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# WEEKLY



THE AMERICAN  
INSTITUTE OF ARCHITECTS  
1942  
Dec. 1  
WASHINGTON, D. C.

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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, DECEMBER 1, 1942

No. 48

## INDUSTRIAL CAMOUFLAGE

By Leroy E. Kiefer, of General Motors Camouflage and War Service  
Section—a talk before the Detroit Chapter, A.I.A. October 21, 1942

When I was asked to talk to you on the subject of Industrial Camouflage, I felt rather hesitant because I felt that most of you are familiar with its problems and are probably familiar with its technique. I cannot set myself up as an expert in the field. Experts aren't made in the few months which have elapsed since Pearl Harbor, but I can say that my department has spent most of its time since then working on camouflage in all its ramifications. Previous to Pearl Harbor we were the Industrial Design Department of General Motors Styling Section, and as such had designers with a wide experience at our disposal. At times we have had more than fifty men engaged in camouflage study. These men are all trained to attack new problems and they stepped into this one with enthusiasm. In a short time they combed over most of the published information and combined it with their own ingenuity to develop a catalogue of ideas and methods, with the materials to carry them out.

I shall attempt to give you an outline of our experiences with the study of Industrial Camouflage. In the last war camouflage was employed on a constantly increasing scale. Ships were covered with dazzle patterns, aimed to confuse the enemy more than to hide the ship. Roads were screened and gun emplacements carefully hidden. I presume all of you are familiar with the thorough job the Germans did on the great gun which shelled Paris.



Kiefer

Aerial reconnaissance was developed in the last war and the war soon became a three-dimensional one. Camouflage was then necessary above as well as in front of military installations. Airplanes, however, had a relatively short range and, with the exception of Zeppelin bombing, there were few attacks on civilian installations. Even the Zeppelin attacks were ineffectual and had value chiefly as a nuisance.

There are many differences between the last war and this one, but one of the greatest is the tremendous development of Aviation as an attack weapon. Our planes, and those of our enemies, are capable of bombing almost any objective and one of the most important objectives is the reduction of production and transportation facilities, and its by-product—the destruction of civilian morale. It has been said recently that the German air blitz against England was on the verge of success when it was broken off.

Because all aerial activity, other than actual air combat between opposing planes, depends upon observation at some

distance of fixed or relatively slow-moving objects, camouflage has come to be much more important than ever before. One of the best ways to avoid enemy interruption of an important objective, be it military or civilian, is to make it difficult for the enemy to see or find it. This is the job of camouflage.

Camouflage breaks down into two major divisions—military and civilian. The chief difference is that the military camouflage is usually in an active theatre of operations and generally is concerned with relatively small installations and often must be mobile. Civilian camouflage—or more specifically, industrial camouflage—is almost always a long way from the active front, is definitely static and covers large areas. Industrial camouflage is not simply dealt with. The problems are many and varied. Almost always the camouflage is called in after the site has been selected and the building built. It is then up to him to do something with it.

I grant that this is not good planning, but the reasoning seems to be this: Let's get under way as soon as possible and plan our building for maximum production efficiency, if we have to camouflage we can do it later. This reasoning accounts for the construction of the tremendous plants under one roof. Planning an operation under one roof permits the inevitable production changes, which may eliminate one department and double or treble another without any basic changes in building structure. So far, paying no attention to camouflage has been good judgment for we have had no bombing. If we ever get regular bombing there may be good reason to develop de-centralization within a plant, but that time is not yet here.

I shall digress for a moment to outline the detection of camouflage. This depends for the most part on aerial reconnaissance. An observer is dispatched to the area for the purpose of taking pictures of the target from all angles and with all methods of photography. The important methods are:

1. Ordinary black and white photography

See INDUSTRIAL CAMOUFLAGE—Page 3



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## Keeping The Contact

Mr. William Orr Ludlow, member of the Institute's Committee on Public Information, and past chairman, sees a falling of attendance and activity in chapters and state societies, as a result of the war and the curtailment of architectural work.

"Architectural organizations whose members have been fortunate enough to get Government work may hold their own for another year," he says, in pointing out that the New York Chapter and some others in the Great Lakes District have increased their membership during the last year.

"We should not by any means give up our meetings. A heavy falling off of attendance is bad—abandonment or indefinite postponement of meetings is calamitous. We hear it said, and justifiably, that a shrinkage of attendance depresses morale, but if the situation is frankly explained, it need not be half so bad, for in my experience, there are always a loyal few who are willing at some personal sacrifice, when they understand how great the stake is, to see to it that the spirit is kept alive.

"By 'frank explanation of the situation' I mean that the officers, at the very outset, in sending out notices of meetings state that, owing to financial, rationing and other reasons, they know that many will find it impossible to attend, but at this time, considering the possibilities of our very future existence, it is more necessary than at any time in our history that we keep alive a determined spirit to not let down our profession and all that it means to us.

"We should, I believe, feel that we must expect small attendance, and thereby not be in the least discouraged. Let those who have a real loyalty get together at luncheon or dinner, as may be possible; have discussions of those things now absorbing our attention, if feasible being led by architects or others who are now doing war work. Such intimate meetings can not only keep alive the spirit, but can pass along valuable information to those engaged in Government work or to those who are seeking it.

"In times like these I believe that our patriotism, as well as our loyalty to all those things that we hold dear, is stirred to an unusual extent, so that our selfishness gives way to deeper impulses, and we are moved by great causes—our profession is one of these."

## INDUSTRIAL CAMOUFLAGE (Cont'd from P. 1)

2. Color photography
3. Stereophotographic views—black and white, and color
4. Infra-red photography

The first two are self-explanatory; the third—stereophotography—makes it possible to measure the relative heights of objects and by this method a low decoy, which in plan view might match or imitate a plant completely, can be detected.

Infra-red photography merits a more detailed description, not only because of its recent development, but because of its value in camouflage detection. In order to obtain an elementary knowledge of the practice of infra-red photography, it is perhaps best to begin with a brief outline of what infra-red rays are.

To render visible the different colors of light which make up white light, a glass prism may be used to spread it out into the familiar spectrum. The colors range from violet through the blues, greens, yellows, oranges and reds, to the deep red. Each color is of a different wave length, which increases as the spectrum is traversed from violet to red. One measurement of wave length is the millimicron, which is one-millionth of a millimeter long. The visible spectrum covers a range of wave lengths from about 400 millicrons at the violet end to about 700 millicrons at the deep red.

There exist beyond each end of the visible spectrum radiations which are invisible but similar in nature; ultra-violet of short wave length and infra-red of longer wave length. The latter extends indefinitely beyond the visible, and as the wave length increases, finally merges into heat waves and then radio waves. It is, however, only the infra-red rays

near the visible red which are of photographic value and wave lengths between 700 millicrons and 860 millimicrons are used, a band which is almost as wide as the visible green and red regions.

The military value of infra-red photography is based on the fact that common objects reflect visible light and infra-red rays in quite a different manner. For instance, the chlorophyll in green vegetation absorbs visible light so that it photographs dark in any ordinary photograph, but it reflects infra-red radiation so that it photographs light in an infra-red photograph. The opposite is true of a blue sky, which is light in ordinary photographs but dark in infra-red, since there is little infra-red radiation in a blue sky.

More important still is the fact that infra-red rays freely pierce atmospheric haze, so that it is possible to take photographs through the haze of the ground below or of distant horizons which the eye cannot see.

To the camouflager the importance of infra-red photography lies in the fact that it can generally detect artificial foliage, distinguish certain types of evergreens from deciduous trees since the former photograph dark.

The foregoing statements would make it appear impossible for camouflage to evade intense photographic reconnaissance. In actual practice this is generally so. However, even though the bombardier may have detailed instructions as to the exact position of his target, he still must see it and recognize it before he can bomb it. Therefore, any camouflage steps which decrease the visibility of the target lessen his chances of recognition, and hence are a step in the right direction.

The four major methods of camouflage are: 1. Imitation; 2. Deception; 3. Decoy; 4. Confusion.

1. Imitation is of course the most used and is exactly what the name implies. It is the blending in with the surrounding territory of the subject in question so that, whether it be in the country or the city, the desert or the mountains, summer or winter, the subject appears to be part and parcel of its own landscape, with no jarring note to distinguish it from its setting. Camouflage by imitation is the most widely used, it is at once the easiest to plan and the most difficult to accomplish; easy, because its scheme is dictated by the surroundings themselves; difficult, because to imitate many of nature's formations by artificial means is no simple task.

2. Deception camouflage is a method which does not attempt to completely hide the subject but to change its appearance enough so that it resembles something of a different and innocuous nature. This principle is employed to deceive the bombardier who is looking for a power house and finds only an "apartment house" resplendent with awnings and shrubs.

3. Decoy camouflage is the construction of dummy objectives in conjunction with the concealment of real ones so that the enemy bombs will be attracted to a non-strategic place. Lighting of decoy fires comes under this heading.

4. Confusion—this least used camouflage procedure consists of concealing the objective from the bomber by impairing his clear vision of the area, either through the use of abundant smoke-screening day or night, glaring searchlights, or presenting to his eye such a multiplicity of targets that he cannot decide which to choose (as in the case, for instance, of four or five false oil depots, and one real one; three false airports, one concealed).

I have a series of slides of model studies of the various degrees of camouflage from the simplest toning to the most complicated imitation of surroundings, which I would like to show you. These models were made at the time our designers were becoming acquainted with camouflage and are therefore not always perfect and are not intended to be so.

1. A small plant having many of the characteristics of actual plants, such as: a. Saw-tooth roofs; b. Water tank; c. Power-house with stacks; d. Parking lots; e. Railroad spur and driveways.

Here is the plant—note the dark roofs and prominent lines and shadows.

2. The initial stage of Industrial Camouflage, which is merely a toning down process. All contrasts are eliminated and the general tone of the building is matched to the surrounding areas by means of paint and other material.



3. In this job the trees of a nearby area were extended up to the building and the pattern of the trees was extended over the building. This is, as you can see, not very successful in depth of color and we have left it this way to show the importance of matching surrounding tones. One thing particularly successful here, is the killing of shadows from the stacks and water tower.

4. This experiment shows the possibilities of deception; breaking the large factory up into two rather small unimportant units. In this case a dummy might be constructed a half mile away.

Note on this model the start of actual camouflage construction. Flats and frames have been used to break up the long lines of the roof into a series of small irregular shadows, and a dummy road has been carried up over the building. At this point Industrial Camouflage becomes an engineering problem for none of our plants is designed with the idea of supporting additional loads of this type. Then, too, the additional construction itself must be structurally strong enough to support wind and snow loads.

