running on a feverish schedule, are a veritable factory of factory design.

When a new job of designing enters the Kahn office, Albert Kahn's whole team goes into action. The Executive Division not only scurries after contractors for steel, concrete, excavation and labor, but checks the details of estimates and assures smooth-running coordination. Meanwhile the engineers and architects of the Technical Division have worked out their structural blueprints and are ready with specifications for everything from steel trusses to washroom tile.

Kahn factory designs have been known to get under way before the client has made up his mind on the location of the building.

F. O. B. Detroit

"Don't let anyone tell you that luck doesn't count," says Albert Kahn. "I was born under a lucky star. I got all the breaks." His biggest break was that he happened to be a struggling young architect in Detroit at the time when the automobile was about to make Detroit the biggest mass-production center in the Western Hemisphere.

Born in the small town of Rhaunen, near Germany's Ruhr Basin, Kahn arrived in the U. S. as a gangling boy of twelve. Son of an impoverished small-town Rabbi who peddled fruit for a living on Detroit's streets, young Albert seemed destined to be an infant prodigy musician. But the vicissitudes of fruit peddling made it necessary for young Albert to enter the offices of a Detroit architect as office boy. He was fired from the job because he smelled too strongly of his father's horse, whom he dutifully curried every day.

One day Julius Melchers (father of U. S. Artist Gari Melchers) picked up the downcast Kahn and took him into his drawing school. Learning fast, Albert Kahn was soon ready for another architectural job, with Detroit Architect George D. Mason, where he spent 14 years making himself an expert in his craft. A trip to Europe at 21 (on a \$500 scholarship he got from the magazine *American Architect*) gave him what he considers his real education in architecture. Back in Detroit, at 26, he joined two other architects in opening an office. Within two years one of his partners had died, the other had gone to teach architecture at Cornell University.

Undismayed, Architect Kahn filled his partner's places with his younger brothers Louis, Moritz and Felix, kept an eye out for a still younger brother Julius, who was just finishing college. His faith in the Kahn family was not misplaced. Louis is still Albert's chief executive and right-hand man. Felix worked with the famous "six companies" group that built Boulder Dam. Moritz, now dead, supervised most of the work on Russia's Five-Year Plan. The young Julius, later an executive with Republic Steel, invented a new and more precisely calculable method of reinforcing concrete which eventually made Albert Kahn the outstanding U. S. authority on concrete construction.

Later, he turned from concrete to steel and glass. Under Henry Ford's influence, he learned to build whole factories as units, getting everything under one roof. Ford also taught him the superiority of vast one-story structures for heavy manufacture, structures that obviated the necessity for carting heavy materials and engines up and down in elevators. For Ford alone Kahn has built approximately 1,000 buildings.

Weekly Pay: \$45

Albert Kahn's personality still reflects that curious mixture of shrewd materialism and esthetic refinement that has made him the prototype of the machine-age architect. Methodical in his working hours, he gets to the office early every morning, drives himself incessantly until evening. Each week he solemnly accepts the weekly paycheck of \$45 which he has been getting for the past 40 years, carefully turning over \$40 of it to his wife and keeping \$5 for "lunches and extras."

Outside his office Albert Kahn leads the quiet life of a man of culture. He owns a whole gallery of French Impressionist paintings, on which he dotes, and spends many

happy moments with his record collection, shushing anyone who dares whisper while he is listening to Beethoven or Brahms. A member of six golf clubs, he has yet to make his first pass at a golf ball.

Though his own tastes in architecture are conservative (about once a year he designs and builds a prim little conventional house just for the fun of it), Kahn considers the leaders in U. S. architecture to be Frank Lloyd Wright, Paul Cret and Eliel Saarinen. About his own work as architect laureate to U. S. industry, he is modestly matter-of-fact. Says he: "Architecture is 90% business, 10% art."

Senator Thomas Foresees Long Period of War and Revolution

The white man's sway over "backward" peoples is over, Senator Elbert D. Thomas of Utah declared in an address at the opening session of the seventy-fourth annual meeting of the American Institute of Architects in Detroit, June 23. Senator Thomas foresaw a long period of war and revolution, from which a new world of free nations would ultimately arise.

"We are not only in the midst of the most universal war of all history, but also at the culminating point of the three greatest cultural, economic, and social revolutions the world has ever witnessed," Senator Thomas said. "The world as a whole may remain a long time in its present condition of war and revolution. In the war, exhaustion to the point of crippling one side is not evident anywhere.

"All three revolutions have reached a position in the stabilization process at which they may remain indefinitely. We may in very deed be facing another long period which historians may again term the 'period of the warring states'.

"Heretofore in the modern world, as complex and great as world movement may have been, their particular or nationalistic significance has always been the most important concern. Today that is not the case. Nations have fallen. The very foundations upon which they rested, which seemed to be indestructable, are no more.

