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WEEKLY



BULLETIN

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Volume XXII DETROIT, MICHIGAN, FEBRUARY 3, 1948 NO. 5

Economic Club Hears Speaker On Housing

Edward R. Carr, of Washington, D. C., President of the National Association of Home Builders, was the speaker at the noon meeting of The Economic Club of Detroit on Monday, January 26. His subject was "Housing—Is Private Enterprise Doing an Adequate Job Throughout America, or must We Follow the European Road to Public Housing?"

Allen B. Crow, President of the Club, in introducing Edmund Kuhlman as presiding officer, stated that Detroit had had growing pains for fifty years, that the building of houses had not yet reached the stage of mass production that automobiles had. He stated that Huhlman had been a builder in Detroit for 25 years and that ten years ago he was instrumental in organizing the Builders' Association of Detroit. He had been closely identified with it ever since, and it is now an important unit in the national organization.

Kuhlman said that Carr had made a name for himself as a builder in Washington, D. C., and that he is now doing a fine job for the organization of home builders. He also had other talents, the speaker pointed out, relating that he had written some 15 or 20 songs. Recently he received a check for \$12.20 as royalties on one that was published. Carr admitted the mild impeachment, saying that he was now composing a swan song for Mr. Nathan Straus. He stated that statistics showed that 50% of the children in this country are born in the slums, where there are only ten per cent of the houses.

"Some of the rabid C.I.O. leaders are saying that this country needs 18,000,000 houses," he said, "and they want to take profit out of the business by having the Government build them. England and France tried it and all they got was a lot of isms. In England one cannot sell a piece of property except at a price established in 1939, which means Government Dictation."

Mr. Carr said that Straus had written a book on "The Seven Myths of Housing". He did not know what the other six were but was sure that Straus was

the seventh. The author also accused the building and other lobbies of trying to keep prices up and to continue scarcity.

The speaker supported his contention that private industry could provide enough houses, by giving figures on the number of units started under controls and the number since they were removed. With further reference to England he stated that formerly four out of five houses were built by the Government but now it is five out of five. He said that one could get a nice suite there for \$4 per week, "but we are paying for it. Who is going to pay us I do not know, but it probably won't be Russia."

With reference to the Wagner-Ellender-Taft Bill, he said that there are some good things about it, but one would not eat a piece of cake that was 90% good but had 10% of arsenic in it. That is the way the N.A.H.B. feels about the Bill.

Carr said that the total number of housing units estimated as necessary to properly house our total population is 30,000,000, pointing out that Catherine Bauer calls for one third of these to be for the low wage earner. This means 10,000,000, while the WET Bill calls for only 500,000 per year. It is his opinion, therefore, that the 500,000 is only the beginning of the Government's ultimate program.

The speaker believes that building houses and clearing slums are two different things. He points out that only a small percentage of Government hous-

ing has been in slum districts.

Concerning prefabrication the speaker said that Fritz Burns, of California, a builder who is connected with Henry Kaiser, told Congress that prefabrication means faster building after it gets going but that inevitably it is more costly.

TELEPHONE

The telephone number of the Weekly Bulletin has been changed to
WOODWARD 5-3680

As the new directory will not be out for some time we suggest noting this in your present directory.

NOMINATING COMMITTEE

M.S.A. President Langius has named a nominating committee for offices and directors, as follows:

Wells I. Bennett, Robert B. Frantz, and Carl C. Kressbach.

The Board of the Society has elected a second committee as follows:

Cornelius L. T. Gabler, Joseph C. Goddeyne and Phillip C. Haughey.

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BUILDERS' and TRADERS' EXCHANGE of DETROIT

Everett G. Bush of the Sexauer Roofing Company was elected president of the Builders' and Traders' Exchange at the Board's organization meeting, January 26th. Other officers elected for the 1948 term are Ray T. Lyons of Ray T. Lyons Co., vice president, and Walter Torbet of Detroit Steel Products Co., vice president. R. Douglas Shaw of Shaw and Kauth electrical contractors was elected treasurer. Edwin J. Brunner is entering his twenty first year as secretary-manager.

Committee chairmen for the year are Herman Clafehn of Albert Albrecht Co., chairman of Finance, entering his twentieth year; Mervyn Gaskin of Taylor and Gaskin chairman of Legislation, fifth year; G. K. Chapman of Walbridge Aldinger Co., chairman of Industry Relations, second year; Albert Ameel of Talbot and Meier Co., chairman of Membership, tenth year; Alfred Brodine of Huron Portland Cement Co., chairman of Entertainment, fifth year; and William F. Seeley, chairman of Golf, twenty first year.

The Board besides the officers named above has on it the following men: Munro Aird; plastering contractor, Mark Atkin of Atkin-Fordon Co., Henry Manley of Manley Marble Co., George Odien of George A. Odien, Inc., and W. Wilbur White, plumbing contractor. * * *

ZONOLITE COMPANY is now the new corporate name of the former Universal Zonolite Insulation Company. It is the same corporate body—only a change in name which more closely identifies it with the product ZONOLITE. The Detroit address is 14300 HENN AVE., Dearborn, Mich. The telephone number is Tiffany 6-1010. The manager is our good friend Dayton L. Prouty. * * *

Gordon Rose of Porce-Lin Tank Lining Company, which name was recently changed from "The Porcelaining Co.," announces they have moved to their new address 3049 E. Grand Blvd. zone No. 2.

Of interest also is that in addition to their Elastic Ceramic Lining for the protection of new and old water tanks of all types, they have recently been appointed agents for Michigan for Stalpic Coating Corp. of Chicago. This now brings available to manufacturers and

processors, a method of applying Phenolic coating (using Bakelite Resins) for protection of tanks and equipment where acid corrosion or product contamination is a factor. The Stalpic coating protects against most of the acids, and protects foods, pharmaceuticals, and industrial products. The material is applied to the plant site by use of portable baking equipment and imparts smooth glass-like finish to the coated surface, and is impervious to any known solvent, such as Alcohols, Esters, Ethers, Ketones, Petroleum Hydrocarbons, etc.

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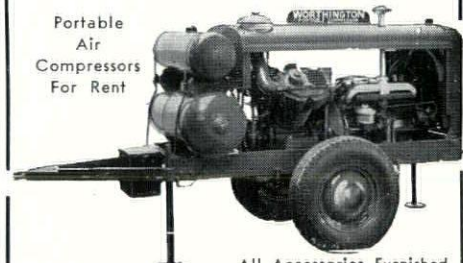
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**Committee Appointments for the year
1948**

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National Fireproofing Company
Dayton L. Prouty,
Zonolite Company
Gordon Baskwell,
Ceco Steel Products Company
R. J. Ogden,
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Otis Elevator Company

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PENCIL PICTURES

By THEODORE KAUTZKY

Reinhold Publishing Co., 330 W. 42nd St.,
New York 18, N. Y. — \$5.

This book, **Pencil Pictures**, unlike Kautzky's previous book, **Pencil Broad-sides**, which dealt principally with technique, deals with making of pictures in pencil out of the great variety of subject matter to be found in nature.

Landscapes of the seashore, farming country, mountains, and woodlands—with fishing boats, barns, village streets, and country homes—are illustrated and analyzed with attention to the arrangement of picture elements in line and value. 31 magnificent plates, drawn only as Kautzky can draw them and reproduced faithfully in gravure, will give to draftsman, student, amateur, and artist a set of inspiring examples from which to learn. The accompanying text explains the principles upon which the author bases his picture making.

The author points out how to reproduce a scene, not as a camera, but, by knowing what to leave out, to give command over arrangement of pattern, to apply the principles of proportion, balance, rhythm, contrast, etc., upon which the excellence of a picture depends.

Illustrations are of two kinds; Lesson Plates and Picture Plates in which have been applied the principles described. Each Lesson Plate analyzes a picture and shows how it has been put together, both as to arrangement of pattern and the balancing of principal light and dark values.

Ted Kautzky has here shown that there is picture material everywhere and how the artist can, by selecting the essentials and arranging them to suit his purpose, grasp and convey the real truth and beauty in a scene so that others may enjoy it.

Louis Kamper, sojourning at Riverside, Calif. sends greetings, including a clipping from the local paper giving the temperatures for January 1 to 12. Indications are that he is having a wonderful time, while escaping the beating we are taking here, weather-wise. He states that all is well with him.

Bill Shinderman postcards his regards from Rio De Janeiro, adding that he is visiting South America for architectural study and research "and a few lessons in Espanol".

NEXT DINNER MEETING, Detroit Chapter, A.I.A.—Feb. 11, 1948. SUBJECT: A Report of the Architects Civic Design Group. SPEAKERS: Branson V. Gamber, Chairman of the Group, and Eliel Saarinen, Coordinator. Keep this date open. Notices soon.

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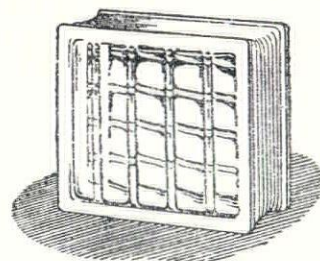
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(Names of Chairmen are in Bold Face Type)

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PRESIDENT'S REPORT

By Dr. Alfred H. Whittaker, President, Detroit Historical Society. — From the Society's Bulletin.

In compiling the customary President's Annual Review of the activities and accomplishments of the Detroit Historical Society, I am effecting one of the most satisfactory functions of the President. In contemplating the record, I have the same feeling that one has in watching the assembly line of a great motor plant, a sense of limitless semi-liquid power and irresistible force superabounding any obstruction or delay, progressing to a technological and esthetic end result, responsive to public desire. The Society constitutes a corporate hereditament which in its parvenu emphasizes that "the heritage of the past is the seed which brings forth the harvest of the future."

The year 1947 found the City Historical Commission appointed by the Mayor and the Museum Fund, collected by public subscription in the amount of \$400,000 transferred to the city for the construction of the first unit of the Museum.

The City Plan Commission, precisizing the Cultural Center, designated the north side of Kirby Avenue between Woodward and Cass Avenues as the site for the Museum, and the Woodward frontage between Kirby and Ferry as an area of expansion. The Museum will be convenient to the new wing of the Library which will house the Burton Collection, just as the Rackham Building is convenient to the science wing of the Library to the south. Due to the interest of Mayor Jeffries, and Mayor-elect Van Antwerp, the Common Council, President David D. Henry of Wayne University, and the Board of Education, and the Historical Commission, the most appropriate site in the city has now been officially selected and condemnation proceedings are under way.

The decision has permitted Architect William Kapp to develop preliminary drawings which will appear in the Cultural Center Brochure of the City Plan Commission which is just going to the printer. President George W. Stark, of the Historical Commission reports that the plans for the building will now proceed with full speed.

It is probable that two million dollars will be needed within two years, and ultimately eight million dollars to complete the type of museum which the site calls for, and to which the people of Detroit are entitled.

Mention has been made repeatedly that the collections of exhibits in the new Museum will reflect not only the past development of the city, its customs and people, but emphasis will be placed on the interpretation of the scientific and technological advances to which Detroit has contributed. The Museum will provide such a unique opportunity for industries such as the automotive, the pharmaceutical, chemical, and marine to exhibit their evolution and sociological influence, to hundreds of thou-

sands of Detroit people and out of town visitors, that it is hoped that large sections of the museum will be developed by these industries, thus placing on permanent display the material now used in temporary expositions.

In developing the museum, and the Society will soon find this, its chief responsibility, the probability of a great World's Fair to be held in Detroit must be kept in mind, and also the Olympic Games to be held here, which bring millions of visitors.

The Trustees of the Society have been notable in their attendance at the monthly meetings. The period of time elapsing, while the approval of the site was being made, permitted a thorough program of preparation to be effectuated. Inspection of other museums, discussion of types of museums, meetings with patriotic groups, architects, and city departments and commissions, consideration of material for the collections and requests to citizens of long and short residence have resulted in the Society being prepared to go ahead in step with the building program, as well as to continue a comprehensive program of historical activities pending the completion of the new museum.

The activities of the twenty-five committees of the Society are too numerous to review in the space available. Attention is called to the reports to be published, however.

The work of many of the committees has necessarily been of an exploratory and research nature, while waiting for the new museum.

Others have carried out a highly constructive and valuable activity, however. Of these may be mentioned the Editorial Committee, and Director Henry Brown, the greatly improved Bulletin being the result.

The Museum Materials Committee, of which Mr. M. Woolsey Campau is Chairman, has made the early building of a large museum necessary to house the new accessions.

The Membership Committee, under the Chairmanship of Mrs. Wilson W. Mills, and direction of Mr. R. B. Johnstone, has given us the largest historical society in the country.

The Program Committee, of which Mr. Harold M. Hastings is Chairman, has arranged programs to develop interest in the cultural values of the city, and has carried this out in such a way that the meetings have assumed a highly intellectual and creative function. The Noon Day Programs arranged by Mrs. Lloyd DeWitt Smith, have been well attended and have supplied a need for participation in historical activities for those finding it difficult to attend evening meetings.

A development of the years was the formation of a committee of the Directors of the many museums and institutions of the Cultural Center. This co-operative movement has a future potential for great influence and importance.

The accomplishments of the Public Relations Committee speak for themselves. Mr. Reuben Ryding, as Chairman, and Mrs. G. Allan McKaig, of the

staff, have brought to the public weekly, and sometimes daily, through the newspapers and by means of meeting and museum visits and lectures, the importance and the romance of the history of Detroit.

This review would not be complete without attention being called to the efficient handling of the Society's funds by Treasurer Thomas I. Starr. The financial condition of the Society is excellent.

In wishing the Society greater success in the year to come, I can point to staff and a membership characterized by a sense of service and accomplishment, not marred by a single instance of clash of personalities or emotional tension, which I submit in an organization of twenty-three hundred leading citizens and numerous official bodies a record unique in society and committee organizational function.

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Volume XXII

DETROIT, MICHIGAN, FEBRUARY 10, 1948

No. 6

GRAY MARKETS

*Industry Takes Steps to Stamp out
this evil*

Douglas Whitlock, chairman of the Building Products Institute, has challenged the statement that individuals who operate gray markets in building materials are performing a public service by correcting maladjustments in the distribution of materials.

"It has been contended that gray market operators buy materials in areas where there is a surplus and resell them where shortages exist, but all available information indicates that the gray marketeers buy wherever they can find someone willing to sell to them, regardless of the total quantities available on the particular market," Mr. Whitlock said.

"Manufacturers of materials will do everything in their power to stamp out gray markets, so far as is legally permissible, but the job is a difficult one because manufacturers of building materials do not themselves engage in such operations and are not a party to them.

"Materials production continues to expand steadily, and gray markets will disappear as production catches up with demand. This already has happened in the case of many individual materials, with the result that the list of critically short materials is becoming steadily smaller.

"The Joint Congressional Committee on Housing has done a real service for the public and for the building industry by bringing gray market operations out into the light. Individuals having evidence of such transactions, in which materials are put into the hands of operators who resell them at excessively high prices, also can perform a valuable public service by making their facts known through the press or otherwise."

DINNER MEETING—DETROIT CHAPTER, A. I. A. RACKHAM MEMORIAL BUILDING, DETROIT Wednesday, Feb. 11, 1948

Board Meeting, 4:30 p.m. — Dinner, 7 p.m. — Program, 8 p.m.

Following dinner, members will adjourn to Lecture Hall of the Detroit Institute of Arts, for a program on the

ARCHITECTS CIVIC DESIGN GROUP of Metropolitan Detroit

CONDUCTING: Branson V. Gamber, F.A.I.A., Chairman of the Group.

SPEAKER: Eliel Saarinen, F.A.I.A., Coordinator of the Group.

SUBJECT: "The Theories and Principles on which the Work of the A.C.D.G. is based."

Discussion Period.

NOTE: During the week of Feb. 9, there will be an exhibition of the City Planning Studies prepared by A.C.D.G., on the lower level at the Detroit Institute of Arts

BOOTH FELLOWSHIP

The College of Architecture and Design, University of Michigan, announces that the George G. Booth Traveling Fellowship in Architecture will be offered again this year, and the competition in design will be conducted during the two weeks beginning April 3, 1948. This competition is open to all graduates of the school who have not reached their thirtieth birthday on that date. Prospective candidates should write to the office of the College of Architecture and Design, University of Michigan, at once.

WANTED—Architect experienced on industrial buildings. Permanent position for the right man. J. H. Burnie, Personnel Dept., Burroughs Adding Machine Co., 6071 Second Ave., Detroit 2, Mich.

MEETING

American Society of Heating and
Ventilating Engineers

at the

Horace H. Rackham Educational
Memorial

Monday, February 16, 1948

DINNER 6:30 P. M.

MEETING 8:00 P. M.

Speaker: F. R. Ellenberger, Air Conditioning Division, General Electric Co.

Subject: "The Heat Pump—Reversed Cycle Refrigeration"

This month's meeting is the annual
"Past President's Night" for
the Association.

Governor Kim Sigler has appointed three architects as Technical Advisers to the State's Hospital Advisory Council. They are Clair W. Ditchy, Frederick A. Fairbrother and Lewis J. Sarvis.

Their duties will be to formulate standards for construction of hospitals in the State's building program.

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"PAPER CLOTH"

Architects and engineers are displaying keen interest in a new technical paper developed by the Clearprint Paper Company of San Francisco. Draftsmen have long appreciated the virtues of tracing cloth, yet they are well aware of its shortcomings. Clearprint is now marketing Papercloth, a technical drawing paper claiming the advantages of tracing cloth, without the drawbacks of tracing cloth.

For years tracing cloth has been used as a technical tracing medium because of its resistance to the ravages of time. It does, however, have certain disadvantages, including sensitivity to atmospheric changes, resistance to pencil marking and ink erasure, and susceptibility to cracking when folded. Officials of the firm believe that Papercloth has eliminated these shortcomings.

Papercloth shows a marked stability under all atmospheric conditions, resisting stretching, shrinking and buckling. Its surface takes to pencil and ink with equal facility and erases easily. Because Papercloth is not damaged by creases or folding, it outlasts tracing cloth in printing and reproductive qualities.

Officials of the firm invite inquiries for samples of this new drafting medium. Address requests to Clearprint Paper Company, Dept. G, 15 First Street, San Francisco, California.

HOTEL RESERVATIONS

It is suggested that those planning to attend the Michigan Society of Architects Annual Convention at the Statler Hotel in Detroit, March 4 and 5, make their reservations as soon as possible. Write directly to the Hotel, giving your requirements.

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PRODUCERS—A.I.A.

The Executive Committee of the Producers' Council has approved a renewal of the Council's 26 year old affiliation with The American Institute of Architects, according to an announcement by Mr. M. J. Maley, Pittsburgh Plate Glass Co., newly elected president of the Council's Michigan Chapter.

Mr. Maley's announcement followed a meeting of Chapter Presidents which he attended January 27 and 28 in Chicago.

"Under the continuing affiliation, the Council and The A.I.A. will collaborate on technical programs designed to improve the quality and lower the cost of construction," Mr. Maley said.

"The Executive Committee also approved five other programs which the Council and its local Chapters will develop during the coming year:

"1. The program of modular coordination will be expanded and further developed, with the aid of a special technical consultant.

"2. The Industry Engineered Housing program will be developed further with respect to engineering details.

"3. The principles of industry engineering will be applied to multiple rental housing, in cooperation with other industry branches, as a means of introducing into rental construction the same general economies as have been demonstrated in the engineering and design of individual homes.

"4. Active support will be given to the research program to be conducted by the Building Research Advisory Board which was officially endorsed.

"5. Efforts to modernize restrictive building codes will be continued.

"In addition, the Committee approved a comprehensive program to inform the public of the progress being made by the building industry and of the industry's importance to the national economy.

"Presidents of 29 of the Council's 30 local Chapters attended the two-day conference."

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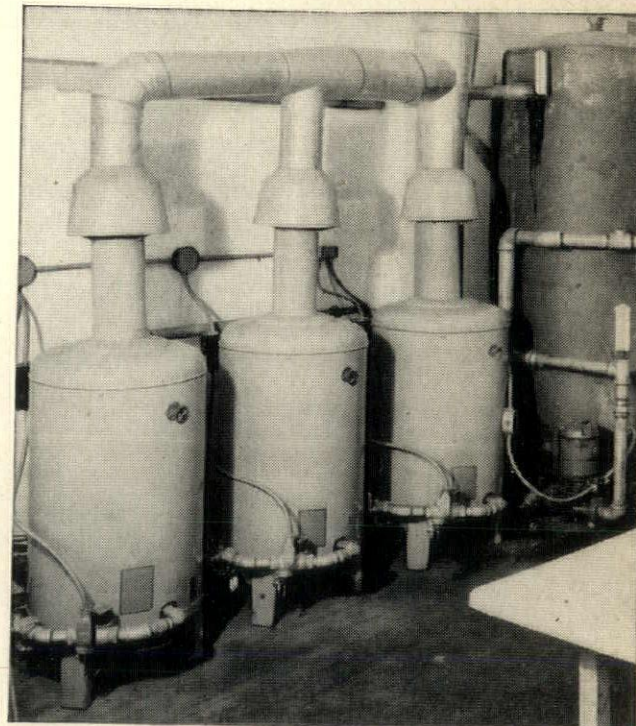
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Builders & Traders

Edited by

E. J. BRUNNER
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A HEAD FOR EVERYTHING

Look down this column and we hope you will see a head for each item. Last week, Zonolite Company, the new name for Universal Zonolite Insulation Company; and Porce-Lin Tank Lining Company, the new name for the Porcelining Co. were sort of melded with our Board of Directors. So now ye editor is going into headline writing.

GET SET FOR BANQUET

The next all-out event which no one should miss is the Michigan Building Industry Banquet, March 5 at Detroit Hotel Statler. A joint committee of Michigan Society of Architects, Producers Council of Michigan, and Builders' and Traders' Exchange is working hard on this.

Invitations with card for reservations will be mailed soon. Be prepared to act, because capacity of the Statler will be overtaken. First in, best places.

The committee is headed by none other than that highly excellent banqueteer, Paul Marshall. Assisting him in alphabetical order are Herman Banbrook, treasurer of the committee, and apostle of meals served hot; Al Brodine noted for substitution of dialect stories for committee reports; Ed Brunner now turned editor of this column, and wanting news items; Talmage Hughes, architect, editor of this Weekly bulletin and sage of Coates Bend (Ala.) extraction; Adrian N. Lanquius, Director, Building and Construction Division, Michigan State Administrative Board, and president of the Michigan Society of Architects; Andrew R. Morison, architect, of pure Scottish extraction, and a powerful influence in getting everything done just right; William E. Ogden, of Marsh Wall Products, Vice-President of Producers Council; and Walter Torbet, of DSP, than whom there is no finer.

This committee has already eaten its way through many luncheons, and when you hear what is in store for you you will know that eating did not dull our interest in working.

J. R. HILBERT COMPANY

With no change in ownership or management, the Modern Service Plumbing Company has changed its name to J. R. Hilbert Company. Says J. L. Hilbert, "We are moving to our new shop and office at 14851 E. Seven Mile Road on February 2." New telephone number is VE 9-3700.

Walsh Resilient Flooring Company, 2028 Geneva Ave., announces a change in phone numbers. New numbers for this company are: UN. 1-2121, UN. 1-2639 and UN. 1-2640.

PAUL HAAS COMPANY

On February 2, Paul Haas Company moved to 70 Palmer St. Telephone numbers remain TR 2-8530 and TR 2-0122. Paul Handles Venetian Blinds and factory, porch, and liteproof shades.

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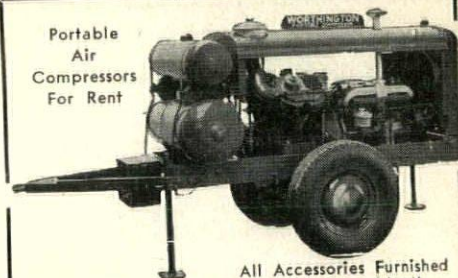
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BULLETIN

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Volume XXII

DETROIT, MICHIGAN, FEBRUARY 17, 1948

No. 7

Proposed New MICHIGAN SOCIETY OF ARCHITECTS BY-LAWS

JULIAN R. COWIN, Chairman, By-Laws Committee

Draft approved by Board of Directors Feb 10, 1948 for submittal to the 1948 Annual Meeting of the Society.

ARTICLE I. ORGANIZATION

Section 1. Name

The NAME of this Michigan non-profit corporation is the "MICHIGAN SOCIETY OF ARCHITECTS, a State Organization of "The American Institute of Architects" and is hereinafter referred to as the "Society."

Section 2. Purpose

The purpose of this Society shall be to promote the art and science of architecture; to educate its members and others in the art and science of architecture; to encourage the development of the allied arts, particularly insofar as they may relate to the art and science of architecture; and to represent and act for the profession within the State of Michigan in all matters affecting the practice of Architecture.

Section 3. Domain

The domain of the Society shall be the State of Michigan. It shall function as the state-wide representative of and unifying body for the various Chapters of the American Institute of Architects chartered within the State of Michigan, on matters of State-wide interest affecting the Members of such Chapters.

Section 4. Definitions

The terms "Institute" or "Chapter" as used in these By-Laws shall refer to "The American Institute of Architects" as incorporated under the laws of the State of New York, or to its local Chapters established or to be established in the future within the State of Michigan.

Reference to "Society," "Board," "Committee," "Officer," "Members," "Meeting" or similar designations shall pertain or refer to The Michigan Society of Architects, a State Organization of the American Institute of Architects.

Section 5. Property

Neither the Institute nor a Chapter shall have any title or interest in any property of the Society or be liable for any debt of the Society, nor shall the Society have any title or interest in any property of the Institute or a Chapter or be liable for any debt of the Institute or a Chapter.

ARTICLE II. MEMBERSHIP

Section 1. Active Membership

The Society shall consist of all corporate members of all Michigan Chapters of the American Institute of Architects who are registered architects under the laws of the State of Michigan. Corporate members of the Institute, as defined in the By-laws thereof, assigned to Michigan Chapters and in good standing and who are registered architects in the State of Michigan, shall be considered, ipso facto, active members of the Michigan Society of Architects.

Section 2. Honorary Membership

The Board may elect Honorary Members from among the Active Members, except that not more than one such Honorary Member may be elected in any one calendar year. Honorary Members shall be chosen only for outstanding service to the Society and the profession over a period of at least ten

years. Honorary Members shall be elected for life and shall have the same rights and privileges in the Society as active members, but the local Chapter to which such Honorary Member belongs shall not assess or collect from them the proportion of the local dues which are to be levied for the use of the Society.

Section 3. List of Members

An officer designated by the governing board of each Michigan Chapter of The American Institute of Architects shall file with the Treasurer of the Society the names and addresses of all corporate members in good standing at the beginning of each year and shall keep said list up-to-date at all times.

Section 4. Rights of Membership

The grant to and the exercise and use by a member of each and every right and privilege granted by these By-laws shall be conditioned upon his professional conduct and good standing evidenced by payment of Society and Chapter dues of the member in his Chapter.

ARTICLE III. MEETINGS:

Section 1. Annual Meeting

There shall be an Annual Meeting of the Society held each year during the month of March, at a time and place designated by the Board. Official notice of the date and place of the Annual Meeting and an outline program of same shall be given the membership by the Secretary at least thirty (30) days prior to such meeting. Notice of such meeting

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may be by mail to each member or in the Official Publication of the Society.

Section 2. Special Meetings

Special Meetings must be called by the President upon a majority vote of a quorum of the Board of Directors or upon receipt of a written request signed by at least 20 active members. In emergencies the President may call special meetings without such vote or request.

Section 3. Quorum of the Society

A quorum at a regular or special meeting of the Society shall consist of twenty (20) active members, unless otherwise set by the Board and so stated in the notice of the meeting.

Section 4. Board Meetings

The Board of Directors shall hold not less than ten meetings during the year for the purpose of transacting the business of the Society. The organization meeting of the Board shall be held in the month of December of each year at which the retiring President shall preside until the election of new officers. There shall be one meeting of the Board immediately prior to the Annual Meeting of the Society. Notice of time and place of each meeting shall be mailed to each member of the Board by the Secretary at least seven (7) days before the date of the meeting.

Section 5. Special Meetings of the Board

Special Meetings of the Board must be called by the President upon a majority vote of the Board or may be called by the President, without such vote, when emergency requires. Notices of all special meetings must be mailed by the Secretary to all members of the Board at least five (5) days prior to the meeting. Such notices must set forth the purpose of the meeting and no such meeting may abrogate any action taken at a previous regular or special meeting unless the proposed abrogation is specifically mentioned as an item of business in the notice of the special meeting.

Section 6. Quorum of the Board

A quorum of the Board at any regular or special meeting shall be five (5) members of the Board.

Section 7. Rules of Order

The parliamentary usage governing the conduct of all meetings shall be as set forth in "Robert's Rules of Order, Revised," when not inconsistent with these By-laws.

Section 8. Minutes

Minutes of all meetings of the Board shall be recorded by the Secretary and submitted to the Board at its next succeeding regular meeting for approval or changes. Minutes of all meetings of the Society shall be recorded by the Secretary and submitted to the next succeeding Annual Meeting of the Society for approval or changes.

ARTICLE IV.

DUES, FEES AND ASSESSMENTS

Section 1. Entrance Fees

There shall be no entrance fee on joining the Society other than the fee required by the Institute for entrance as a Corporate Member.

Section 2. Annual Dues

The Board shall set the amount of the annual dues to be paid to the Society by each Chapter. Such dues shall be levied uniformly on a per-capita basis. Such dues shall be collected by the Treasurers of the Chapters and shall be transmitted by the Treasurers of the

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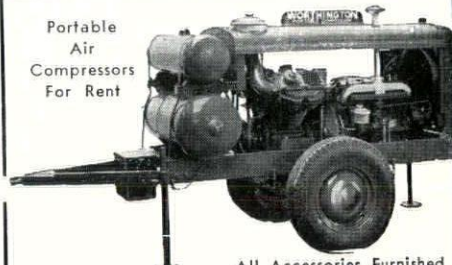
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budget, by the concurring vote of not less than two-thirds of its membership present showing in detail the anticipated income and expenditures of the Society for the fiscal year.

(b) Expenditures

Every expense and financial liability of the Society and every expenditure of money of the Society shall be evidenced by a voucher or other appropriate instrument signed by a person or persons properly authorized to incur the expense, liability or expenditure.

(c) Limitations.

Unless authorized and directed to do so at an Annual Meeting or Special Meeting of the Society, the Board shall not adopt any Budget, make any appropriations, or authorize any expenditures or in any way obligate or incur obligation for the Society, which in the aggregate in any fiscal year, exceeds the estimated net income of the Society for such year.

Section 4. Audits.