5. Here is one which shows about the ultimate in camouflage. Earth has been banked up around the building to eliminate sharp shadows; netting and osnaberg garlands have been used to flatten the roof and give texture; the parking area has been netted to eliminate the tell-tale of parked car reflections and shadows and even the stacks have been eliminated by means of blowers, etc., (admittedly a costly procedure).

6. Here is the plant in a city area, as many of our plants are. Just to relieve the monotony we made this a winter scene. Houses made from cheap framing and wall board could be constructed on the roof and cut-outs of flat panels could serve to eliminate the regular outline of the building.

These models serve to illustrate in a simple way the various lengths to which camouflage may be extended.

The next slide will show an experiment made with natural growth to study the effect of infra-red photography. This photograph was taken with ordinary panchromatic film. Note the values of the weeds, etc. The airplanes, in some cases, are quite visible although those under the flat top in front of the hangar are not. The next slide is from the identical angle and lighting but with infra-red sensitive film. The leaves have become white, showing the high degree of reflectivity.

The next sequence of slides show the practical application of the foregoing experiments to actual camouflage schemes for existing buildings.

The first actual step in Industrial Camouflage is, of course, a thorough study of the area to be camouflaged. The Army Engineer Board recommends a mosaic of shots—4 taken from 3000 ft. and one mile, 4 taken from 10,000 ft. and 3 miles and two vertical stereophotographic from 3000 ft.—one in color. From these the scheme can be planned, a model of the structure can be built and the proposed measures tried out to scale. At times the scale model step has been eliminated but it has been found that a model often prevents costly revisions in the field. Finally the drawings are prepared for the scheme and it is executed full size. After the first studies have been made it is advisable to make a field check to be sure that the general scheme is correct and that the scale is right. By field check I mean the actual construction of a portion of the design as it will be finally installed. The more carefully the scheme is executed, on the drawing board, the more likely it is to succeed and with the minimum of field change.

This part of the country has as yet seen no actual camouflage installation but a great many companies are making studies now for possible future installation. On the Eastern and Western seaboard, however, tens of millions of square feet have been and are being treated.

Most of the work now being done is in the more simplified brackets. By that I mean that so far it is being done chiefly with various types of paint. Some netting is being used over parking lots and at some plants where the management objected to camouflage treatments on the permanent walls of the buildings, temporary ones about two feet outside of the original ones have been erected and used for the camou-

flaged surfaces. Some jobs have just recently been started where construction, in the form of netting is being erected to get rid of the long straight shadows caused by monitors.

Materials employed in camouflage are limited only by the designer's ingenuity. Paint, in all its forms, is of course, the number one material in camouflage work in spite of all the criticisms leveled at it. Every paint salesman has had the set of nine color chips approved by the U. S. Army for the last six months or more. It is always dead flat and is made in infra-red reflection and now infra-red reflective—the latter being somewhat cheaper. Most of the infra-red reflective paints are made so by the addition of special chromium salts. These are difficult to obtain today, as you may well imagine.

The paints used in camouflage are generally short lived—most of them being set for a 4 to 6 months life. This is long enough, for in most climates camouflage changes somewhat with the seasons and must be constantly serviced in order to keep its original effect. A great variety of paints have been used and all have their place. Oil vehicle paints are used chiefly for wall surfaces. Bituminous emulsions, with water vehicle, are used for roof surfaces, particularly where tar and gravel has been used. The tar does not burn through this type of paint. Bituminous emulsions are also used where earth and asphalt surfaces are painted.

Special traffic paints are used on runways and other wearing surfaces. There has been a lot of trouble with this phase of painting, for almost all paints tend to make the surface slippery, especially when wet.

Chicken wire netting with steel wool, spun glass or osnaberg garlands, is being used largely for netting over parking lots. And, of course, all types of waterproof boards are being used for the small amount of dummy construction needed. In some cases where dummy roads are employed, they are made of sand or slag.

A great deal of work has been done on airports and, as most of these are in at least a semi-rural area, the technique generally has been to imitate farm land for the major part of the job. In order to carry out the texture of the runways when they have been painted, a great deal of asphalt has been laid adjacent to the runways. This enables the designer to make an otherwise straight roadway into a meandering stream with clumps of trees and shrubs. At times, when farmland is being simulated, an entire field area within an airfield has been paved, just to be sure that the proper texture will carry across the runways.

Sawdust, chips, shavings and many other grits have been used to create texture. At some airports now camouflaged, runway markers of various types are now being used day and night to enable incoming pilots to find the runway. Landscaping is used in a large way and landscape architects are playing a large roll in present work because of their knowledge of plant forms and the types of planting that grow in the smoky atmosphere of most factories.

It is our distinct opinion that natural landscaping should play a large part in camouflage because of the fact that it continues from season to season without too much change and maintenance.

There is one type of industrial camouflage upon which I have touched most lightly and this purposely. That is camouflage by means of smoke. This is in the highly experimental stage as yet and it is not assured that it can be successfully employed. If it is so employed it will have to be on a tremendous scale. Where smudge or smoke pots are used the minimum installation is about 2500 units and these will need to be experimented with at great length to insure satisfactory results. The wind velocity; the temperature; the time in which the smoke can be generated; the personnel available to start and maintain the smoke, all must be considered. Off hand, I should say that it is the most difficult to execute and will be used only as a last resort.

I have purposely kept the discussion general tonight because my work takes me behind many closed doors. I feel that, in justice to the companies we have served, it is essential to refrain from discussing their projects.

It has been a distinct pleasure to be with you tonight and I hope that I have been able to give all of you a small insight into how Industrial Camouflage is being done today.



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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, DECEMBER 8, 1942

No. 49

## Public Information—Today And Tomorrow

Some notes on a talk given by Mr. Clarence C. Palmer, A. I. A., of Parkersburg, West Virginia, before the West Virginia Chapter of The A. I. A., and The West Virginia Society of Architects.

Having considered the matter of Public Information with reference to the architectural profession and having read and heard much discussion on the subject, I am impressed with one thought—to accomplish any lasting effects for our profession is a problem of continuous, intensive teaching, including lectures, lantern slides, displays, etc., on the subject of architecture and architects, before the pupils of our schools, in the several grades and in high schools.

This method has not had enthusiastic support in the past, owing to what some architects consider slow results. Nevertheless, had it been put into effect, the results, I am sure, would have been most pleasing to the practicing architects of today.

Thus, if the profession will give real thought to building up a long-time program, wherein at least the future practitioners will benefit, while we of today content ourselves with methods for quick, temporary results, we may accomplish for ourselves, perhaps, and certainly for generations to come, something worthwhile. This is essential if we expect to have architecture in the future enjoy the prestige it has had in the past.

There should be clinics of architecture in our schools as there are for dentistry and medicine, and architects should do more public speaking, deliver addresses, act as toastmasters, and so forth. To accomplish this why not use our influence to have architectural courses include public speaking, debating and public relations? This would at least help younger men starting in the profession, and no doubt it would produce results beneficial to all of us today.

Our main idea in Public Information should always be for the future benefit of our profession, for the young architect, just starting his career, and, shall I say the little practitioner—the great majority of our profession? The big offices can

easily care for themselves and the older architects, of course, realize that a long-time program is not likely to benefit them greatly. They should, however, realize that to make a better world and to further the interests of architecture requires the unselfish attitude of making the future a little easier for the practicing architect.

There has seemed to be a decided tendency in the past to speak of aiding only the architect of today and allowing the future to take care of itself. A little sacrifice, a little money and a little work on the part of present practitioners toward a long-range program of Public Information would benefit not only those of tomorrow but, as the program grows, the good results would certainly benefit all of us of today.

If we must have results at once I know of no better method than to drop the bars all the way down and to advertise. We all know that it pays. According to the methods employed by so great a number of our profession today, architecture is not only an art and a profession, but a business as well—and the biggest business in the U. S. A.—with a greater responsibility to the public than any other profession or business. Few people realize this. They think of us as artists, picture makers. We have the best reasons and the greatest

See PUBLIC INFORMATION—Page 4.

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## Frank Eurich, Jr.

Funeral services for Frank Eurich, Jr., A.I.A., who died in Harper Hospital, November 25, were held November 28 in the Chapel at Woodlawn Cemetery, a charming little building which had been close to the family for many years. Two of its stained glass windows are in memory of his mother and father.

He had been confined to his home with a heart ailment for about a month, while for the past week he had been in the hospital.

A host of friends attended the funeral, for Frank was popular, not only among his fellow architects but throughout the building industry. It was only natural, then, that he should have been named liaison officer between the Detroit Chapter of The American Institute of Architects and the Producers' Council of Michigan, a job he did so well that he had just been called upon to represent in a similar way the Michigan Society of Architects and its Detroit Division. He was a director of the Society and had served most creditably on committees for his profession.

Frank Eurich, Jr., was born July 19, 1876, in Philadelphia, Pa., where his father was the youngest member of the engineering staff in charge of the erection of the buildings of the World's Centennial Exposition in Fairmont Park, his particular assignment being the supervision of the construction of Memorial Hall, the only structure of the Centennial to remain standing today.

In 1878 the family moved to Toledo, Ohio, where Frank, Jr., attended public schools and graduated from Toledo High School and Scott Manual Training School in 1893. He then worked as chief ink grinder, blue print boy and general handy man in the office of George S. Mills, Toledo architect, until 1895, when he entered the College of Architecture, Cornell University. He graduated in 1899, held the University Fellowship in Architecture, and received his Master's Degree in 1900.

The family had moved to Detroit in 1897 and Frank worked during summer vacations in the office of A. W. Chittenden and with Nettleton & Kahn. Upon completion of his post-graduate year at Cornell he spent three years in the offices of John Galen Howard and Warren & Wetmore, both of New York City.

He taught drawing in night technical high school in Jersey City for two years. His own private practice was started in 1918, but it was interrupted by World War I, when he became liaison officer with the Y. M. C. A., and for a time was a German prisoner of war.

Returning from the war Frank entered practice in Detroit, which has been continuous, in various connections, except for one year (1933) when he did outstanding work on the Historic American Buildings Survey, and 18 months (1934-6) as State and Assistant Regional Reconditioning Supervisor for the Home Owners' Loan Corporation.

He was a member of Phi Kappa Psi fraternity, the American Institute of Architects and its Detroit Chapter, the Michigan Society of Architects and its Detroit Division, Kismet Lodge of F. & A. M., St. Joseph's Episcopal Church and Highland Park Rotary Club.

He leaves his wife, Grace R., a son, Frank III, a daughter, Mrs. Ralph W. Doeg, and two brothers, William and Oscar. The Eurich home is at 238 Moss Avenue, Highland Park.