"That which made the world of the last four hundred years is gone. The white man's spread over the earth, the techniques by which he exploited what he called backward peoples and which to the white man became great fundamental motives for action, are things of the past.

"Imagine, if you will, Great Britain's dominating the four hundred million Chinese and the three hundred million Hindus today by the simple technique of the gold standard! There are those in America who want to destroy all values, all monetary habits, and especially what mankind has evolved with respect to his medium of exchange.

"Those who would do so are really the comrades of the exploiter who used his gold and his false standards to destroy an economic value worked out by peoples that he termed backward. In their far-seeing ironies, if the gods ever wanted to bring home to proud man the flimsy foundation on which he lived, they could not have created a better phrase for him than the 'white man's burden'."

A new world can come only by cooperation of those who are convinced that a new world is possible, Senator Thomas asserted. "You cannot have a world of free men in a Japanese-dominated, co-prosperity sphere," he continued. "You cannot have a world of free men and free nations in a Nazi-dominated Europe. The free world must come into existence by the free action and common consent of a free people and free nations. In order to survive, it must be based upon a will to maintain itself by force if necessary.

"There must be force to sustain law and order. All government, in its final analysis, rests upon force. But there is a difference between the force which sustains a decision of the Supreme Court of the United States and the force which sustains the will of a Quisling in Norway. Americans know that difference, and they know the worth of their own system.

There can be unity built upon the great fundamentals underlying the unity of the Americas, wherein the independence of the individual state in the union is preserved. The unity of the British Commonwealth is proving itself of

much more worth than the forced unity of the British Empire. The valiant way in which the Filipino has been fighting side by side with the American proves the strength of that unity which comes from understanding.

"I mention these facts because in them we have the fundamentals for the new world. That world must be built on men, women, and children because they are the important entities in it. These men, women, and children must be endowed and protected in the right to come and go, to have and to hold, to think and to aspire, to worship and to join.

"Man must be protected as the American citizen is protected in more than one loyalty, for in America men are citizens not only of the United States but also of the States wherein they reside. There is the key to possible world unity.

"It took America seventy-five years and a great civil war to produce that definition of citizenship, but it is with us now and it reflects in a political way the complex nature of personality with its many loyalties, all of which contribute to the making of man and the enlarging of his soul. Man was not made to be a creature of a single will. The soul of man is too complex to be limited to the groove of a tyrant's will."

America's outstanding contribution to the political world has been her federal system, Senator Thomas pointed out. "Through it and the techniques evolved under it world unity can be achieved and all that is best in the varied cultures of the earth can be preserved," he said. "But we must learn to discover what is of worth. It is the great values that we must seek and not the petty differences that we must preserve.

"Within the week I have talked with a great statesman of Europe who told me that European unity is impossible because of racial enmities, linguistic differences, political barriers, economic rivalries, and conflicting religions. I asked him if he had ever ridden on a New York subway!

"What is it that makes New York possible when all of those varying and conflicting characteristics have been transported bodily with the people that have come there? Is it not because of the underlying factors of the American system? Germans and Jews get along pretty well in Brooklyn. O, they don't love one another, but they don't kill one another either, nor do they burn each other's houses!

"On the great fundamental of the natural rights inherent in man and the governmental technique of our federal system, we must build our future world. The latter permits those elements of particular concern to be handled by a national legislature. The former gives man wherever he is found the characteristics which make life a thing of purpose.

"Such a world can be built for the problems are not as great as they were in the past. This great war is bringing all parts of the world closer together, it is uniting objectives, and world unity is not hard to conceive.

"Sixty-odd nations have met together in one place to deliberate in the past. It can be done again. But it will be no more successful than it was in the past if the men who represent the sixty-odd nations will not meet to sustain values rather than to destroy them. They must legislate for the things of common interest, and not maneuver a thing of common interest into an advantageous position for a few."

Producers Seek Substitutes for Critical Materials

The vast research facilities of the nation's manufacturers are working overtime to create substitutes for the critical materials needed in the war effort, Albert B. Tibbets of New York declared before a joint meeting of The American Institute of Architects and the Producers' Council in Detroit.

"The government program for the conservation of vital materials is a challenge to the designer primarily, but also to the contractor and manufacturer," according to Mr. Tibbets, who spoke before a symposium on "The Architectural Profession Today." "On every hand there is an urge to develop and create, in many cases actuated by the stern necessity for survival, but nevertheless making its contribution to conservation and hence to the war effort."

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1942 JUL 22 AM 9:26

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Entered as second-class matter December 9, 1930, at the Post Office at Detroit, Michigan, under the Act of March 3, 1879. Published Weekly.
Subscription Price: 50c per year (Non-members \$4.00) 10c per copy.

Volume 16

DETROIT, MICHIGAN, JULY 21, 1942

No 29

GEORGE G. BOOTH HONORED BY A. I. A.