The Board shall appoint three (3) auditors from the members of the Society to audit the books and accounts of the Treasurer for report at the Annual Convention. The Board shall be vested with the authority to employ a certified public accountant to make a final audit if deemed desirable.

ARTICLE IX. PUBLICATIONS

Section 1—The Board may, at its discretion, adopt means to prepare, finance, publish and distribute circulars or information, legal forms for the use of the profession, periodicals and books containing data of information of value to architects.

Section 2—For the financing of a periodical, the Board may direct that a portion of the amount of the annual dues paid to the Society by active members be set aside for such purposes.

Section 3—The Board may create special funds from the treasury of the Society for the financing of additional publications.

Section 4—Publications shall be under the direction of the Administrative Committee. The name of the periodical to be partially financed from the annual dues shall be "Weekly Bulletin, Michigan Society of Architects". The names of other publications shall be determined by the Board at the time they are published.

Section 5—The Board may contract for the Society with an individual or firm to discharge the editorial and business matters pertaining to such publications, at whatever arrangements for compensation it may determine as reasonable, just and expedient.

Section 6—The Board, through its Administrative Committee, shall have the power and it shall be its duty to control the text matter, advertising matter and all matters of finance in

connection with any publication authorized by these By-laws.

Section 7—Separate accounts shall be kept for each individual publication. The Board shall have access to such accounts at its pleasure. An annual audit of the books of each publication may be required by the Board, the cost being charged against the account of such publication.

Section 8—The Board may contract for the Society with an individual or firm (not necessarily an architect) for the sale or publication rights of building information held by its members and may, through its appointed committee or committees, arrange for the manner of publication and distribution of such information.

Section 9—The Member, Firm, Individual, or Committee in charge of any such circulars, forms, periodicals or handbook, shall submit to the Board a complete statement of financial conditions at the Board's request, and must submit such a report, properly audited, at the Annual Meeting.

Section 10—For the purpose of making a complete financial report at the Annual Meeting, the fiscal year of the business of any of the aforesaid publications shall correspond to the fiscal year of the Society, beginning on the first day of January of each year and closing on the thirty-first day of December in the same calendar year.

ARTICLE X. AMENDMENTS

Section 1. Proposals.

Amendments to these By-laws may be proposed at any meeting of the Society or of the Board by motion of any active member, duly supported by a second active member. If approved by a majority of the active members present, the Secretary shall then publish the full text of the proposed amendments at least ten (10) days prior to the Meeting at which they are to be voted upon.

Section 2. Ratification.

Amendments so proposed shall require for their ratification the vote of two-third (2/3) of the members present at the regular or special meeting of the Society announced for this purpose.

Section 3. Effect.

Amendments shall go into effect immediately upon their ratification.

NEW CRITIC, U. of M.

The College of Architecture and Design, University of Michigan, announced the appointment of Walter Sanders of Sanders and Malsin, New York, a visiting Senior Critic in Architectural Design. Mr. Sanders will serve during the first half of the spring semester of 1948.

Professor Jean Hebrard, for seventeen years Senior Critic in Design, goes on his retirement furlough with the close of the fall semester of 1947-48.

GEORGE D. MASON & CO.

At the Annual Meeting of the George D. Mason & Company, held January 2, 1948, the following officers were elected for the ensuing year:

George D. Mason, Chairman of the Board; David H. Williams, Jr., President; Eugene T. Cieland, Vice-President; Albert C. McDonald, Secretary-Treasurer.

Mr. Mason, now in his 92nd year, the dean of Michigan Architects. His office employed many of those who were later to become the leaders in the profession in Michigan, including the late Albert Kahn.

NEW OFFICERS, AGC

At the 32nd Annual Meeting of the Detroit Chapter held at the Detroit Athletic Club, January 14, 1948, the following officers were installed:

R. E. Pickett—Walbridge, Aldinger Co.—President.

W. R. Bryant—Bryant & Detwiler Co., First Vice-President.

G. L. Bortz—Darin & Armstrong Inc.—Second Vice-President.

J. H. Downie—Talbot & Meier, Inc.—Treasurer.

L. M. Denton—Denton Constr. Co.—Director.

B. H. Armiger—F. H. Martin Const. Co.—Director.

F. H. Taylor—F. H. Taylor Co.—Director.

R. A. MacMullan—Secretary-Marguer.

Mr. Herman E. Clafehn of the Albert A. Albrecht Co. was tendered a testimonial honoring his faithful service as Treasurer of the General Builders Association and the Detroit A.G.C. Chapter for the past twenty-five years.

A minor change in the Chapter By-laws was also adopted at the meeting. Text of the amendment will be sent all members in the near future.

Reports from the Chairman of the working Committees of the Chapter were heard and it was noted that five new members joined the Chapter last year.

Mr. Welton A. Snow, member of the National staff of the A.G.C., Washington, D.C., and Dan W. Kimball of Owen-Ames-Kimball Company, Grand Rapids, Michigan, a past president of the National A.G.C., were honorary guests and spoke at the meeting.

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the part of any Architect registered in the State of Michigan, or cases of violation of the State law providing for the registration of architects, and to report its findings, with recommendations, to the State Board of Registration.

Section 5. Vacancies on the Board

Should a vacancy on the Board occur through resignation, removal to another state or for any other reason, the Secretary shall immediately notify the governing board of the Chapter affected which shall designate a new director to fill the vacancy. Should the Chapter Board not take such action within sixty (60) days of such notification, the Society Board may make such designation of a new Director and so notify the Chapter.

ARTICLE VI. OFFICERS:

Section 1. Officers and Election

The Officers of the Society and of the Board shall consist of a President, First, Second and Third Vice Presidents, a Secretary, a Treasurer and an Executive Secretary. The Officers, except the Executive Secretary, shall be elected by the Board from among its members at the organization meeting in December and shall hold office until their successors are elected, provided further that the retiring Treasurer shall close the books of the Society at the end of the fiscal year before turning them over to his successor. The Executive Secretary shall be elected by the Board at its organization meeting.

Section 2. President

It shall be the duty of the President to preside at the meetings of the Society and of the Board, to appoint all Committees and to perform such other duties as may be assigned to him by the Board. He shall, together with the Secretary, sign all contracts, and legal documents for and in the name of the Society, but only when so authorized by the Board. He shall be a member ex-officio of all committees. He shall be the spokesman for the Society in matters of public import unless he shall have delegated such duty to another officer of the Society. He shall foster the progress and welfare of the various chapters and endeavor to attend a meeting of each at least once during each term of his office. His traveling and living expenses for such visits, as approved by the Board, shall be paid by the Society.

Section 3. Vice Presidents

In the absence of the President, the First Vice President; or, in the absence of both, the Second Vice President; or, in the absence of the President and both the First and Second Vice Presidents, the Third Vice President shall exercise all of the duties and powers of the President; and in the absence of the President and all Vice Presidents, the Board shall elect from among its remaining members a presiding Officer pro-tempore.

Section 4. Secretary

The Secretary shall take charge and be responsible for all of the clerical work pertaining to the business of the

Society except that pertaining to publications. He shall

- (a) together with the President, and when so authorized by the Board, sign all contracts and legal documents for and in the name of the Society;
- (b) keep a record of all meetings of the Society and of the Board;
- (c) make and maintain a complete record of all members;
- (d) issue notices of all authorized meetings of the Society to all members, as provided in these By-laws;
- (e) issue notices of all authorized meetings of the Board to all Officers and Directors as provided in these By-laws;
- (f) have direct supervision over the work of the Executive Secretary;
- (g) present a written report of the affairs of his office, together with that of the office of the Executive Secretary, at each regular meeting of the Board;
- (h) cause to be exhibited any and all data, records, correspondence, documents, membership roll and any other information in his care or possession, whenever so required by the President or the Board.

Section 5. Treasurer

It shall be the duty of the Treasurer to make and forward all invoices, receive all moneys (except for publications) and to deposit the same in the name of the Society, in a bank approved by the Board. He shall:

- (a) keep regular and systematic books of accounts;
- (b) exhibit these books and any and all papers and vouchers when so required by the President or the Board;
- (c) submit a written statement of receipts and disbursements to the Board at each regular meeting and to the Society at its Annual Meeting;
- (d) pay such bills as are presented to him upon the authority of the Board only;
- (e) sign all checks for the Society, but in his absence or incapacity they shall be signed by the President or the Secretary.

Section 6. Executive Secretary

It shall be the duty of the Executive Secretary to do all of the clerical work in connection with the preparation, purchase and sale of printed matter and publications, and such other work as the Society or Board may require. His salary or compensation shall be fixed by the Board and he shall be reimbursed for the expenses incurred incidental to the work of his office in amounts approved by the Board. He shall receive and care for funds pertaining to the operation and business of publications, but shall disburse same only with the authority and approval of the Board. The Executive Secretary shall attend all meetings of the Board and take part in discussions but shall not have a vote.

ARTICLE VIII. COMMITTEES:

Section 1. Number

There shall be three (3) standing committees of the Board, each to have not less than three (3) members. Committees shall be named by the President as soon as practicable after his taking office and in any case by the next succeeding meeting of the Board. Matters brought before the Board may be referred to the appropriate Committee for a recommendation by a resolution of the Board or by direction of the President prior to or in the absence of such resolution or other Board action.

The committees and their duties are:

Section 2—The Administrative Committee shall consider all matters of general and fiscal policy, publications of the Society and such matters as are reserved to administrative function in the structure of the Institute.

Section 3—The Committee on Public and Professional Relations shall consider all matters of membership, fees, relations with governmental units and bodies at the State level, relations with Contractors, other professional and commercial bodies on a state-wide basis and such matters as are reserved to the Department of Public and Professional Relations in the structure of the Institute.

Section 4—The Committee on Education and Research shall consider all matters of liaison with the Schools of Architecture, awards and scholarships, of research in all fields of architecture and allied arts and sciences, State building codes and such matters as are reserved to the Department of Education and Research in the structure of the Institute.

Section 5—An Executive Committee, composed of the President with the respective chairmen of the three standing committees, may be constituted to consider the co-ordination of committee work and to act for the Society between Board meetings, if given such authority by resolution of the Board.

ARTICLE VIII. FINANCIAL

Section 1. Fiscal Year.

The fiscal year of the Society shall begin on the first day of January and end on the thirty-first day of December of the same calendar year.

Section 2. Deposits and Withdrawals of Money and Securities

Depositories

The Treasurer shall deposit all moneys of this Society in the name of this Society, when, as, and in the original form received by him, in one or more depositories designated by the Board.

Disbursements

Every disbursement of money of this Society shall be by check of this Society, signed by the Treasurer or other officer as provided in these by-laws when such disbursement is authorized by the Board and such authorization attested by the Secretary.

Section 3. Annual Budget

(a) Adoption.

The Board shall adopt an annual

Chapters to the Treasurer of the Society at intervals of not more than three months. The Treasurers of the Chapters shall accompany their remittances to the Society with the names of the individuals whose dues are included therein. Membership cards issued by the Chapters upon payment of dues shall bear the statement that they include Membership in the Michigan Society of Architects, unless issued to individuals specifically excluded by these By-laws.

Section 3. Assessments

The Board may not levy any special assessments without the previous consent of at least two-thirds (2/3) of the members present at any regular or properly called special meeting of the Society at which such special assessment has been included in the call of the meeting.

ARTICLE V. BOARD OF DIRECTORS

Section 1. Membership

The Board of Directors of the Society shall be elected from among the members of the various Chapters, in accordance with the following schedule:

- There shall be one (1) Director from each Chapter, who shall be a member of the governing board of that Chapter.
- There shall be additional Directors from each Chapter in a num-

ber determined by the Corporate Membership of the Chapter at the date of its annual election, as follows:

Corporate Membership of Chapter	Additional Directors
Less than 25	One (1)
26 to 50	Two (2)
51 to 100	Three (3)
101 to 200	Four (4)
201 to 400	Five (5)
401 or More	Six (6)

Section 2. Method of Election

Directors from each Chapter shall be chosen in such manner as the respective Chapters may determine and set forth in their By-laws. Election of Directors shall take place in the respective Chapters between October 1 and November 30 of each year. Directors so elected shall take office at a Board meeting held in the month of December.

Section 3. Term of Office

Directors shall hold office for one (1) year from the date of their election or until their successors have been duly elected.

Section 4. Functions of the Board

- The Board shall be vested with the authority to manage, direct, control, conduct and administer the property affairs and business of the Society, and in the interim between Annual Meetings, within the appropriations made therefor, put into effect all general policies, directions and instructions adopted at a meeting of the Society; to authorize the issuance and mailing of such bulletins and publications to its members and others as it deems expedient, and shall establish and adopt rules and other regulations, supplementing but not in conflict with these By-laws, to govern the use of the property, name, initials, symbol and insignia of the Society; to govern the affairs and business of the Society.
- The Board shall have the power to employ attorneys, publicists and investigators to render them assistance in their work or in that of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors.
- The Board shall govern the expenditure of all funds of whatever nature. No Officer, Director, Committee or Committee Member may incur any financial obligation for the Society without first having obtained the approval of the Board, and its authority to act for the Society.
- It shall be the duty of the Board to consider cases of dishonest practice, violation of the "Standards of Professional Conduct," deceit, fraud or misrepresentation in the obtaining of a State Certificate of Registration, malfeasance or gross incompetency on

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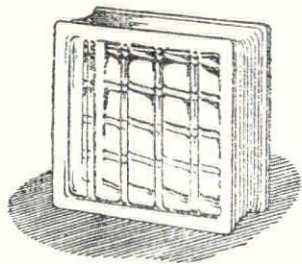
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MADISON 2125 UNIVERSITY 1-5512**DETROIT BUILDING EMPLOYER'S
LABOR RELATIONS COUNCIL
ELECTS NEW OFFICERS**

We also wish at this time to inform our members that the following officers were installed at the Annual Meeting of the Council held at the Detroit LeLand Hotel, January 22nd.

President—E. C. McMillan, E. C. McMillan Company, president of Detroit Cement Finishing & Waterproofing Contractors Association.

Vice-President—L. L. McConachie, L. L. McConachie Co., president of Heating, Piping and Air Conditioning Contractors, Detroit Association.

Treasurer—F. W. Gerhardy, F. W. Gerhardy Construction Co., representative of Builders' Association of Metropolitan Detroit.

Secretary—John E. Kinsella, member of the staff of Associated General Contractors of America, Detroit Chapter, Inc.

The by-laws of the Council provide for an Executive Committee. The three first-named officers are automatically members of the Executive Committee, and two additional members were elected by ballot at the Annual Meeting. They are:

B. H. Armiger, F. H. Martin Construction Co., A.G.C.

M. G. Gaskin, Taylor-Gaskin, Inc., president of Steel and Metal Erectors Association.

INFORMATION COMMITTEE

Formation of the Construction Industry Information Committee which will undertake to inform the public about the performance and progress of the building industry was announced yesterday (Saturday) by David S. Miller, President of the Producers' Council.

"Mr. Melvin H. Baker, President of the National Gypsum Company, Buffalo, has been appointed Chairman of the Committee," Mr. Miller said.

"More than 130 individual companies engaged in the manufacture of building materials and equipment are participating in the program.

"The Committee will conduct a broad fact-finding program to determine the current status of the building industry in order to keep the public closely informed regarding the progress which the industry is making in meeting the housing shortage and other problems.

"The Committee also will provide individuals throughout the industry with a factual basis for correcting erroneous and uninformed statements about the building industry. In addition, it will explain to the public the importance of building activity to the national economy.

NEW COURSE

The Lawrence Institute of Technology will offer an evening course in Reinforced Concrete Design, Beginning February 23, 1948.

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Professor of Experimental
Physics, Univ. of Cincinnati****SUBJECT—"Color—What Is It?"**

Since Color is an interesting subject for architects, it is believed that this program will be of value to them. They are cordially invited to attend.

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WEEKLY BULLETIN

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Volume 22

DETROIT, MICHIGAN, FEBRUARY 24, 1948

No. 8

M.S.A. THIRTY-FOURTH ANNUAL CONVENTION NUMBER



VETERANS MEMORIAL BUILDING IN DETROIT CIVIC CENTER — MEMORIAL HALL COMMISSION
HARLEY, ELLINGTON AND DAY, INC., ARCHITECTS AND ENGINEERS

GREETINGS

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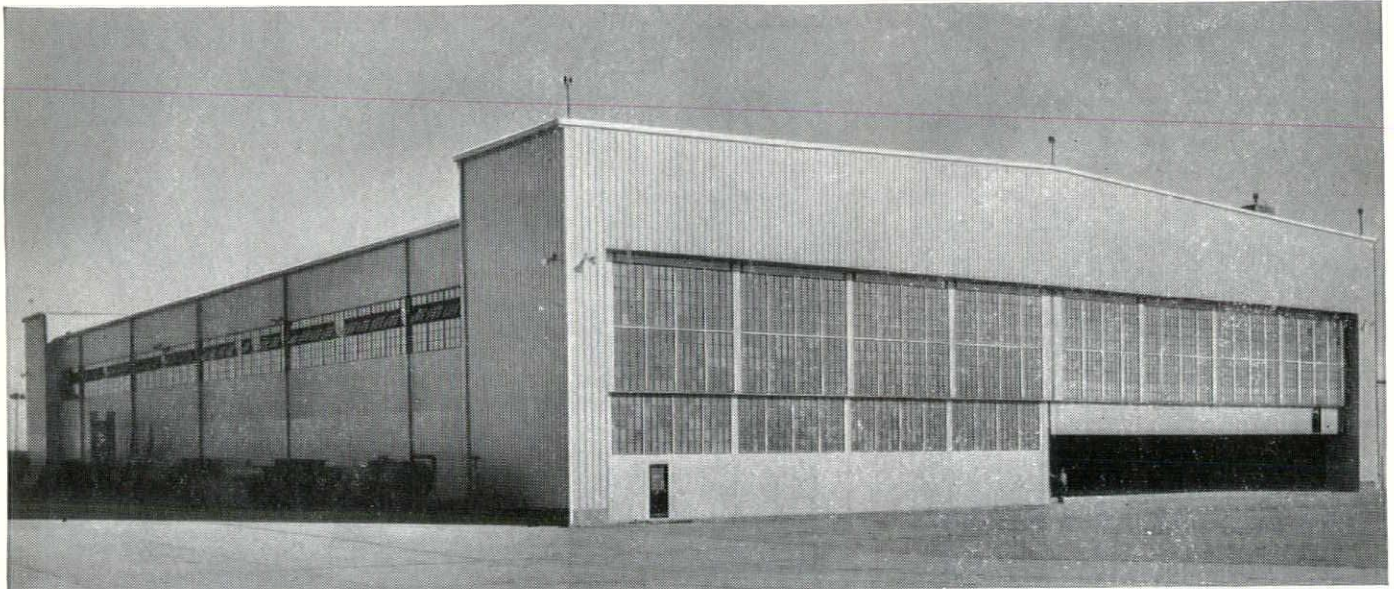
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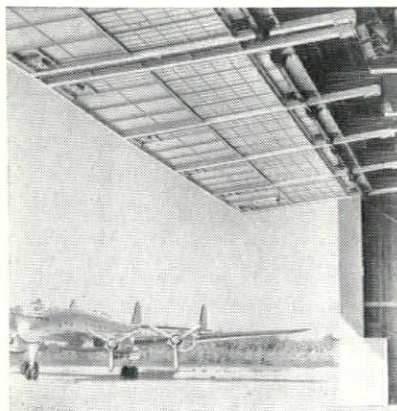
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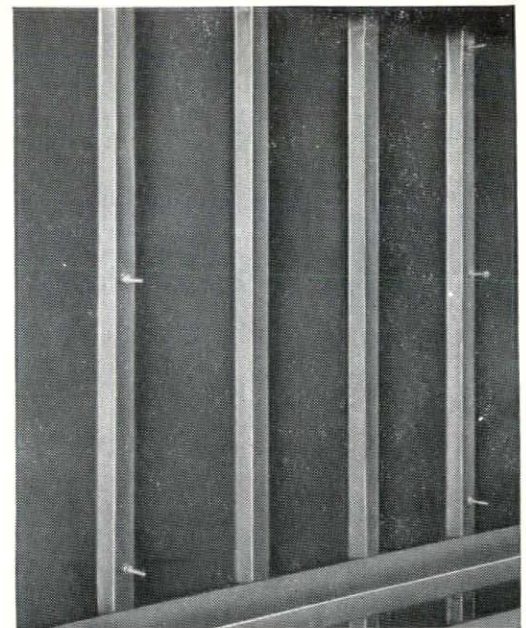
ABOVE. Truscon, world's largest manufacturer of steel building products, supplied the structural steel, Ferroplate Siding, Ferrobord Steeldeck Roof, Pivoted Steel Windows with Mechanical Operators, and electrically operated Vertical Lift Canopy Doors, for this Lockheed Hangar Building, MacArthur Field, Long Island, New York. Practically your entire steel building products needs can be supplied by Truscon—see SWEET'S Catalog, or write for complete literature.

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AT LEFT. One of the electrically operated Truscon Braced Vertical Lift Canopy Doors installed in the Lockheed Building. Truscon can supply efficient steel doors for any type or size of hangar installation. Write for illustrated literature describing the entire Truscon line.



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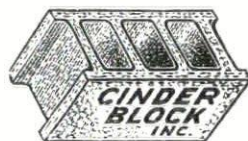
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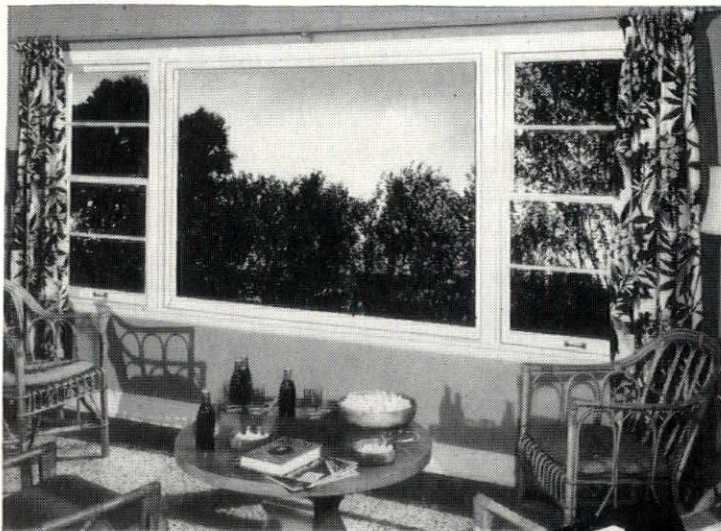
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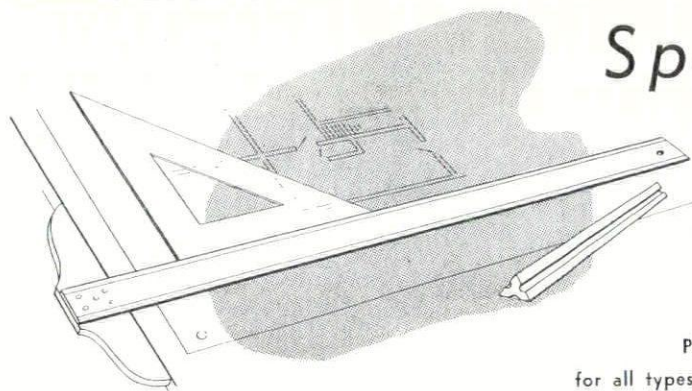
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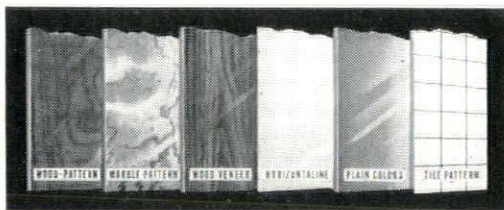
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Weekly Bulletin

Volume 22, No. 8

Feb. 24, 1948

Talmage C.
Hughes, F.A.I.A.
Editor



William W.
Schumacher
Adv. Mgr.

120 Madison Ave., Detroit 26, Mich.

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Bernice Ditchy
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Helen Kapp

With the exception of the Honorary Chairman, these are wives of Detroit officers of the Society. (William E. Kapp was recently succeeded by Andrew R. Morison.)

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DOW-ALLEN PRODUCTIONS ANNOUNCE FORMATION OF GIGANTIC SCREEN UNIT TO FILM ARCHITECTS AT MACKINAC MEETING

By Roger Allen, Eminent Cinema Consultant

At last summer's Mackinac Island conference of the Michigan Society of Architects, Mr. Alden Dow photographer, in Glorious Technicolor, various architects and their wives. Their wives look all right, too. Inflamed by this semi-success, Mr. Dow has decided to do a full-length movie in color using architects for the heroes, which will be a new switch as usually in the movies when an architect appears on the scene, all young women who are reasonably cautious will hide down a cistern.

Inasmuch as expense is no object, Mr. Dow has engaged me to write the script and act in this great production. Mr. Dow never made a smarter move. It so happens that I have just finished a one-night appearance with the Civic Theatre production of "The Night of January 16th" which was given on the night of January 26th, just to confuse people, and the result was sensational. Opinions collected by my own corps of experts, the Shuffling Poll (this is merely the Gallup Poll in slow motion) reveal that on the question of my acting, the consensus is ably expressed in the following samplings:

"Allen is undoubtedly the poor man's Boris Karloff."

"Allen's acting is like the breath of Spring. But Spring shouldn't eat garlic."

This will give you a rough idea.

I have decided to form the Architects' Gigantic Super-Colossal Pretty Picture Corporation, Inc. (Alden furnishes the inc. Also the check-book, a Lincoln convertible, eight boxes of cigars and a picnic lunch. Alden does not know this yet so do

Roger Allen, the Bard of Grand Rapids, will be toastmaster at Building Industry Banquet, March 5.

Here he reveals for the first time the super colossal plans he and Alden Dow are cooking up for the Summer Convention.



not go babbling everything you know to him.)

Now in regard to the script, I do not wish to go into too many details or some Hollywood producer will steal it as a vehicle for Lana Turner. Of course Miss Turner has some good points (a masterpiece of understatement) but she is hardly the type for a drama of this nature. I am not going to be very explicit about the plot because of security reasons (Alden and I have both taken the Loyalty Test: we passed, after promising never to touch vodka except for medicinal purposes) and also because I have not invented it yet. But inasmuch as you architects and your wives are going to be in it, if you show up at Mackinac next summer, I will give you a rough outline.

In this picture the first scene shows a design class in a college of architecture (whichever college of architecture Alden and I happen to be mad at, at the time) and the Prof is a great devotee of eclectic architecture. All the students have to submit design problems based on the styles of Louis XVI, Charles the Second, and Pullman the First. No functionalism is permitted. Organic architecture is out, as the Prof hates organ music. The natural result is that one morning as the Prof sits at his desk, one of the students shoots him. This gives you the title of the film, "Death in the Eclectic Chair."

Inasmuch as it has been decided by Mrs. Dow, Mrs. Allen, and Mrs. Langius that Mrs. Dow, Mrs. Allen, and Mrs. Langius will play luxury-type lady spies in this film, and they expect to be simply dripping with mink, and wear diamonds enough to blind anyone within a radius of 3.6 miles, this picture may run into money, and it may be necessary to assess each architect a nominal amount, say \$952.00. However, we will try to avoid doing this. The architects will try to avoid having us do it, too.

So come to Mackinac Island next summer. You too can enter the movies and make your mark. Those of you who already know how to write need not make your mark; you can sign your name.

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MICHIGAN SOCIETY OF ARCHITECTS

THIRTY-FOURTH ANNUAL CONVENTION

Hotel Statler, Detroit

Thursday, March 4, 1948

- 8:30 A.M.—Meeting of Board of Directors,
Breakfast, Parlor C., Statler
- 9:00 A.M.—Registration, Mezzanine Floor, Registration \$1
(Holders of Michigan Building Industry Banquet
Tickets Registered Free)
- 10:00 A.M.—Official Opening of Business Session,
Ivory Room
President Adrian N. Langius Presiding
- Greeting to the Convention by the President
- Appointment of Tellers on Election of Officers
- Minutes of the last Annual Meeting, as published in
the Weekly Bulletin of March 18, 1947
- Reports of Officers and Committees, as published
in the Weekly Bulletin of Feb. 24, 1948
- Report of the Treasurer, Lyle S. Cole
- Announcement of Auditors, Previously Appointed,
for Treasurer's Report
- Report of Tellers on Election of Officers
Installation of Officers
- Report of Auditors on Treasurer's Report
Consideration of Proposed New By-Laws
- Other Business
- 12:30 P.M.—Luncheon Hour—No Organized Luncheon or Program
Scheduled
- 2:00 P.M.—Seminar—The Architects' Problems, Practice, etc.
Julian R. Cowin, Vice-President, Presiding
Arthur K. Hyde, Moderator
- Speakers: William E. Kapp, F.A.I.A.
Alden B. Dow, A.I.A.
Leo P. Richardson, Secretary-Treasurer, W. E. Wood Co.
Boyd H. Armiger, General Contractor
- Subjects: Costs of operating an Architect's Office,
Streamlining Specifications,
The Draftsman Situation
Plans and Specifications from Contractors' Standpoint

Friday, March 5, 1948

- 10:00 A.M.—Seminar on Labor and Materials, their Availability,
Costs, etc.
Robert B. Frantz, Vice-President, Presiding
- Speakers: Finlay C. Allan, Secretary, Detroit and Wayne County
Federation of Labor
Henry A. Reniger, Past-President, Michigan Chapter,
Associated General Contractors of America
Edwin B. Morris, A.I.A., Architectural Advisor, The Tile
Manufacturers' Association, Inc.
- Film on Tilt-Up Construction, by Portland Cement
Association
- Speaker: J. Gardner Martin, Structural Engineer,
Portland Cement Association
- 12:30 P.M.—Luncheon Hour—No Organized Luncheon or Program
Scheduled
- 2:30 P.M.—Address, Michigan Room
Earl W. Pellerin, Vice-President, Presiding
- Speaker: James W. Follin, Deputy Administrator, Federal Works
Agency, U.S.A., Washington, D.C.
Subject: "The Building Outlook for 1948"
- Discussion Period
- Speakers: Marvin K. Brokaw, Michigan District Manager,
F. W. Dodge Corporation
James L. Dack, Director of the Office of Hospital Survey
and Construction, State of Michigan
- Adjournment of Business Sessions
- 7:00 P.M.—Michigan Building Industry Banquet, Grand Ball Room,
Wayne Room and Bagley Room
Those to be seated at the speakers' Table will as-
semble in Parlor A
Informal, Ladies Invited
Toastmaster, Roger Allen, Past-President of the
Michigan Society of Architects
- Address: The Honorable Kim Sigler, Governor of the State of
Michigan
- (Tickets must be Reserved in Advance)
- ADJOURNMENT OF CONVENTION
All Sessions of the Convention are open to the Public,
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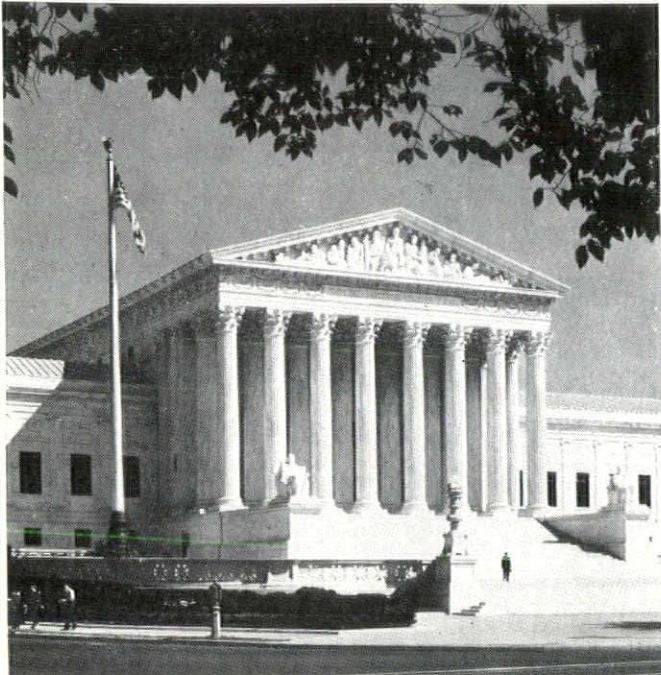
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Tub & Shower	8.00	9.00	9.50	12.50	

SUITES	For One	12.00 & 20.00
	For Two	15.00 to 22.50

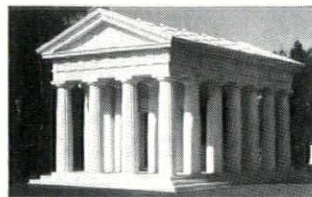
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34th CONVENTION TO HAVE MANY FEATURES

The Thirty-Fourth Annual Convention of the Michigan Society of Architects, to be held at Hotel Statler in Detroit, March 4 and 5, will have many outstanding features of interest to architects of Michigan.