## Producers To Have Christmas Party

Producers' Council of Michigan, at its regular monthly luncheon in the Rackham Building, Monday, Nov. 30, approved plans presented by Ray Deppmann for their annual Christmas party.

Deppmann, chairman of P. C. program committee, announced that the event would be a keno party at the Detroit-Leland on the evening of Dec. 18. Play will begin at 8:00 p.m., and a buffet luncheon and other refreshments will be served. Ladies are invited—at \$2.75 each, the price of admission.

Herb Dusendorf, of Nelson Co., spoke on Civilian Defense and gave some interesting facts about that activity.

DECEMBER 8, 1942

## Architects ARE Prepared, Hamlin Says

Roundly refuting the statement that architects are totally unprepared to assume the obligations of city planning and post-war building, Talbot F. Hamlin, Avery Librarian at Columbia University, spoke to 50 architects and a score of students at a dinner in the Rackham Building, Detroit, on the evening of November 18. His talk was published in full in the Nov. 24 issue of the Weekly Bulletin and in large part in the Real Estate Section of the Nov. 22 issue of The Detroit News.

The dinner meeting was the first of the season's series of joint meetings of the Detroit Chapter, A.I.A., and the Detroit Division of the Michigan Society of Architects. The ball was passed back and forth between the two presidents, William E. Kapp for the Chapter and L. Robert Blakeslee for the Division, and even was carried a good part of the time by other members of the audience, and to good effect.

The two boards had met separately in the afternoon, and then jointly to discuss the prospects of Detroit architects having a part in the planning of the City's post-war building programs. These are straws in the wind which is blowing in the direction of complete unification. When this is accomplished, and many feel that it should be during the war, maybe we won't make so many mistakes. The editor won't be writing up one meeting thinking its another and Prof. Lorch won't be coming in from Ann Arbor to attend a Chapter meeting, to find its one of the local Division.

Kapp explained that the Chapter Board had made committee selections for the year, which, as nearly as possible, were the same as those of the State Society and its Detroit Division. He announced that Robert B. Frantz had been unanimously chosen as director to fill the unexpired term of one year made vacant when he, Kapp, was elected president.

An innovation, which seems to be having the desired effect, is the Chapter's subsidizing a part of the dinner cost—with rates so high at present, it was felt that better attendance would result if the Chapter paid a part, and so you get a dinner for one dollar which, with tax, would amount to about a dollar fifty. To further help, the Detroit Division of the Society has decided to require no dues this year.

Emil Lorch, in introducing the speaker, paid glowing tribute to his father, the late A. D. F. Hamlin, as a scholar and administrative leader, saying that he has a son who lives in Avery Library, the greatest of them all. Prof. Ware, he said, was one of the great teachers the world has produced, and that is one reason why Avery Library is great.

Mr. Hamlin is now working on a book on the Greek Revival period and while here he took occasion to visit some examples in Michigan. He spoke at the College of Architecture, U. of M., on Thursday, and then visited friends at Olivet College. Mrs. Hamlin accompanied him.

**Happy Birthday**—Raymond C. Perkins, Dec. 8; A. Alan Stewart, Dec. 9; Leo J. Schowalter, Dec. 10; Harold E. Pine, Dec. 12; Warren L. Rindge, Dec. 12; Edwin J. Brunner, Dec. 13; Ralph T. Dittmer, Dec. 14; Francis A. Dysarz, Dec. 14; Orla J. Munson, Dec. 14.

## TO THE LADIES

All Architects' ladies hereabouts are CORDIALLY INVITED by Nina Palmer to attend the third in a series of sewing parties being held at her home, 1039 Seminole.

**Monday, Dec. 7, Beginning at 10:00 A. M.**

Architects are requested to convey this message to their ladies, who will then consider this a **Special Invitation** to attend, with sewing baskets and sandwiches—or come in the afternoon if unable to spend the day.



## Fired At Random

Roger Allen, A.I.A., better known as Colonel Random, who writes the daily column "Fired At Random," in the Grand Rapids Press, is called upon to do much public speaking, as toastmaster, and even to special occasions in church.

On the Sunday before Armistice Day he was scheduled to read a passage before the congregation of St. Mark's Episcopal church. With all supposed to be in readiness he approached the lectern to find that the Bible was not opened at the appointed place. However, with the aid of the rector, Dr. H. Ralph Higgins, this error was soon corrected but, since neither realized that they were already on the air, a large and expectant radio audience heard the minister say, "Someone is going to get the dickens for this."

We wonder if the Colonel ever heard of an architect who gave a talk over station WAVE in Louisville at The American Institute of Architects' 1940 Convention. Everything seemed well planned. The script had been submitted in advance and approved—as an interview. On the dot the architect and the announcer were seated before the mike. The announcer gave the introduction and the architect came in, feeling the ice was broken and the rest would be easy. However, when he finished the first round and waited for the announcer to comment and ask some questions, he looked around and found that he was very much alone. It took some quick thinking to get over the shock and go ahead, and at each of the announcer's lines it was necessary to do some adlibbing to convert an interview into a straight talk.

When the program was finished the announcer rushed in and said, "Why I didn't realize that was to be an interview. I owe you an apology, but I'm not going to give it. It sounded OK and no one else would ever know the difference."

And, as John Thornton said, "Isn't that just like a Southerner?"

## Government Manual Available

The 700-page Fall edition of the United States Government Manual, compiled by the Office of War Information and presenting ten thousand facts and more on the nation at war, has just been issued.

It contains the latest and most complete information available on Government activities, various services and departments, names of all leading Government officials and their positions.

Each Agency and Authority is listed together with history of its creation and outline of its duties. There are separate sections on the war agencies, organization charts, answers to your questions concerning FBI, the consular service, defense housing, civilian defense, manpower, Government publications that are available at nominal cost, price and rationing, censorship. Other sections reprint the Constitution, discuss the powers of Congress, enactment of laws and list Senators and Representatives, as well as the courts.

Copies can be obtained at \$1, or \$2.75 annual subscription, by writing the Michigan Office of War Information, 464 Federal Building, Detroit.

Suren Pilafian, Architect, announces that his office is now located at 112 Madison, Detroit. Telephone Cadillac 5057.

George K. Haas, son of George J. Haas, A.I.A., graduated from Officers Candidate School and was commissioned a 2nd lieutenant in the U. S. Engineers at Fort Belvoir, Virginia, on Nov. 25. An article in the December issue of Readers' Digest gives an idea of the strenuous course U. S. employs here to train men to become officers.

## Elected to Institute Membership, Nov. 16, 1942

Robt. James Aitken, Buildings, U. of M., Ann Arbor; Eugene T. Cleland, Waterford, Mich.; Walter M. Dole, 13630 Greiner Ave., Detroit; Raye C. Eastman, 233 Crest Ave., Ann Arbor; Jos. N. French, 14280 Robson St., Detroit; Carl R. Habermas, 4589 Oregon Ave., Detroit; Norman A. Robinson, 3079 W. Grand Blvd., Detroit; Geo. K. Scrymgeour, 345 New Center Building, Detroit.

## Meeting

### MICHIGAN CHAPTER AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS

Horace H. Rackham Educational Memorial

MONDAY, DECEMBER 14, 1942

Dinner at 6:30 P.M.

The principal speaker of the evening will be Mr. R. E. Moore, Vice-President in Charge of Sales, of the Bell & Gossett Co. Mr. Moore will address the meeting on the subject, "Forced Hot Water Heating."

## Bulletin:

I am delighted to have the Weekly Bulletin with the talk on "Industrial Camouflage" by Mr. Kiefer.

He gave this same talk to secondary teachers and it was extremely difficult to take notes especially during the showing of the slides.

Would it be asking too much to have fifty or sixty copies of this issue of December 1, of the Weekly Bulletin sent to this office for distribution to secondary art instructors? I realize this may be asking a great deal, but I shall appreciate any number that you may be able to send.

It is by far the best presentation of this material that I know about, either in lecture or magazine or book form.

You have done a helpful thing for art education as well as for the Michigan Society of Architects in presenting this material in printed form.

MABEL ARBUCKLE, Director, Art Education,  
Detroit Board of Education

## PUBLIC INFORMATION (Cont'd from Page 1)

opportunities for educating the public. In plain words, ADVERTISE!—by every medium at our command, by newspapers, radio, lectures, school courses and by personal activities.

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All my years as an architect have been devoted to a strict adherence to maintaining the ethical standards of the profession and I aim to continue in this manner, yet I feel that architects have not realized that conditions within the profession have changed greatly in recent years, and that they are going to continue to change even more. We have not changed with them, we are slow to grasp the benefits which should have been ours. We have not given proper thought to the future of our profession.

From all of this you may deduct that I feel that:

FIRST—The architect is not keeping in step with the trend of the times by changing of his art and profession to include business.

SECOND—The architect, owing to enthusiasm for his work, has become indifferent to the future of the profession.

THIRD—The architect wants immediate results, yet he refuses to use the best methods to accomplish them. He is perfectly willing for others to do it for him.

FOURTH—The method which I have been trying to promote for years is, "Teach the youngsters the meaning of good architecture, the benefits to be derived from the service of the architect, and how the architect can get the best results for his client's money." If the architect cannot do this he is not the architect of today.



**Detroit Chapter Meetings**

December—None. (Producers' Christmas Party, Dec. 18.)  
 January 20—Jointly with Producers' Council.  
 February 17—Architectural Forum on Housing and Planning, with Metropolitan Art Association.  
 Dinner E.S.D., 6:00 p.m.  
 March—None. (M.S.A. Annual Meeting.)  
 April 14—Ann Arbor, Student Branch, Student Award.  
 May 5—Wilfred Laurier Husband, "How America Lives, Today and Tomorrow," Central Methodist Church.  
 Dinner at Wolverine Hotel, 6:00. Division to conduct.

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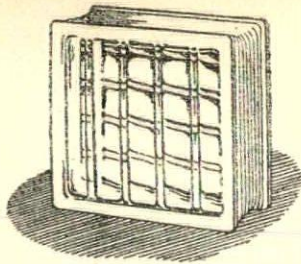
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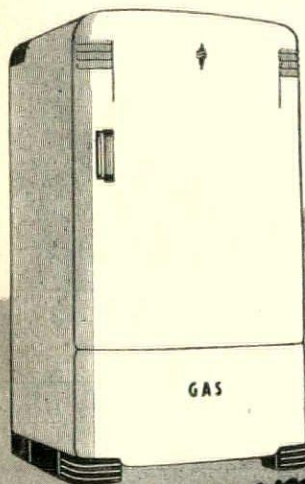
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(1942)  
THE AMERICAN  
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# WEEKLY BULLETIN

1942 DEC 15 AM 9:10

WASHINGTON, D. C.