DISTINGUISHED SERVICES ARE PRAISED IN SPECIAL INSTITUTE CITATION

By E. A. BAUMGARTH, Realty Editor, The Detroit News

From The Detroit News

Tribute in the form of a citation for "distinguished service to architecture and the allied arts" was paid to George G. Booth, of Bloomfield Hills, at a special ceremony held in his honor Thursday afternoon by the American Institute of Architects at the Cranbrook Academy of Art.

Richmond H. Shreve, of New York, president of the institute, presided at the ceremony in the beautiful setting of the Greek amphitheatre, while Prof. Emil Lorch, of the University of Michigan, president of the institute's Detroit chapter, gave an address preceding the citation, which was read by Charles T. Ingham, of Pittsburgh, secretary of the institute.

Booth member of the board of directors of The Evening News Association, publishers of The Detroit News, and an honorary member of the institute, in his response sketched the history of the development at Cranbrook, generously giving credit to the many people "with good social feeling who want to make things better," who he said gave him valuable advice and counsel. He singled out many by name.

Great Leaders

The last 60 years have seen an unparalleled development of American institutions of all kinds, of science and technology, and of business," Prof. Lorch said in his address. "This period has been marked by great civic leaders whose benefactions have brought immeasurable cultural enrichment to many communities. What in some countries has been a function of the State, with us is the voluntary undertaking of these leaders, one of whom is Mr. George G. Booth.

"Coming to Detroit from Toronto in 1881 at the age of 17, he found a large group of citizens preparing the great

Art Loan of 1883. For this a special temporary building was erected; it was a great effort for that time, with numerous exhibits and with an attendance exceeding the population, which was 130,000. This exhibition, the culmination of earlier efforts and so nearly coinciding with Mr. Booth's arrival, must have impressed him profoundly as it did so many others.

"It was indeed the real beginning of Detroit's art activities and led in 1888 to the construction of the old Art Museum, to house art collections and an art school. Mr. Booth became influential in the development of this first art museum and he contributed valuably to its collection and to those of its successor, the Detroit Institute of Arts.

"It is worth noting that one of the guarantors of the art

See **BOOTH**—Page 3

"Australia and the War" is the title of a timely leaflet just published by the Detroit Public Library. This publication, which is a helpful guide to the best books on Australia, will be of interest to anybody who wants a fuller understanding of the resources and people of this continent which is of such strategic importance to us today. Free copies are available at the Main and branch libraries.

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BOOTH—(Continued from Page 1)

loan was James McMillan, who as a senator from Michigan did so much to revive the L'Enfant plan for Washington; another was James E. Scripps, publisher of The Evening



Lorch

News, one of Detroit's leading art collectors, who was an architectural enthusiast. This interest in architecture was shared by Mr. Booth, his son-in-law, and enhanced by his professional associations due to his activity for some years as a designer and maker of ornamental iron work.

"His early experience and interest in craftsmanship continued after he became connected with The Detroit Evening News in 1888, on the top floor of whose building he set up the Cranbrook Press; there he and his friends worked together, creating

exquisite examples of artistic craftsmanship in bookmaking which he himself in some instances ornamented and illuminated.

"His first-hand knowledge of design and the making of objects of use and beauty led him to help form the Detroit Society of Arts and Crafts, of which he was the animating spirit and a generous patron. Thus were brought to Detroit for exhibition and sale choice works of American and foreign art craftsmen and in the society's building shops were maintained for craftsmen; in the charming auditorium, stage productions of a high order were shown by an unusual company of amateur players.

Fine Co-operation

"The appointment of the gifted director of the theatre demonstrated Mr. Booth's constant aim to associate with himself those in whom he discerned ability and promise. Thus his favorite worker in decorative iron was Samuel Yellin and in wood carving, Kirchmeier; thus also his admiration for Bertram Goodhue, who began Christ Church at Cranbrook, and in Eliel Saarinen, Carl Milles and other distinguished artists in residence at Cranbrook. Whole-hearted co-operation, fine understanding and sound judgment have characterized the carrying forward of the various projects and Mr. Booth's relations with his colleagues.

"Among other benefactions is the endowment of the George G. Booth Traveling Fellowship in Architecture of the College of Architecture, University of Michigan, and a contribution to start a collection of art objects for the school. He actively participated in the movement to make the architectural school autonomous, believing this appropriate for a training center of a great profession.

"His continued active interest has been a source of great strength. It should be said that architectural teaching at the University of Michigan was established in 1906, following a petition received by the Board of Regents from the old Michigan chapter of the institute."

Broad Interests

Through the columns of his newspapers, Prof. Lorch said, "Mr. Booth has encouraged all those whose aim it was to elevate the public taste; but that his interests are more than local appears from his long service as a director of the American Federation of Arts and frequent visits abroad where nothing of artistic significance or any craftsman of worth escaped his attention. Meanwhile he was collecting art objects and accumulating a comprehensive library of the art, now the prized possession of the Cranbrook Academy of Art.