The many famous firsts: It marks the end of the first term of Adrian N. Langius as President of the Society. That he should be retained in that office goes without saying.

No architect in Michigan at all familiar with the situation can help but feel that the profession is extremely fortunate in having such a man as head of the State's Building and Construction Division. He has consistently upheld the traditions of the profession and administered his office in a fair and creditable manner, reflecting great credit to the architects of this State. Instead of building up a bureau to do architectural work, he has coordinated the program handled by his fellow architects throughout Michigan. Would that there were more like him in municipal and national positions.

This will be the first time that the Society has held a full-scale Convention in Detroit and likewise the first post-war Michigan Building Industry Banquet.

The Banquet, in itself, is an important event. This will be the Sixth, although they have not been held consecutively, having been interrupted by the War. It is one of the most important and vital factors in the building industry in Michigan, bringing together all elements, in numbers that tax the facilities of our largest hotels.

The Honorable Kim Sigler, Governor of the State of Michigan, will be the speaker and we will have as our Honored Guest James W. Follin, Deputy Administrator, Federal Works Agency, U.S.A., Washington D.C.

Mr. Follin will deliver an address at the Friday Afternoon session. He is in a position to bring to architects a message concerning the building industry throughout the United States, that is invaluable to our members. To this, and all other Convention sessions, the public is invited.

The first Session of the Convention will be at 10:00 A. M. Thursday, when the election and other matters will take place. No organized luncheons are planned, except for ladies.

Thursday afternoon will be devoted to a seminar on Architects Problems, Practice, etc., covering such items as the cost of operating an architects' office, fees, draftsmen, etc.

Thursday evening there will be a cocktail party and dinners complimentary to Society members, by The Tile Manufacturers' Association, Inc., of Washington, D. C.

Friday morning will be the occasion of a Seminar on Labor and Materials, their Availability, Costs, etc.

Vice-Presidents of the Society will conduct at the various sessions.

The Ladies of the Convention have not been overlooked, as you can see by the Ladies' Committee. Activities will include a visit to places of interest and a luncheon.

THE TILE DINNER

The Tile Manufacturers' Association, Inc., of Washington, D.C., will be host at a cocktail party and dinner, beginning at 6:00 p.m., at the Statler on March 4.

Mr. Edwin B. Morris, A.I.A., Architectural Advisor for the Association, will conduct. He is well and most favorably known in the profession throughout the country.



Eddie Morris

Edwin Bateman Morris was born in Philadelphia, and was graduated in architecture from the University of Pennsylvania in the first class taught by Paul Cret. After following the muse to several cities, he entered the Supervising Architect's office in Washington, and was Assistant Superintendent of Architecture when that organization had its large building years. During the heyday of youth when the blood flowed swiftly, he wrote thirteen novels, one of which seeped into the silent movies and then later into the young talkies. In spare time he edited the Federal Architect. After leaving the Supervising Architect's office in 1942, a long interest in ceramics drew him to the tile industry, for which he is now architectural advisor, striving to sprinkle here and there information about tile. To keep wrist in action, he writes now and then for the Atlantic Monthly, the A.I.A. Journal and so on. He meets architects 'round and about, striving to

find out what they are thinking and bringing the word tile into the conversation when the occasion permits.

The Tile Manufacturers' Association, Inc., with which he is connected, is concerned generally with overall industry production and methods rather than with individual marketing, and with discussion concerning possibilities, limitations and production methods in the industry. While not seeking to burden himself with the dread spectre of overwork, he wants it to be possible for architects to write to or confer with him when, as some alleged architectural humorist has said, information or advice may be needed on the subjects of baseball, love, tile or any of the other outstanding facets of life.

YOUR REGISTRAR

Meet Ed Rosella, A.I.A.

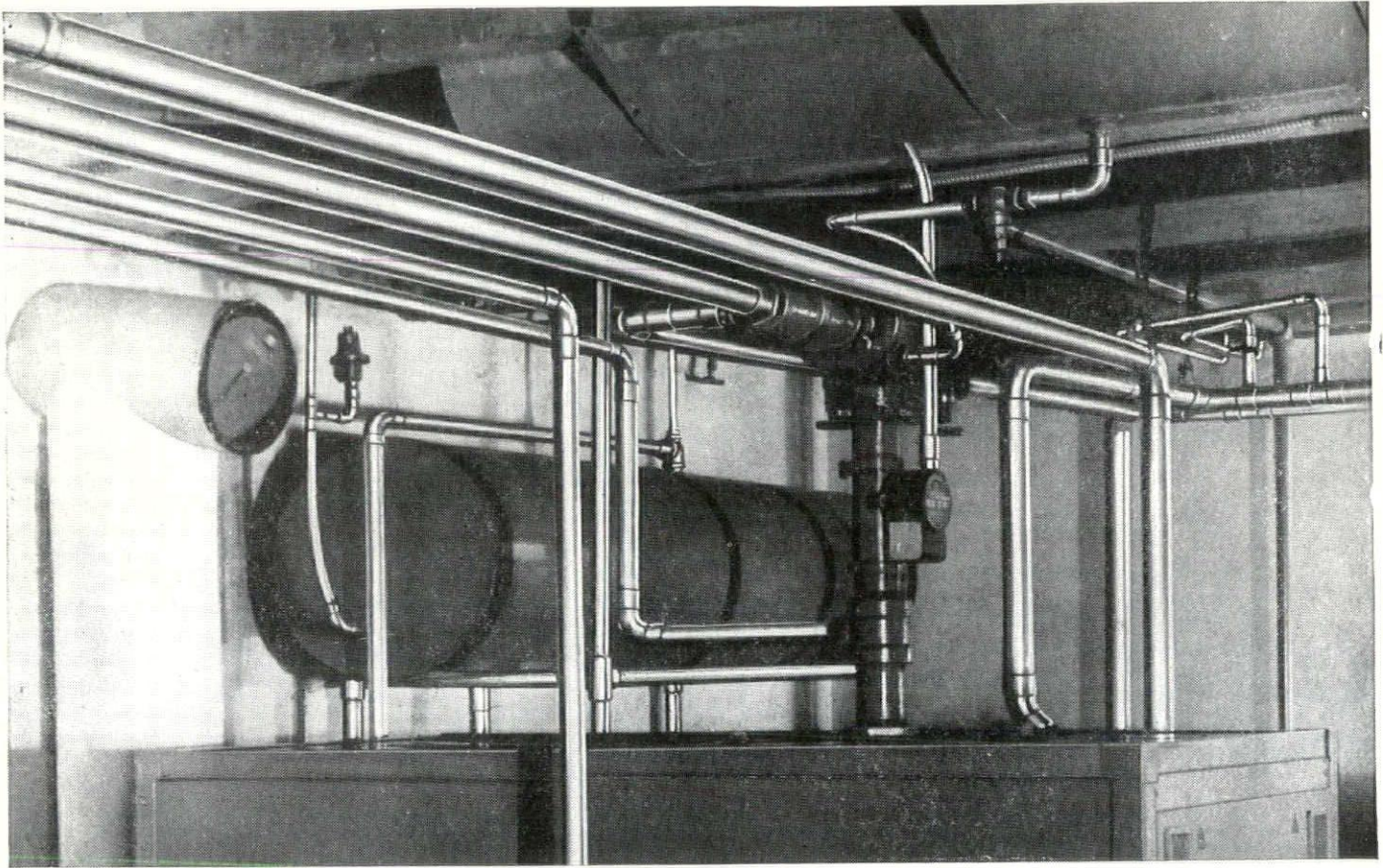
He needs no introduction to Detroit Chapter members, for he has been taking care of them most diplomatically at their regular monthly meetings at the Rackham Building.

At the Society's 34th Annual Convention he will be in charge of registration, together with two charming young ladies supplied by the Detroit Convention and Tourists Bureau.



Edward G. Rosella

Edward G. Rosella is a native Detroit and received his education here, in the public schools, Cass Technical High School and the University of Detroit, from which later he graduated in 1942 with the Degree of B.A.E. He was registered to practice in Michigan, by examination, in 1942. After being employed by L.R. Blakeslee, Hyde & Williams and Giffels & Vailet & L. Rosetti, and as instructor in Architectural Engineering at the U. of D., he was with the Highland Park Engineering Laboratory of the Plymouth Division of Chrysler Corporation. He was elected a member of the A.I.A. Aug. 15, 1944. He is now in business for himself at 17114 Bradford, Detroit.



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ANNUAL REPORTS OF OFFICERS AND COMMITTEES

FOR 1947-48

Michigan Society of Architects — Thirty-fourth Annual Convention

PUBLIC AND PROFESSIONAL RELATIONS

Arthur K. Hyde, Chairman

Changes in the personnel of this Committee were made necessary when William E. Kapp, the former Committee Chairman, went off the Society Board as the Detroit Chapter's representative. This came about when Bill ceased to be a member of the Chapter's Board.

Since taking over recently, your present Chairman has just begun to consider the aims and purposes of the Committee. However, it can be stated that our President has, for the first time, taken steps to bring the Society's activities into line with those of the Institute at the national level. This is reflected by his concentration of the various activities of the Society in three main committees corresponding to those of the parent body, namely: Administration, Public & Professional Relations, and Education & Research.

It is understood that Public & Professional Relations includes legislative matters, and it is here that the Society has, since its beginning, rendered an invaluable service to the profession in Michigan. In fact, this was the guiding spirit which prompted the organization of the Society 34 years ago, and it is hoped that the good work will be continued. When the Registration Act was passed the work was not done, nor will it ever be done. The Act has to be administered, policed, guarded, and improved whenever possible. Our representatives on the APELSCOR Committee have given a good account of themselves in cooperating with the State Board of Examiners, as have our members on the Board, Andrew Morison and Bob Frantz.

With regard to publicity, the Society has received its share of favorable notice in the press whenever the profession or its members did something newsworthy.

Much work was accomplished toward an architect's show, which was too late for this year. Activities are continuing toward such an event for 1949.

As to the national aspect, we point with pride to the three members we now have on the Board of the American Institute of Architects: Kenneth C. Black, Clair W. Ditchy, and Branson V. Gamber.

Just recently, Governor Sigler appointed three of our members, Messrs. Ditchy, Fairbrother, and Sarvis, as Technical Advisors to the State Hospital Advisory Council. It will be their duties to consider standards for hospital construction in the State's building program, and to suggest practical methods to reduce the present high per-bed costs.

The Society is fortunate in having such men as our President in high

places, and he is to be commended for doing a good job for the profession.

The Weekly Bulletin of the Society has constantly carried the news of our activities, much of which has found wider circulation through other publications. Tal has done a splendid piece of work in the editing of our Society Bulletin. Much of the progress which the organization has made during the past 22 years can be credited to the unifying effect which the Bulletin has created. Through the Bulletin also, the Society and its work has become known to the profession and laity throughout the country.

One close to the situation cannot help being impressed with the progress being made through unification, and otherwise, of the Society, which with each succeeding year makes distinct gains.

A REPORT FROM YOUR REPORTER

Talmage C. Hughes

Perhaps the most significant activity of the Society during the past year has been its streamlining under President Langius, who lost no time, following the Grand Rapids Convention, in simplifying its processes.

This meant further consolidation of the gains made by the organization over the past 34 years, and particularly with respect to unification, to bring it into harmony with the national body—The American Institute of Architects. This will undoubtedly be covered more fully in the reports of other officers and committees, in this issue.

Your editor wishes to make some observations regarding his official duties, which include, besides management of the publications, Executive Secretary of the Society, of the Detroit Chapter, A.I.A., a free employment service, and general headquarters activities.

The Board of the Detroit Chapter, A.I.A., has just voted to compensate your Executive Secretary, to the best of its ability—an action very much appreciated. This marks the first time that steps have been taken to pay him for such services.

We count back to the years when calls were mostly from men seeking employment, a far cry from the situation today.

It appears that there is never any such thing as normal times, so far as the practice of architecture is concerned. There is always a feast or a famine, a war or readjustment, a boom or a bust. Today we are faced

with volumes of work hitherto undreamed of, with a dirth of experienced men to get it out.

The Weekly Bulletin, now in its 22nd year, has not missed an issue since it began. This year, in addition to the Producers' Council of Michigan, members of the Builders' and Traders' Exchange of Detroit have been added as paid subscribers, thanks to Bill Schumacher and Ed Brunner.

This makes our circulation in Michigan some 1700. In addition, the Bulletin reaches key men in the profession and the building industry throughout the country.

Our advertisers have stood by us in a wonderful manner. It must be that they believe the medium is worthwhile. If so, it is because the architects support it—for time will tell whether we have something to offer or not. We thank our advertisers and the architects who recommend us.

Our publications go to newspapers throughout the state, and often they pick up items and use them. We wish to especially mention Col. Henry H. Burdick, Real Estate Editor of the Detroit Free Press. Pat Dennis, Real Estate Editor of the Detroit Times, and Ernest Baumgarth, Realty Editor of The Detroit News. They have been most cooperative and, further, they are all gentlemen with whom it is a great pleasure to work.

We are listed in the Detroit telephone directory six ways—as Architect, Michigan Society of Architects, Detroit Chapter, The American Institute of Architects; National Council of Architectural Registration Boards; Weekly Bulletin, M.S.A.; National Architect.

A day never passes without many calls for information service, etc., concerning architecture, employment, registration, fees, etc. Many are from visitors from other states.

Our calls have increased to such an extent that an extra line was needed. This was not available through the CHerry exchange, so we have changed our numbers to WOODward 5-3680, and WOODward 5-3681—a new exchange that will eventually take over all CHerry and RANDolph numbers.

We want to pay tribute to Edward G. Rosella, a member of the Detroit Chapter, who has so loyally worked at handling tickets for Chapter dinners; and to John S. Coburn, our official photographer, who has regularly furnished us gratis, copies of photographs taken at our events.

Finally, we cannot pass over lightly the loyalty of your Board of Directors in their regularity of attending Board Meetings, whether in one area of the State or another. With such enthusiastic support, how can we fail?



It's usually the new office girl who's assigned the desk in the drafty corner which office oldtimers have always avoided. Despite its shortcomings though, it's *her* niche in the business; one she could be proud of, given half a chance. But instead, she's chilly all day ... finds excuses to be somewhere where it's warmer ... is home a lot nursing a seemingly endless series of colds.

While at her desk she looks like a queen, with her coat flung over her shoulders, *but queens don't work!*

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DETROIT EDISON COMPANY

THE PRESIDENT'S REPORT TO THE SOCIETY

By ADRIAN N. LANGIUS

The President's report to the Society is required in the by-laws. Only those who have held that office can realize the shock I experienced when our ever-efficient Executive Secretary advised me that copies of my document should be in his hands within ten days if I wanted it to meet the deadline which had been set for the convention number of the Weekly Bulletin.

During my lifetime, I have heard of many trick innovations such as the loaning of large sums of money to be re-paid within 90 days, in order to accelerate the passage of time. None of those innovations, however, not even the loaning of large sums of money can compare in the matter of how "tempus fugit", upon being elected to the Presidency of the Michigan Society of Architects.

It seems only yesterday since our Grand Rapids Convention in March of 1947. Nevertheless, as I review the past year I am convinced that the only reason time has passed so quickly is because so many things have been accomplished during that period.

The American Institute of Architects held its second National Convention in this State within a 5-year period and its first in the district of the Grand Rapids Chapter. This occurred within 30 days of the Society's State Convention. The pre-convention seminars on urban planning, hospitals and public schools, inaugurated as a part of the program, were among the activities that made that convention one of the most successful in the Institute's history.

In 1947, for the first time since the war, meetings of the Board of Directors were held with regularity. 10 meetings (11 including the one scheduled for the morning of March 4, 1948) were held alternately in Detroit and out-state. Out-state meetings were held in Grand Rapids, Saginaw, Kalamazoo, Lansing and on Mackinac Island. All of the meetings were exceptionally well attended. 12 of the 14 members of the Board were usually present.

The fourth annual mid-summer meeting of the Society on Mackinac Island was a great success. Of interest to everyone was the splendid report on the work of the National Council of Architectural Registration Boards which was presented by Architect Warren D. Miller of Terre Haute, Indiana, President; and Architect William L. Perkins of Chariton, Iowa, Secretary-treasurer. The mid-summer meeting was also significant because final action for the unification of the profession in Michigan was set in motion. This was accomplished by the adoption of a resolution by the Board of Directors withdrawing the Michigan Society of Architects as a State association member of the Institute, and the adoption of another resolu-



ADRIAN N. LANGIUS, A.I.A.
President of the Michigan Society of Architects.

tion requesting a charter as a State organization. The President's reception and cocktail party sponsored by the Portland Cement Association was the principal social event of the meeting. Architect Roger Allen was presented with a piece of artistry by our own Frank H. Wright and a poem, copies of which were to be tattooed on his manly chest to certify that the affair should be "forever annual" by P.C.A. Architect Alden B. Dow's moving picture-taking created much interest—those present doubted that anything would come from his shenanigans. However, those of us who have previewed the film and read R.A.'s account of Dow-Allen's productions and the formation of Architects' Gigantic, Super-Colossal, Pretty Big Picture Corporation, Inc., are convinced that the picture is a success.

In October of 1947, your President represented the Society in Dayton, Ohio, by presiding at the banquet held on the last day of the Regional Conference of the Great Lakes District of The American Institute of Architects. Roger Allen did the

toastmastering. The three-day conference, featuring seminars on the planning and designing of retail trade centers, urban planning and contemporary residential architecture, was organized and directed by Architect Kenneth C. Black, our Regional Director. Architects Kenneth C. Welch of Grand Rapids and Alden B. Dow, participated as seminar speakers. Architects Black, Allen, Welch and Dow performed in a manner which was a credit to themselves and Michigan architects.

This year, your President established a precedent and abolished the appointing of standing committees of the Society with their ambiguous duties duplicating the work of the three State chapters of The Institute, and in place thereof created three committees of the Board of Directors, whose duties are to coordinate the work of the three chapter committees which concern state-wide problems and also the three principal phases of the work of the Board of Directors. In this new organization, each Board member becomes a part of the work of the Society and the chapters. The activities of each committee, namely: 1) administration, 2) public and professional relations, and 3) education and research; concerns itself with matters administered by the three similar departments of the Institute. Architect Roger Allen is chairman of the administration committee. Architects Cole, Cowin and Zimmermann are also members. To this committee are referred all matters concerning finance, publications, by-laws and general administration. Architect Arthur K. Hyde is chairman of the public and professional relations committee. Architects Frantz, Morrison and Hughes are the other members. To this committee are referred all matters concerning membership, unification, fees, standards of practice and public and professional relationships. Architect Alden B. Dow is chairman of the education and research committee. Architects Bryselbout, Flanagan, Stone and Pellerin are also members. To this committee are referred all matters of education, both professional and public, and the matters concerning research on new materials and construction methods.

These committees, in an effort to fulfill their obligations to the members of the Society, have devoted much time discussing and studying many subjects concerning the profession in Michigan. The revisions to the Registration Act, rewriting of the By-laws, reduction of Society dues, programs for education of the public, a small house competition, an architect's show and many other subjects have had the attention of the Board. I am sure that each committee

See LANGIUS, Page 21



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Governor Sigler to be Convention Speaker

Will Address the Michigan Building Industry Banquet

A spectacular career as prosecutor of governmental graft cases raised Kim Sigler from political obscurity to the governorship of Michigan.

Sigler, former rancher, professional boxer, and factory worker, was elected on a platform of a people's government, free from political bossism, and a pledge to clean up state government. He was swept into office with the largest majority any candidate for governor had received since 1928.

The new governor is 53 years old and a native of Nebraska. Three years ago he was almost unknown outside the legal profession, which recognized him as an able, fearless, and successful trial lawyer, with a flair for courtroom dramatics.

Then Sigler, in December 1943, became Special Prosecutor for the Ingham County Grand Jury, investigating reports of graft and corruption in the state legislature and other branches of government.

During the next two and a half years, in a series of trials, he obtained forty-one convictions, eleven pleas of guilty, and numerous confessions of bribery. Prominent legislators, business men, lobbyists and state officials, including a former lieutenant governor, were included. Only seven defendants were acquitted.

The people of Michigan learned, from these trials, that laws had been passed because legislators had received bribes—bribes ranging from \$25 to \$500, free dental work, overcoats, etc.

A state senator, Warren G. Hooper, was murdered on a lonely country road because he had told his story to the grand jury. His murder is still unsolved, although Sigler prosecuted four men for conspiring to commit the murder.

As Special Prosecutor, he attracted state-wide attention from the start, with his unusual and successful courtroom tactics, his colorful personality, and his extensive wardrobe. He is an accomplished orator and extemporaneous speaker, and has scheduled two regular weekly radio broadcasts to report to citizens of Michigan on state affairs.

During the election campaign he visited every county in Michigan, making several speeches daily, almost always extemporaneously, and carrying his attack on bossism and corruption in government to large groups and small, throughout the entire state.

Deadly serious most of the time during the campaign, he nevertheless added dramatic touches to his tour now and then—he rode a bronco, baked flapjacks, at a small resort hotel, took over the controls of an air liner and flew it from the Upper Peninsula to Detroit.

Both during the campaign and since the election, he has emphasized the importance of a popular interest in good government and attacked what he described as the prevalent "let-George-do-it" attitude.

"We have a state that has everything," Sigler has often stated, "and any state first in so many things, should be equally first in good government. The citizens must not be so selfish running their own businesses and making money that they fail to realize that they have a public duty to perform in return for the privilege of living under our system of government."

In addition to his "clean-up" platform, Sigler also pledged:

A crack-down on foreign "isms"

An immediate financing of the veterans' bonus, adopted at the general election

A complete revision of state tax laws, based upon a revision of the state constitution

A consolidation of all state agencies dealing with labor

Full cooperation with honest leaders who are doing a sensible job in trying to improve working conditions, and no hesitation to expose those labor leaders who are racketeers, using their positions for selfish interests or in promoting communism and discord

A clean-up of local units of government

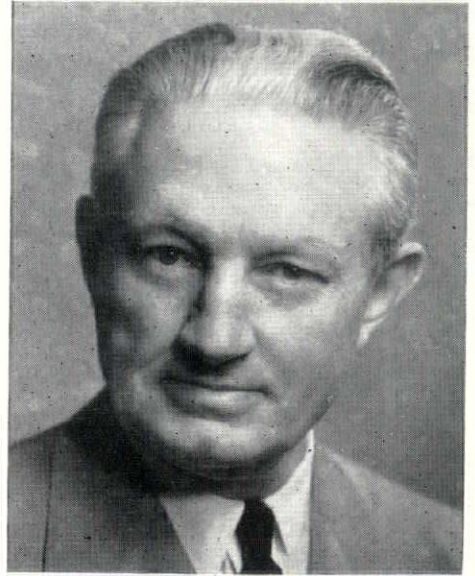
An immediate dismissal of all state employees, shown by grand jury investigations to have been parties to illegal or unethical practices

An increase in compensation for elected state officials and other employees

Elimination of over-lapping departments of government.

He has given no indication of withdrawing any of these pledges. Rather, he has added more to them. His number one problem, as he took office, was a state financial crisis, resulting from the adoption of a constitutional amendment earmarking approximately 76% of the state sales tax revenue, the state's largest source of income, for schools and local units of government. Financing the payment of the soldiers' bonus was another fiscal problem.

Governor Sigler's only previous political position was as prosecutor of Barry County in southwestern Michigan, between 1922 and 1929. Although normally a Republican, he was elected on the Democratic ticket. He explains that he ran at the re-



quest of a coalition of Democrats and Republicans who wanted to defeat a prosecutor, who was unopposed. In 1928 he was an unsuccessful candidate for Attorney General on the Democratic ticket, and in 1942 was defeated for the Republican nomination for state senator.

After several years in Detroit law offices, Sigler established himself in Hastings, Michigan. Later, in 1943, he moved to Battle Creek and entered a partnership with Durritt Hamilton, an outstanding and successful corporation lawyer.

In 1917 he married the former Mae Louise Pierson. The couple have two daughters—Madalon, a student at Michigan State College, and Mrs. Byron Slattery, the wife of an army captain now stationed in Yokohama, where Mrs. Slattery has joined him. They are the parents of two children.

Among Sigler's hobbies are aviation, horseback riding, a study of Civil War generals and campaigns, and golf. He shoots golf in the low 70's, owns his own plane, and has obtained his private pilot's license.

He is former district governor of the 151st Rotary International, a commissioner of the State Bar by appointment of the State Supreme Court, a member of the Masonic Blue Lodge, the Council and the Commandery, the Oddfellows, Knights of Pythias and the Loyal Order of the Moose.

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LANGIUS—from Page 17

will have a more complete report of its activities in this Convention issue of the Weekly Bulletin. Never in my experience with the Board, which covers many years, have I seen more enthusiasm and constructive effort exerted towards promotion of the art and science of architecture and matters affecting the practice of our profession within the State of Michigan, than has been expended and exerted by this present Board.

In addition, they have planned to make the 1948 Convention of the Society, its 34th, of special interest to the members of the profession, their wives or other members of their family and their associates in the building industry. Although the convention will be under the general chairmanship of the President, it will be guided by Architect Andrew R. Morrison, Vice-Chairman, a veteran Society supporter and capable administrator. The programs for the meetings presented by him and his committee have been well planned and include subjects of vital interest on the practice of architecture, labor relations and potentialities, construction conditions and problems, material supplies and shortages and projected construction volume.

It is the hope of the President and the Board of Directors that the 1948 Convention and its Building Industry Banquet, featuring an address by The Honorable Kim Sigler, Governor of Michigan, on certain phases of the building industry, will be of interest to everyone. I, as President of the Michigan Society of Architects, firmly feel that the time is at hand for the profession to enter into a new era in the practice of architecture; and that we can re-establish ourselves as the leaders of the building industry if we take advantage of the opportunities that are now at hand. Let us set aside the year 1948 for the sole purpose of the advancement of the profession, by initiating constructive educational programs for 1) ourselves as architects, 2) our associates in the building industry, and 3) the general public. Let's start now. "Let's not be late in '48."

CONVENTION SPEAKER

Mr. Follin, is most favorably known in the building industry, having served the Home Loan Bank Board in its Building Service Plan, and as Managing Director of the Producers' Council, Inc. For the past two years, he has been Deputy Administrator of F.W.A.



"DON'T FORGET THE STATE LEVEL"

1947-48 Annual Report of the Secretary

ARCHITECT A. J. ZIMMERMANN

State government concerns the architect. There is school and hospital administration at the state level. Health and safety regulations are established there. A state organization is the logical stepping-stone to greater national achievement and recognition.

When I assumed the responsibility as Secretary of the M.S.A. in March, 1947, there was a question in my mind, as I believe there is in the minds of many of our members: Just what purpose does the Society serve now that all registered architects in Michigan belong to The American Institute of Architects? One organization ought to be enough. Wasn't unification accomplished? (Report of Unification Committee accepted March, 1947 Annual Meeting).

This summation, rather than the usual annual report from a secretary, will briefly reiterate some of the things I have learned as a result of a year's activity. The M.S.A. is active. It is essential to the welfare of every architect in Michigan. Each of us should retain "pride of membership" in the organization that has always represented all of our interests in Michigan. Architects need state-wide representation in this modern age of transportation.

Your demand for action through a state organization and payment of dues as members of the M.S.A. will continue to identify us with all of the other professions who are active on the state level (i.e. State Medical Association, State Bar Association, Michigan Engineers Society, etc.). The older architects know M. S. A. history; the younger ones should appreciate and respect the value of State-wide representation in addition to that of the local interests of each A.I.A. chapter.

Our Board, acting in the capacity of a coordinator for the three A.I.A. Chapters and as the representative executive body for all Michigan architects, has met monthly throughout the year 1947-48. Numerous direct contacts were made with the State Legislature in the architects' behalf. Advice was given directly to the Governor on appointments to State Board of Registration for Architects, Engineers, Land Surveyors; also the Hospital Advisory Council. A number of direct appeals were made to each of the three A.I.A. chapters for concerted action on vital matters.

Your State organization, which is also a member of the American Institute of Architects, has only two general membership meetings a year. The annual convention is primarily

for the business of the profession and concerned with furthering our technical and educational associations. The mid-summer meeting is one of pleasure and recreation with fellow architects. The convention is culminated by a building industry banquet. The mid-summer meeting on Mackinac Island is an outstanding yearly event in the minds of all Michigan architects who have found it possible to attend.

Your M.S.A. membership supports the Bulletin which weekly brings a personal message to you of what is happening in our profession.