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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, DECEMBER 15, 1942

FILE COPY No. 50

## A Great Architect Has Gone

### CAREER ENDS WITH BUSIEST YEAR OF A BUSY LIFE

RETURN TO THE A. I. A.  
THE OCTAGON, WASHINGTON, D.C.

Albert Kahn, world-famed architect, passed away at his home at 208 Mack Avenue, Detroit, on December 8, in his 73rd year, after being ill for some time with a bronchial disorder.

And so, a man who has given great impetus to and reflected great credit on the profession of architecture is no more.

With his passing Detroit has lost one of its foremost citizens, the world its No. 1 architect, and his profession its best friend.

Even as Mr. Kahn died there were reminders of his industrial building genius appearing in the news of the day on the war fronts.

It was he who designed Willow Run.

It was he who designed naval bases, factories for the industrialization of Russia, and war structures on the far-flung continents of the world—and with all world's records for speed broken.

Mr. Kahn was an enthusiast in his profession, and took great pleasure from it. He considered it an art and a business.

### Leaves Many Monuments

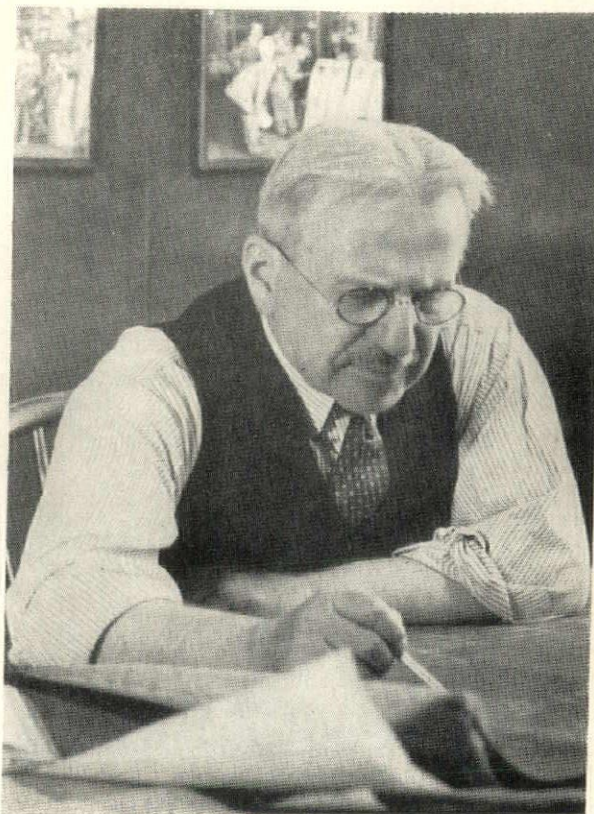
As a leader in contemporary architecture, his creative imagination is attested by imposing structures that combine utility with dignity and beauty. Great industrial plants and towering office buildings have risen responsive to his dream. By expressing function and purpose in harmony with massive strength and artistic design, they bear witness to the progress made by American architects, and challenge comparison with historic monuments of the past.

Mr. Kahn was born in Rhaunen in Westphalia, Germany, March 21, 1869. His father, Joseph, and his mother, Rosalie (Cohn) Kahn, guided him toward a musician's career. But in spite of the fact "he got so he could play the piano fairly well," Kahn left school at 11 years of age and came to America with his mother, aunt and five smaller brothers to join his father who had preceded them. And Detroit has been his home practically ever since.

He learned his profession as a junior employee in architects' offices. A scholarship in architectural design enabled him to spend two years in Europe studying, and, as he had put it, "my education was furthered by association with men of high attainments."

He worked in the office of Mason & Rice until 1895 when he started in practice with George Nettleton & Alexander B. Trowbridge. Two years later he started his own practice.

### Life Work Is Finished



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## Exam for Architects

The Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors announces the next examination for Architects will be given at the University of Detroit on December 28th, 29th and 30th, and the examinations for Engineers on December 30th and for Land Surveyors on December 29th and 30th, at the University of Detroit, Michigan State College and Michigan College of Mining.

The subject of the Design Problem for Architects will be a U.S.O. Club House.

Application blanks and full information may be obtained by writing to the office of the Board, 307 Transportation Building, Detroit.

If you are faced with the difficult job of picking out suitable books as Christmas presents for your friends, you will be interested in a helpful little leaflet just published by the Public Library. Called "Books As Christmas Gifts," it briefly describes over fifty of the best books which the country's publishers have brought out recently. The price of each volume is also given. Copies of this Christmas list may be obtained free at the Main Library and all the branches.

\* \* \*

HAPPY BIRTHDAY—Ralph L. Bauer, Dec. 15; Harrison L. Cook, Dec. 15; George B. Brigham, Dec. 17; Emiel Becsky, Dec. 18; Cornelius L. T. Gabler, Dec. 19; L. Robert Blakeslee, Dec. 21; Peter Hulsken, Dec. 21; Harry L. Mead, Dec. 21.

\* \* \*

C. WILLIAM PALMER will take over the work of the late Frank Eurich, Jr., and follow through with jobs which he had under way. This work will be carried on at Mr. Palmer's office at 409 Griswold Street.

\* \* \*

MORE VOLUNTEERS are needed for Shelter Engineers by the architects' division of O.C.D., some in every area of Detroit. Get in touch with the Bulletin.

DECEMBER 15, 1942

## Architectural Publicity By Joseph C. Goddeyne

I certainly am in accord with Clarence Palmer's suggestions in your Weekly Bulletin regarding Education and advertising.

We have waited entirely too long watching the contractor who gives "complete services" take business that righteously belongs to us. Their architectural services are in many instances based on the twelve (12) year experience clause in the registration act or building concerns employing designers who find it easy to get an official legal seal, which is all the law requires, and is usually accepted without question by all city building codes,—all of which is exceedingly regrettable.



Goddeyne

For the past twenty-five years—since my matriculation at U. of M.—I have constantly heard how unethical it is to advertise. On the other hand it has been repeated that public speaking, business training, active membership in social clubs, etc., are so necessary in the profession. We recognize that these attributes are so essential yet we try to accomplish the ends surreptitiously.

The big fellow doesn't need it nor will he subscribe in any sufficient sum to get the information we wish before the public. The rest of us haven't the funds. The need is so great that only a rich exchequer would stand it. But let's not stop on this account, and sit and continue to just talk about it.

Let each of us, in his own locality, promise to spend a certain amount of money for direct advertising, or agree to write informative articles under our signature for the press, and mail copies of such publicity to Tal Hughes to show that we are honestly behind such an endeavor and have faithfully made a real effort to stem the avalanche which has been steadily moving—rushing lately—to destroy us. Further delay will be disastrous.

## Dean Bennett Named To Technical Training Committee

Wells I. Bennett, Dean, College of Architecture and Design, University of Michigan, has been appointed as a consultant by the War Manpower Commission to act as a member of an



Bennett

Advisory Committee to Dr. Edward C. Elliott, Chief of the Professional and Technical Employment and Training Division. This Committee held its first meeting in New York, December 8th, with President Doherty of Carnegie Institute of Technology as chairman. The Committee consists of men in industry and professional education, and will consider providing technical education and training, both of students and experienced professional men, for the needs of the war effort. In his appointment to this Committee, which consists largely of engineers, Dean Bennett will represent the Association of Collegiate Schools of Architecture. He is now president of this organization.

It is significant that on the day of Mr. Kahn's death, a year and a day after Pearl Harbor, Mr. Alvin Macauley, speaking as president of the Automotive Council for War, reported to the people that the industry is turning out the sinews of victory at a current annual rate of \$7,000,000,000, or \$20,000,000 a day.

"Achievements attained in war production are not miracles," he said. "They are results of work—of work intelligently planned by independent minds and capably performed by trained hands—the concerted work which free men alone seem able to apply effectively to the improvement of life and the defense of freedom."

\* \* \*

Before Christmas pay your dues in the M.S.A. Send \$5 to Treasurer L. E. Caldwell, 13606 Stoepel Avenue, Detroit, for the current year ending March 1, 1943.



## ALBERT KAHN (Continued from Page 1)

### Pioneer in Concrete

He was on the way as an architect when Mr. Henry B. Joy brought an auto factory to Detroit and later became the Packard Motor Car Company. The Packard firm was growing and Joy wanted a young architect who had vision salted down with common sense—a man who had courage to do something new.

Joy picked Kahn as the firm's architect.

The manufacturer wanted a new factory—a big one, modern, with lots of light and space. Kahn had never built a factory, but he said he'd try.

Kahn was interested in a new type of reinforced-concrete factory building that had originated in Europe but was still in experimental stages there. Handbooks on this type of construction were not to be had, and formulas for the right concrete just didn't exist.

Kahn's brother Julius developed a new steel reinforcing bar for the concrete and Kahn used it successfully in the Packard plant. True to his business formula, he had listened to what Joy said he needed, and had given it to him. More than that, his experiment made possible many of the concrete factories of today. The Packard plant was the daddy of America's modern factories, and Kahn has been building them bigger, more modern and with more light and space ever since.

If Joy gave A. K. his start in designing for the auto industry, Henry Ford gave him some of his biggest opportunities.

In the days of the "tin lizzie" jokes, Henry Ford and his partner, James (later Senator) Couzens, decided to build the Highland Park Ford plant near Detroit.

At that time the site of the Highland Park factory was open country.

"We'll cover the whole field with one roof," said Ford.

Kahn was called in; he listened to what Ford wanted, and gave it to him—better than he asked. Kahn agreed to put it all under one roof, allowing for future expansion as well.

Working closely with Ford, who always took a hand in the designing of new plants, Kahn has designed and supervised a large share of his buildings ever since. Besides pioneering the "all under one roof" idea, the Ford-Kahn combination also originated the "all on one floor" factory.

Kahn's success with auto magnates brought him new clients, and he soon was one of the nation's leading architectural figures. Kahn had been Packard's architect for thirty-five years, Ford's for thirty years, Chrysler's for many years, and he had designed 127 major buildings for General Motors.

### Contributes to War Effort

During the last war, the United States Government employed A. K.'s firm. It designed some \$200,000,000 worth of construction for the military-aviation section in the war period.

The auto manufacturers for whom Kahn had been designing factories got him his start with government contracts. The industrialists had gone to Washington as "dollar-a-year" men and they told Washington what a wizard for speed and efficiency Kahn was.

Kahn built camps, warehouses, airfields and hangars throughout the country. His staff also designed portable structures for shipment to France. These housed fighting units of the Army Air Corps.

This quiet, modest gentleman had been commissioned by the Soviet Government in 1929 to plan their great factories, the producers of which—behind the Ural Mountains—are now holding the Nazis at bay.