"After his talents were diverted in 1888 to newspaper publishing, he became responsible for a number of fine publishing plants, some of which have markedly influenced the trends of design in that field, artistically as well as functionally. Constructively critical of traditional solutions, studies were made over a long period of years before erecting the most important of these buildings, that of The Detroit News. The earliest design would have had a basement press room to be viewed from the street above and the current Romanesque would have prevailed in form.

"The final solution included a contiguous paper warehouse, raised the press room and facilitated feeding the rolls of print paper into the presses from below, with many other arrangements to expedite printing and economize space. It was at a time when the industrial phase of the

newspaper was being recognized and thus the process was a controlling factor. Our live newspapers with extraordinary emphasis on speed of production, mechanical and otherwise, were among the first enterprises to exemplify the efficient mass production which Detroit industrialists are credited with having done so much to promote.

Birth of Cranbrook

"The varied activities to which reference has been made, as well as others, seem but to have been the preparation for Mr. Booth's unique creation—the bringing into existence of the several institutions so widely known collectively as Cranbrook. To this great undertaking he has been particularly devoted for nearly a score of years as founder and donor; it has been his major preoccupation and in this noble benefaction he has had the generous co-operation of Mrs. Booth.

"These institutions serve religion, elementary and college preparatory education, science, research and art, with a rare understanding of the essential harmony of what is best in various fields, of what is needed to train the well-rounded man and woman, what is needed to live fully, richly.

"They illustrate and incorporate the conviction that 'a life without beauty is life only half lived' and as the donors have stated: 'Cranbrook as a whole stands as a living exemplification of the belief that the only way to have is to give, the only way to keep is to share, and that the only thing worth finding is opportunity.'

"At Cranbrook the design of landscape and buildings, gracious interiors, fine sculpture and other objects are fused in a way almost exceptional in the art world of today; there is ministrations to the spirit of students and visitors. There are fostered those gifted in the arts of design, and the appreciation of art becomes a vital element in education.

Princes of Old

"The enlightened princes of old, of church and state, stimulated artists to high effort and have left unperishable legacies in architecture, painting and sculpture whose far-reaching value was hardly grasped by their creators. Like them Mr. Booth is perhaps building better than he knows.

"On the great seal of the State of Michigan appears the motto, 'If you seek a pleasant peninsula, look about you;' it is an adaptation by Gov. Lewis Cass of the inscription on the tomb of Sir Christopher Wren in St. Paul's Cathedral. May we not for Cranbrook paraphrase the motto to read, 'If you seek an inspiring place, look about you.'"

The citation read by Ingham was:

"George Gough Booth, honorary member of the American Institute of Architects since 1926, has for more than half a century, in spite of exacting demands of great business enterprises, evidenced a continuing and enthusiastic devotion to the arts.

"A discriminating and inspiring collaborator, he has given unstinted support to worthy public and private art projects.

"As founder and donor of the group of educational institutions at Cranbrook, Michigan, he has made possible the understanding and enjoyment of art as an integral part of education.

Lofty Aims

"His lofty aims and distinguished achievements evoke the admiration and acclaim of all who are concerned with the upbuilding of our national culture: Wherefore, the American Institute of Architects, assembled at Cranbrook this twenty-fifth day of June, 1942, for its seventy-fourth annual meeting, expresses its profound appreciation of his distinguished services to architecture and the allied arts."

In his extemporaneous response, Booth said he needed time to digest what had just been said of him, that he had been living his life over again.

"I am not too modest, to admit I do not know I accomplished all these things which I have participated in," he said. "The only thing I know is there was an urge somewhere to keep busy."

He told of an Englishman who recently said to him, referring to Christ Church at Cranbrook, "You built that church," and to whom he replied: "No, many people built that church."

In his own experience, he said, he had found that money is the small part of things, the last thing, and that if one has the idea, it is easy to get the money.

"So if I hear someone measure Cranbrook by the dollar,

frankly I am distressed," he said. "In what I said to that Englishman I meant that I have had a great deal of help in everything I have done in my life."

An Amazing Woman

From William Morris and his associates, who strove to set a new day in arts in England, Booth said he borrowed something about printing and set about setting print by hand. And there followed the formation of a group, which formed the Society of Arts and Crafts. Included among those he named in this connection was Miss Helen Plumb, "that amazing woman."

People such as these, he said, "stand back of me to help make these things possible" at Cranbrook. He told how he stood on a mount in Sicily, where there was a ruined ancient theater and got the idea of a theater which "might be on a hillside." And then there followed his interest in the Federation of Arts.

About this time, he said, Cranbrook was developing, the picture was in his mind. This development was a family development, too, Booth explained, and his father fashioned the cascades near where he was speaking. "We all helped."

He came to the day when his youngest son was a student at Ann Arbor and Saarinen was visiting the university. The son carried a topographical map of the Cranbrook country to the noted architect.

"I had a building I called an academy of art drawn on my private topographical map," Booth said, "and when Saarinen was about to return to his country, I asked him to come back for a year and help me learn what an academy of art should be."