My first meeting with the Officers and Directors immediately followed last year's convention in Grand Rapids, Michigan. One of the considerations was that of having a Michigan man as the Great Lakes Regional Director for the A.I.A. We now enjoy a greater share in the administration of our profession nationally by having Ken Black on the job.

At the April meeting, President Langius created a more effective organization through the elimination of eighteen committees and appointment of only three modeled after the three divisions of A.I.A. activity: administration, public and professional relations, education and research. Minutes were to be printed and mailed to each officer and director prior to each meeting so that they would come prepared for accomplishment.

In May the following order of business was established: call to order, special hearings and ceremonies, minutes and communications, old business, new business, reports and recommendations of committees. We were concerned with a proposed legislative Bill #302 amending the present registration law and #340 concerning limitations on public housing in Michigan.

Space does not permit a re-write of all the years' activities. Reports were printed in the Bulletin and a limited supply of copies of minutes of the meetings are available should anyone desire them.

The Education and Research Committee worked energetically to develop an architectural show.

The Administration Committee to revise present By-Laws to meet requirements of the new State Organization.

Your Secretary literally has been writing all year to keep up with energetic efforts of Officers and Directors to forward the interests of the architects in Michigan. I therefore, want to close the year 1947-48 with a statement: "The Michigan Society of Architects is, in reality, an integral part of our one unified organization, The American Institute of Architects. It functions, not locally, not nationally, but on a state level. Let us not forget that."



Accurate Information for Architects and Builders

The pamphlets illustrated above are not advertising folders. Rather, they are technical information bulletins prepared by United States Gypsum Company in accordance with the standards prescribed by the American Institute of Architects. Each pamphlet exactly describes the subject USG material, defines its function, and sets forth its limitations. The series is illustrated with scaled detail drawings.

Sample specifications are included. The titles in the series, and the AIA File Number of each pamphlet, are listed below. Copies of any pamphlet, or the complete series, may be obtained by writing Architect's Service Department, United States Gypsum Company, 300 West Adams Street, Chicago 6.

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37-A	WEATHERWOOD* Structural Insulation	25-B-30	CEMENTICO* Masonry Paint
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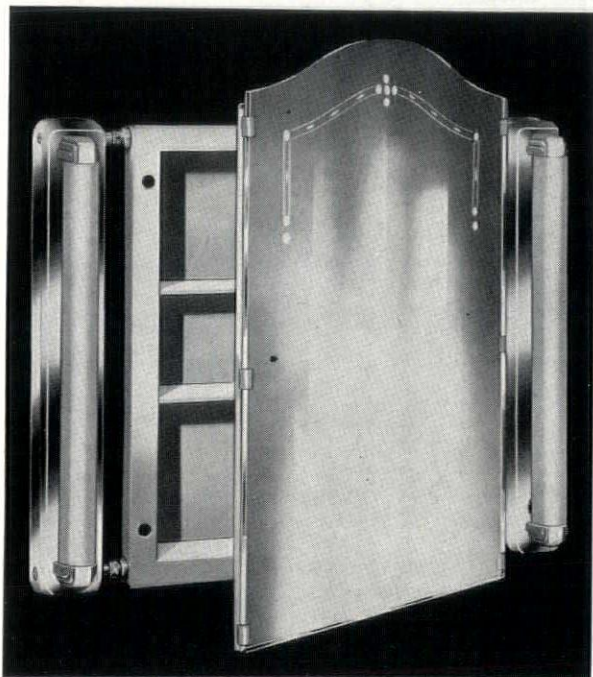
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REPORTS, Continued

ADMINISTRATION

ROGER ALLEN, Chairman

This Committee is charged with the Society's matters of Finance, Publications, By-Laws and General Administration. I am pleased to report that all of these departments are in extremely good condition.

The previous treasurer, Kenneth Michel had upheld the tradition established by John Thornton of leaving more in the treasury than he inherited. Lyle Cole has been no exception to this good rule.

The Bulletin is in a disgustingly healthy state and continues to be a force for good in the profession. It has had no difficulties that it could not overcome.

President Langius had the good judgement to appoint Julian Cowin as a Committee of one to prepare draft of proposed new by-laws. I only had to supervise (not superintend) the work. The results have just been published and will be presented at this Convention for consideration and, we hope, adoption. What you see are only the results. As in any successful architectural project, many sketches were thrown in the waste basket. Moreover, they were studied by Julian, by the Board meetings over a period of more than six months, and by the membership at the Mackinac meeting.

Just one ingenious device is the manner of electing directors. It is proposed that they be elected by the chapters, in proportion to their membership, at the same time and in the same manner as they elect their own officers. These elections are to take place in October or November. The Society Directors will take office at the Board's December meeting, at which time directors will elect their own officers from among their members.

The adoption of these by-laws, their approval by The Institute and the three Michigan chapters will mark the final step in unification of the profession in Michigan.

The Society's non-resident membership will be discontinued and there will be only one way that one can join the Society—by joining The Institute and being assigned to a Michigan chapter. The present membership of 503 is an impressive one.

The summer meetings at Mackinac Island have come to be highlights, second only to our annual conventions. The last one was the first occasion of a joint meeting of the National Council of Architectural Registration Boards and our State Board of Registration. The two groups met with our membership and the result was clarification of many matters

pertaining to registration, both state and national.

In closing, I should like to pay tribute to Alden Dow and his Committee on Education and Research, for their excellent idea of an architect's show. Undoubtedly, this would be one of the most constructive steps the Society could take. Time ran out before it could be consummated for this Convention, but, certainly, it is something to aim for in '49.

EDUCATION and RESEARCH

ALDEN B. DOW, Chairman

At the first regular meeting of the Board of Directors, President Langius appointed the Educational and Research Committee, composed of Alden Dow, Earl Pellerin, Bill Stone, Paul Brysselbout and Paul Flanagan. After this first board meeting, this committee met for its first meeting and thereafter this committee preceded every board meeting with a two hour session of its own.

In an early meeting we came to the conclusion that one of the major problems facing the profession of architecture was a matter of putting before the public the really great part architecture is playing in this society. We concluded that the best way to do this was through an architectural show, starting in Detroit on a grand scale and then breaking up into smaller shows that could be sent around the State to any interested groups.

We first presented this plan to the Society at the meeting in Mackinac. Previous to this, Earl Pellerin made a thorough investigation of possible sites for such a show in Detroit. One of these was a portion of Convention Hall and we decided that it was the most desirable.

In addition to the show, it was planned that we would run a Small House Competition and use the drawings or models that resulted as a means of advertising the show. Bill Stone and Paul Brysselbout did the ground work for this idea.

Following the Mackinaw meeting more definite plans were developed and finally it was soon realized that a great deal of work had to be done in Detroit if the plans were carried through. In view of this, President Langius appointed a new committee, known as the "Show Committee", and its members are working toward this feature for 1949.

IN MEMORIAM

The following members have passed away during the past year.

David E. Anderson
George L. Harvey
Clarence B. Merrill
Harry G. Muehlman
Charles J. Sullivan

At the Speakers' Table

Michigan Building Industry Banquet

EDITOR'S NOTE: Not all of the following have accepted invitations.

Douglas W. Orr, F.A.I.A., President, The American Institute of Architects.

Adrian N. Langius, A.I.A., President, Michigan Society of Architects.

Roger Allen, A.I.A., Toastmaster.

Clair W. Ditchy, F.A.I.A., Secretary, The American Institute of Architects.

Branson V. Gamber, F.A.I.A., State Association Director, The American Institute of Architects.

Kenneth C. Black, A.I.A., Regional Director, Great Lakes District, The American Institute of Architects.

Carl C. F. Kressbach, A.I.A., President, Grand Rapids Chapter, The American Institute of Architects.

Alden B. Dow, A.I.A., President, Saginaw Valley Chapter, The American Institute of Architects.

Wells I. Bennett, F.A.I.A., President, Detroit Chapter, The American Institute of Architects.

Clyde R. Paton, Chairman, State of Michigan, Board for Registration of Architects, Professional Engineers and Land Surveyors.

The Honorable Kim Sigler, Governor, State of Michigan.

George D. Mason, F.A.I.A.

Louis Kamper, A.I.A.

Emil Lorch, F.A.I.A., Dean Emeritus, College of Architecture and Design, University of Michigan.

Colonel George Walbridge, Walbridge-Aldinger Co.

James W. Follin, Deputy Administrator, Federal Works Administration, U. S. A.

George L. W. Schulze, Director, Department of Buildings and Planning, Detroit Board of Education.

George Emery, City Planner—Secretary, Detroit City Plan Commission.

Finlay C. Allan, Secretary, Detroit Building Trades Council.

George W. Zinky, Michigan Director, Federal Housing Administration.

James W. Inglis, Director-Secretary, Detroit Housing Commission.

J. W. Baker, President, Builders' Association of Metropolitan Detroit

Joseph Standart, President, Construction Industry Council of Detroit.

M. J. Maley, President, Producers' Council, Inc., Michigan Chapter.

Eugene I. VanAntwerp, Mayor, City of Detroit.

Joseph P. Wolff, Commissioner, Department of Buildings and Safety Engineering, City of Detroit.

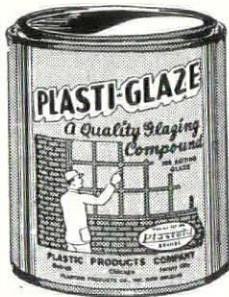
Everett G. Bush, President, Build-

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ers' and Traders' Exchange of Detroit.

Dan Kimball, President, Associated General Contractors, Michigan Chapter.

Ray E. Pickett, President, Associated General Contractors of America, Detroit Chapter.

David S. Miller, President, Producers' Council, Inc.

Joseph Dodge, President, American Bankers Association.

Earl Norinan, President, Michigan Engineering Society.

H. P. Holmes, President, Detroit Real Estate Board.

Hayward T. Denyes, President, Mortgage Bankers Association of Detroit.

George Thompson, President, The Engineering Society of Detroit.

Edwin B. Morris, A.I.A., Architectural Advisor, The Tile Manufacturers' Association, Inc.

Norman J. Brokaw, Michigan Representative, F. W. Dodge Corporation.

Paul Herbert, President, The Tile Manufacturers' Association, Inc.

ON THE COVER

The Veterans Memorial Building, in the Detroit Civic Center Group, featured on the cover of this issue, is by the office of Harley, Ellington and Day, Inc., Architects and Engineers.

We recently had the opportunity of visiting the new offices of that firm, at 153 E. Elizabeth St., Detroit, and of going over, somewhat in detail, the plans for this building.

YOUR CHAIRMEN

ANDREW R. MORISON, Chairman of the Convention Committee, has prepared a program of features that will be of vital interest to architects.

His wife, Helen Morison is Chairman of the Ladies' Committee. She too has something of interest for that group.



PAUL R. MARSHALL, Chairman of the Michigan Building Industry Banquet, is responsible for resuming that important event after it was suspended during the War.

Governor Sigler will be the Speaker, and a list of Who's Who in the Building Industry will be in attendance.

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CONVENTION CITY

Night view, looking south from Grand Circus Park in Detroit.

Top of David Broderick Tower is flood-lighted.

Hotel Statler is shown at right.



Day-time view of the Park from a similar position. The David Broderick Tower was formerly known as Eaton Tower. Louis Kamper was architect.

These photographs are by John S. Coburn, the Bulletin's official photographer.

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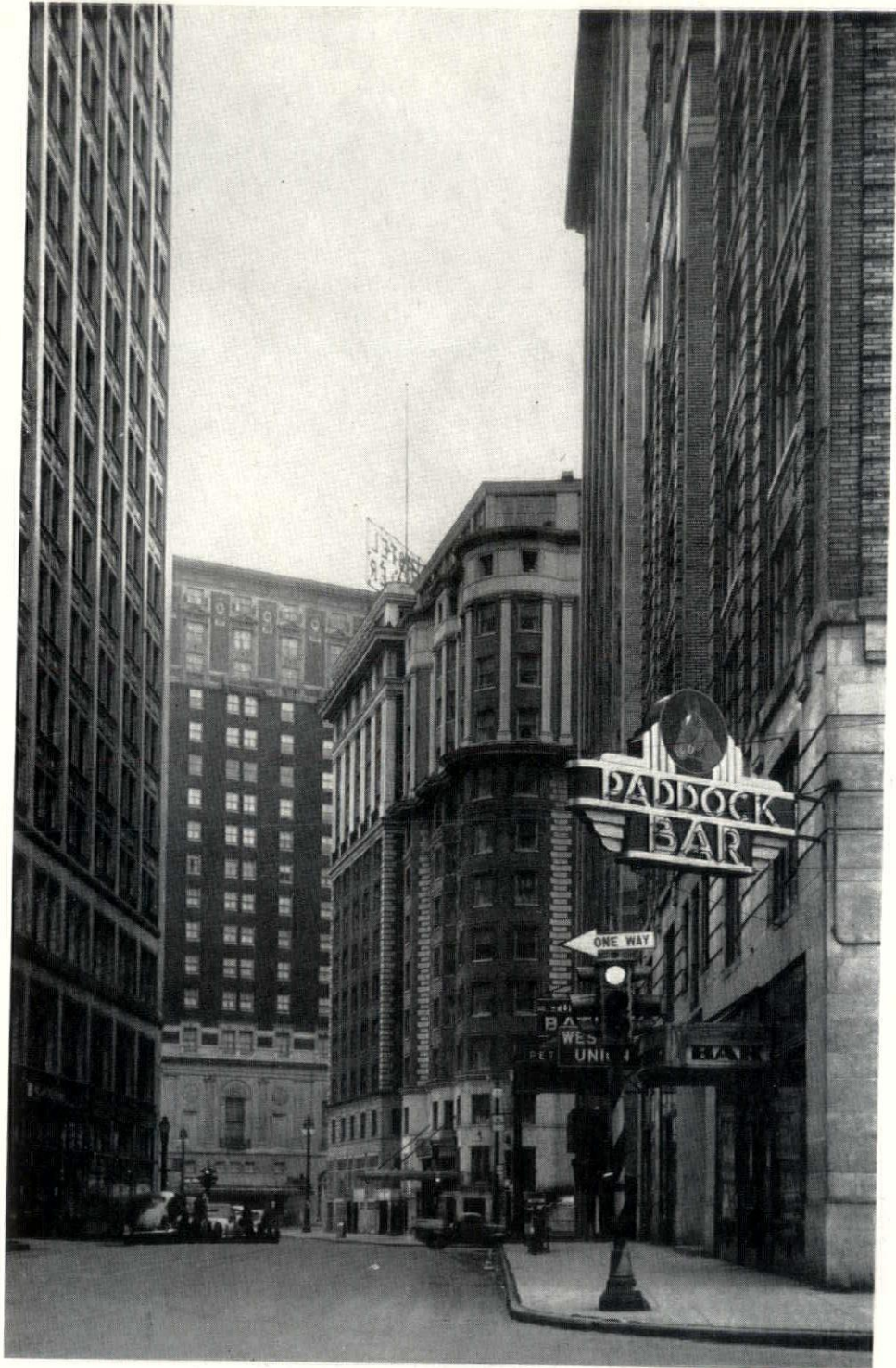
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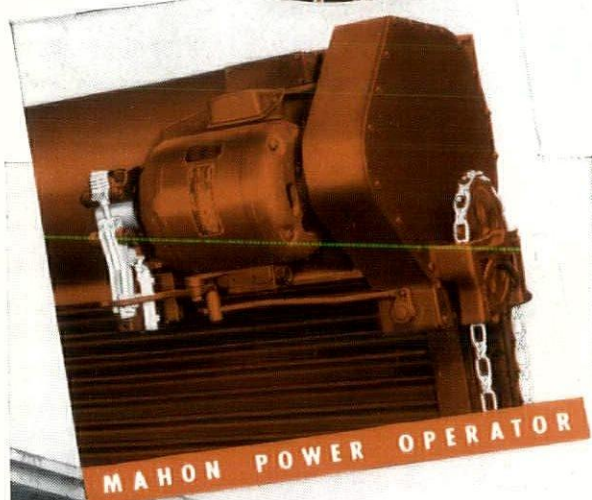
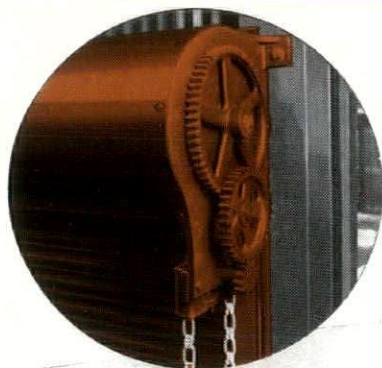


View of the Statler, looking south along Park Avenue.

George B. Post & Son, architects for original building; Smith, Hinchman & Grylls, for addition.

Photo is by Elmer L. Astleford

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Detroit News air view of downtown Detroit. White building in the center is the Federal Building — Derrick & Gamber, architects.



Looking south on Washington Boulevard from near Grand Circus Park.

Sax-Kay is by the office of C. Howard Crane & Associates.

Photos courtesy Detroit News

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Effect of Retail Distribution on City Plan

Kenneth C. Welch, A.I.A., at Great Lakes District Seminar, Dayton, Ohio, October 3, 1947

CHANGING PATTERNS

Retail trade, together with consumer services, has an important influence upon urban transportation, urban land and structural use and upon the regulatory ordinances that attempt to control land use. The cumulative effect of these factors upon retail shopping structures, collectively and individually, and the resulting effect upon the city plan have, in my opinion, not been sufficiently understood, and consequently have not always been given the important role that they should play. The revolutionary change that has been and is taking place in urban land use and transportation is not only affecting retail areas, but due to the fact that many otherwise able merchants do not realize the far-reaching extent of this change, their sales are and will continue to be materially affected.

There can be little controversy over the statement that the increased use of the private automobile as a means of urban transportation has been one of the major factors in the current pattern of decentralization of population in our metropolitan areas, not only building up fringe satellite communities, but actually taking away population from the parent city. **The shift, however, in retail purchasing power is greater than in actual numbers of people.** I think we can concede that this trend will continue regardless of the few high density housing projects being built in some large cities.

ECONOMIC IMPORTANCE OF CITIES

The topic assigned me has to do entirely with city, and it is more important to the larger city. I would like to take a moment to give you a few figures to emphasize the importance of our metropolitan areas and cities.

The 1940 Census lists 137 metropolitan districts with populations of over 60,000 persons. These, together with a few individual cities of over 50,000 persons, **constitute over half of our entire population.** The central business districts of these hundreds of communities house many functions that are obviously vital to the proper functioning of the entire community, and which should obviously be centralized. They form in certain of their aspects the actual vital heart of the community. That today many of these central districts are quite inefficient mechanisms and present a very definite planning and design problem is quite apparent. A great deal of the difficulty is due to the fact that in our expanding economy the know-how in selling shopping goods has not expanded in the same pattern and to the extent that have people, governments, entertainment and other similar factors. This expansion has been possible because of the increased individual mobility the automobile has given us.

A half million or more is a lot of people to group together in one community, and as the size increases, obviously the communication and transportation problems increase in complexity. But in the 1943 Census we find listed 26 metropolitan areas with over a half million persons each. They totaled over one-third of our entire population. They were located in 23 states that alone produced over 80 per cent of the national income payments to individuals, the very great majority of which (80 per cent) represented income from salaries and wages of workers and proprietors.

It is also interesting to note that over 90 per cent of these larger communities started as seaboard or river ports and their important central districts have in all cases been a slow expansion, a slight shifting and a partial rebuilding of the original rather crude patterns which were based on Indian and wagon trails. These early streets also had to serve as arterials for such regional land transportation as existed, and the local contacts had, of necessity, to be made on foot.

RETAIL AREAS DEFINED

Retail areas and merchandise vary very considerably in the factors that dictate location, transportation facilities, and other phases of land use in our cities. Accordingly, before discussing the changes taking place and suggesting some possible solutions, we should carefully define and describe these various areas and their kinds of goods in terms that are pertinent to the problem.

We can base the location terminology on that used by the Department of Commerce in a study made in Philadelphia in 1935. We can first divide what we call the central business district into three rather easily defined areas, that can easily have a line drawn around them in any city.

INNER CORE

First, we have the central core whose main characteristic is the fact that it has the highest concentration of pedestrian traffic. It is usually a small area fed by the many radiating mass transportation systems and arterials. The land values are high-

est here because of these things, and a certain and most important type of retail outlet, which attracts and at the same time lives on this high concentration of pedestrian traffic, is found concentrated here. In our very large cities, there can be a number of these cores. They have a tendency to (and often do) shift, leaving obsolescence and lowered values in their wake.

INNER BELT

Then there is the inner belt immediately surrounding this core, consisting of clusters of logically segregated, but related functions such as governmental, financial, professional, cultural, entertainment, wholesale, and so forth. Land values are lower, although structural values may be greater than in the inner core. The ability to communicate by walking within these functional clusters is important, and is the only justification for the high density of structural use found in certain areas of our larger cities. The pedestrian traffic is much less concentrated in the inner belt. Depending upon limiting topographical and geographical features, this belt can be a continuous affair surrounding the central core.

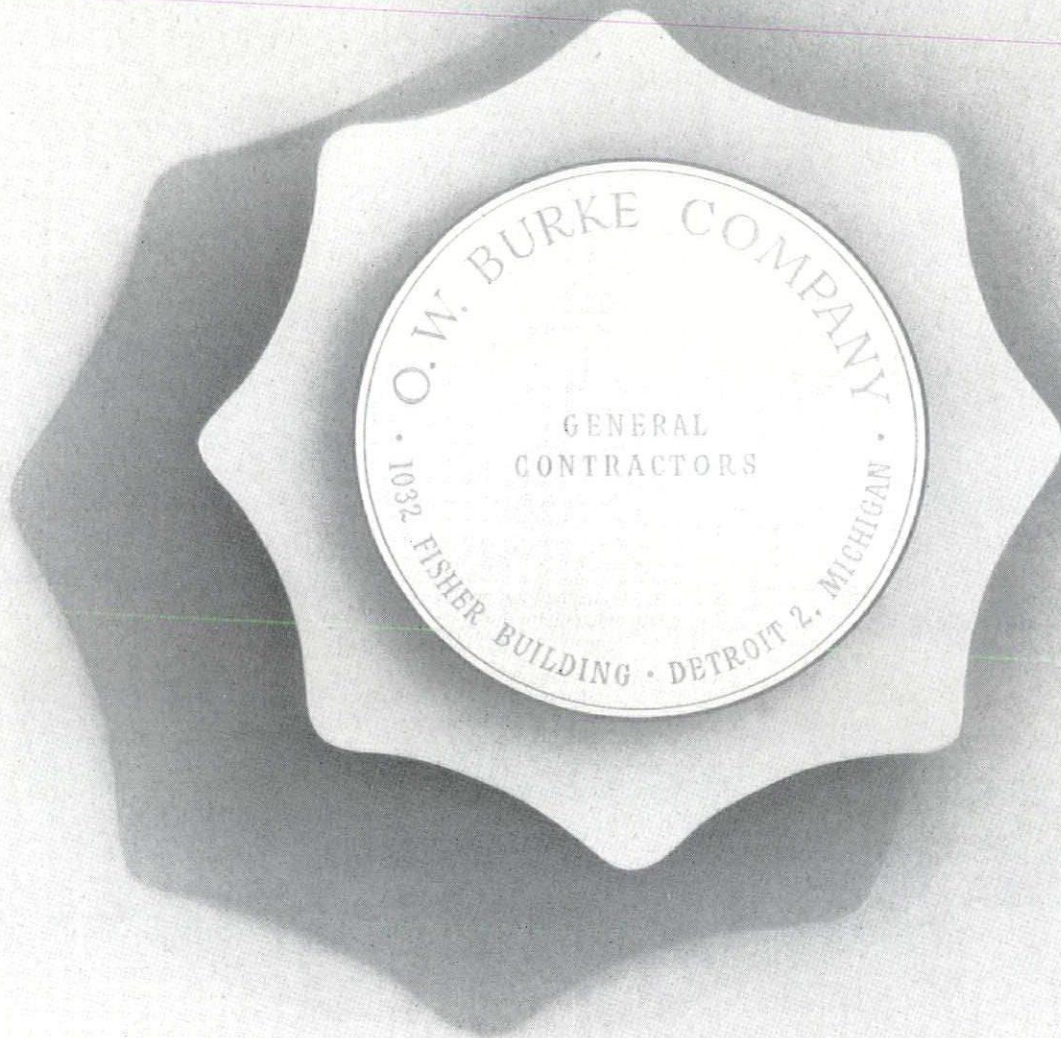
OUTER BELT

There is a third area, a part of the central district, that we can call the outer belt, generally made up of obsolete commercial structures and dwellings, the latter partially converted to commercial uses; or remaining as dwellings, they have generally deteriorated to the so-called slum. They can also be abandoned one-time central cores. These three central district zones can always be outlined by looking at a valuation chart of the area.

PRINCIPAL BUSINESS THOROUGHFARES

Next comes what we can call the "principal business thoroughfares" consisting of the many radiating main thoroughfares that are lined with all manner of retail outlets and services. But a few years ago our important and about our only means of urban transportation was the streetcar operating on its comparatively fixed rails, and it was logical

*This manuscript has been supplemented and somewhat extended in various parts as a result of the subsequent questions and discussions.



to originally zone the land contiguous to these streets for commercial use. The automobile has changed all that, and these streets are today one of our major physical city planning problems.

OUTLYING BUSINESS CENTER

We then have the outlying concentration called "Outlying Business Centers" or, in the jargon of the real estate promoter, they are "hot spots." They are mostly a confused conglomeration of structures and are generally concentrated at the junction of two major thoroughfares. They are, in a way, miniatures of the main central district and their problems are in a way similar, but to a different degree.

NEIGHBORHOOD BUSINESS STREET

Next we have what we can call the neighborhood business street, a group of convenience goods stores with decidedly a neighborhood appeal. The above four basic retail areas all rely greatly upon the good old American system of competitive private enterprise.

ISOLATED CLUSTER

Last we have the isolated cluster usually comprising two or more complementary, rather than competitive convenience goods stores. This completes the definitions of retail area types.

STORE CLASSIFICATIONS

Retail stores as a group defy accurate detailed classification as to type; that is, type in the sense that they affect transportation or can be related to land use types. This is because there is a considerable overlapping in the merchandise carried and other obvious complexities, but we can name certain important general characteristics as they would apply to these planning factors.

CONVENIENCE GOODS AND SHOPPING GOODS STORES

We can immediately mention two extremes as to appeal or demand. First, there are what are called convenience goods stores, selling primarily the necessities of life, and second, the stores selling primarily shopping and luxury type goods. Food and drug stores, restaurants and certain types of apparel stores best illustrate the convenience group, while the large institutional departmentized store best illustrates the shopping goods store.

As an example of the possible overlapping, the small neighborhood apparel store (which is primarily a convenience store in that it sells necessary family everyday work and play clothes) can also attempt, on a limited scale, to compete with the downtown store in high fashion apparel. Their ability to compete is

increasing every day due to still changing urban transportation habits. In a similar manner, the large central district department store sells a multitude of convenience goods, such as food, drugs, hardware, and so forth. Another characteristic defining the two types is the fact that the convenience store has a very limited geographical area market, whereas the market of the large department store can extend over a considerable area or region. For example, in 1939 the Census lists a food store for every 235 persons, and to the other extreme, a department store for every 32,319 persons. A super market doing much over a million dollars a year is not found very often, but we have individual department stores that have done a million a day—for example, Macy's main unit in New York.

Shopping goods can be further divided into two sub groups; first, those requiring post-sale service, such as automotive, major appliances and some other so-called durable goods; and second, those not requiring after-sale service, such as high fashion apparel, which, of course, are classified as non-durables.

SPECIALTY GOODS STORES

There is also a group which we can call "specialty goods", the outlets for which have many repeat sales and build up an extra measure of good will among their customers. Accordingly the time for shopping for these items is materially reduced because of the elimination of visiting or shopping between a number of stores. Men's clothing stores and certain types of eating places could fall within this classification. This completes the individual store type classification.

MERCHANDISE CLASSIFICATIONS—IMPULSE GOODS

In addition to these store group and type classifications, there are a few merchandise types within the store itself which should be mentioned. First are the pickup items which must be displayed at the point of sale. The greater concentration of pedestrian traffic, excepting to the extent that harmful congestion is created, the greater opportunity there is to sell impulse items. Further, a great many stores rely heavily upon these kinds of sales for their total sales and their important profits. For example, the variety store can in a high-pedestrian-traffic location rely sixty per cent or more upon impulse sales. This is why they are always placed in these locations in the central core or outlying business center.

NECESSITIES

The opposite of impulse goods is demand goods. They include many of the so-called staples. It is elemen-

tary in store layout design as well as shopping center planning, that these "pullers" are put at the rear and impulse goods displayed on the natural paths of travel thereto.

You seldom go into a men's store to buy a necktie, but you might go to buy a suit or some shirts. However, if you see a tie or two that appeals to you or that goes with a particular shirt or suit you are buying, you purchase them. The ties are impulse items; the shirt or suit is a demand item. In the event that you and impulse goods displayed on the were shopping only for a suit, skirts could also be sold on impulse, but not to the degree that ties are.

EMERGENCY GOODS

There are also what are called necessities which in many cases are almost emergency items, things that are needed in a hurry and often.

They are generally items with a low average sale. Accordingly, their location cannot always be treated the same as other demand goods. Sometimes they can be placed as a puller and sometimes they should be placed at the entrance. Tobacco, drugs, prescriptions, certain groceries and repair services would fall in this classification. Luxury goods, as opposed to convenience goods, are found both in impulse items and in demand goods. Their nature is evident. In depressions luxury goods suffer the most. The automobile a few decades ago was a luxury. Today it is very much a necessity.

RELATION OF TIME TO STORE TYPE

The important aspect of these various classifications as far as transportation and location in the city is concerned is largely a matter of time, time spent in reaching the store entrance and the time spent making the selection of goods after the store is entered.

CONVENIENCE STORES AND TIME

The convenience goods store caters to daily, weekly and short-time interval needs, and the shopping time seldom exceeds fifteen minutes. Therefore, it is logical that they should be rather completely dispersed throughout the entire city so that they may be reached in the shortest possible time. They should be convenient to not only dwelling neighborhoods, but convenient to other land use groups. For example, the typical central business district requires a certain number of convenience outlets, such as eating places and drug stores, for the convenience of those who work in the central district as well as those who go there in search of shopping goods.