"My brother Moritz and I suspected something," he said, "because of their insistence upon heavier foundations than were needed. They merely smiled when we suggested lighter construction and said we did not understand their 'weather.' We agreed then that they were planning heavy armament buildings. They were kind and considerate but revealed nothing of their purposes."

The day it was announced that he had signed his contract his largest customer in the designing of factories, Henry Ford, called him on the phone and asked him to see him before he sailed.

"I hear," he said, "that you have agreed to build factories for the Russian Government. I am very glad of it. I have been thinking for a long time that these people should be helped."

"So you can tell them for me that anything we have is theirs for the asking—free. They can have our designs, our work methods, our steel specifications—anything. We will send them our engineers to teach them and they can send their men into our plants to learn."

Russian representatives came to Dearborn and finished their negotiations. That broke the ice. They have been building ever since. If they are able to beat back the Nazis now one of the reasons will be because Mr. Kahn and Mr. Ford played no small part in helping them.

### Many Other Buildings

Over a period of 43 years the Kahn organization has done buildings totaling over two billion dollars.

Besides industrial buildings, he has designed modern structures in 134 American cities and has examples of his work on every continent. In 1937 he was decorated by the French Government for winning the highest awards in industrial design in the Paris Exposition.

The Detroit skyline is pierced by numerous structures resulting from his architectural genius. There are the General Motors Buildings, the Fisher Building, the National Bank Building, the Detroit Athletic Club, the Free Press Building, News, Times, Kresge Administration Building, Maccabees Building, New Center, and a score of others.

All this in spite of the fact he had no natural drawing talent—he was once fired early in his career by a firm of architects because of a lack of artistic ability!—and he was color blind as well. His career indeed, is an overwhelming proof of the importance of determination as an indispensable ingredient.

One of Mr. Kahn's last public appearances was on the occasion of the 74th Annual Meeting of The American Institute in Detroit, when, on the evening of June 24, 1942, he was the recipient of the Institute's Special Medal for his outstanding contribution to the nation's war effort. The award was presented by Lieutenant General William S. Knudsen and a most outstanding address was delivered by Mr. Kahn.

Thus, after the war is ended with victory for the United Nations and there is thoroughly reviewed the battle of American production which is turning the tide, looming as a vital factor will be the figure of this modest Detroitier.

### Firm Will Carry On

Several years ago, twenty-five men in the Kahn organization were asked to become partners in the firm. The partnership will assure the permanency of the organization, which will carry on in the future.

He took a great interest in the younger men in the profession, and offered them help and advice. Not so long ago he gave a most outstanding lecture before a convention of architects, in which he pointed the way for those beginning in the field of industrial architecture.

His lectures and writing were most distinguished. He had that directness, simplicity and clarity that is characteristic of his buildings—the gift of a great mind. Many of his articles have been published in the Weekly Bulletin, and there were never enough copies to supply the demand.

He was the greatest publicity the profession of architecture ever had, for he epitomized the architect at his best and, without ever seeking publicity, he made news of the very best sort. His gift of imaginative daring and organizing genius was a parallel to the great industries he served.

### Many Honors

Mr. Kahn was also active in Detroit's civic and business life. He had been a director of several banks and companies. He found time to sketch, he was a patron of the arts, and the large gallery of his town home was the scene of many delightful gatherings when he and the charming Mrs. Ernestine (Krolik) Kahn entertained distinguished guests. He was interested in baseball and belonged to several golf clubs, though 'tis said he never played.

He was a Fellow and Life Member of The American



Institute of Architects, an Honorary Member of The Michigan Society of Architects, for 20 years a member of the Detroit Arts Commission, a patron of the Detroit Symphony Society, a member of the Phoenix Club, Fine Arts Society, Detroit Golf Club, Bloomfield Hills Country Club, Arts and Crafts, Scarab Club, Detroit Yacht Club, and many others.

Honors bestowed upon him included: Honorary Degree, LL.D., University of Michigan, 1933; Honorary Degree, Doctor of Fine Arts, Syracuse University, 1942; Silver Medal Architectural League of New York, 1929; Gold Medal Paris Exposition, 1937; Medal, Philadelphia Chapter of The American Institute of Architects; the T Square Club, and the Art Alliance, 1942. Special Medal of The American Institute of Architects, for outstanding contribution to the war effort, 1942. Chevalier of the Legion of Honor, bestowed upon him by the late French Republic for his contributions in the field of industrial architecture.

Mr. Kahn leaves his wife, Ernestine, a son, Dr. Edgar Kahn, three daughters, Mrs. H. L. Winston, Mrs. Edgar Rothman, Mrs. Martin Butzel; two brothers, Louis of Detroit, and Felix of San Francisco, and eight grandchildren.

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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, DECEMBER 22, 1942

No. 51

## COMMENTS ON MR. HAMLIN'S LECTURE

By Kenneth C. Black, A.I.A., Member, Michigan Planning Commission

I was very much impressed with Talbot Hamlin's lecture, "Planning, the Architect, and the Citizen," at the Detroit Chapter meeting recently. Reading it again in the Bulletin for November 24th, confirmed my belief that it is the best analysis of the architect's present position and future responsibility in community planning that has ever come to my attention. I hope all architects who receive the Bulletin will read the article religiously from beginning to end.

In my contacts with various planning agencies I have often been amused by the conflicting ideas professional planners have about architects. If you talk to a planning engineer he will say, "The trouble with architects is that they aren't practical. They are always dreaming about Utopia and never have any ideas about the practical difficulties which make the realization of their dreams impossible." But when you talk to an economic or social planner you will be told that the architect's trouble is that he is too narrow. Such a planner once said to me, "When you mention city building to an architect he immediately starts making sketches for a monumental civic center and never seems to be able to get his mind off building arrangements and details."



Black

Probably both these appraisals have considerable basis in fact—depending upon the kind of planner who is doing the talking and the kind of architect with whom he has had contacts. I have even heard it whispered, although perhaps it isn't politic to admit it, that if there are practical and impractical architects there may also be practical and impractical city planners. And it is even conceivable that the architect, who is sort of a middle-of-the-roader between the practical and theoretical planner, really is, as Mr. Hamlin

suggests, the most logical person to assume leadership in the planning field. Indeed, there are those who maintain that architects are the only logical leaders and they will point to the great architect-city planners of history to prove their point. But it seems to me that before architects of today can, as a class, be recognized as leaders at anything except the planning and design of individual buildings, we have got to undertake a course of self-education. And in the process we may have to change some of our time-honored ideas.

If you will let me get personal for the purpose of illustration, I would like to say that in looking over my college credits the other day (I graduated in 1925) I was surprised to find that I had only been subjected to one 3 hr. course in City Planning. And that, as I recall, was classified as "Landscape Design" and was a lecture course largely historical in its nature. I may be wrong about this, but the fact remains that I couldn't find the words "City Planning" anywhere in the list of studies for any of the three programs which were given in architecture at that time. But I do have a textbook on city planning written by Mr. Nolan which I must have acquired somewhere in my journey thru Ann Arbor, even if the impression it made on me was so negligible that I can't remember anything about it.

See BLACK—Page 6

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# LET'S TOOL UP FOR THE NEW DETROIT

(Post War Model '44)

By Alex. Linn Trout, Executive Secretary, Citizens Housing and Planning Council of Detroit—A Radio Talk over WXYZ, Detroit, December 8th, 1942

These are busy days for Detroit, and Detroit is doing a great job. Housing shortages, gas shortages, manpower shortages, mounting taxes, a glorious War Chest—all these are indications that our city is really busy. More than a year ago Fortune Magazine devoted a number to Detroit—the arsenal of Democracy, it said "Detroit—Before it is through, the earth will tremble." That prophecy is coming true. Our production lines are pouring out material to the four corners of the globe. Volunteer activity is found everywhere. Everyone is eager to do more, give more, work harder to bring victory nearer, to shorten the time till the longed-for peace and home coming.

Preparing for that home-coming should be the particular job of those unable to get into the armed forces or war production. Its not enough to entertain these men on furlough, not enough to send presents and messages of good cheer. Let's not stop these things for a minute, but let us make our men understand we are planning for their homecoming, jobs for them, opportunity for them, a finer and friendlier Detroit. Let's begin tooling up for a new Detroit—Post War Model '44. That's the homecoming the boys want.

Tooling up is a phrase Detroit invented. No city knows better the meaning of tools, patterns, jigs and models than does Detroit. We have been through the change-over from motor cars to munitions, the greatest tooling up job in history. It took weeks and months to get into full production of war essentials. What about the change-back after victory day, when our war-weary men will want to get out of their uniforms and into civilian clothes again? Will there be days of idleness? Will we have a surge of activity followed by weeks of heartbreaking waiting for jobs, and the tragedy of economic upheaval? Who is doing the job of tooling up for this world of tomorrow, and what sort of jobs are we tooling up for? Let's not soar into oratorical stratospheres, but keep our feet on the ground. What is going to happen to our own Detroit, this great city where the swing of activity and recession has always been one of violent contrasts?

No one knows the full story of what is happening here or elsewhere, but these facts are well established. The munitions industry in both plant capacity and actual production is several times greater than was the automobile industry in its busiest days. In Detroit the employment index is already far above previous levels and is still rising. There is bound to be recession and adjustment. Fortunately, we are piling up backlogs of peacetime needs, and saving up for future pur-

chases. When we change back, it will take time to do the great job of retooling in private industry. For many months, and possibly for some years, we will have to look directly to government to help in planning and providing jobs. Have we learned yet that this sort of tooling up, this designing of new patterns, selection of new areas for housing, making plans for highways, sewers and water supplies, for schools and recreational facilities, for all worthwhile things of peace, take time and thought? We must not be as unprepared for peace as we were for war. That longed-for homecoming can be a day of bread lines and doles; or it can be a day of happiness and new opportunities. The tooling up, the designing must begin now. Wishful thinking will not make jobs. We must begin the careful listing of the things that need to be done first when peace turns materials back to normal channels. Nor can we stop with the listing. Actual plans and blue prints should be ready before victory day. Some action is under way. What is holding us back—how far have we gone forward?

The thing that delays planning and limits our efforts is the archaic belief that planners are merely tax spenders, who will drive the country to rack and ruin. In depression days, some honest tax payers mistakenly thought far more of the pittance they put up for doles, than what loss of time through unemployment meant to the idle man and to the community. Planning employment as a means of general prosperity was too new an idea to readily penetrate. The doctrine of the early brain trusters that doles were the cheapest form of welfare and all the community could afford was poor economics. It took our democracy several years to learn that work relief was better than doles and bread lines, and again that unplanned, unessential made work which formed the greater part of W.P.A. programs, was far less effective than soundly planned public works. Must our returning soldiers travel all over this stoney economic path again, or can we forget these past errors and believe that every dollar spent in planning may save thousands in doles? All-out employment and all-out production either in peace or in war is the life blood of freedom. Our work planning agencies deserve every support. They are the heart, the main spring of action. They are the designers, the tool and die makers, the pattern makers of a new city and a new prosperity. Their plans must be studied and understood and accepted and fully developed if victory day is to be the prelude to a lasting peace and the crops of sound prosperity are to crowd out the weeds of hate and war and depression.