Locked Up Model

But when Saarinen gave him a model, he said he was "thoroughly alarmed" for fear his friends would think he was crazy, and locked it in a closet, where it remained for a while. However, the children's school and the church were under way and Cranbrook was in the making.

From teachers, and visitors, there radiated suggestions and some criticism, and all this aided in the work which was to be created.

The problem arose of how to operate an academy of art, and they started to make things there, rugs, metal work, beautiful things for the church altar. Saarinen took some students under his wing, and Milles came.

"They are the most generous friends, and I got amazing help from them," Booth said. "They wanted to do things here. They have been my co-workers, and kept me out of many bad drifts. I am not through here, I do not know when I'll be through."

Saerinen and Milles were among the many seated in the amphitheater, and as he spoke Booth caught sight of Dr. S. S. Marquis, and called attention to him.

"I never heard a finer talk on art than Dr. Marquis gave," he said.

Tribute To Co-Workers

Now the State has stepped in to aid the work at Cranbrook, with the organization of the academy as a State institution and Saarinen its art director and Gustavus D. Pope the chairman of its board of trustees, Booth said.

"And back of the State," he concluded, "is this architectural organization who must give us their help, and who must give us their good will, and make their contributions into the far distant future to the service of Cranbrook."

A discussion of architectural education, led by Howard T. Clinch, acting chairman of the institute's committee on education, followed the ceremony.

HAPPY BIRTHDAY: To Emil Lorch on July 21, and Ralph B. Herrich on July 26.

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Thanks To Convention Committee

At the concluding session of the Seventy-Fourth Annual Meeting of The American Institute of Architects, a resolution was passed thanking the Detroit Chapter, the Michigan Society of Architects and the Grand Rapids Chapter for their part in making the meeting a success.

Since the meeting, many letters have been received expressing personal appreciation of the hospitalities extended and comparing the meeting favorably with previous Institute conventions.

May I take this opportunity to thank publicly all those who were helpful in completing the arrangements, and to mention especially Nina Palmer who apparently has set a new high for the entertainment of visiting ladies; to Al Harley for his debonair welcoming of our guests and his unique assistance in solving transportation problems; to Neil Gabler, John Thornton and Malcolm Stirton for their flawless handling of the difficult assignment of getting people to Cranbrook and back, and for the trip thru the Ford Rouge Plant, Greenfield Village, Wayne County Airport, etc.

To Marcus Burrowes and Henry Stanton for their services at the President's Reception and the Annual Dinner; to Dick Raseman for the arrangements at Cranbrook, Tal Hughes for his usual superb handling of the publicity, Paul Marshall for the very enjoyable post-convention entertainment.

To Emil Lorch, Bill Palmer, Gus Langius and Roger Allen for their participation in the program, to Branson Gamber for managing the Judgment of the Illuminating Society's Competition.

To the offices of Albert Kahn, William Edward Kapp, and Parkside Architectural Associates for assistance in the clerical work; to the Detroit Convention and Tourist Bureau for their advice and assistance in many details; to Joseph Shea of Hotel Statler for his sympathetic cooperation.

In the face of handicaps and uncertainties which persisted until the last minute, the meeting apparently was a complete success, and I am very grateful to those who helped to make it so.

Sincerely,

CLAIR W. DITCHY,
Chairman, Convention Committee

Golf Outing - Birmingham Golf Club

July 21, the Architects-Builders and Traders will play Birmingham Golf Club's fine course—(Southfield and 14 Mile Roads).

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In the evening will occur the third Industry Dinner of the 1942 series of six outings. These dinner events climaxing each outing are growing more and more popular. Many who cannot get out for the afternoon's golf, come out for the "locker room conference" and then dinner. In fact these are No. 1 occasions for mixing with your fellowmen in the construction industry.

In line with tire conservation we would advise that each car going out be comfortably loaded. If any member wishes either to ride with someone else or to share his own car, please call Builders' and Traders' Exchange, RA. 5500.

It is necessary that reservations be made for dinner.

The staff of the War Information Center which recently opened at the Downtown Library, Gratiot and Farmer, reports that Detroiters are really flocking in with their questions. Some typical queries which have been answered so far are: Under rent control regulations, is a three-room suite in private home considered an apartment or a room? Where can one enroll for a refresher course in shop mathematics? What is the base pay of a second lieutenant in the army? Where can tin foil be sold? If a man has his car over half paid for, can the finance company repossess it if he enlists? How can money be sent to a son in the army overseas?

These and many similar questions are answered daily. The main topics inquired about are: enlistment, selective service, volunteer defense work, rationing, rent control, and price ceilings.

The War Information Service at the Downtown Library is open from 9 A. M. to 9 P. M. daily, except Sunday.