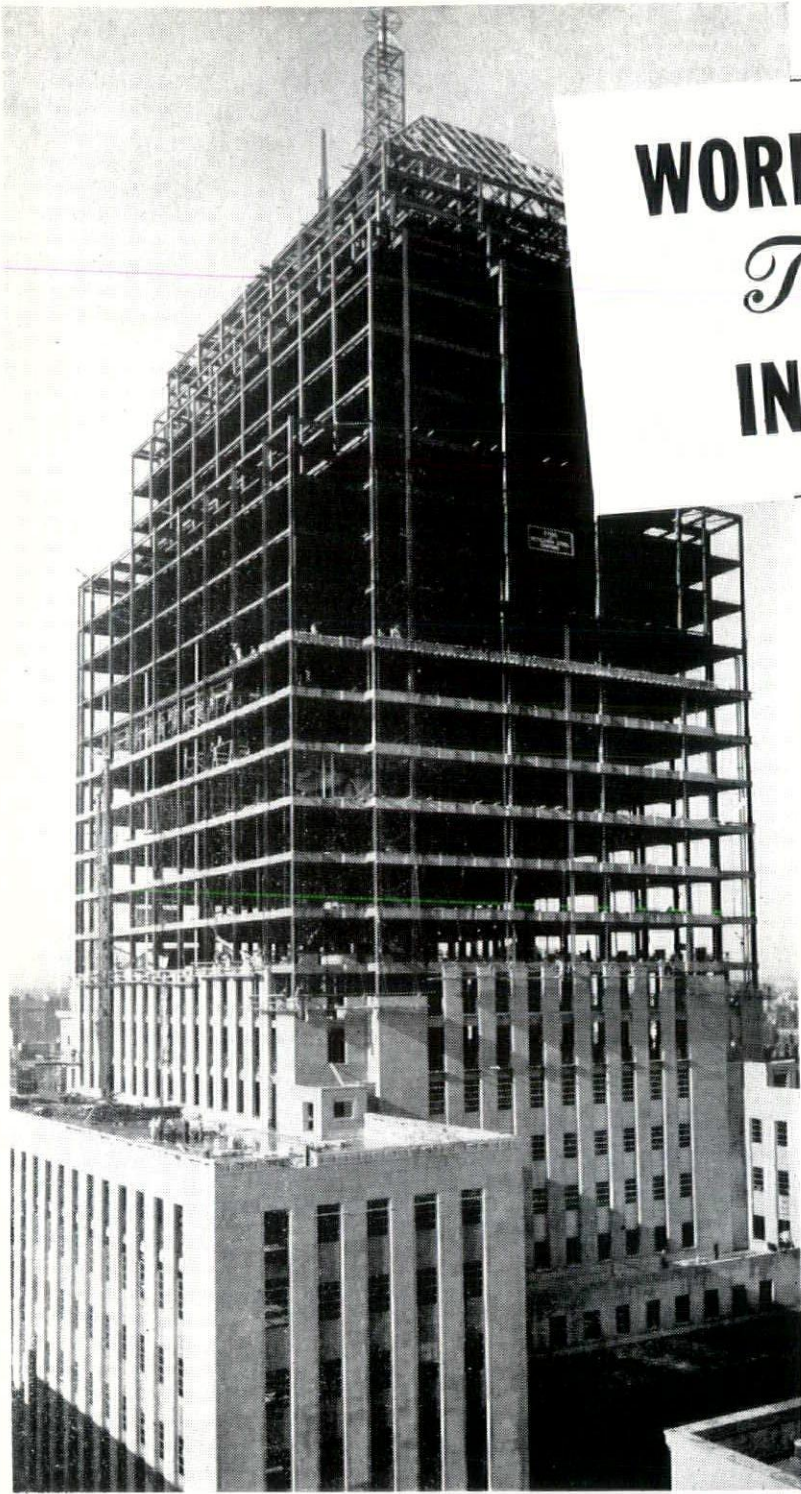
Conservatively, over 85 per cent of the number of retail stores and 65 per cent of the total community con-

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sumers' services are dispersed outside of the main central district. But probably only about 75 per cent of the dollar sales in retail stores are done outside of the central district due to the greater productivity—by necessity—of the center.

This great dispersion is logical because these stores mostly carry the merchandise used directly by the homemaker—mostly foods—and our residential areas being the largest, it is logical that many small neighborhood centers should be dispersed throughout the city. In fact, a well planned convenience goods shopping center is a decided asset to any neighborhood when it is properly planned. It is surprising how many people will drive their cars, to use them as parcel carriers, just a few blocks to reach such a center, but a short drive without congestion or traffic hazards is most desirable because this trip is made almost every day. It is also logical that a number of these stores be grouped conveniently together to provide a further convenience to the shopper. The automobile should not be made to play the role of the pedestrian as is being done in many localities, notably Los Angeles. The physical bother of parking and un-parking to visit individual stores, even if there is a fairly convenient space, can be a decided nuisance. As a measure of this dispersion, the ratio of the number of retail stores and consumers' service outlets to the number of urban families is a rather surprising one. It is one unit for every nine families.

In the grocery store a certain standardization, with today's high degree of packaged goods and a logically planned self selection, has permitted a high productivity of space which, with the great dispersal of such units, makes it possible to economically use one-story structures of relatively small area per unit.

SHOPPING GOODS STORES AND TIME

The shopping goods store, as best represented by the departmentized store selling fashion apparel or home furnishings or both, caters primarily to seasonal or even lifetime needs. Accordingly, it is not visited very frequently by any given individual, but it draws from a considerable area. The average shopping time in this kind of store is three or more times that of the convenience goods store.

Further, to perform the best service, such stores must carry rather complete stocks or selections of merchandise, which require a larger structure, often multi-storied. It is a common practice to have over fifty per cent of the net area of such stores used for service or non-selling, generally including a remotely located warehouse and delivery station. Such stores obviously must be centrally

located because they not only appeal to an entire city, but also often to a region extending well beyond a metropolitan area. Before the automobile, these stores could only have progressed to their present status and the magic of inherited size (which gives them momentum) because they were located at the hub of an expanding and peak-satisfying system of mass transportation.

PARKING TIME AND TURNOVER

Parking turnover is another and a new time element entering the picture. The fact that any real survey data pertaining to this very important phase of the problem has not been publicized is one reason for so many inadequate and unbalanced standards for parking being introduced in legislation. It also is one basic reason for a lot of the wishful thinking of many citizens, including the downtown merchant, that the central parking problem can be solved.

Turnover is the total number of cars parked in a day in a given area, divided by the net capacity of the area. For example, if an old fashioned parking lot would hold 100 cars at one time, and 200 cars were parked there on a given day, the turnover for that day would be two. The space per car obviously is important to the economic phase of parking and is an indication of the type. It can vary from about 160 square feet per car for the very congested downtown lot to 280 square feet for the roomy suburban park-yourself area. These figures assume that the so-called access and reservoir space or area required for maneuvering the cars is all within the area itself, rather than the contiguous streets being used for this purpose.

The parking turnover for the isolated cluster of convenience stores can exceed twenty and hence requires very little parking space in relation to the store building area. The shopping time is not only short, but more customers walk to these stores from their homes in the average residential area than to other kinds of shopping areas. The only exception is the shopping center which is a part of the possibly too high density housing development, as, for example, Parkchester in New York. This high density within easy walking distance of the centrally located shopping center even constitutes the bulk of the market for a successful branch of R. H. Macy & Company. There is very little parking space available or needed in this case.

As the size of the convenience goods shopping center increases, its market increases in area and there is a greater tendency to compete in the shopping goods field. The shopping time in the individual store and

in the center itself increases in time; there is a great tendency to produce a standard pattern of a single diurnal peak and accordingly parking turnover decreases. In the neighborhood business center it might be reduced to ten times, and in the outlying business center, to as little as two and a half to three times. If there are services such as professional, or work spaces as part of services or governmental offices requiring a relatively greater labor force (which produce a parking turnover of a little over one), the total turnover can be still further reduced.

In the central district the practical standards for certain kinds and degrees of structural uses relative to their potentials as an automobile traffic and parking space generator have not been adequately established. We are hoping to contribute something constructive to this phase of planning in a survey we are currently making in Grand Rapids.

PULLING POWER OF CENTRAL STORES

In a survey in early December just prior to the last war, in a large department store in the central district of a metropolitan area of over 400,000 population, 18.6 per cent of the shoppers in the store were from outside of the metropolitan area and only 58.8 per cent of them were from the parent city (exclusive of its suburbs) which had a population of a little over 300,000 persons. The relative population of these three zones was 27.2 per cent of the total 600,000 population ABCD trading area outside of the metropolitan area, 18.7 per cent in the suburbs and 54.1 per cent in the parent city.

The fact that a store could pull 18.6 per cent of its customers from the 27.2 per cent of its total potential market who lived outside of the community is an indication of the regional pulling power of the large department store. The pulling power or the immensity as a traffic generator of such a store, which presupposes a group of stores, has not been fully realized in the development or redevelopment of our urban plans.

CURRENT CONGESTION

Unfortunately, the stifling congestion and the alarming loss in downtown values (averaging over one-third in ten years according to the American Automobile Association) has, because of our unprecedented economic expansion, resulted in a little more than an openly and frequently expressed annoyance by most citizens. It has resulted in a lot of talk by many groups with diverse names such as "Central District Development Committee" and what-not. The knowing city planner has many of the answers, but a multi-

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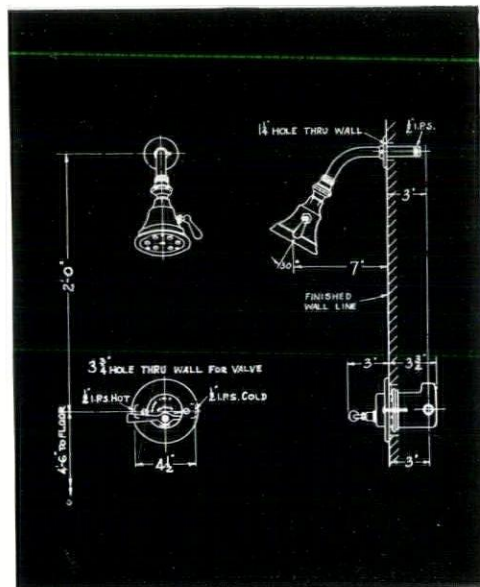
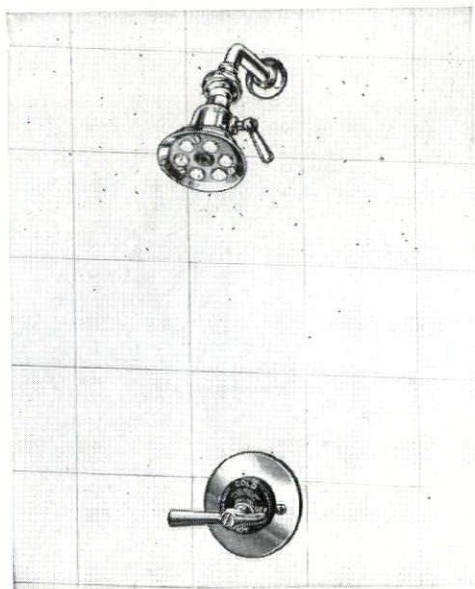
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tude of organized pressure groups, who only know the answer as it concerns their own selfish interests, have succeeded to date in effectively blocking any real solution.

Further, there are still a great many merchants and members of these central district groups who think that in some manner they can pull a rabbit out of the hat and in some way solve the parking problem in the central district.

If the solution means having a parking space for everyone who could afford or would like to use a private automobile to come to the central district to shop or work, the answer is definitely "No" in any city of any great size. The problem could not possibly be solved in any city that I know of over 200,000 people.

Walter Blucher indicates in the September **Kiplinger Magazine** that when you increase parking space, you invite more motorists, which again requires more parking space and continually requires a materially increased capacity of streets and highways to serve the parking. So, actually it becomes a vicious circle, and when you consider the tremendous structural area in the central districts of very large cities and their magnitude as traffic generators, it is a matter of simple mathematics to determine that it is quite impossible to even approach a solution to the problem.

Walter Blucher finally says, "The cheapest form of locomotion is still our legs. If we have to move people, the best way to move them is on foot. The second best way might be on bicycles. The third best way is certainly by mass transportation facilities." Mr. Blucher means this to apply only to existing business districts because the great majority of families who have moved to the suburbs are quite dependent upon their private automobile for their local transportation. We can obviously not use our legs or even bicycles to travel the great distance that we have to travel today in our urban areas. This applies not only to the suburbanite worker, but particularly to the homemaker who likes to use her private automobile for transportation and as her parcel carrier.

The American Automobile Association, for example, says that those who are employed in the business district should use public transportation for their daily trips. I ask the question, "Who is going to make them do this?" It is obvious you cannot pass a law to make people who work in the center use mass transit. The only thing that will force them to use the streetcars, buses and subways, if they have a private automobile and can afford to use it, is the fact that there isn't any place to park. The minute this condition is approached, as it is in all large cities today, it means, by

making it so inconvenient according to their new standard of transportation, that you are keeping out of the central district to some degree many of your suburban shoppers. They will certainly shop first in the outlying stores, and many times will purchase fashion merchandise they are not completely satisfied with because of a lack of selection in the dispersed stores.

It is also certain that if the day-after-day visitor and worker in the central district (who knows his way around) cannot find adequate parking space, the visitors from outer regions, when they would like to come to the city to buy Christmas gifts, cannot find a place, or at least a convenient place to park. This is important because many shopping goods stores do double or more the business in December than they do in an average month. It is very common for a men's furnishings department in a store to do a third of its entire year's business in December alone. It is obvious that with this highly seasonal business, a very important and vital part of a store's profits can be made during these peaks. Therefore, if we can concede that parking space or terminal space is a vital part of urban transportation, we cannot ignore the fact that when it is at all possible, sufficient space to accommodate in some manner these peak demands is quite as necessary to the continued wellbeing of these central shopping goods stores as it was necessary to provide in some manner for the peak in mass transportation.

EXPANDING ECONOMY

I have mentioned our expanding economy. Let us examine a few figures to determine its extent. Retail sales in department stores, which includes the greatly increased sales in mail order store retail outlets, taking the 1935 average index as 100, showed an increase to 114, for 1940, which was the last normal prewar year. In 1946 this had increased to 264, or an increase of over 130 per cent in the six war years.

At the same time, from 1940 to 1946, the Bureau of Labor Statistics tells us that the price on both clothing and house furnishings increased about 58 per cent. The sales and prices have both gone up since—in 1947—although the sales are currently leveling off and even declining slightly. This all means that, discounting price increases, there has been about a 45 per cent increase in sales activity or unit sales.

Food, for which people spend the greatest share of their disposable income, has increased 65 per cent in cost from 1940 to 1946, and in July the index showed an increase over the average of 1940 of just 100 per cent. On the other hand, disposable income of individuals has increased

109 per cent in dollars or almost 98 per cent per capita in the same six-year period.

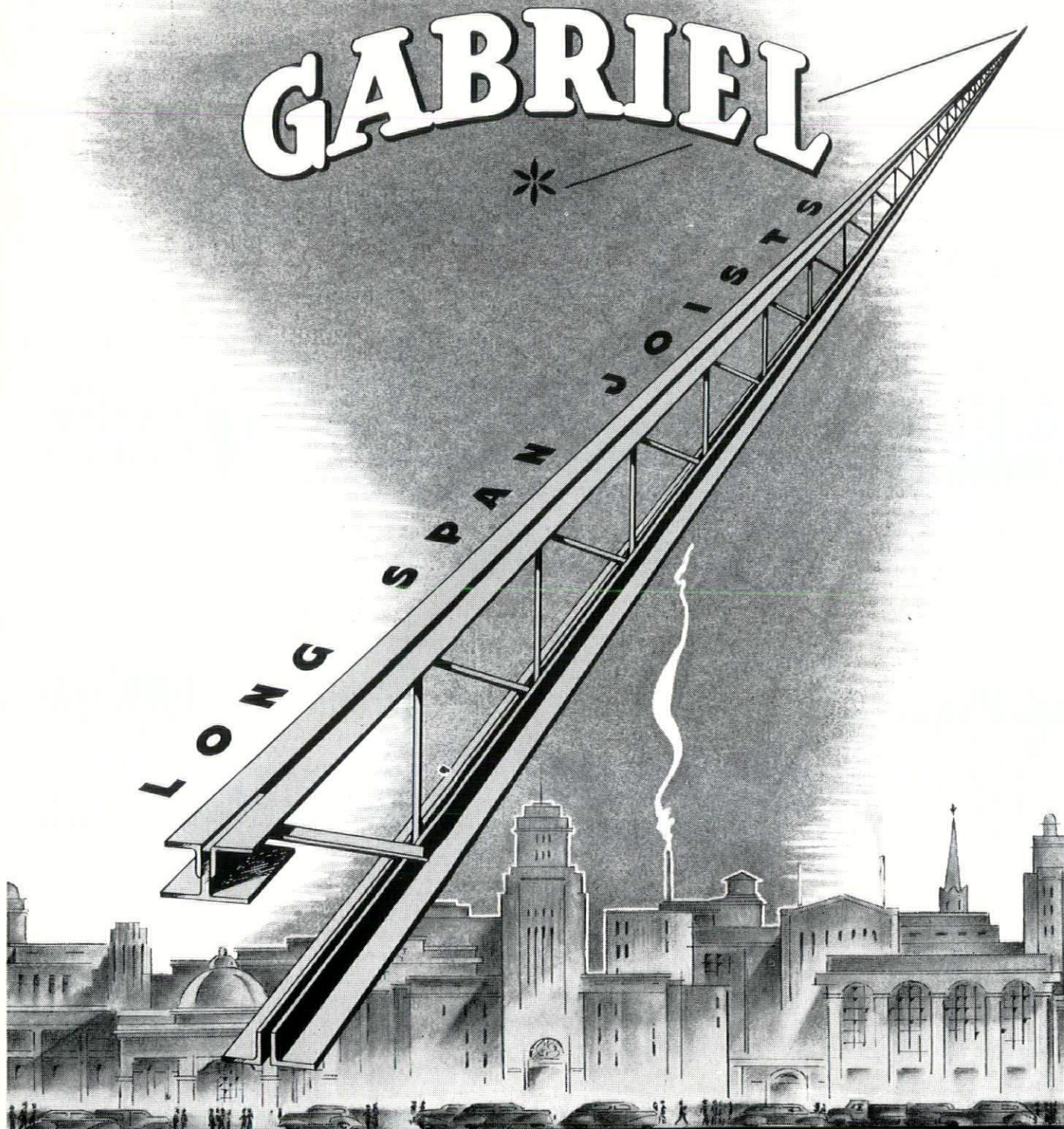
Certainly one reason that department store sales increases have been more than increase in disposable income is the fact that we have not had relative increases in the cost of rentals, or in fuel, power, or in transportation.

I mention these few statistics to give you a picture of the extent of this expansion which must level off and once again, when we can satisfy the many current demands, including housing, can arrive at some kind of an economic balance. Department store profits in dollars just reported in the second quarter of this year are one-third to one-half of what they were in the same period in 1946. This is due primarily to inventory adjustments, but it is an indication of a coming readjustment.

Another interesting fact is that this tremendous increase in department store sales has been made to a much greater extent in the outlying department store. For example, the outlying store and the mail order retail outlet who have expanded in outlying districts and provided some measure of parking, have received a considerably greater share of disposable income than have the department stores or the men's stores concentrated in the central district.

In the September **Survey of Current Business**, regional department store sales indicate a down trend for larger cities and an up trend for smaller cities. There are many complex reasons for this shift, but it is significant that the downward trend is greatest in the large cities with the greatest central district congestion. In judging these figures, the geographical extent of the city relative to the entire community must also be considered.

For example, Chicago has shrunk from 37 per cent of the Chicago District sales in 1929 to 28 per cent in 1942, where it has remained until now, regardless of the considerable increase in department store sales activity. Baltimore has dropped from 28 per cent to 21 per cent in 1946, and Pittsburgh from 26 per cent to 21 per cent. These decreases are in spite of a very skilled central department store and merchandising promotion and operation. New Orleans, with a bad congestion, has dropped from 15 per cent of the district sales in 1930 to around 12 per cent since 1945. San Francisco has dropped from 13 per cent to 9 per cent. Cincinnati has maintained a rather even keel, holding to an average of 9 per cent in a rather narrow range. I believe that excellent long-range plans continually formulated for many years and their excellent form of municipal government are in the case of Cincinnati bearing good fruit.



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One more important factor having to do with our unprecedented economic expansion is the tremendous increase, not in automotive production, but in registration, and because of the greater spread and higher individual incomes, in the greatly expanded use of the automobile. I might add, in its attempted use as urban transportation.

In a 1946 comprehensive report by a joint fact-finding committee on highways, streets and bridges for the California Legislature this was said:

"Universal acceptance of the motor car and development of improved highways have given the individual a freedom of movement unattainable with any other form of transportation.

"Highway travel is not limited by the use of heavy, expensive equipment which must be operated on fixed schedules and routes. A road can be built almost anywhere man's activities require, even in mountainous terrain where the only other access is by foot or horse traffic.

"In highway transportation the operating unit is individually rather than corporately owned, which means that a person can get into his own automobile at any time and go any place he desires. This ability to move about at will did much to free man from the limitations of his environment. It is no exaggeration to say that rubber borne transportation has revolutionized the economy of the State and the Nation."

Perhaps the desire to own and operate an automobile has subconsciously a deeper meaning. This individual liberty of motion—to choose our own route and on our own schedule might be an inherent expression of our love of personal freedom that we have and are striving so hard to preserve.

Also, pertaining to a further industrial decentralization is an accelerated production and registration and use of the truck. The important figure to scrutinize in this connection is the greatly increasing truck vehicle-miles. This only partially complicates the private car terminal problem, but it does add another attack of paralysis to our already paralyzed and congested city streets.

SUMMARY OF DEFINITIONS AND PROBLEMS

Having discussed (1) the economic importance of our cities, (2) having defined types of retail areas, and (3) kinds of merchandise, (4) having discussed their time-space importance and (5) their relation to our current insufficient transportation, and (6) having briefly examined the extent of our expanding economy and the indication that the seller's market is leveling off, let us

see what cities are doing about it.

What we can do about it is one thing, what will be done might be entirely different. First, it depends on the size of the community which in turn governs the structural density or the investment in multiple level structures in the central core and inner belts. Second, it depends upon how effective the planning program is, who is behind it, and how successfully the selfish, short-range and uneducated pressures can be parried.

As we have shown in discussing parking turnovers, the isolated cluster and even the neighborhood Business street does not have too serious a problem because they naturally have a high turnover. With almost a minimum of cooperation and effort by the land owners and stores—with sympathetic support from the city government—their parking problems can generally be solved.

The Principal Business Thoroughfare, however, presents a very different problem. A considerable investment has always been and is continuing to be made in commercial improvements on what we have defined as the Principal Business Thoroughfare. When curb parking is permitted on these streets (which, as we have intimated, takes about 36 feet from the usable width of the street as a major thoroughfare—not 16 feet as commonly supposed), to solve an immediate traffic congestion problem it forces a costly bypassing process. To force this traffic to filter into and use the adjacent parallel residential streets destroys their value for this important purpose. To have to accommodate all of this traffic on a complete network of new expressway type thoroughfares is not only very costly, but must obviously be part of a long-range construction program. Initially, during the early stages of such a program this method of improving traffic, by eliminating curb parking on these main thoroughfares would help very materially.

Of course a network of expressways makes so much sense and can so soon pay for itself, that we will have them eventually. However, they will be designed primarily for through and longer distance urban travel, but even so, the Business Thoroughfare should be made safe and efficient for its own sake for primarily its own local traffic. It is obvious, when properly analyzed, that an ample capacity, safe, non-congested thoroughfare providing access to these important commercial uses is more essential than the amount of advertising they derive from so much in-a-hurry, not interested traffic rushing by their doors.

If and when such an expressway system might be achieved, these important major thoroughfares would logically become locations for out-

lets catering directly to the automobile driver, such as filling stations, automotive sales, supply and repair, pick-up laundry and dry cleaning stations, and specialty sales and services used only occasionally by the consumer; for example, the low productivity, limited appeal, but "puller" specialty outlet that does not need the pedestrian traffic of the center and can save that higher rental, as, for example, a gunsmith or funeral parlor.

Actually other forms of publicity, including the studied creation of good will, can be much more effective and certainly less costly than this dangerous passing traffic. Look at any spot accident map and the pins are always thickest on these thoroughfares. Actually, when these two functions—major thoroughfares and shopping districts—are combined, the taxpayer is paying the large share of the cost of what the merchant thinks is important publicity, but it is obviously a very wasteful kind of advertising coverage.

This eventual network of efficient, continuous flow, high capacity, safe expressways which can more than pay their own way through the proper apportioning of the gasoline tax, is the best investment the private automobile and the truck user can make.

When the suggestion is made by the traffic experts that parking be eliminated on a retail street, the storekeepers thereon violently and volubly object—they "have been paying taxes for years," etc. This is a perfectly understandable procedure; we would all act in the same manner until common-sense educational processes told us some of the facts in the case—how a safe, unobstructed thoroughfare to his door and to all his colleagues' doors from where people live or where they work—that all this was quite essential to his wellbeing. However, this would do little good if a workable suggestion to solve his parking difficulties were not forthcoming. The answer nine of ten times is acquisition of adjacent land for off-street parking. This land, which is generally comparatively ill maintained housing (because it is adjacent to a commercial area without a proper buffer) is always available, and can be converted into off-street parking. While it is many times more costly per square foot than the process of Retail Recentralization, it is very much less costly than providing thoroughfare capacity by other methods and, further, the solution is far superior. This requires planning, which means an educational and selling campaign—and of the kind that the architect can materially implement. Such a project—and a rather complete one—to be accomplished entirely by the land owners,

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and suggested by our metropolitan consultant, Mr. Segoe, has just been announced in Grand Rapids. It will be constructed as part of an outlying Business Street-Thoroughfare-Shopping Center on our most heavily traveled thoroughfare, Division Avenue.

While these minor problems can apply to any size city, the Central Business district parking problem and the similar outlying business center problem depends upon the size of the city.

Let us first consider the more difficult, if not impossible problem, that of the larger city.

THE LARGE CITY

The very large city in its central district can produce only token private automobile terminal space. If this problem could really be solved, it would be impossible to provide the highways for the resulting moving traffic. We now know that these two things—terminal space and arterial capacity—must be balanced and kept balanced.

For example, a great deal has been written about the Union Square underground parking garage in the center of San Francisco. It actually fills a very minor transportation need. It cost a thousand dollars a car space on free land, when building costs were reasonable. It parks 1,500 cars at one time and they currently claim a turnover of two. I had an opportunity to investigate this about a year ago and at that time my computation figured the turnover at not much over 1.6 per working day. San Francisco, according to my formula*, needs over 80,000 spaces for their central district, with only 50 per cent of the people

using private automobiles.

In other words, this well publicized parking device is obviously taking care of mostly the high income group labor force and business visitors, plus a very few shoppers. If its turnover could be increased to a shoppers' three, the contiguous streets would be more paralyzed than they are.

So-called perimeter parking, a recent theoretical solution often attempted, might be of some benefit if the people could be educated or made to use them, and providing the shuttle busses serving them provide additional needed transportation service within the center, outside of serving just the parking terminals.

Theoretically this scheme seems to be, in part, a solution, and it is partially successful in some places in taking care of the labor force, but not the shopping force. The most energetic attempt made recently in Baltimore has been a failure because it was tried on too small a scale and the parking lot operators, who are currently making a profit on their high fees, have violently opposed it. Its difficulties are many, including reluctance of shoppers to transfer from one type of transportation to another, difficulty of providing sufficient thoroughfare capacity to feed them in the large city and not strangle the movement of goods, excessive waiting time, additional cost due to the fact that bus fare must be paid in addition to the parking fee, zoning difficulties, and similar problems. It was tried in Grand Rapids, was a costly failure, and was soon abandoned.

Off-street trucking terminals, as opposed to public individual car parking, in the central district are a necessity and they must obviously be provided in some manner on land now privately owned for the use of the tenants of that land. It is also necessary that these be supplemented by ample peripheral warehouse terminals.

However, the parking problem in any central district must be approached realistically from a design standpoint and be solved to the extent that it can be in the best way possible. There is considerable controversy today in every city as to just whose responsibility it is to attempt to solve this problem. The large stores first, as a matter of self preservation, attempted to solve it for themselves, but they soon discovered two things. First, they were not solving the problem for themselves alone, but for every other structure within three or four blocks. They could not tell their customers that they could only park in their space, shop in their store and then go away, because they discovered that when the women homemaker consumer takes the trouble to buck today's traffic to come downtown,

they are going to shop, and that means visiting a number of stores and services and perhaps taking in some entertainment. That is the main idea of the high density use downtown. Accordingly, the parking problem is definitely in congested business districts a community affair, not any individual land owner's.

Second, the large store discovered it was not good advertising to have their name on a service facility such as a parking area, which was unusable part of the time because it was filled, and that they could not add the expense of subsidizing parking for a ten or twelve block segment of downtown to their already strained expense budget, regardless of the fact that they might be the greatest traffic generator.

A partial, and what might be called an emergency solution has been provided by the downtown "parking lot." Many old buildings have been razed in central districts, and at current fees a good profit can be realized in the parking business. The O.P.A. restricted price increases and the result was that all-day, largely central district workers took over all the convenient spaces early in the morning and at the bargain price, stayed in them all day because, being private enterprise, the police power could not be used to enforce turnovers. When restrictions were lifted, up went the price, especially for all day parking, and this succeeded in keeping most of the all day parkers out of the convenient spaces and it also kept a lot of would-be shoppers away because of the price charged. The answer to the parking problem does not lie in fees so much in excess of other transportation costs just to increase the turnover and incidentally make a high profit for the private lot operator.

Let us consider some of the economics of the central district parking problem. When discussing turnover, we mentioned 160 square feet to 280 square feet per car, including access space, roads and maneuvering space, as required. The 160 square feet indicates a bumper-to-bumper, inconvenient, attendant parking in a parking lot. 280 square feet provides extra roomy, no-fender-denting, park-your-own-car type of space. It is possible to have a satisfactory park-yourself arrangement on a 228 square feet basis, such a scheme requiring only 42 per cent more area than the 160 square feet congestion.

It is interesting also to note at this point that parallel curb parking on the same basis requires at least 350 square feet of very costly public paving and curb space, in addition to being a traffic hazard.

There are cases, depending upon land and structural costs, where the parking attendant salary expense

* NOTE: On a 1940 economic basis, the area required for 100 per cent retail parking is .085 square feet per dollar sales in the average central district. This is based on 100 per cent coming to the central district by private automobile which, of course, is never the case, and should, therefore, be modified by a factor dependent upon the size of the city. In Grand Rapids we use 75 per cent for this factor. It plans 300 square feet per car, a peak of 1.7 times the average day, 1.6 persons per car, .75 persons in the district per transaction of \$2.33. The average turnover of shoppers parking only is figured at 3.5. To accommodate the labor force incident to the retail sales, multiply the dollar sales by .006 square feet. This presupposes 200 square feet per car and 1.4 persons per car, with a turnover of 1.1. Here again this must be modified by a use factor, which in Grand Rapids we assume to be 45 per cent. To get total central parking demand, the retail demand can be multiplied by 2 to 2.5.