The Citizens Housing and Planning Council of Detroit, who are sponsoring this broadcast, have abundant reason to believe in planning. Perhaps the most constructive action for Michigan in depression days was a quite unnoticed list prepared by the Michigan State Planning Commission of jobs that could well be undertaken, schools, hospitals, bridges, sewers, highways. For a few succeeding years, these were the backbone of a public works program and included most of the useful permanent civic assets developed in the depression years. General Glancy, director of that survey, did a fine job then, as now. This project was but one example of the fact that it pays to look ahead and have orderly procedure. Nothing breeds more confidence than a carefully made plan.

The Detroit City Plan Commission is working on a Master Plan for Detroit that will include all of these things. Because the term Master Plan may sound pretty broad and general,

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and therefore a bit cloudy—let us break it down into several parts, and then we will better understand it and its usefulness for today and for the future.

Some fifteen years ago Detroit developed a Master Traffic plan that has given us the finest highway system in our outlying areas of any city in the world. This plan has never been adequately extended into our close-in districts. It would do a great deal to solve our traffic problems, and infinitely improve our downtown section. Federal funds and state funds should be increasingly available for this program, as it is generally recognized that the bottlenecks of our highway system are in our cities. If you want a preview of the highways of tomorrow, that will be part of a great cross country chain connecting Detroit with cities east and west, look at the recently completed limited access highway on Davison from Oakland to Hamilton. Our major highway needs have been pretty well outlined—but they must be pushed into the blue print stage to have jobs ready for post war workers.

Of almost equal importance to highways in the overall Master Plan are drains and sewers. For Detroit and the surrounding region, these also are in general well determined. Some work is now being done, but much more should be started as soon as the war stops. Foul contamination still flows into our lake and water front at the Nine Mile Road sewer outlet, and from the mouth of the Rouge River. Work is progressing on the situation in Lake St. Clair and the flow past the Grosse Pointe communities, but there is still much to be done in the Rouge area. This means not only adequate sewers for homes, but also that at some not too far distant day the water from Mt. Clemens to Trenton will be unpolluted and safe for swimming, picnic parties and other recreational activity—a great contribution toward a finer city.

The reconstruction program for the "Within the Boulevard area" has already been started. As an essential prelude to this activity, we should be studying smoke elimination. St. Louis recently has gone a long way in clearing up its once murky atmosphere. The actual carrying out of such a program will have to wait till victory day, but definite plans can be worked out now. Reduced smoke will mean reduced maintenance, less scrubbing and cleaning. If this effort is coupled with a well worked out park and traffic plan, the former desirability of our close in residential areas can be reestablished and new life and vigor injected into our central business area.

For the post war housing effort, we have a variety of projects, new models and patterns that are well worth studying. Important in this list are Westacres, built by Senator Couzens, and ably guided by William J. Norton—the Ford Foundation project on Rotunda Drive—the Charles project near Jayne playfield—and Kramer Homes in Centerline. Probably no one of these projects is perfect, but all are full of new and valuable ideas that will be included in our post war construction program. If present incomes can be maintained, there will be less need for subsidies, and greater opportunity for home ownership, for mutual home ownership projects and community developments in our close-in areas. All these plans should be developed now as a part of our Master Plan for the happy time when we will be building "houses instead of howitzers."

Many other agencies besides the City Plan Commission, the Housing Commission, and the very important Huron-Clinton Metropolitan Authority are involved in this effort. There is a great task of coordination to be done, for the tools and jigs and patterns and designs are not for one organization or one board of directors. They must win the approval of the entire community.

For this new Detroit, for its forward outlook, there must be citizen action and understanding. That is why our Citizens Housing and Planning Council is so interested in studying and criticising and whenever possible supporting the work of these important planning organizations. We feel that there are some phases that can best be worked out with the cooperation of other civic agencies, the Community Fund, the Bureau of Governmental Research, the Citizens League, the Urban Land Institute, the various agencies of the War Chest, and very important because of the stake they have in the problem—the housing and planning study groups of organized labor.

In conclusion, while we hope that air raid precautions will never be needed, that our sirens may speedily become museum pieces, we do know definitely that this task of finding new jobs will ride on the wings of victory, and we must not fail to be ready.

Today is not too soon to be starting the patterns, the jigs, the tools, the blue prints for this Detroit of tomorrow, when government and private industry will join in the big task of providing jobs for returning soldiers and building a finer Detroit than has been.

In closing, may we thank Mr. George W. Trendle for his generous gift of time for presentation of this broadcast.

#### Bulletin:

Undoubtedly, through your professional publications and through the daily press you have heard of the tremendous importance of Camouflage in the present war. Up to the present time, war has been largely confined to guns, tanks, and troop movements. Now, with Camouflage, the Artist and the Architect becomes an important member of the team. It is in regard to this that I am taking the liberty of writing you.

The Second Air Force is now enlisting men for Instructors and Technicians in Camouflage. The work will require an appreciation of color, an understanding of nature and a good sense of design. One should be handy with small tools and have at least a carpenter's knowledge of construction. Scene Designers, Architects, Draftsmen, Artists, Commercial Artists, Contractor-Designers, Architectural and Engineering students are admirably equipped for this branch of the service. They will be enlisted as privates but can attain the rank of Technical Sergeant. Officers Candidate Schools are always open to men of proven ability.

To enlist in this branch of the service, they should write directly to this Office and they will be informed of the proper procedure. As we are enlisting only a limited quota for this work, it is imperative that the enlistee act at once, before the quota is filled.

It is our desire to place men in those positions where they are best qualified to serve and it is in line with this policy that you can be of help to us by giving this information all the publicity you can among men whose talents are indicated above.

Assuring you of our appreciation of any help that you can give us in this matter, I am

Very truly yours,  
WALTER COLQUITT FAIN,  
Captain, Air Corps,  
Assistant Engineer.

#### Members In Service December 7, 1942

Emil Becsky, CM 1cl, USNR, Navy 8140, Fleet Post Office, San Francisco, Calif.

Stanley Bragg, 14th Infantry, A.P.O. 829, care Postmaster, New Orleans, Louisiana.

Capt. Cornelius L. T. Gabler, U.S.M.R.C., 12th ROC-AVC Marine Barracks, Quantico, Virginia.

Lt. Don W. Hunter, Executive Officer, Construction Battalion (12-5-42 "Sailing for Island X"—Wife—at 5121 South Woodlawn, Chicago, Ill.)

Maj. Hugh T. Keyes, Erie Proving Grounds, U. S. Army, Port Clinton, Ohio.

Capt. Edgar R. Kimbal, U. S. Engrs., Detroit, RA. 2721.

Maj. Norman Krecke, U. S. Engineers, Union-Guardian Bldg., Detroit. Res. 527 Lakewood, LE. 4413.

Capt. Leslie G. Larkin, U. S. Engrs., Union-Guardian Bldg., Detroit. Res. 5338 Ivanhoe. TY. 4-5842.

Lt. (jg) Arthur H. Messing, U. S. Navy Armed Guard Center, 52nd St. and 1st Ave., South Brooklyn, N. Y.

Lt. Leslie Carl Rudine, USNR, Naval Training Station (LD), Section Base, Treasure Island, San Francisco, Calif. (Brother in Navy, decorated at Pearl Harbor.)

Henry W. Ruifrok, Engrs., U. S. Navy, Res. 760 Virginia Park, Detroit.

Capt. Cyril Edward Schley, Area Engr., U. S. Engrs., assigned to Timpkin Forging Plant Project, in Melvindale, AT. 3644.

(Continued on Page 7)



## BLACK (Continued from Page 1)

But fortunately, at least for me, about that time along came Mr. Saarinen and I was lucky enough to be enrolled in his class in design while he was at Ann Arbor. If I hadn't been in his class it is better than an even bet that I would have left the University with nothing but an academic interest in city planning. And perhaps even that academic interest might have been lost in the shuffle long ago.

But Mr. Saarinen's insistence that a building is only an incident in its surroundings and that it should be designed in relation to its position and use with respect to the community as a whole, started me off on a long series of extra-professional activities in city, regional, and state planning which have become increasingly fascinating as the years have gone by.

Mr. Saarinen insisted that our design problems be located on actual existing sites and that all known factors in community life be taken into consideration in the design of the building or buildings making up the problem. And he also insisted that, with one or two special exceptions, we should work out our problems as collaborative teams rather than as individuals. I remember that Ray Weber and I decided to collaborate and chose to design a group of state and city buildings to be located in Lansing. To begin our work we made a trip to Lansing, inspected the ground available, interviewed city and state officials, and worked out our problem on a topographical map of the city furnished by the city engineer and on the basis of space requirements established by the heads of various state and city departments. We worked with models as well as with paper plans and when we got through we had not only learned something about the design of buildings but we had also been given a vision of the real place of architecture in the community.

As a further result of that course we also got our first lesson in "practical" politics. It so happened that a year or so before we developed our problem, the city of Lansing had engaged Mr. Harlan Bartholomew of St. Louis, Mo., to prepare a city plan report at a cost of \$8,000. At the time our problem was completed a heated discussion was raging in Lansing over the merits of certain of Mr. Bartholomew's proposals. The local newspaper was promoting one side of the controversy and certain other groups were opposing it. At the height of the controversy we showed the photographs of our models and drawings to the city officials and the newspaper editor with the thought that they might be published for the purpose of stimulating still further discussion. But since our solution differed from Mr. Bartholomew's and since the city had invested considerable money in Mr. Bartholomew's ideas and none in ours, and since the newspaper was already committed to one policy, it was agreed by the editor and city officials that it would be a bad thing for the city to have more than one idea at a time and that our suggestions would only further complicate an already complicated situation. Consequently, our ideas never saw the light of day except when we opened our own photograph albums! In subsequent years, when, as a member of the Lansing City Plan Commission, I had the pleasure of working with Mr. Bartholomew, and of getting to know him rather well, during the preparation of the City Plan Report for 1938, we had a good laugh over the whole business.

I suppose, and hope, that students of architecture in the schools of today will regard what I like to think of as the "Saarinen approach" to a problem in design as routine. But away back in 1925 it was revolutionary.