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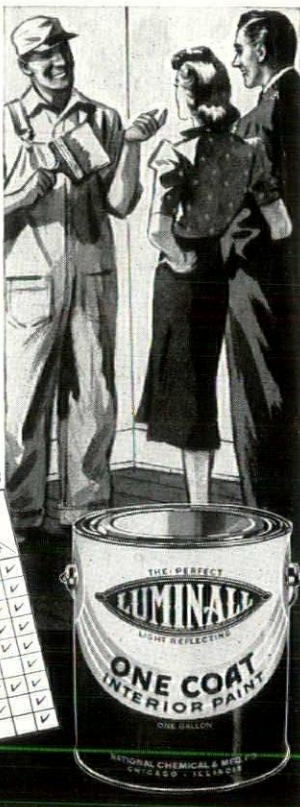
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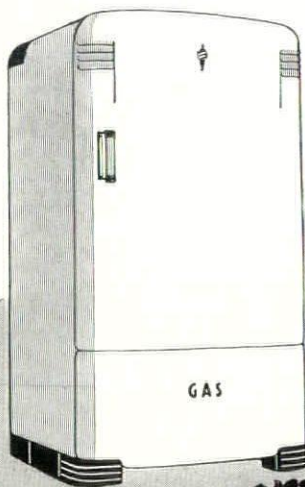
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Entered as second-class matter December 9, 1930, at the Post Office at Detroit, Michigan, under the Act of March 3, 1879. Published Weekly.
Subscription Price: 50c per year (Non-members \$4.00) 10c per copy.

Volume 16

DETROIT, MICHIGAN, JULY 28, 1942

No. 30

Competition for A Group Plan and Architectural Scheme and for the Selection of An Architect for A Students' Center Building Wayne University, Detroit, Michigan

LIST OF PRIZE WINNERS

A—Group Plan and Architectural Scheme for
Wayne University, Detroit, Michigan

- 1—Suren Pilafian (No. 11)
9240 Dwight Avenue
Detroit, Michigan
Temporary Address:
564 Riverside Drive
New York, N. Y.
- 2—Saarinen and Swanson (No. 5)
Birmingham, Michigan
- 3—Malcolm R. Stirton (No. 6)
1507 Stroh Building
Detroit, Michigan

B—The Selection of an Architect for a Students' Center
Building for Wayne University, Detroit, Michigan

- 1—Suren Pilafian (No. 11)
Address Given Above

LIST OF OTHER COMPETITORS

- Malcomson, Calder and Hammond, Inc. (No. 1)
1217 Griswold Street
Detroit, Michigan
- Buford L. Pickens (No. 2)
2306 Waverly Avenue
Detroit, Michigan
- Lee and Kenneth C. Black (No. 3)
Capitol Savings & Loan Building
Lansing, Michigan
- N. Chester Sorensen (No. 4)
Industrial Bank Building
Detroit, Michigan
- Louis C. Kingscott & Assoc. Inc. (No. 7)
208 Elm Street
Kalamazoo, Michigan
- Lyall H. Askew (No. 8)
47 W. Goldengate Avenue
Detroit, Michigan
- Ellsworth E. Ellwood (No. 9)
Shreve, Anderson & Walker
Marquette Building
Detroit, Michigan
- Paul Kasurin (No. 10)
905 First National Building
Ann Arbor, Michigan



Stirton

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in the competition
will be on exhibition
in the Board Room
of the Board of Edu-
cation, 1354 Broad-
way until August 1.



Pilafian

THE REPORT OF THE JURY

The Jury has been deeply impressed by the opportunity presented in the Program. The design of a university in the center of a great industrial city like Detroit, and especially a university addressed so immediately to the service of the City, seems to present social and human values which ought to have stirred the imagination of the competitors. Many of the designs demonstrate good common sense and practical



Eliel Saarinen



Swanson



Eero Saarinen

skill but the spiritual qualities which should have been discovered and expressed, appear in part at least, to be wanting. The Jury has, nevertheless, premiated one design which it believes to be a basis for satisfactory development.

PART I

The General Plan of the University

After considering the designs submitted for the general plan of the University, the Jury has awarded first place to

See WAYNE—Page 3

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WAYNE—(Continued from Page 1)

The design submitted by competitor No. 11. In this design the buildings are individually well planned and they are organized not without imagination. The Jury has been impressed by the freedom with which the buildings have been placed upon the site, and by the open spaces with which they are surrounded. In every case the buildings have been located with good judgment, not only in respect to the environment and to the existing building, but equally to each other. The circulation among them is well considered, so that there will be no congestion in the use of the buildings and certainly there is ample light and air throughout the composition. Commended especially is the placing of the Center directly opposite the Public Library in such a way that it accentuates the relationship of the Civic Center, and this building in itself is skillfully organized. The location of the Health Education Building on a site less conspicuous than that proposed by other competitors is also favorably noted, and the location of the Students' Center building in such a way that it commands a wide view of the court is excellent. The grouping takes account of the existing main building, correctly orientates the classrooms, and provides proper lighting for these important elements. The division of educational facilities into a number of comparatively small units will facilitate the growth of the University by making it possible for the authorities to build smaller units progressively as funds become available.