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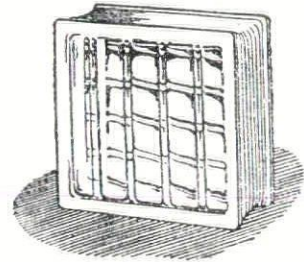
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doubles the cost per parked car per day, and a 50 per cent increase is common.

A survey in Grand Rapids showed a cost of \$.055 per parked car per day for the attendants only. Therefore, if the space can be found, and it is not too costly, the logical system is to have a maximum of park-yourself spaces, and a minimum of attendant parking.

The parking lot operator, a new form of private-public utility enterprise, is making a considerable profit today in our transportation emergency at the expense of the automobile user. It is almost as good a thing for them as if our street system were operated as a private enterprise, tolls were charged, and because of lack of street capacity, the tolls were materially increased, resulting in the privilege of the operation of this utility being badly abused. We would correct such a condition in a hurry, but the private enterprise highway operator, lacking this proper regulatory legislation, would attempt to see to it that not too much highway capacity was furnished exactly as the private parking operator and the real estate dealer who may have sold the operator the land are doing today. It is human nature, if you own a piece of land that you have converted to a parking lot, that you will charge all the traffic will bear, especially when you have the logical excuse that the increased fee for a short period increases the turnover and provides more parking spaces. Without much question, if we had no other great interest in the center, we would all do likewise.

There is one device that has pretty well proven itself as a turnover producer, and that is the parking meter. It should not be at the curb, but in the off-street parking space. A municipally operated metered lot adjacent to Lincoln Road in Miami Beach has proven very successful. The proper meter kills two birds with one stone. It provides the simplest and most economical way to enforce time limits and hence insures higher turnover, and it automatically collects the fee, which can put parking on a self-paying basis.

If solving the maximum amount of parking possible in central districts is essential for increasing sales and values which benefit the entire community (same way streets benefit) the fact that the private lot owner can only make a profit when there is insufficient parking and it is necessary to use the police force and meters to regulate turnovers, it is obvious that parking downtown should be classed as a public utility. As such it is the direct responsibility of local government. Everyone immediately says, "Why should local government subsidize parking for a few people?" This is a fallacy used as a red herring by a few people,

including the lot operators, who are afraid of the government competing with private business. We can all agree that we do not want the government in what is legitimate private business, but parking is not in that classification.

If a city government is administered by a modern efficient city manager, or if a proper authority is established for the purpose, with power to act and accomplish things, **parking can be put completely on a revenue paying basis** and, accordingly, would not require any subsidy whatever, except possibly the energy used by some citizens in administering the Authority or the use of eminent domain.

The total transportation problem solution in the large city, however, depends upon two things in addition to and more important than providing token downtown parking: first, the development of an efficient, modernized mass transportation system, and, second, the constructive and planned decentralization of a certain part of what I have defined as shopping goods sales. These things will help the central district in all of its normal and important functions by reducing some of the current paralyzing congestion; it will help the merchant and, above all, it will help the consumer by providing a real convenience and also by lowering the cost of distributing these kinds of goods.

RETAIL RECENTRALIZATION

We have named this new process of creating new regional shopping centers, based on an entirely new plan, "Retail Recentralization." You have probably all seen, or at least glanced at the presentation of the North Shore Center at Beverly, Massachusetts in the June *Architectural Forum*, which is an example of Retail Recentralization. I had the pleasure of working on this with Morris Ketchum, Jr., who follows me in this Seminar. The idea is based on the now proven theory that the homemaker who lives on the edge of the city and the suburbanite who is increasing in number and in purchasing power per family, and who is necessarily quite dependent upon the automobile, will spend without any hesitation as much as 20 or even 25 minutes to reach a really ample selection of shopping goods and fashion merchandise combined with good service. There are, however, other important objectives in Retail Recentralization.

First, such a center must be served by efficient safe highways of ample capacity. Today we know how to engineer and build these. When some of the short-sighted pressure groups are properly deflated and we can completely divert the gasoline sales tax to this purpose, we will eventually have them. It is quite necessary

to our national economy and well-being.

Second, there must be an excess of roomy, convenient parking spaces even during the week before Christmas. This means a planned and perpetual balance between terminal area, structural area of a high, profitable productivity, ample but minimum length and simply planned walk-ways and ample thoroughfare capacity. This is the exact opposite of the approach of the majority of current real estate promoters to this problem. They insist upon a maximum of building area, a minimum parking area possible, and do not even think of thoroughfare capacity or safety.

Third, there must be created an exciting, orderly, functional and efficient architecture, and this includes the landscaping. This is the opposite of the honky-tonk disorderly inefficient architecture that is so typical of the majority of shopping centers today.

Fourth, and last but not least, there must be a skilled and enlightened management of the entire project, to insure a healthy balanced competition in shopping goods, according to a studied community need. Because of this careful selection, there will be no business failures that are due to poor store management, which in turn is so often combined with a poor location. The result is a combined pulling power and an unprecedented concentration of pedestrian purchasing power. This, combined with many other factors, such as planned minimum maintenance, increased transactions per customer, elimination of 70 per cent of the delivery problems, higher productivity of space and personnel, can materially lower store operating expense ratios. This obviously lowers the cost of the goods, increases profits and can, in effect, if it is a branch, partially subsidize the main central district general store.

There are other necessary supplemental factors; for example, adequate protective zoning to protect what should be a good residential neighborhood, which can well be made a part of the development itself. It must be located on uninflated, inexpensive land, possible when people are perfectly willing to provide their own transportation.

One of the initial steps in such a development is to contact the local planning agencies. We think their way and we talk their language. We have yet to fail to secure their complete and enthusiastic support.

We also provide a balanced complement of convenience goods, services and entertainment. Again, to provide an extra measure of convenience as well as maintain a maximum productivity and time use.

Another basic function of the design is to provide as complete as possible

sible a segregation of various types and velocities of traffic which varies from a high speed expressway to a terminal access road, to the pedestrianway, from the terminal to the concentrated display walkway, that last inner loop, the smallest in perimeter, which is devoted 100 per cent to the exposition of things 100 per cent interesting to the consumer. This spells convenience again, insures safety and a leisurely, unhurried atmosphere. The shopper, before she realizes it, is sauntering along a covered walkway with greenery on one side and a continuous merchandise display on the other. She has not dented a fender, she does not get a crick in her neck, and she can concentrate completely on the display of the things she has come to see.

THE SMALLER CITY

In the medium size or smaller city, the terminal and thoroughfare problem and even partially the architectural problem might possibly be solved from a design standpoint and even from an economic standpoint. I have my doubts, however, if it can ever be satisfactorily solved from a political standpoint in a democracy. If this is so, I think that we will all take the democracy and forget a complete solution. But at least it is fun to try and improve the old town to the greatest possible degree and at least provide the maximum amount of parking together with the correlating highways.

The best explanation that I can give of this statement is perhaps to give you a brief description of what we are trying to do about it to date in Grand Rapids.

Our metropolitan area of almost 200,000 population comprises seven separate civil divisions. Our retail trade area has more than double this number because, for one thing, we are located on a peninsula. We have had an active Planning Commission for only a few years, and it will be many more years before we make up for the lost time.

Walter Blucher, whom you are going to hear this afternoon, helped get us started by giving an excellent talk at our first gathering on planning on April 15, 1943. If you heard our Mayor George W. Welsh, who is currently the president of the United States Conference of Mayors, speak at the annual dinner of the Institute in Grand Rapids last May, you know he enthusiastically supports city planning as a continuing municipal function. His help and support have been invaluable.

We have a good Planning Commission set up under a good enabling act. We have a staff typically inadequate in numbers, but adequate in quality, headed by Mr. Floyd Jennings. We have the services of one of the best Planning Consultants in

the country, Mr. L. Segoe, of Cincinnati. We receive the benefit of his advice through the courtesy of an active and aggressive citizens planning group who are doing an excellent job in promoting metropolitan-wide planning.

The City Planning Commission has officially adopted what is conceded to be a practical and sensible, thoroughly studied, long-range thoroughfare plan. We have partially completed a thorough land-use survey preparatory, to revising an antiquated and, in past years poorly administered, zoning ordinance. Our staff has performed literally hundreds of so-called "politically expedient" missions. These have delayed our comprehensive planning program, but we know that they are all quite necessary to the planning process.

We are in the process of making a rather comprehensive parking survey. We have used the questionnaire method in certain structural uses and the State Highway Department has just completed an origin and destination study based on the latest techniques, and including an unusual amount of information pertinent to our terminal problem.

I had lunch two days ago with their staff of four competent and well trained technicians who have been conducting the count and filling out questionnaires for several months. We are enthusiastic with the possibilities of combining all of this useful data as an aid in arriving at an efficient urban transportation system and in furnishing some useful information pertinent to the general parking problem.

We know, for example, that in the central district core and inner belt we have 1,540 parking spaces, of which 461 are at the curb and metered. In the outer belt we have over 4,000 spaces of which 900 are at the curb, partially metered. What we think is a reasonable demand that might be properly planned for a properly zoned and reconstructed central district would today be over 11,000 spaces, or, in other words, we have a deficit of some 5,500 spaces. When I say a zoned central district, I mean zoned for height and use in such a manner as to limit structural capacity to balance the planned terminal area and the highways that can be provided.

By reconstruction of the central district I mean only the reconstruction of a considerable number of early General Grant period buildings erected prior to 1890. This would function as an entire community redevelopment project to preserve and increase the value—to the owners and to the community—of the many modern and adequate structures we do have in our central district.

When and if we could obtain these parking spaces, none of them would

be at the curb because then we would need all of our streets for moving traffic, including the pedestrians. The vehicle traffic would be much less than it is today in the core. It would be quite necessary, however, to execute our complete thoroughfare program and we would have to have a sensible plan for staggered hours for the labor force and even for some retail stores.

Another essential part of this program is an ordinance passed on the 8th of last month by the City Commission, creating a Parking Authority. It has rather broad powers under the law, is coordinated with the Planning Commission and the so-called master plan, and it can, if we can sell the idea to the majority of the citizens, solve the problem to the extent that I have indicated. I doubt if we can ever sell it to some groups or a few individuals that I could mention, but fortunately they are very much in the minority.

It would be possible in the central district to provide peak parking for 75 per cent of the visitors and 45 per cent of the labor force at an average cost to the private car owner of \$.20 per day, and less for a shorter time, with an average turnover per working day of two times.

We have such a great many old three- and four-story buildings whose upper floors are economic liabilities, that a design could be created converting or reconstructing these to single story and basement structures, with connected and coordinated roof parking accessible from peripheral outer belt ramps, in turn accessible from an ample capacity thoroughfare scheme.

Please note that I said a design could be created, realizing that often a design and a completed project are two different things. But on the other hand a project that would solve the problem would be quite impossible without a design.

If it could be accomplished, the regional retail sales could be increased very materially and retail trade is a very important part of our local economy, more so than the furniture industry that you hear so much about. Many municipalities in Michigan have been literally strangled by a fifteen-mill property tax limitation sold to the community on false pretenses some time ago. Some relief, theoretically, has been provided by the voters returning a third of a three per cent state sales tax to the cities, based upon their sales. It is evident that any increase in regional retail sales in our community, possible only when transportation exists to serve it, means not only sorely needed increased revenues from increased property values, but from an increased sales tax. Such an expansion in sales could require an expansion of the central district, but it would be lateral rather than ver-

tical, and that we can plan for too.

In the past few years, our aggressive Chamber of Commerce has done an excellent job of publicizing, outdoors and in the press, Grand Rapids as the "Shopping and Entertainment Center of Western Michigan." I wonder if some of the people who drive fifty or so miles to Grand Rapids from the hinterland and have a great deal of difficulty finding a place to park, will not wonder why, if we so publicize our fair city, we do not supply a convenient place for them to land when they get here (because 90 per cent come by private automobile).

We have also recommended to the City Commission a so-called off-street parking ordinance. However, I feel that the main value of this type of legislation is to make the people realize that there is a parking problem. Not that they do not realize it, but it's like the weather; no one does anything about it. But when it is mandatory to do something if you are building, it is a different matter. Due to the fact that it cannot be made retroactive, it is too late to do much good in solving the problem and it might even do some harm.

The requirement to provide off-street truck loading and unloading space is most important. This might, in a way, be made retroactive by using the police power to prohibit or make it difficult to use the street for this purpose. Some contend that there is legal authority to permit this procedure, and most buildings or groups of buildings, by use of interior, less valuable areas, ramps to basements or van lifts, all supplemented by peripheral truck terminals, could, in the smaller city, solve this problem.

Rather than this type of legislation, however, to solve the privately the example of a commercial success which is due in part to a rather complete solution of the highway and terminal area. This can do more to make those who use, rather than sell, the land realize the advantages owned automobile parking problem it would be far better to rely upon of solving our contemporary transportation problems. Without any question of a doubt, it can perform miracles in increasing retail sales and profits.

For example, in flying over downtown Grand Rapids, one is impressed that a minimum of 50 per cent of the total area is devoted to roof area doing nothing but acting as a protection from the weather, and all in the exact place where terminal parking is so badly needed. Less than half of this area is covering modern or modernized, well-maintained buildings. The remainder is so located that by eventual mass rebuilding into mostly

single story and basement structures it could be connected together at the second floor level by combination bridges and street level covered walkways (which would be quite necessary). This would form an entire new level of terminal space together with thoroughfares designed to serve just as access and egress from the terminal area. This would permit the access ramps or properly engineered connections direct from elevated expressways to connect with what would be, in effect, a large and, hence, higher capacity circumferential thoroughfare located in or on the edge of what we have defined as the center belt. This would not only feed the terminal space, but would serve as the necessary dispersal area during peaks, and also feed this traffic into a maximum number of dispersal streets as well as to the expressways.

This is the same general scheme for which a smaller area study was presented as the "Grand Rapids Parking Plan" in the February 1945 *Architectural Record*. This would obviously free the present street level thoroughfares from all traffic except trucks, busses, taxi cabs and a few private cars which might be parked in the few such areas in the lower level or sightseers, which in

turn would materially facilitate the movement of pedestrians. Only pedestrians purchase goods or work in the central structures.

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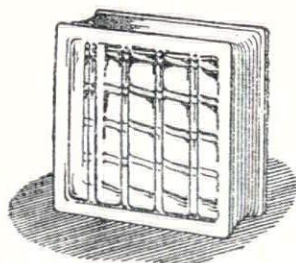


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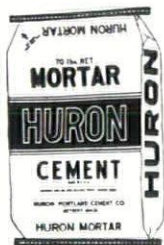
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KAPP, WILLIAM E.	1842 Buhl Bldg., Detroit 26	McKINNON, PATRICK	2631 Whitewood Pittsfield Village, Ann Arbor
KASURIN, JOHN	2540 Park, Detroit 1	MEAD, HARRY L.	341 Michigan Trust Bldg. Grand Rapids 2
KASURIN, PAUL	905 Nat'l Bank Bldg., Ann Arbor	MERRITT, GERALD M.	7376 Grand River, Detroit 4
KAVIEFF, OTTO H.	305 Transportation Bldg. Detroit 26	MESSING, ARTHUR H.	1712 E. Outer Dr., Detroit 12
KELLOGG, DIXON B.	112 Madison, Detroit 26	MESTER, FRANK J.	524 Turner, N.W., Grand Rapids
KEOUGH, H. J.	4060 Taylor, Detroit 4	MEYER, EARL G.	324 Touraine Rd., Grosse Pointe 30
KERN, NATHANIEL C.	195 Cranbrook Cross Rd. Birmingham	MICHEL, KENNETH A.	341 Touraine Rd. Grosse Pointe 30
KETELHUT, PAUL J.	1000 Packard, Ann Arbor	MILES, FRANK A.	24 Beverly Rd., Grosse Pointe 30
KEYES, HUGH T.	309 Wabeek Bldg., Birmingham	MILLAR, HUGH T.	14827 E. Jefferson, Detroit 15
KIEFER, HAROLD M.	14430 Archdale, Detroit 27	MILLER, J. LAWSON	55 Rosedale Ct., Detroit 2
KIMBALL, DONALD A.	2345 Delaware, Saginaw	MILLOTT, HENRY C.	814 W. Washington Sandusky, Ohio
KIMBALL, EDGAR R.	112 Portland, Belleville, Ill.	MILLS, BYRON E.	4282 Seebaldt, Detroit 4
KING, CHRISTOPHER J.	Vermontville	MITSCHE, ALFRED	153 E. Elizabeth, Detroit 26
KING, SOL	2659 Fleet, Detroit 6	MITTON, EUGENE W.	14103 Forrer, Detroit 27
KINGSCOTT, LOUIS C.	P. O. Box 671, Kalamazoo 99	MONTANA, FRANK	112 Madison, Detroit 26
KINGSLEY, GEORGE S.	Douglas	MORISON, ANDREW R.	713 Fox Bldg., Detroit 1
KISSINGER, STEWART S.	22040 Watsonia, Dearborn	MORTON, HAROLD	12033 Appoline, Detroit 27
KLEI, LOUIS W.	3231 W. Davison, Detroit 6	MOSS, THOMAS	203 Conner Bldg., Plymouth
KLEIN, HERMAN J.	929 E. Wellington, Flint 3	MOXNESS, T. J.	345 New Center Bldg., Detroit 2
KNECHT, FREDERICK	Rockford	MUNSON, ORLIE J.	409 Wilson Bldg., Lansing 68
KNOX, ROBERT V.	615 Broad, St. Joseph	MUSCH, MAX A.	Rte. No. 1, Brighton
KNOX, WILLIAM D.	193 Riviera, Pontiac 18	MUTH, GUSTAV	345 New Center Bldg., Detroit 2
KNUTH, RALPH W.	227 Capitol Theatre Bldg., Flint 3	NARGIS, JAMES J.	745 Horne, Fresno, Calif.
KRAMER, WM. E.	109 E. Nine Mile Rd., Ferndale 20	NELSEN, LAVERN J.	619 N. Madison, Bay City
KRECKE, NORMAN	818 Michigan Bldg., Detroit 26	NELSON, N. ALBERT	Room 1205, 7 S. Dearborn Chicago, Ill.
KRESSBACH, CARL C. F.	408 Wildwood, Jackson	NEWLANDER, M. M.	1201 Cherry, Kalamazoo 39
KROSKE, PAUL C.	General Delivery, Detroit 26	NEWMAN, HARRY M.	2058 Gladstone, Detroit 6
KUNI, WILLIAM H.	19642 Shrewsbury Rd., Detroit 21	NIES, ALBERT B.	408 Third St., Jackson
LACY, JOSEPH N.	P. O. Box 270, Bloomfield Hills	NOBLE, CHARLES	4484 Cass, Detroit 1
LANGHENRICH, FRED W.	4541 W. Washington Blvd. Chicago 24, Ill.	NORTON, CHARLES M.	545 Lafayette S.E. Grand Rapids 3
LANGIUS, ADRIAN N.	932 Westlawn, East Lansing	NOTH, EDWIN F.	1304 Maccabees Bldg., Detroit 2
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LORCH, EMIL	1023 Forest, Ann Arbor	OWENS, SHIRLEY L.	22441 Law, Dearborn
LOREE, DOUGLAS D.	120 N. 4th, Ann Arbor	PAGE, GEORGE R.	Okemos
LORENZ, WILLARD B.	15386 Turner, Detroit 21	PALMER, C. WM.	2663 Penobscot Bldg., Detroit 26
LOWERY, LESLIE M.	923 University Pl. Grosse Pointe 30	PALMQUIST, IRVING E.	4130 W. McNichols Rd. Detroit 21
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LUCKENBACH, OWEN A.	2300 Dime Bldg. Detroit 26	PARDEE, ST. CLAIR	111 National Bank Bldg. St. Johns
LUNDBLAD, CLAUS D.	4070 W. Fort, Detroit 9	PARKE, ELMER E.	16155 Monica, Detroit 21
MacGREGOR, ALEXANDER	23919 Michigan Ave. Dearborn	PARMELEE, GALE F.	18804 Glenwood Blvd. Birmingham
MacKENZIE, JOHN	227 Capitol Theatre Bldg., Flint 3	PELLERIN, EARL W.	16855 La Salle Blvd., Detroit 21
MacMAHON, CHAS. HUTCHINS, JR.	18330 Kelly Rd., Detroit 24	PEREIRA, P. R.	1173 Foster Rd., Rte. No. 1, Midland
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MARSHALL, WALTER V.	R.F.D. No. 1, Barton, Shores Ann Arbor	PICKELL, F. GORDON	5545 Second Blvd., Detroit 2
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MARVIN, ALDEN S.	339 Penobscot Bldg., Detroit 26	PINE, HAROLD E.	412 Calvin Theatre Bldg., Dearborn
MASON, GEORGE D.	409 Griswold, Detroit 26	PLANK, KENNETH R.	410 Harrison, Grand Ledge
MATHEWS, RAYMOND	207 N. Tarbaro, Wilson, N.C.	POLLMAR, F. CARL	2539 Woodward, Detroit 1
MAUL, WALTER	1222 Michigan Bldg., Detroit 26	POTTLE, JOHN L.	370 Country Club Lane, Grosse Pointe 30
MAY, ROBERT O.	526 Algonquin, Detroit 14		
McCARTY, WM. H.	331 Carlton, S.E., Grand Rapids		
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WETZEL, BERNARD C.	4643 Pacific, Detroit 4
WHEELER, VERNON L.	16119 Fenmore, Detroit 27
WHITE, DONALD F.	126 John R, Detroit 26
WHITE, FRANK A.	173 Kent, London, Ont., Canada
WHITE, HARRY L.	Box 646, Fargo, North Dakota
WHITING, EDMUND	Architectural Office of Canal Zone, Inst. of Inter-American Affairs 12 Calle O No. 3, Altos, Guatemala, Canal Zone
WHITNEY, CLARENCE J.	217 LaSalle, Royal Oak
WIEDMAIER, FRANK W.	112 Madison, Detroit 26
WILBY, ERNEST	1567 Ouellette Windsor, Ont., Canada
WILLEKE, LEONARD	1142 Bishop Rd. Grosse Pointe 30
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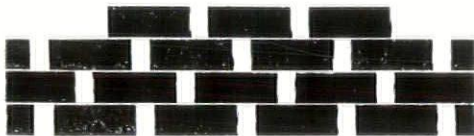
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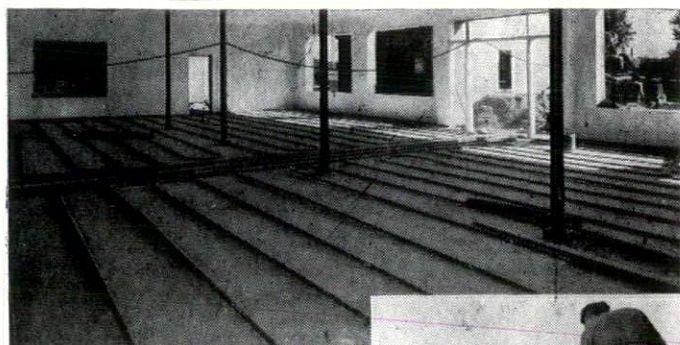
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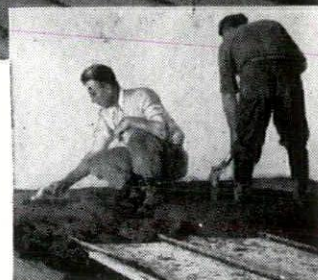


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SCHEDULE OF RECOMMENDED CHARGES

(American Institute of Architects Document Adopted by the M.S.A.)

Ratified and adopted at the
16th Annual Convention
M. S. A., 1928



Distribution Authorized at the
16th Annual Convention
M. S. A., 1930

Revised Feb. 15, 1946

The Michigan Society of Architects, as a professional body, recognizing that the value of an Architect's services varies with his experience, ability and the location and character of the work upon which he is employed, does not establish a fixed rate of compensation binding upon all of its members, but, in the light of past experience, recommends that for full professional services, adequately rendered, an architect practicing in the State of Michigan should receive as reasonable remuneration therefor at least the compensation mentioned in the following schedule of charges:

1. The architect's professional services consist of:

(a) Preliminary studies, including the necessary conferences and the preparation of preliminary sketches, the least compensation of which is 20% of the hereinafter mentioned fees.

(b) Working Drawings and Specifications, complete ready for taking bids, the least compensation for which is an addition 55% of the hereinafter recommended fees.

(c) Supervision, including the taking of bids, the preparation of full size and large scale details, the general direction of the work, the checking of contractors' monthly statements, the checking of shop drawings for various trades, and the issuance of certificates of payment, the least compensation for which is an additional 25% of the hereinafter recommended fee.

2. The proper minimum charge for professional services on the average type of work, when let under a general contract, is 6% of the total cost of the work. When the major portion of the work is let under a general contract and a minor portion is let separately to individual contractors, then 6% shall govern

for the entire work, plus an additional 4% upon that portion let separately.

When all of the work is let separately to contractors for individual trades, then the 6% fee shall be increased by 4% additional to cover the architect's extra cost of keeping records and dealing with several contractors instead of one contractor.

3. On residential work it is proper to charge from 8% on the first \$50,000.00 of cost, and 6% on the balance. On residential work at a sufficient distance from the architect's office, to require unusual time in travel, but not far enough distant to require rail or boat transportation, it is customary to increase the above-mentioned 8% and 6% charges to 10% and 8% respectively. In both cases the fee shall cover stables, garages and other dependencies.

4. In the hands of architects best qualified to design them, churches and ecclesiastical buildings generally bear a commission of from 8% to 10% on work under \$50,000.00, and 7½% on work over that amount. Designing of or assisting in the selection of or purchasing of church furniture and fixtures, depending on the amount of detail work necessary and the time required, bears a commission of from 10% to 20%.

5. Buildings with complicated equipment such as laboratories bear a higher rate than the 6% quoted in paragraph 2, above, for average work. If taken at 6%, the equipment should be charged separately at a higher rate.

6. On monumental decorative and landscape work, special interiors, and special cabinet work, as well as alterations to existing buildings, whether federal, municipal or private, the minimum charge is 10%. Should the work involved require unusual study or specialization, it is usual to charge 15% or even more.

7. Designs for fabrics, furniture, fixtures, lighting fixtures, and special decorative work other than for churches, the minimum charge is 15%.

8. On articles not designed by the architect, but purchased under his direction, the minimum charge is 6%.

9. On work of such nature that the final total cost cannot be reasonably accurately approximated, it is advisable and permissible to charge on a pay roll-overhead-profit basis, that is to say, to charge the actual amount of the payroll, plus the average percentage of overhead, plus a profit of, say 25%. If pay roll totals \$100.00 and overhead amounts to 85% of the pay roll, then the charge will be:

Pay roll	\$100.00
Overhead, 85% of \$100.00	85.00
<hr/>	
Total	\$185.00
Plus 25% for Profit	46.25
<hr/>	
Total charge	\$231.25

In offices having an overhead of 100% this method amounts to charging 2½ times the pay roll, which is quite generally used. It is fair to both owner and architect. It often saves the owner a considerable amount, and insures the architect a reasonable profit.

10. As a substitute for the method suggested in paragraph No. 9 above, the architect may be paid a fixed fee for his own personal services, or, in some cases, a commission upon the cost of the work. In addition thereto, he is reimbursed by the client for his actual office expenses (pay roll, exclusive of his own drawing account, plus overhead). This is known as the "Fee-plus-cost" method.

11. All disbursements for traveling expenses, measurements, surveys, fees for expert advice when requested or sanctioned by the client, and the cost of all prints, to be paid by the client.

12. All of the above charges are subject to increase by special arrangement, where the cost of the work is small or the conditions unusually difficult.

13. By special interiors and cabinet work, is meant that part of the work which is individual, and requires special study and drawings for each room or each feature thereof, as distinguished from the work which is repetitious and which can be executed from typical drawings and general specifications.

14. The supervision of an architect does not guarantee the performance of the contract by the contractor, or insure the client against defective work thereunder.

Where the architect is retained to oversee preparation, manufacture, execution and installation of work, as well as to check final requests for payment for same, he will do everything in his power to enforce the spirit and the letter of drawings and specifications. Beyond that he is not responsible.

15. The architect is construed by the courts to be the owner's agent and the owner is responsible for payment for labor and material ordered by the architect for the owner. The architect's power of agent is limited, however, to the building or work upon which the architect has been commissioned by the owner to perform professional services.

16. It is proper to charge for the preparation of sketches of any nature whatsoever, even if the client be asked only to reimburse the architect for his actual costs of payroll and overhead.

Under no circumstance will the architect offer to make sketches without charge or obligation in order to assist in soliciting business; nor will he submit to a prospective client's invitation to submit sketches under such conditions, for, by so doing, he may institute or be drawn into an ungoverned and unethical competition.

If the architect chooses to work without reasonable compensation, he may do so only under conditions which will not tend to injure his fellow practitioners.

UNETHICAL PRACTICE

In an architect has quoted a rate of fee to a prospective client, another architect seeking the same work and having knowledge of the rate quoted by the first, is guilty of unprofessional conduct if he attempts to obtain the work by quoting a lower rate of fee. Such conduct is unethical.

SUBMITTING SKETCHES

If an architect knowingly competes with other architects by submitting sketches without obligation, thereby submitting to an ungoverned and unauthorized competition, he is unfaithful to the profession, and guilty of unprofessional conduct.