Architects of my age and older, will have no difficulty in recalling that the standard program for a design problem in those days used to read something like this. "Design a City Hall having so and so many rooms of such and such a size. The building will be located on a plot of ground 150 by 300 feet fronting on three streets and with an alley at the rear. The principal street will be the one with 300 feet frontage and, for the purpose of the problem, the site may be considered level. While the choice of materials will be left to the designer, students are reminded that marble or stone possesses a dignity peculiarly appropriate to a public building." With that as an agenda we designed city halls, fire stations, churches, and millionaire's clubs till we were blue in the face.

Because of my own experience I don't think it is surprising to find a lack of understanding of the fundamentals of community planning on the part of most architects. And it doesn't do any good to be supercilious about it and to kid ourselves into thinking that we will have the complete answer to community planning problems simply because we have been trained to plan buildings. While we will find them easier to grasp than a man who hasn't had training in planning of any kind, we still have a lot to learn before we will have much of value to contribute. I hope the next generation of architects will assume the leadership Mr. Hamlin has pointed out to them and that our generation will do what it can to make the assumption of that leadership easy.

Another of Mr. Hamlin's remarks which struck me as significant was, "They (architects) must decide—and it is a difficult decision—whether they are professional servants of the whole community, or mere technical assistants to profit-making wealth."

This quotation contains practically the only thing I can find in Mr. Hamlin's entire address to disagree with. And the only disagreement I have is that I don't think the decision will be difficult. It will be easy—because it will be made for us and not by us.

It seems to me to be axiomatic that an architect's first obligation is to his client. If an architect is being paid to do a certain job he should do it the best he can and let the chips fall where they may. If he is employed to design a building, the erection of which he knows will depreciate the value of adjacent property, I still insist that if his client has no regard for his neighbor it is no business of the architect. If the man who employs an architect to design a 40 story building tells him he is building it to make as much money as possible out of the land he owns, and the architect accepts the commission, then it seems to me that it is his job to see that his client gets what he is paying for. The architect may point out that his client might make even more money and perform a service to the community at the same time if he would form a company to acquire the whole block so that all property owners might profit from the venture, but if the client doesn't want to do it that way I would consider that the architect had fulfilled his obligation to the community in making the suggestion and that he should then proceed to do the job the way his client wants. And I don't think he should be criticised from a professional or any other angle for taking that attitude, even though in taking it he most assuredly will be what Mr. Hamlin so aptly describes as a "mere technical assistant to profit-making wealth."

I think the solution to this dilemma, for the community-conscious architect, lies in the fact that in the socialistic economy, which we will be living under at the conclusion of the war, two things seem bound to happen; First, the architect's principal clients will be governmental agencies or private corporations or individuals over which the government has considerable financial control and; second, the individual profit motive will have been whittled down to such an infinitesimal figure thru taxation that private clients who are still able to finance their projects, independent of governmental control, will be more disposed to consider their neighbors than they have been heretofore. In either case, the architect will find it much easier to discharge his primary obligation to his client and to, at the same time, serve as a "professional servants of the whole community." The decision Mr. Hamlin says we architects must make will be based on economics rather than on ethical morality and it is being made for us right this minute.

I was talking to a soldier home on furlough the other day and asked him if he thought there was any chance that the army might try to do thus and so. He said, "No, they won't try that because even the general is smart enough to know it won't work." And I think we will find, when the war is over, that "even the bankers" will have absorbed enough social consciousness to satisfy most planners.

I hope the Chapter and State Society will give an increasing amount of time in their programs to subjects like Mr. Hamlin's and that out of such programs will come a certain degree of self education and eventually an increased and active participation in community life, which is so obviously an obligation of our profession.



**Members In Service (Continued)**

Capt. Verne H. Sidnam, Corps of Engrs., 3 Bryn Mawr Apts., Ada, Ohio.

Lt. James A. Spence, USNR, Naval Training School, Dearborn, Michigan.

1st Lt. Gordon H. Stow, QMC, Chief Salvage & Reclamation Branch, Supply Division, Fort Custer, Mich.

Arthur H. Zimmerman, U. S. Army Engrs., Sault Ste. Marie, Mich. (Due for commission any time.)

The Bulletin would be interested in information about others.

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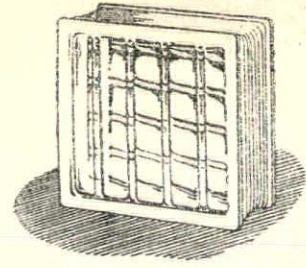
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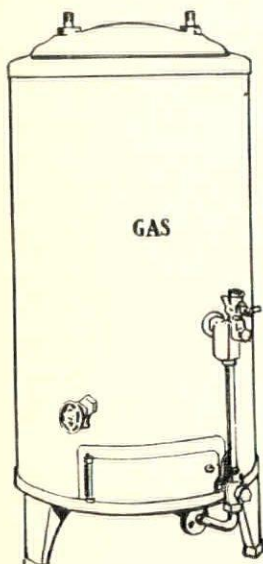
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1943 JAN -4 PM 1:56

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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, DECEMBER 29, 1942

No. 52

## THE SECRETARY SPEAKS

By JOHN T. BRIGGS,

Secretary, New York State Association of Architects

'Twas a balmy October evening, the 30th, and from 6 p.m. to 'way past the announced hour of 8 o'clock, Architects converged upon the League for a period of fizz and serious enjoyment. The spiritually uplifting clink of ice against glass blended with eager converse, to be stilled only at 8:15 p.m. when our guest of the evening and our president, accompanied by Messrs. Strauss and Briggs seated themselves on the dais. After a moment, President Kideney arose and expressed his pleasure, shared by all, that we were present. He then outlined some of the problems Architects will have to solve if they are to enter the doors opening for them in this accelerated universe of values reweighed; for not only are new materials and new uses of old materials the conforming practice; but new ideas, new solutions and the revamping of formerly accepted thoughts are completely reorienting our world, into which only the united and the awakened, the informed and the alert, the visioned and the resourceful will enter.

And then he glanced at his time and realized we had much to cover in the evening ahead; that we had a distinguished guest to portray another angle of this subject, so forthwith President Kideney introduced Major Irving V. A. Huie, Commissioner of Public Works, Major U.S.A., Engineer and all-around good fellow. Major Huie arose and said, "Besides being a distinct privilege and honor, my appearance tonight, in response to your invitation, makes me as an engineer feel most humble. I trust I am not a 'Daniel entering the Lions' Den.' Existing chaos has forced upon the world at large, and we, as members of the two outstanding technical professions particularly, a deep sense of the frailty of all things that have been created by man, and a bewilderment which leads us to search not only for the answer to the large question, but particularly the lesser answer in so far as it affects our work and our profession.

"Lewis Mumford in 'Culture of Cities', I think states very clearly and concisely the whole problem—'While the tasks of building, cooperation and integration are never finished, unbuilding may be completed in a few generations. The chief question now before the Western World today is whether disintegration must be completed before a fresh start is made.'

"Of course, neither you, nor I, nor the City Fathers are willing to admit that disintegration must be complete. We are, to the contrary, I am sure, of the opinion quite definitely that the work of upbuilding must go on in spite of the terrible conflict which is now engulfing the world. Granted that this upbuilding cannot proceed at the moment in a factual way, we must prepare and plan for it with the utmost

of our thought, study and intensive work in creating actual plans for the future. It is quite significant that, in recent history, many of the advances in the municipalities of the world took place during the periods of so-called 'hard times.' I can cite our own city's experience—immediately after the great depression of 1932, and more specifically from 1934 on, we actually constructed more needed and beneficial public works than had been accomplished in any similar era of the city's history. Of course, it was greatly aided by financial assistance from the Federal Government, which was seeking to increase employment through public works. It is my considered opinion that had we been able to foresee and plan for this era of municipal construction and had our plans and contracts been ready, the total volume, appreciable though it was, might well have been very materially increased.

"I think that we have learned our lesson, and we are now preparing to meet the inevitable conditions which will follow the War. May I quote from the Mayor's message to the City Planning Commission on September 15 last, where he said, 'The country learned that it took from one year to a year and a half to obtain the benefits of a vast recovery building program which the Federal Government had provided in 1934 and 1935. New York City, finding itself better prepared with working plans, was able to obtain a large share of federal grants in advance of most other communities in the country.' It is true that we were better prepared than other communities, but we are determined to be fully prepared this time.

"When planning is mentioned, the general public immediately limits their thoughts to public works. You and I know that this is only one phase of planning. There is one other major phase—the planning of private works—which is wholly within the jurisdiction of your profession and mine, for the guidance, the technical direction and the overall supervision, particularly as to the coordination of the broad scope of private enterprise. The opportunities in this phase of planning



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## SECRETARY SPEAKS (Continued from Page 1)

are so tremendous that I shall only suggest the thought to you tonight. There is, however, one thought in this connection that I cannot help but present—the field for the architect and the engineer is no longer the immediate territory that we individually have confined ourselves to in the past and looked upon as our geographical scope of operations, but it will be the whole wide world from this day right on. The younger members of our profession may well look forward to what is commonly called 'foreign service' as the field of greatest opportunities in the immediate future.

"The city of New York is planning for the future, and, I think, planning well. The 1942 capital budget was adopted last December and went into effect on January 1 last. Along in the Spring, after considerable thought, the 1942 capital budget, as amended, was adopted on June 25. The capital budget was amended for only one reason, and that was to provide for the actual design and the completion of specifications and contract documents of definitely approved projects which would be ready for construction on the day after this terrible war has ended. This is known as the Post War Works Program.

"To make this design possible, the amendment merely reduced the monies which had been allocated for construction purposes and made monies available for the purpose of design, all within the original budget.

"Briefly, let me give you a functional breakdown of the budget to give an indication of the wide scope of the works which have been included.

"The Amended budget contemplates public works, which it is estimated will cost approximately \$680,000,000. Of this, the Department of Marine and Aviation have \$15,000,000; The Board of Education—\$118,000,000; The Board of Higher Education — \$6,000,000; Museums and Institutions — \$10,000,000; The Park Department—\$41,000,000; The Board of Transportation—\$90,000,000; and The Department of Public Works and its client departments—\$217,000,000.

"The breakdown of monies functionally that have been allocated to the Department of Public Works is: Buildings, \$122,253,000; Bridges, \$11,500,000 and Sewage Treatment Works, \$84,000,000. For the completed plans, specifications and contract documents to provide for these works, the city has authorized a total of approximately \$22,000,000 and has appropriated over \$10,000,000 thus far for this purpose.

"I will not attempt to go into greater detail on the Post-War Works Program, but will simply mention, at this time, that there is a brochure which has been prepared by the City Planning Commission, a copy of which I have here and will leave with your Chairman.