The Jury was also pleased by the organization of the building around two open areas contrasting in shape and scale. To the South is a rectangular open space surrounded by buildings which vary in shape and size and this space is open to the city through wide avenues. To the North is a longer area which is open to the southern court and tied to it by the tower.

The Jury has premiated the design of competitor No. 11 chiefly because of these excellent qualities in planning. The Jury did this not because it found a corresponding excellence in the exterior designs of the buildings, but rather in spite of the fact that it found the exteriors somewhat uninteresting. Neither as abstract architectural forms, nor as expressions of the intent and character of the University, are these completely satisfactory. For this reason the Jury recommends that the architect of the design premiated should be invited to restudy his design, and he should feel free to invite the collaboration of other architects. The Board of Education is advised to insist upon this collaboration should further designs of the competitor fail to achieve a more expressive quality.

The Jury has placed second the design submitted by competitor No. 5. This design includes a high tower in several stories of which are placed classrooms and other facilities. A tower of this character is incompatible with the proper functioning of the University. The Jury commends the spaciousness of the design, the ingenuity and resourcefulness displayed in the organization of the various units, and especially the Jury commends a certain distinction and poetic quality which it has discovered in the composition and in the surface character of the buildings. These qualities did not offset a certain lack of practical judgment in the planning.

The Jury placed third the design submitted by competitor No. 6. It commended in this design the freedom and openness of the composition which affords wide spaces for circulation throughout the center, even though this spaciousness does not extend to the important section of the plan at the corner of Warren Avenue and Second Boulevard. The Jury finds admirable the relation of the two center buildings to the Detroit Public Library. The approach through an open passage into the formal court beyond would be most effective. The position of the University Library, however, seems most unfortunate and the crowding of the building for the Humanities into a congested area does not seem to be consistent with the spirit of the University. The Jury believes also that the Students' Center Building might be placed in such a way as to take advantage of the open vistas which are provided at the center of the composition. Some members of the Jury have commented upon the imaginative qualities displayed in the design of the Univer-

sity Art Center in comparison with the monotonous and dry treatment of the perimeter of the group as a whole.

PART II

The design submitted by competitor No. 1 is obviously incomplete and lacks adequate study.

The design submitted by competitor No. 4 included a central court, admirably spacious, but it was evident that this spaciousness was attained at a great sacrifice since it resulted in a severe crowding and congestion among the useful elements. The lack of adequate lighting and of direct circulation was also commented upon, as was also the failure of this competitor to take into account the inevitable expansion and change which must occur among the facilities of the University.

The design submitted by competitor No. 8 lacked adequate organization. The narrow circulation along the main axis was considered unfortunate, but the large court of the Students' Center Building and the excellent swimming pool were well liked.

The design submitted by competitor No. 10 was organized upon a formal principle which in part ignored the functions of the several parts.

Competitor No. 9 submitted a well ordered plan, carefully studied, but somewhat conventional in character. The large court preceding the University Library was commended, but it was felt that this court took up so much space to create congestion in other parts of the plan. In general the design of competitor No. 9 showed good common sense but a lack of those imaginative qualities which are, of course, just as important as good architecture.

The design submitted by competitor No. 3 provided a flow of space and organized circulation among the different units which seemed excellent from a practical point of view but the Jury did not discover any general principle of organization in the grouping of the several parts.

The design submitted by competitor No. 2 shows exceptional breadth in the general treatment. By giving the gymnasium a place of dominance in the center, this competitor achieves a formal unity which, however, does not compensate for a certain sacrifice of dignity.

PART III

The Design of the Students' Center Building

The Jury has placed first the design for the Students' Center Building submitted by competitor No. 11. In the judgment of the Jury, the design shows exceptional competence in the disposition of the several elements. The competitor has understood the function of the building not only in the life of the University, but also in respect to the mutual relationships of the facilities to be provided. The building is also economically planned.

The relationships of the Study-Lounge, Auditorium and Lobby were felt to be especially satisfactory. The checking facilities are well placed since they are to be used for either Auditorium or Study-Lounge. The wide terraces are also considered an excellent feature. In general, it may be said that the plan shows good sense and professional competence.

It is unfortunate that this good sense should not be accompanied by a deeper feeling for the opportunities for expression inherent in the Program. This comment refers not only to the character of the exteriors, but equally to the qualities of the plan. The Jury hopes that when the view of attaining those expressive qualities which are quite as important as the more practical qualities which the Jury has commended. As a whole, the building will function admirably, not only as a social center for the students but also as one of the important educational facilities of the University.