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Fireproof (Under 300,000 cu. ft.)	31 1/2	23	18	17	21	24	23	22 1/2	23	22 1/2	23	22	22	22	22	22 1/2	23	23 1/2	24	25	24	25	24	25	26	27	28	29	30	31	32
Fireproof (Over 300,000 cu. ft.)	29	21	17	16	19 1/2	23	22	21 1/2	22	21 1/2	22	21	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35
Mill Construction	10	22 1/2	12	11	14	16	16	16	16	16	16	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	16	16 1/2	17	18	19	20	21	22	23	24	25	26	27	28	29
Ordinary	10	22 1/2	12	11	14	16	16	16	16	16	16	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	16	16 1/2	17	18	19	20	21	22	23	24	25	26	27	28	29
Frame	10	22 1/2	12	11	14	16	16	16	16	16	16	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	16	16 1/2	17	18	19	20	21	22	23	24	25	26	27	28	29
Stables	10	22 1/2	12	11	14	16	16	16	16	16	16	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	16	16 1/2	17	18	19	20	21	22	23	24	25	26	27	28	29
Stores.																															
Fireproof	23	20	17	16	20	24	23	22 1/2	23	22 1/2	23	22	22	22	22	22 1/2	23	23 1/2	24	25	26	27	28	29	30	31	32	33	34	35	36
Ordinary	20	17	14	13	17	21	20	19 1/2	20	19 1/2	20	19	19	19	19	19 1/2	20	20 1/2	21	22	23	24	25	26	27	28	29	30	31	32	33
Flats (Above Ordinary)	22	19	16	15	19	23	22	21 1/2	22	21 1/2	22	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Ordinary without Basements	22	19	16	15	19	23	22	21 1/2	22	21 1/2	22	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Markets.																															
Ordinary without Basements	22	19	16	15	19	23	22	21 1/2	22	21 1/2	22	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Churches and Theatres.																															
Fireproof	18	15	12	11	15	19	18	17 1/2	18	17 1/2	18	17	17	17	17 1/2	18	18 1/2	19	20	21	22	23	24	25	26	27	28	29	30	31	32
Ordinary	15 1/2	13	10	9	13	17	16	15 1/2	16	15 1/2	16	15	15	15 1/2	16	16 1/2	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Office Buildings.																															
Fireproof	30 1/2	27	24	23	27 1/2	31 1/2	30	29 1/2	30	29 1/2	30	29	29	29	29 1/2	30	30 1/2	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Ordinary	28 1/2	25	22	21	25 1/2	29 1/2	28	27 1/2	28	27 1/2	28	27	27	27 1/2	28	28 1/2	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43
Houses.																															
Ordinary	33 1/2	30	27	26	30 1/2	34 1/2	33	32 1/2	33	32 1/2	33	32	32	32 1/2	33	33 1/2	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Garages.																															
Ordinary	22	19	16	15	19	23	22	21 1/2	22	21 1/2	22	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Hotels.																															
Ordinary	32	29	26	25	29 1/2	33 1/2	32	31 1/2	32	31 1/2	32	31	31	31 1/2	32	32 1/2	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47
Warehouses.																															
Ordinary	22	19	16	15	19	23	22	21 1/2	22	21 1/2	22	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Steel Buildings.																															
Ordinary	12	10	8	7	11	15	14	13 1/2	14	13 1/2	14	13	13	13 1/2	14	14 1/2	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Apartment Houses.																															
Ordinary	35	32	29	28	32 1/2	36 1/2	35	34 1/2	35	34 1/2	35	34	34	34 1/2	35	35 1/2	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Garages.																															
Ordinary	22	19	16	15	19	23	22	21 1/2	22	21 1/2	22	21	21	21	21 1/2	22	22 1/2	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22	26 1/2	30 1/2	29	28 1/2	29	28 1/2	29	28	28	28 1/2	29	29 1/2	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Shed.																															
Ordinary	29 1/2	26	23	22</																											

REVISED SCHEDULE OF UNIT COSTS BASED ON CUBICAL CONTENTS OF BUILDINGS

(Copyright, 1948 by Detroit Real Estate Board)

Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of Jan. 1, 1948 is presented herewith on page 63.

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale. Additional copies may be purchased from the Detroit Real Estate Board at 25 cents each.

The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schedule is appreciatively acknowledged. In using this schedule, the rules established by Commissioner Joseph P. Wolff and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof or to the highest point of a flat roof. The volume shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches.

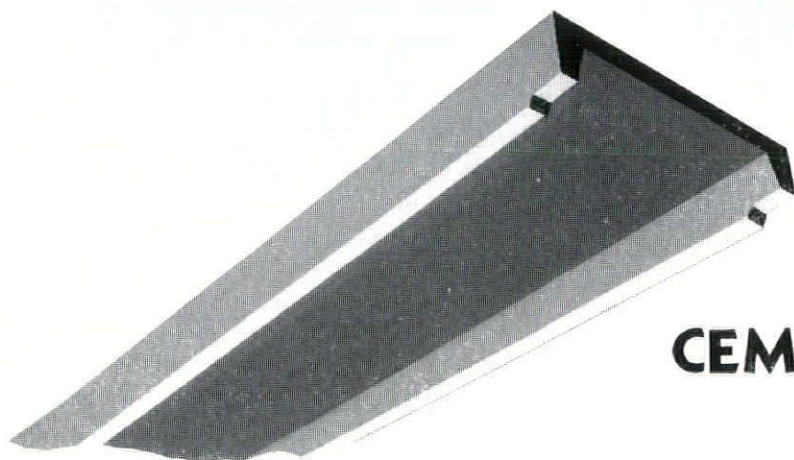
"In the case of buildings without basements, the measurements shall be taken from the ground line, and in the case of large buildings having deep foundations, the height shall be measured from a point below the basement floor by an amount equal to 1-5 of the depth of the foundation.

"In the case of open shelter sheds and other open sheds, the volume shall be determined by measuring from the projection of the edge of the roof and from the ground line to the mean height of the roof."

The cost figures presented are presumed to represent the minimum cost at which a fairly good building of economic design, may be constructed under most favorable circumstances within the Detroit district. The costs contain architect's fees, contractor's profits and all general items of construction and equipment including plumbing and heating systems, elevators, incinerators, refrigerating systems, etc. Financing costs, however, are not included.

As bids of individual contractors may vary from 20% to 50%, so may there be a marked variance in the costs of similar buildings erected within a single area. The quality of construction must be taken into account. The schedule presented is based upon the cost of average construction. The costs might be lessened by inferior construction or substantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant the experience, information and judgment of the user.

Since 1915, the schedule has been prepared under like circumstances, and based upon like factors. It may be assumed, therefore, to present a rather accurate picture of the movement of building costs in the Detroit area during the past 33 years.



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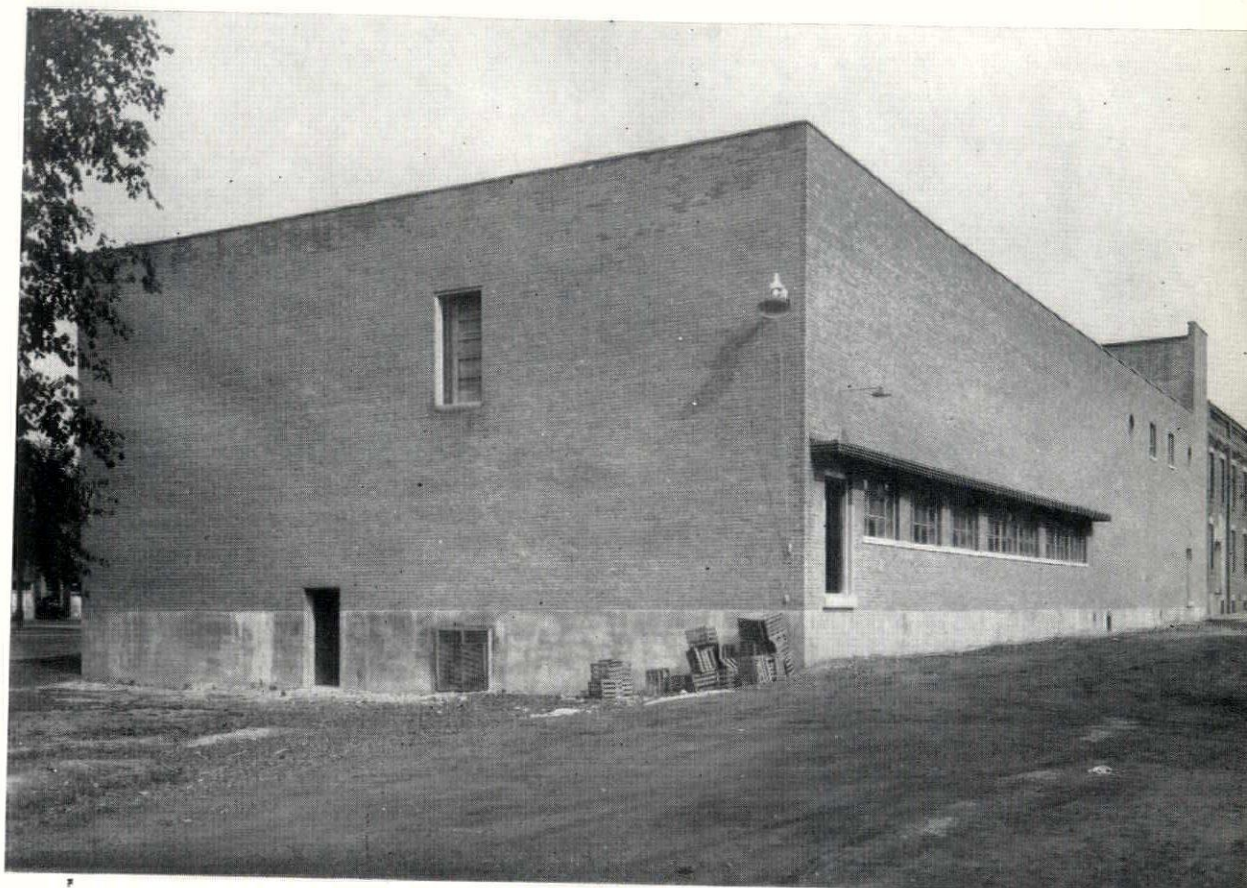
OUR STATE'S BUILDING

Adrian N. Langius, Director, Division of Buildings and Construction, State Administrative Board.

Cold-storage Building, Lapeer State Home and Training School.

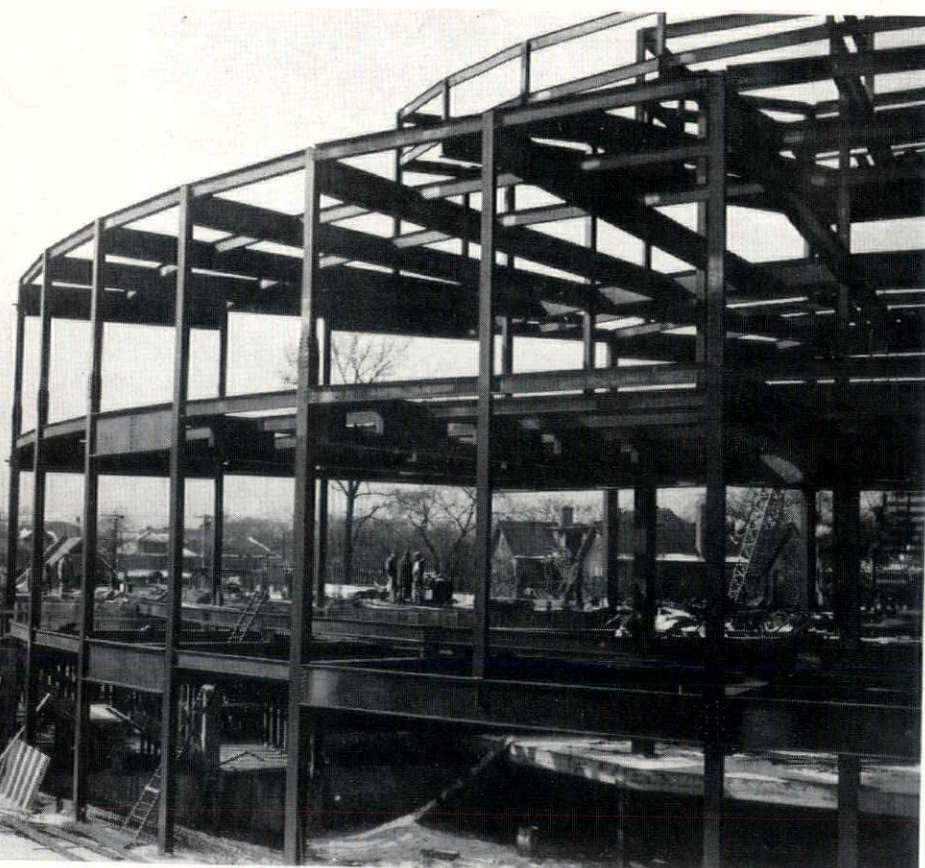
Completed in the summer of 1947.

Frantz & Spence, Architects.



Science Building Wayne University, Detroit.

Ralph R. Calder, Architect.



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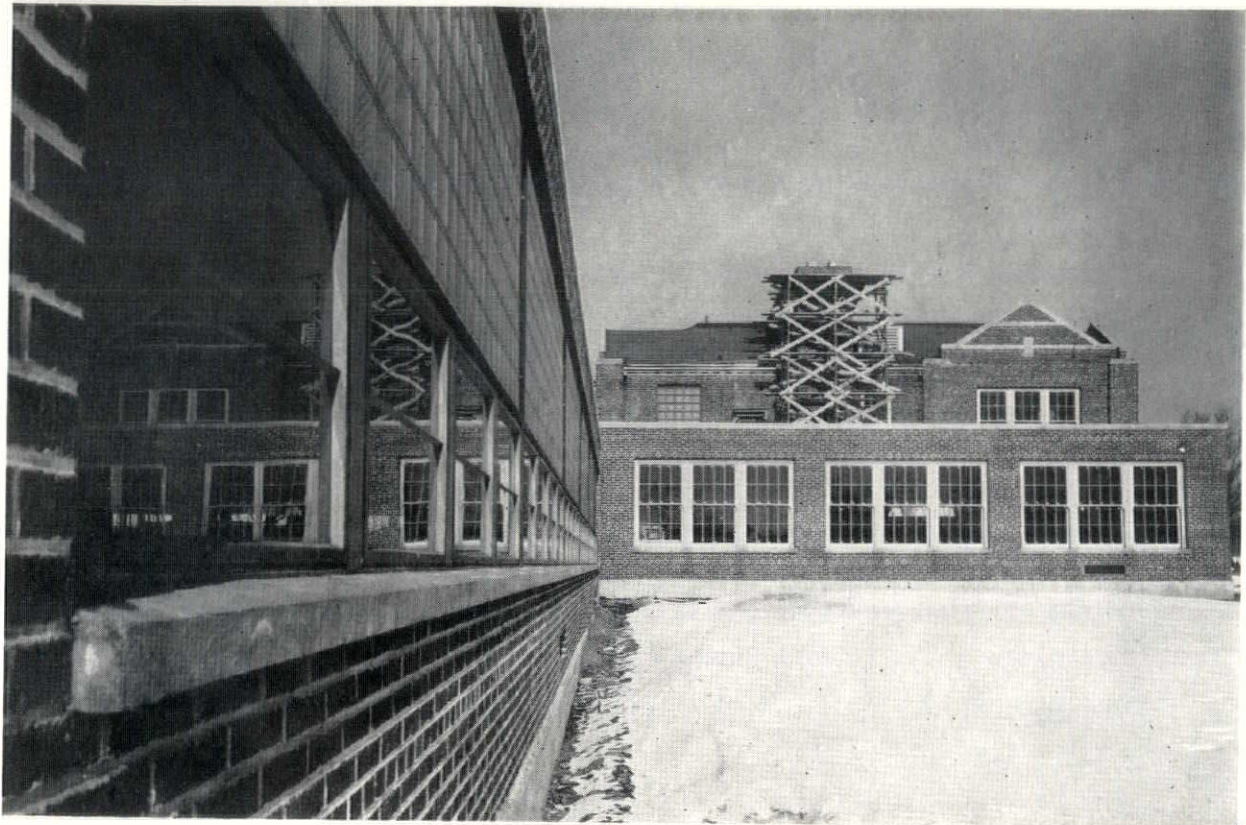
—Offices—

DETROIT

4628 St. Aubin Ave.

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Above: Arts and Crafts Building, Central Michigan College of Education.

Roger Allen, Architect.

Right: Front View of the same building.





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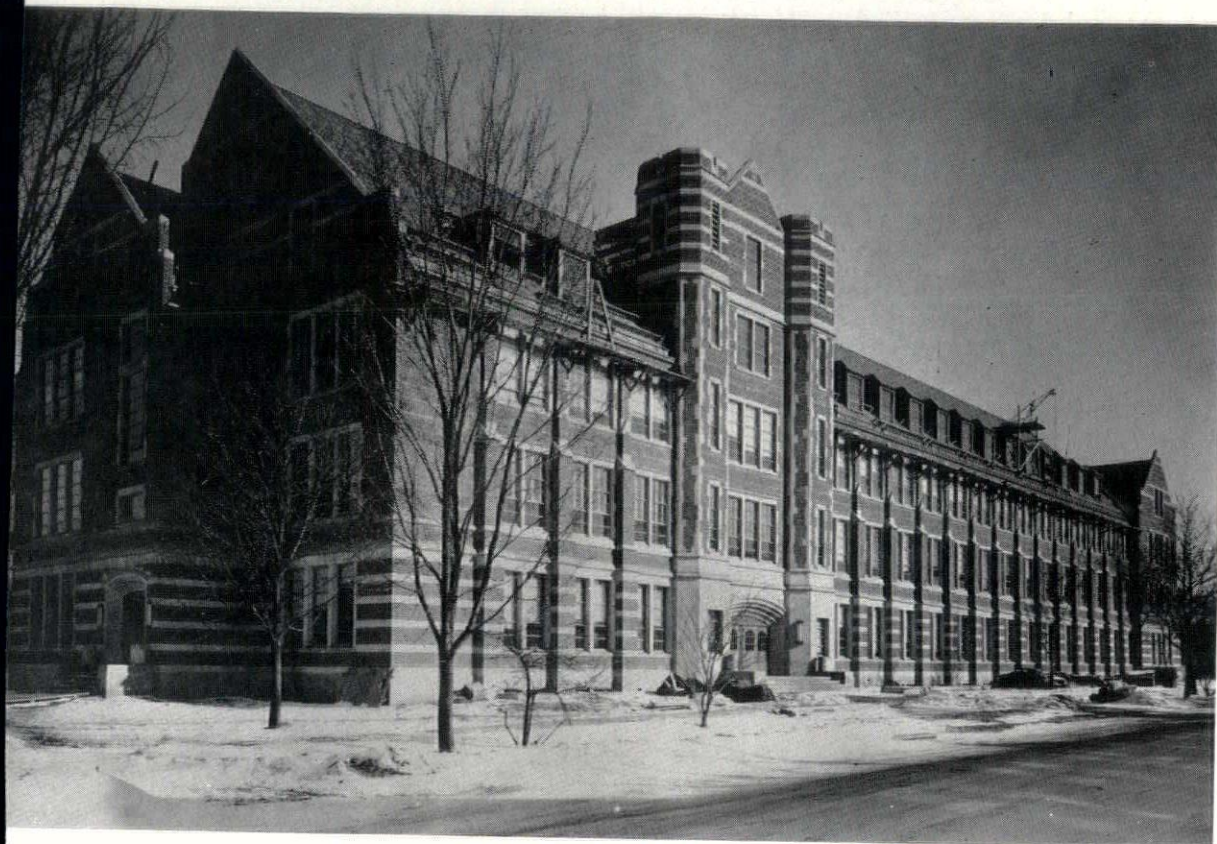
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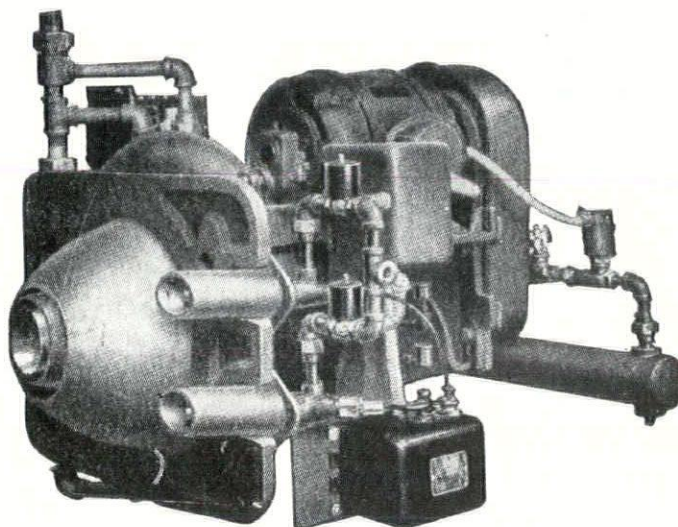
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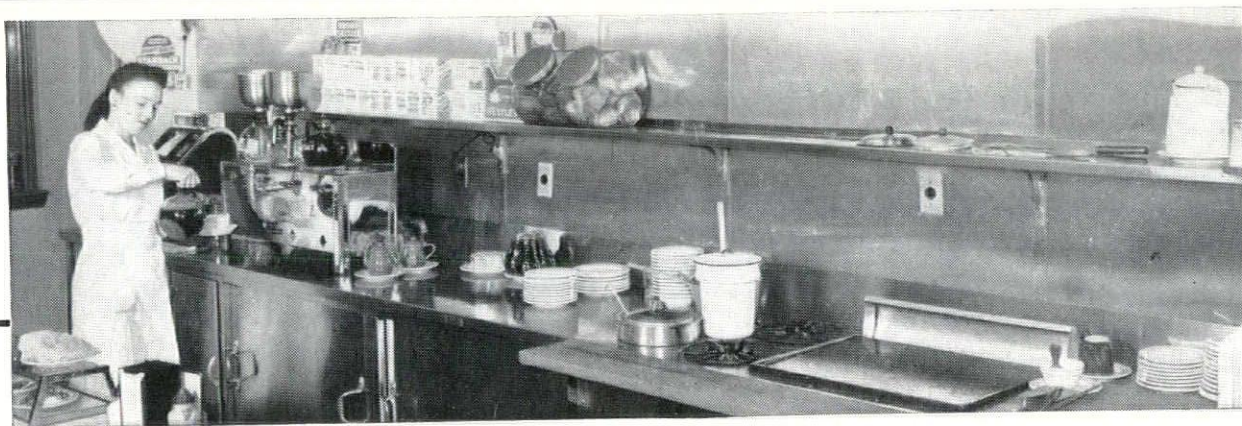
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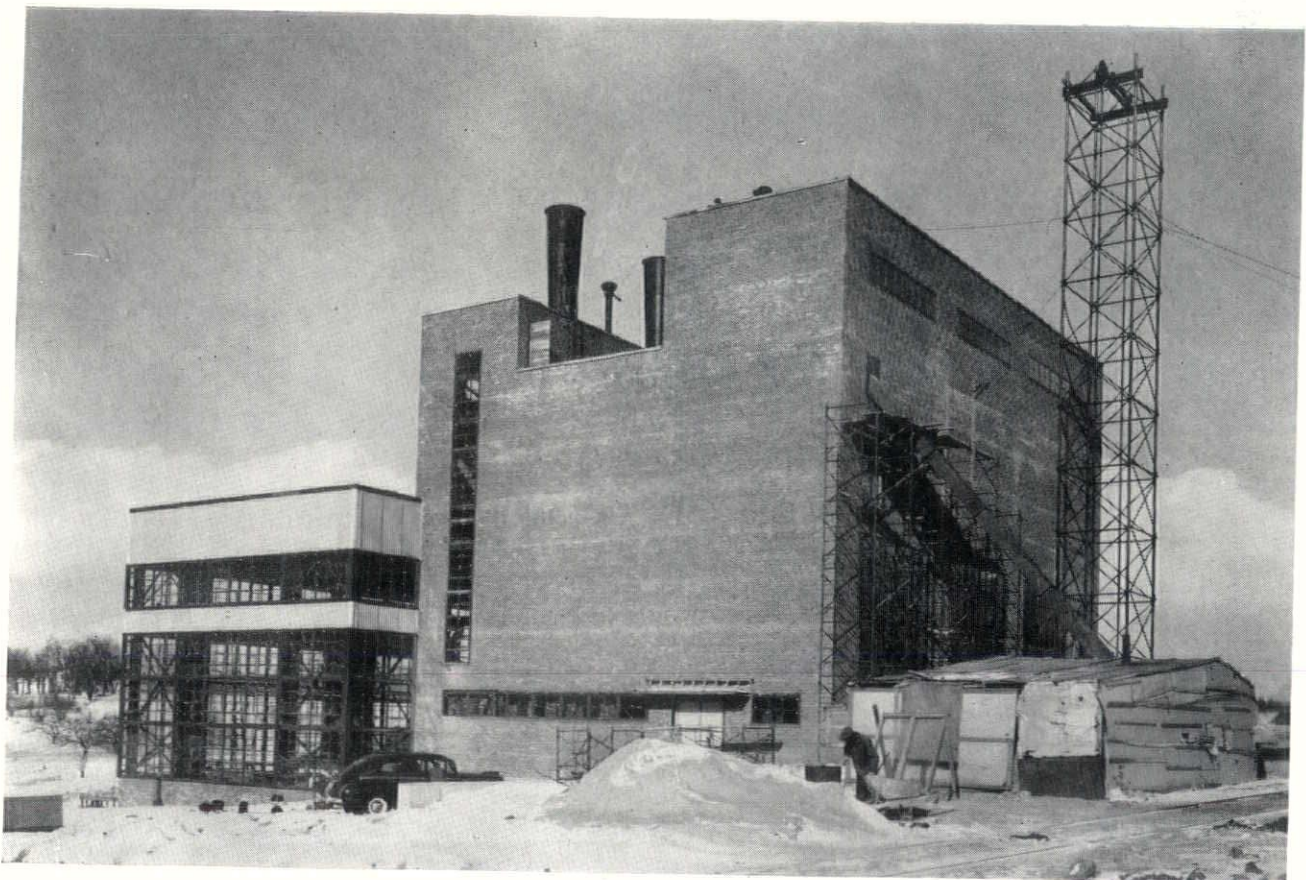
415 Clifford • Detroit

Right: Addition to East Engineering Building, University of Michigan, Ann Arbor.

Giffels & Vallet, Inc., Engineers and Architects, Inc., L. Rossetti, Associate.

Below: Powerhouse, Michigan Reformatory, Ionia, Michigan.

O'Dell, Hewlett & Luckenbach, Architects, E. R. Little Company, Engineers.



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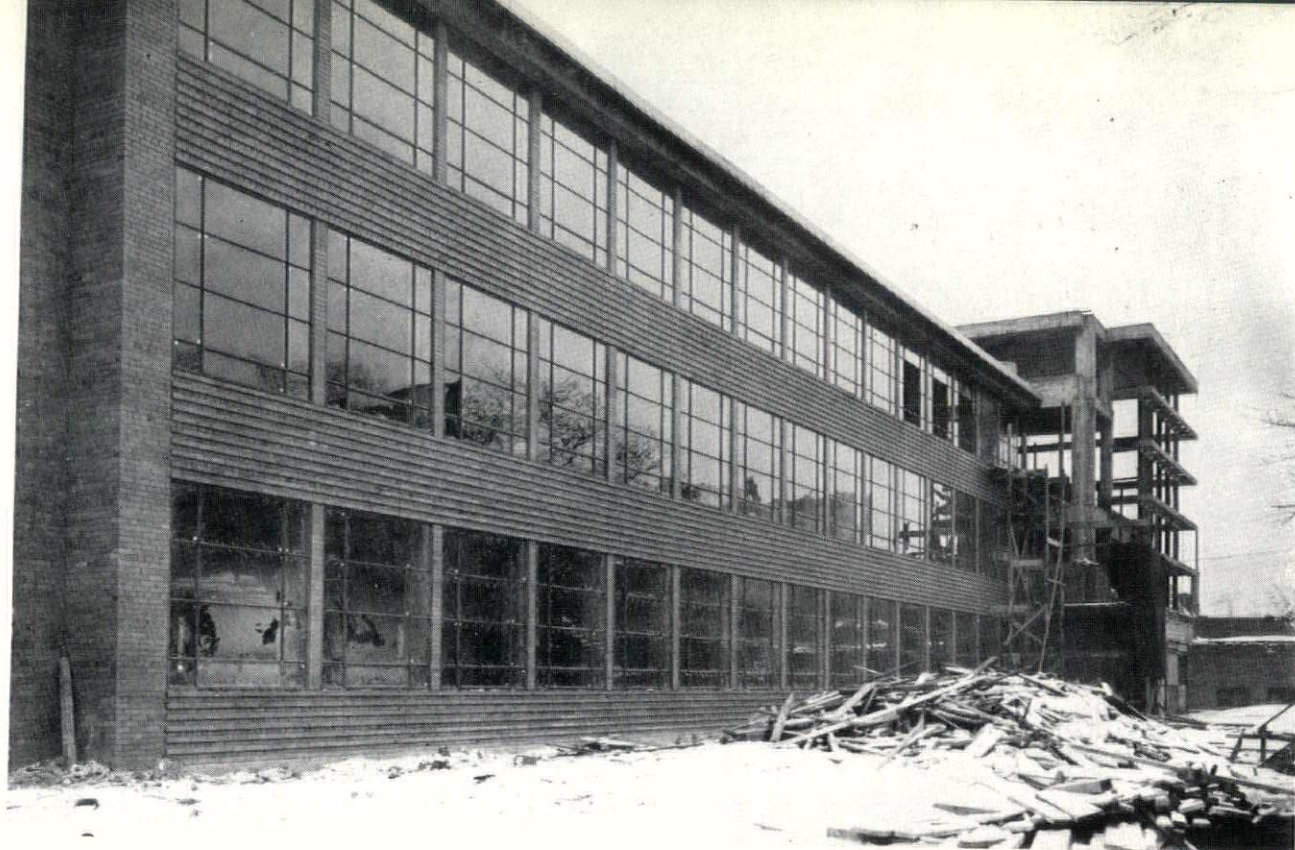


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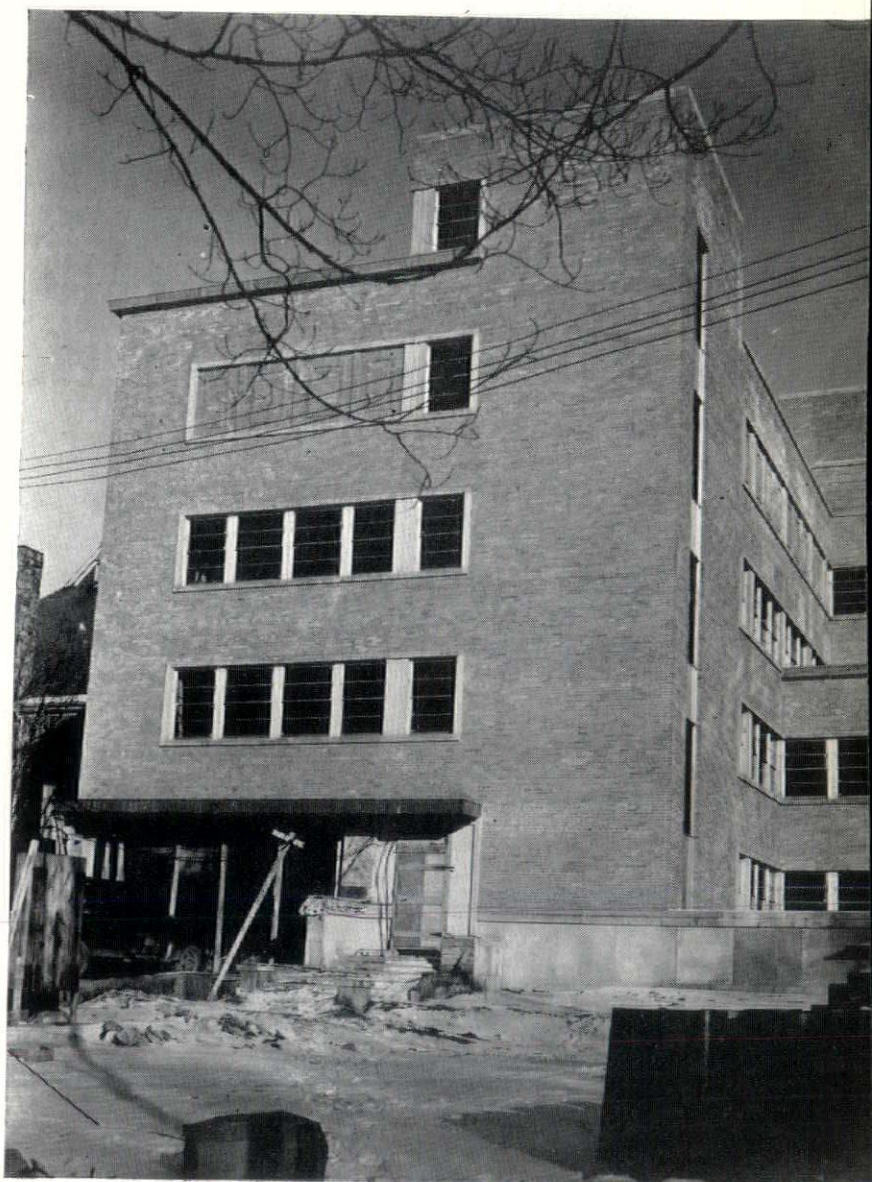


Above: Classroom Building, Wayne University,
Detroit.