"However, I do want to take this opportunity, as a member of the City Planning Commission, to tell you that this Post-War Works Program has been very carefully studied and considered before its adoption. We do not claim that it is a program of public works which will cure all of the evils of New York City for even the immediate future, it is only a program which supplies some of the immediate necessities by way of providing for: 'present inadequacies; urgent demands for replacement of obsolete facilities; and normal repairs (already too long delayed) in the city's physical plant, as well as some new developments.'

"I also want to emphasize that no one in the city government expects that this entire Post-War Works Program can, or will even be constructed in the first year following the war. Outside of the fact of the limitation of the construction industry to absorb more than a given amount of work at any one time, the progress of the construction of the program depends wholly upon the ability of the city and the attitude of the Federal Government, to provide the necessary finances.

"The Department of Public Works, which I am sure I need not tell you is closest to my heart in my daily duties, is probably what you expected me to spend most of my time upon. I certainly am not going to overlook it, but I do feel that most of you gentlemen know the department, many intimately, and if I were to go into my usual exposition, it would probably become boring.

"However, the Department has three main functions,

bridges, sewage treatment and buildings. In each of these functions we design, we construct and we operate. You gentlemen are most interested in the buildings, and in that field we design many more buildings for various departments than we are called upon to operate. I refer to such departments as hospitals, health, police, fire and sanitation, to mention a few.

"Again in this field, you gentlemen are interested in the design part of our jurisdiction, rather than the operation, and because of this I am going to limit myself to the Bureau of Architecture which has complete supervision over all of the design work for our public buildings, regardless of whether it is performed by our own forces or by a member of your profession retained by us.

"Our organization divides the Bureau of Architecture into functional groups, which are headed by supervising architects. These supervising architects report directly to the Director of the Bureau. These supervising architects also are the architectural consultants for the particular Client Department to which they have been assigned, and whose function is their specialty.

"I am going to take the liberty of giving you the names of a few of these. The Director of the Bureau of Architecture is Mr. A. Gordon Lorimer; the Supervising Architect for Hospitals is Mr. Isadore Rosenfield; for Health, Mr. J. B. Basil; for Sewage Disposal, Mr. Albert Bauer; for Police and Fire, Mr. F. W. McNamara; for Markets and Sanitation, Mr. A. H. Johnson; for Corrections, Mr. Walter Detmar and for Public Buildings, Mr. A. J. Daidone.

"I am happy to report that this functional method of approaching our design problems has progressed to the extent that now it is the efficient tying link between the client and the architect or engineer. Prior to the creation of the Department of Public Works, there had been no expert technical liaison between an architect or engineer retained by the City and the department itself. We have it now.

"There is one question which has come up in the minds of many of you here tonight, and which has come to my attention many times during recent years. I am even going to risk the danger of repetition to bring it up again tonight.

"Question: When does the Department of Public Works employ outside architects? Gentlemen, when I entered city service four and a half years ago and the task of organizing the Department of Public Works confronted me, I had one major decision of policy to make—how was I going to accomplish the design? At that time I had inherited a certain number of technical men, both architects and engineers, from other departments who formed the new Department of Public Works which was born on January 1, 1938. Each of these men had certain qualifications. After a very careful survey and much study and thought on the part of my staff, a policy was enunciated and set forth in the latter part of 1938, which has been adhered to consistently as follows: the Department of Public Works will design such volume of work as the force which was in the Department in 1938, can efficiently and economically accomplish, any peak or specialty loads to be given to outside architects or engineers as the nature of the project might dictate. This, gentlemen, has been the policy since 1938 and I know of no exception to that policy. It will be the policy of the Department of Public Works as long as I am Commissioner—I can say no more.

"We have a service in the Department of Public Works which has not received any publicity, but which can be of great value to you, especially those of you who are doing work for the city in your design work. I am speaking of the Materials Section headed by Mr. W. E. Elliott. This Section was formed over three years ago to coordinate and standardize our testing of materials, but it has broadened its scope in the past few years and we have samples of many new building materials together with their specifications, and a recommended specification for the erection of these materials. In the office of this Section, there have been actually erected samples of many materials which are used in the interior, so that our designers can have the advantage of actual observation. This Section, gentlemen, is at your service.

"This leads me directly to another thought that I have had for the past several months, particularly during those days when we were discussing a Post-War Works Pro-



gram and its design. I am sure that all of you gentlemen realize that when this War is over, you and I will have available for construction purposes many and many materials which we have never had available before. Some of them are brand new materials, insofar as their use in construction is concerned. Others are materials that we used in a very limited way in construction, but because of the tremendous increase in facilities for production of these materials for war purposes, there will be a sufficient supply for ordinary construction use. Then, there is a third class of materials which the designer has been driven to use which we did not think of using in normal design; for instance, laminated wood sections, the plastics, etc. Gentlemen, all of these materials are factors which you and I must keep well to the front in our studies for the design of any structure which cannot be built until after the War is over.

"Finally, I should like to say a few words about the Citizen's Defense Corps, and limit those few words to the Public Works Emergency Division. As Chief of this Division, it has been my privilege to have the full cooperation, not only of the technical professions so vitally interested in this emergency work, but of all the construction industry, all of the utilities and of organized labor. There are still opportunities for men who have the time to help us in this most necessary work. Let me cite just one instance—we are using as incident officers in our various Boroughs, architects and engineers and some highly qualified construction men. There are some sections of the city, principally the business or industrial sections, where we do not have a full complement of qualified men. If any of you gentlemen are interested and can give us the time that is necessary, I should be glad to have you contact Mr. Adolph Klein, the Executive Officer of the Division, who is located at my office.

"In closing, let me thank you for the opportunity of appearing here before you tonight to give you very frankly a few thoughts that I know you and I are both vitally interested in."

The Major was entitled to more applause than the Chair had time to allow, so President Kideney called for questions. There were many interesting ones, and precise answers by the Major. I would give them in detail, but my space like our time last Friday evening is limited. Suffice to say that they are covered in principle in the Major's talk and in the minutes (following) of the Board of Directors on Saturday.

Around midnight, the Chair reluctantly announced, "Adjourned". But there were many of the two hundred plus present who did not depart and so they foregathered for a final glass or two and lots more congenial converse. It is reported and creditably, that some stayed right through for the Director's Meeting Saturday morning.

On Saturday morning, October 31st, the Directors and their guests assembled at 10:20 A. M. President Kideney banged the old gavel and a roll call showed Messrs. Boehm, Booth, Briggs, Chas. Butler, Cantor, Cavaliere, Ellis, Goldberg, Granger, Green, Kaelber, Koch, Naters, Platt, Rich, Rumschik, Strauss, Weinstein present. Remarkable how bright-eyed they all were. The Chair read Treasurer Del Gaudio's report, which was accepted with thanks. Our Treasurer was recuperating from an operation. We missed him and registered it affectionately and also our earnest wishes for his safe recovery.

These are difficult times for all professional Associations to carry on. So many members are on distant war duties and so many others, in the press of related war work, find little time to devote to our volunteer activities, including the collecting and forwarding of dues to the Treasurer. Our bank balance is getting thin. Those of you who have not attended to this matter, please do so. Your Association must have funds to serve you.

Your Legislative Committee, Mr. Del Gaudio, Chairman, was active, as you gentlemen know who read and digested the Report sent bi-weekly during the session. The activities of Mr. Cantor and those of Mr. Briggs, were restricted because of the condition of our treasury, but this handicap was not injurious to the Association's interests

because the situation created by the War precluded the passage of much legislation.

Our publication, the Empire State Architect has done nicely in these times. Publisher Julian Kahle reports a \$500,000 balance for eleven months. At their next session, the Directors will have to review this contract. To assist them, will you write us; what items do you think would interest architects at this time; have you enjoyed the Empire State Architect; do you find the publication serviceable; what advertising policy would you prefer . . . and, speaking of advertising, the Directors believe a classified list of new materials and substitute materials would increase the Empire State Architect reader interest. Do you agree? Write to the Secretary.

The next item was the Hughes report. This is Progress Report of the Committee on Public Information, AIA, Talmage C. Hughes, Chairman. You should study the complete report. It is so long I must give a few quotes. "Instead of the Octagon being an item of expense, it would become the source of considerable revenue, a means of increasing membership and the instrument of a real public relations program, not only self-supporting but providing funds for other activities." Gradually building up until: "in due time, it could finance radio publicity, such as other professions have. The National Broadcasting Company has already agreed to give the time for such a series, provided the Institute would pay the costs incidental to production."

Now say some, is not the time. "Every successful program has anticipated conditions. Advertising men do not wait until their clients are faced with making sales immediately or going out of business. Such a program at this time would be more effective, because the public knows that at present we have nothing to sell. To help defray costs, we see no valid reason for not carrying producers' advertising, like the Journal of the Royal Institute of British Architects, Hygiea for the medical profession. The bugaboo of advertising in a publication owned by the architectural profession fades in the light of value received. If advertisers do not receive dollar-for-dollar value it is wrong and the advertising should not be accepted. If they do, there is no problem." After a thorough discussion, the Directors favored in principle, the Report. Our Association AIA Director was so notified.

New York has a ten member Temporary State Commission for Post-War Public Works Planning. Elections may change the complexion of some of these ten men, but a State program will be operative. To explore its possibilities for architects, President Kideney appointed Adolph Goldberg, Chairman, Matthew Del Gaudio, Sidney L. Strauss and John T. Briggs to study and to report to him at the earliest feasible time.

New York City also has a post-war program, which brought to mind the Mayor's Panel of Architects. While the item is local, nevertheless, on behalf of younger men and some of the others, the Directors suggest that the jury of three evolve a method for qualifying these men where they have not been the author of some substantial building under their own name. The Chair appointed Messrs. Rich, Cantor and Boehm a committee for this work.

Yes, our appetites are sharpening, but one more resolution before lunch, authorizing the Treasurer to pay expenses of the October 30 and 31 meetings. Finally, at 1:30 P. M. we recessed for liquids and beef. But promptly at 2:20 P. M. we reconvened, revived, and then,

Public Works Planning was further discussed and our legislative program, and architects' fees. Fees should include ALL services done under the architect's control and where a percentage fee is used, 1939 costs are the basic.

No matter how interesting the shop discussions, trains do not delay their appointed starting. With surprise President Kideney's eye and his watch face met and his 3 P. M. exclamation brought termination. Our distant Directors must homeward trek to be on deck Monday morning with minds crystal clear, after the velocity and pith of our discussion which left some of the local boys I know, a little hazy.

Before adjourning, however, the Directors extended to every Architect, wherever he may be, and to each other, their felicitations and their wish that on this Thanksgiving, he will have cause to be happy hearted.



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