The design submitted by competitor No. 1 impressed the Jury as somewhat lacking both in skill in organization and imaginative insight. The design submitted by competitor No. 2, on the other hand, is admirably simple in plan, with all the elements clearly articulated, but these excellent qualities were enclosed in an exterior, which was felt to be mechanical in the extreme. The design submitted by competitor No. 3 was one of the best organized among those in the competition. The wide Foyer on the first floor and the various elements of the circulation are so designed as

See WAYNE—Page 4

WAYNE—(Continued from Page 3)

to eliminate the corridors. The Reading Room and the Study-Lounge were especially liked. The design submitted by competitor No. 4 was felt to be unacceptable because of the extreme congestion in plan.

The design submitted by competitor No. 5 offered a plan which was imaginative, but which would be somewhat impracticable in operation. This design, if carried out, would in the opinion of the Jury, attain an unusual charm and distinction, and it is unfortunate that these qualities could not be combined with more practical planning. The design submitted by competitor No. 6 did not include adequate facilities for circulation among the elements of the building. The relation of the plan to the exterior composition was not clear and the Jury was dissatisfied with the confusion which seemed to be evident among the different elements of the exterior. The Jury has already commented upon the open court provided by the plan submitted by competitor No. 8. This court pushes the useful elements of the plan to the perimeter and makes necessary an excessive length of narrow corridors. The design submitted by competitor No. 9 was disqualified because of failure to comply with the cubage requirements. The design submitted by competitor No. 7 was disqualified because it did not comply with the mandatory provisions of the Program.

The design by competitor No. 10 was one of the few designs organized upon an academic principle of form, the different elements being balanced around the large Study-Lounge in the center. This resulted in a regrettable congestion. The character of the exterior was felt to be too institutional to be consistent with the spirit of the Program.

Purdue Offers Low-Cost War House

Approximately 5000 people, largely defense workers in this vicinity, have visited the "war house," which has been suggested by Purdue University as a possible solution to the housing problem during the emergency, since it was first opened for public inspection on the Purdue Housing Research Campus at Lafayette.

The novel fire-resistant, shock-proof structure, designed by Carl F. Boester, director of housing research of the Purdue Research Foundation, to be constructed at a total cost of between \$1,200 and \$1,500 has been opened to the public in an effort to determine the reaction of the defense workers themselves to the possibility of the house as an emergency home.

The Purdue version of a war worker's home is 24 by 28 feet overall and contains a large 16 by 18 foot living room, bedroom for parents, ingeniously designed "bunk" rooms for children of opposite sexes, a combined kitchen and laundry room, dining alcove, and shower bath with toilet and lavatory adjoining. In addition, there are three closets and ample storage space in the attic.

Using a Franklin type stove, the completely insulated home, according to estimates, could be heated uniformly with 3¾ cords of wood; 2½ tons of coal; 340 gallons of oil, or 55,000 cubic feet of gas per season. The home has been designed to withstand incendiary bombs and to stand up under ground shocks.

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HAPPY BIRTHDAY: Robert O. Derrick, July 28; Earl W. Pellerin, July 28; Richard E. Raseman, July 29; Albert C. McDonald, July 30; Leo J. Heenan, August 1.

OPTIMIST . . . A man who marries at eighty and promptly sets out to find a house near a school.
—Fla. Assn. of Archts.

The first complete architectural survey of the city of Boston is now under way, and it is expected will prove of national value in community planning, according to the American Institute of Architects.

Ensign B. C. Tomlinson, USNR, 1249 Washington Blvd Detroit, announces that his office is procuring officers for the U. S. Naval Reserve in both the States of Michigan and Ohio. The need for men with engineering training is very urgent, according to Ensign Tomlinson.

Dear Mr. Ainslie:

Your letter protesting bitterly because a photograph of me appeared in a recent Detroit Free Press has been received by this office. May I say that I was glad indeed to hear from you inasmuch as the fact that you are now able to dictate a letter would seem to indicate that the ringing in your head, first noticed in 1924, would now be in a measure subsiding.

Obviously your protest is based on an insufficient understanding of the Regulations for Publishing Photographs of Architects and Producers, Priorities Section of the Revised Statutes of 1942. You are all wrong, Mr. Ainslie as we say in the Department (I am in the Department of Window Looking Out Of) you are merely Allergic to Allergies.

The regulations are simplicity themselves and can readily be grasped by anyone with a knowledge of the differential calculus and six years experience as a C.P.A. Boiled (and aren't we all?) down they mean this:

Photos of architects in our better class newspapers are to be published in alphabetical order. Thus Allen's photo appears first and Zillmer's last. BUT — and this is what will kill you — in the case of producers, their photos are published in INVERSE alphabetical order. This means John Zanella's photo will be printed first and Ainslie's last; a splendid arrangement as Zanella is much better looking than Ainslie. Who ain't?

I can scarcely hope that the situation is now clear to you, as I know that since your accident you have trouble grasping things. I told you at the time that diving off the top of the Hotel Statler into a damp sponge was not a good an idea as it seemed to you at the time, but making an effort, will you?

In writing this department hereafter kindly attach to your letter the proper allocation classification number and purchaser's symbol.

Yours very truly,

ROGER ALLEN.

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