Suren Pilafian, Architect.

Right: Administration Building, University of
Michigan, Ann Arbor.

Harley, Ellington & Day, Architects and Engi-
neers,



HANNA, ZABRISKIE AND DARON

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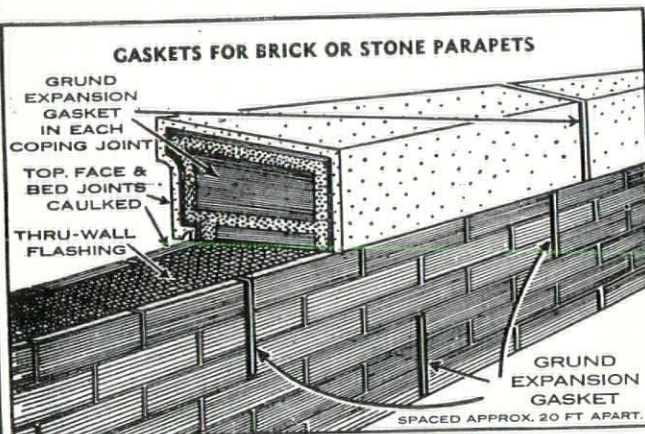
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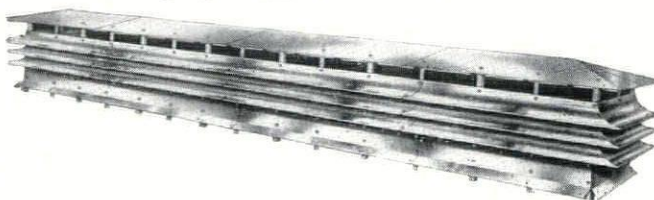
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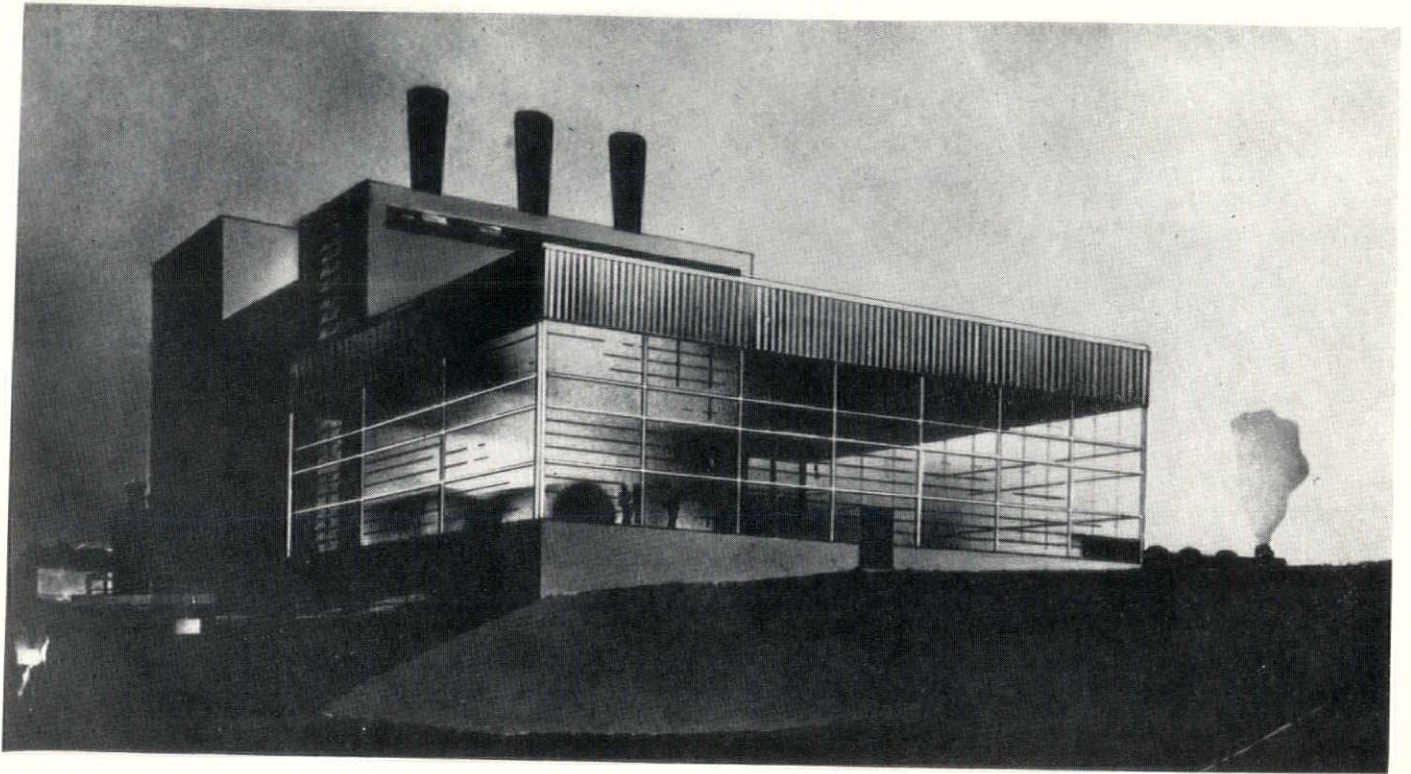
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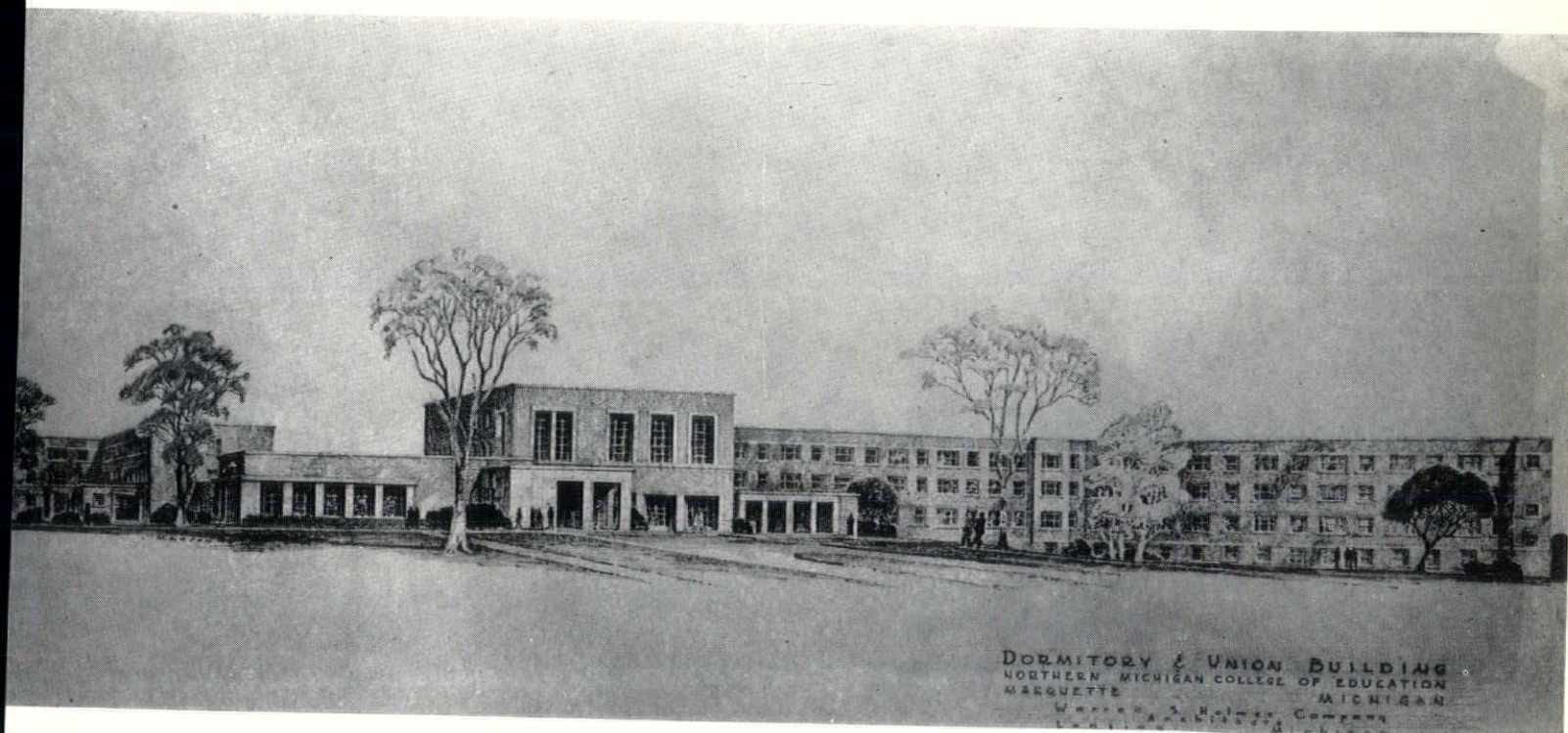


Above: Powerhouse, Northville State Hospital
O'Dell, Hewlett & Luckenbach, Architects.

E. R. Little Co., Engineers.

Below: Northville, Michigan College of Education,
Women's Dormitory and Union Building.

Warren S. Holmes Co., Architects.



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A corner of the Exhibit at The Detroit Institute of Arts, open to the public for one month.

Photo by Coburn.



Detroit Architects Civic Design Group of Metropolitan Detroit

Results of their independent research study of the basic principles of city planning were presented to the public by the Architects Civic Design Group of Metropolitan Detroit at a meeting in the lecture hall of the Detroit Institute of Arts Feb. 11, 1948.

Basis of the study, said Eliel Saaren, president of the Cranbrook Academy of Art, world famous town planner and architect, who served as co-ordinator of the group, was to provide the family with all the advantages of neighborhood and community living in a city.

The group's work was illustrated by lantern slides and explained by Suren Pilafian, one of the group.

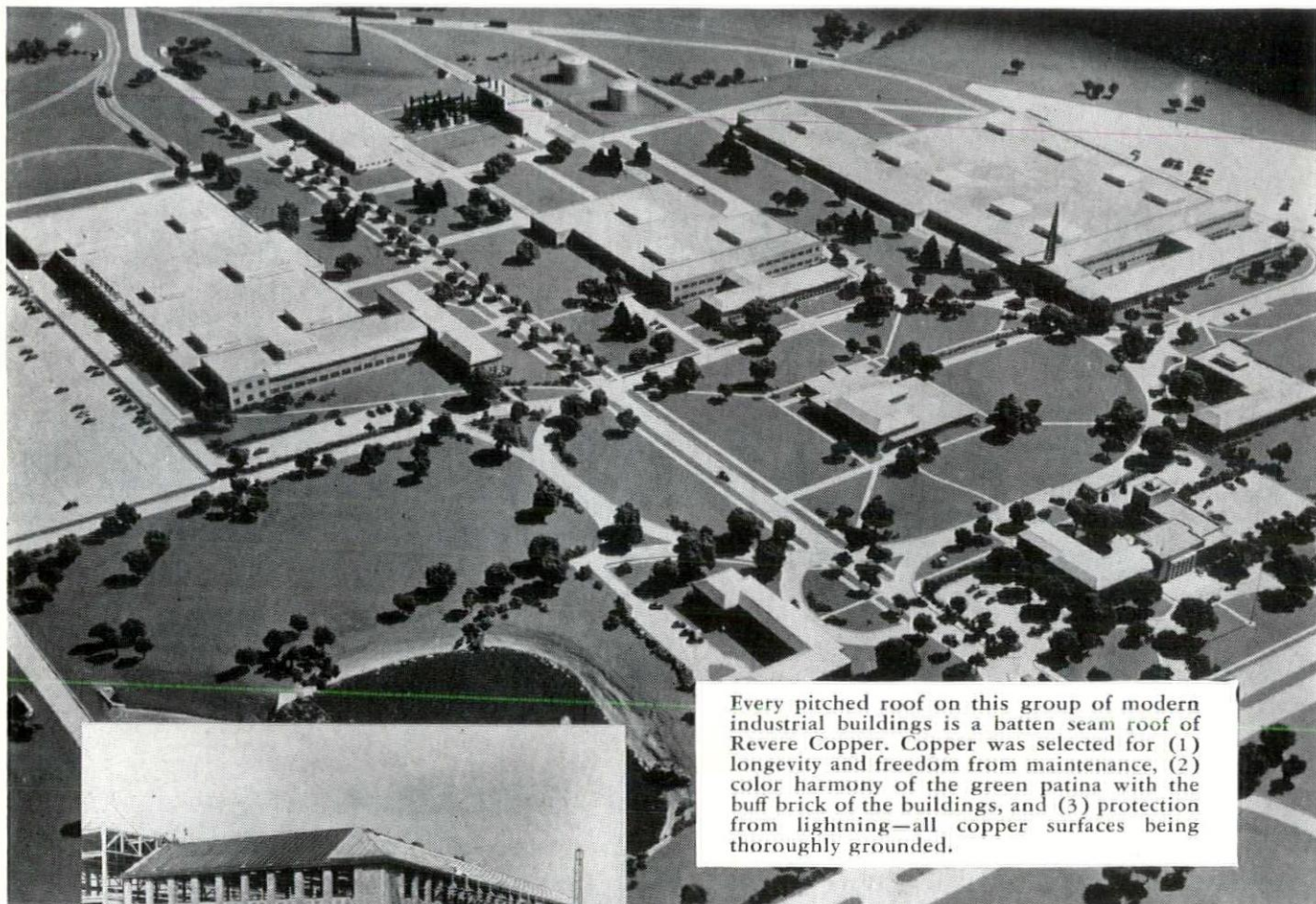
At Left: View of model of project by Eberle M. Smith and Dorothe W. Taylor.



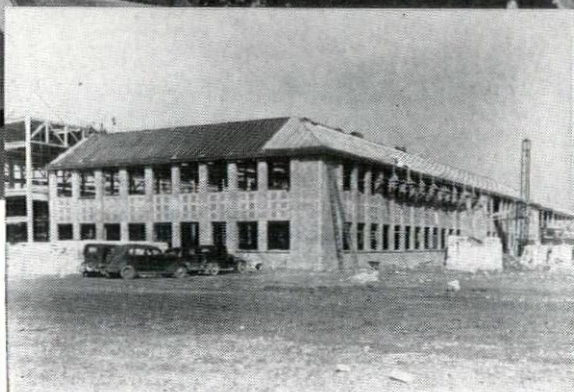
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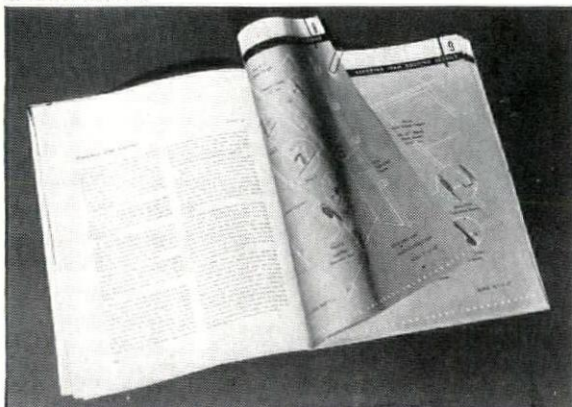
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REPORT OF CHAIRMAN GAMBER

*An introductory statement by Branson V. Gamber, Chairman
at the Feb. 11 Meeting*

The Architects' Civic Design Group of Metropolitan Detroit is composed of a sizeable number of architects who are voluntarily engaging, in collaboration with the Cranbrook Academy of Arts, in a research study of the planning of the Detroit Metropolitan Area in accordance with certain recognized basic principles. The project has been sponsored by the two professional organizations—The Detroit Chapter of the American Institute of Architects and the Michigan Society of Architects.

This Group was formed nearly five years ago, and, at a considerable sacrifice of time and other interests and occupations of its members, the work has continued, until now—the first phase of its studies, the physical stage, has been completed.

At the time the Group was organized much attention was being directed to the necessity for "post-war planning." This enthusiasm and effort was largely pointed to the creation of shelves of plans to be used in the reconstruction period to follow the war. Practically all of the planning was for separate and unrelated projects. In this way the Detroit area was using the pattern which was being established in a number of other great metropolitan centers.

Many architects in the Detroit area felt the need to overcome the tendency, then prevalent, of considering and advocating "Post-war reconstruction", without recognizing the need for the large scale planning which should precede such construction.

Accordingly the members of this Group accepted the opportunity of placing before the public a clear demonstration of the tremendous benefits which would accrue from planning areas broadly before planning individual projects.

It was recognized that architects, by virtue of their training, experience and vision, could well undertake a research study of this magnitude and importance for their own benefit, from an educational standpoint, and upon completion, offer it to the public and the governing officials as a contribution to civic improvement and advancement.

Instead of attempting to create a Master Plan of the Detroit Metropolitan Area, the Group is chiefly concerned in making a study of the application to the Detroit area of the principles of organic decentralization over a period of fifty years. In this way, the study is not too limited or too rigidly restricted by the many

artificial and fundamentally unnecessary barriers and physical obstructions which customarily handicap official planning agencies.

Shortly after the Group entered its task, it was fortunate enough to obtain the invaluable assistance of Mr. Eliel Saarinen, world renowned city planner and architect, who agreed to act as consultant to the Group. It is an understatement of the first order to say that his able assistance contributed a great deal to the study.

The program of the work included a number of meetings of the entire group, and many meetings of its Executive Committee. Several general meetings were held, to which were invited city officials and representatives of organizations which were interested in this work. Members of the staff of the Detroit City Plan Commission attended a number of the Group meetings, and cooperated fully and generously.

The Executive committee formulates the program and the policies of the Group, and actively administers its affairs. One of the members of this committee who has been most active, devoted and helpful in this work since its inception, will tell us something about the work which is being done by the Group. We believe that you will enjoy this illustrated talk, and that you will find it interesting and stimulating. I take great pleasure in introducing our speaker, Mr. Suren Pilafian of

the architectural firm of Pilarfian and Montana, a member of the Detroit Chapter A.I.A. and the Michigan Society of Architects—Mr. Pilafian.

And now it is my privilege and pleasure to introduce the Consultant to the Group. Here is a man who is famous throughout the world as an architect, a town planner, an author and an educator. Were I to recite a list of his works and achievements, it would take too much time, and also, he would not enjoy it, for his modesty is a measure of his greatness.

I will mention two recent distinctions which have come to him. Last year The A.I.A. conferred upon him its Gold Medal for his outstanding achievements in his profession as an architect, and in the field of education. More recently he with his associates, was engaged as Consulting Architect to the City of Detroit to design the new Civic Centre.

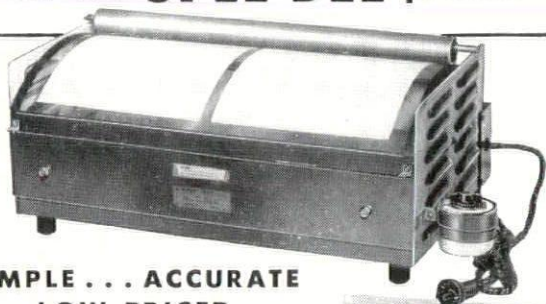
The members of this Group who have worked with him during the past five years respect and admire him for his great ability and his many talents. We love him for his warm, human friendliness, his understanding, kindness, cheerfulness and patience! We are proud of him—we are grateful to him. I am happy to present Mr. Eliel Saarinen of Cranbrook, Michigan consultant to the Group, who will tell you more about the principles of town planning.

Below: Model by Clair W. Ditchy and Malcolm Wetzel.



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DETROIT ARCHITECTS CIVIC DESIGN GROUP

Address by Suren Pilafian at a public meeting at the Detroit Institute of Arts, February 11, 1948, held in conjunction with the regular meeting of the Detroit Chapter, A.I.A.

This evening's meeting is the first public presentation of the work of the Architects Civic Design Group of Metropolitan Detroit. Our presentation, therefore, will be, in a sense, a report on the accomplishments of the Group since its inception almost five years ago.

My assignment as the spokesman in this part of the program for the more than forty members of the Group, is made a little more difficult by the presence here of both persons well versed in the subject of city planning and persons who are eager to learn what it is about. We are sure, therefore, to cover inadequately some phases of our discussion on which one or the other of these groups would prefer to have more detailed information. We hope the discussion with your participation that we will have later on will help remedy that situation.

As Mr. Gamber has told you, the Architects Civic Design Group is interested principally in research in city planning, especially as it concerns the application of sound, basic planning principles to the Detroit Metropolitan Area.

In conducting such a research program, we found it necessary to approach it from three distinct directions.

First, we attempted to determine what basic principles of planning should be followed in our studies. It is too easy to lose sight of such principles while being involved in the solution of the myriad detailed problems with which planners are constantly confronted. We believed a good set of planning principles, once established, could well be reaffirmed constantly, even at the expense of being over repetitious.

Our second approach was to adopt a simple, yet effective technique of study that we could use to apply these principles broadly and logically to actually existing areas.

Thirdly we had to present this material in an understandable and convincing form. For our aim is to prove that sound basic principles, while appearing very idealistic, at times, can be used successfully in the solution of our problems by their intelligent application and adaptation.

In both the recognition of these three problems and the development of each of them, we were guided very largely by Mr. Saarinen's suggestions and advice. In fact, all of our work has been built on the foundations for the study of city planning which Mr. Saarinen had laid

long before we had started, and what I am going to tell you tonight about our principles and our work is to a very great extent a paraphrase of what we have learned about city planning from Mr. Saarinen.

Let us take first the seven basic planning principles which we have adopted for use as a guide in carrying out our studies.

First. PLAN FOR FIFTY YEARS.

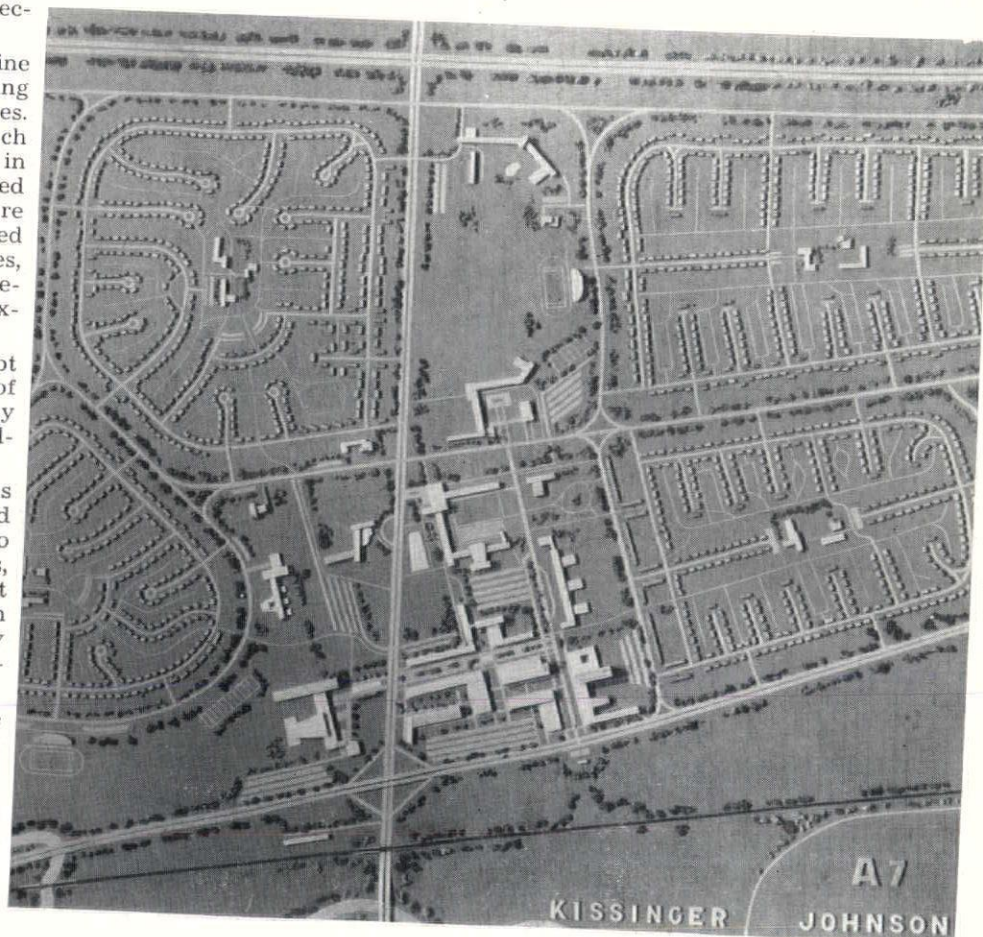
While the question of time may seem somewhat unimportant, we have found that it has a very great influence on the results of the planning process. A plan for execution in twenty years would be restricted by many more existing conditions than a fifty year plan. A hundred year plan on the other hand, would be still less restricted. A fifty year planning period is reasonable because it is long enough for most of our present structures to become obsolete, yet short enough to allow all of us to enjoy some of the early stages of the plan's realization. Some persons have criticized us for making a plan that would take so long to materialize in its entirety. But,

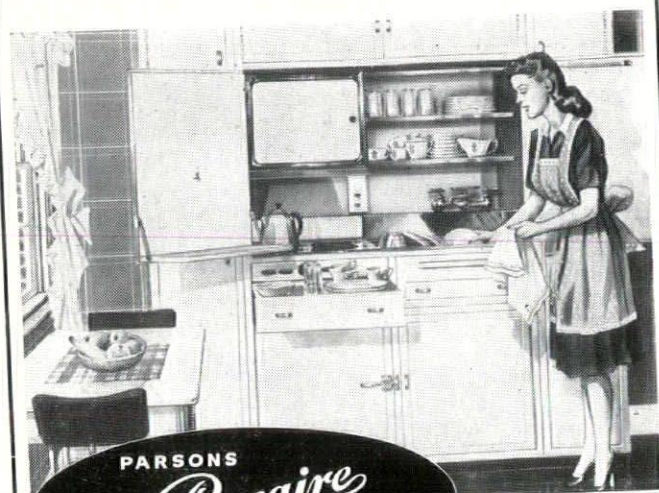
we believe planning so far ahead is the only kind of planning that is practical, the only kind that will make unnecessary the tearing down before complete depreciation of structures erected after a plan has been adopted.

Our second principle is that we should **PLAN FOR PEOPLE**. We have been prompted to emphasize this trite-seeming statement by the frequency with which planning problems involving such elements as streets, airports, and land subdivisions have been approached with but little regard for the needs of the people who are to use or live near them.

Thirdly, we think plans should be organic. We have allowed our cities to develop too far in the direction of being an inhuman massing of persons whose individual community responsibilities have been virtually annihilated. It is time that we recaptured the blessings of rural living and combined it with the advantages of living in a large city. Only by planning for organic decentralization can we have the advantages

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of both urban and small town living.

And by organic decentralization we mean the systematic grouping of living units about community services which can serve efficiently that particular group of living units. The most useful nuclear unit for these organic elements is of course, the school. Therefore, we make the elementary school the nucleus of a neighborhood, and the junior high school, the high school, and the junior colleges respectively the nuclei of successively larger numbers of neighborhoods.

Our fourth basic principle is to **PLAN FOR THE MAXIMUM DESIRABLE POPULATION GROWTH.** In undeveloped areas this may mean planning for a much larger number of people than use the land at present. In overcrowded areas, it will mean planning for a reduced population. In both cases it is necessary to determine first what are the appropriate densities for the particular area. Where such densities, or where the extension or shrinkage of the geographic extent of an area leads to a radically different population extent than is found at present, the organic decentralization feature of the plan enters to justify the procedure. For in such a plan, the services are broken down into smaller units, so that the full advantages of the plan can be enjoyed even if only a part of it is realized.

Fifthly, our plans should reduce traffic. The less traveling people have to do to satisfy their needs, the better can be considered the plan of their community. Cities and towns should be so planned that it would be possible for most persons to go to work without spending a large amount of time traveling.

Sixthly, we should protect our neighborhoods and communities with generous areas of surrounding greenbelts. Without these, it would be difficult to prevent encroachments from destroying the advantages of decentralized planning and to prevent the fringes of neighborhoods from deteriorating into undesirable living spaces.

Our seventh and last principle is the one we should like most to stress because it is the one which official planning agencies most frequently are prevented from applying. That is to plan across temporary restrictions. One of these restrictions is found most frequently in the limits on authority placed by political boundaries. In a closely knit group of communities like that covering the Detroit Metropolitan Area, political boundaries, if taken as absolute limits of planning, often seriously hinder the planning of organically decentralized communities.

Another unfortunate restriction commonly found, is the exaggeration



of the permanence of existing conditions, both physical and legal.

Now in stating these principles, our purpose is not to claim that they are new ideas. Our object is to focus attention on these principles in order to prevent our forgetting them in the process of developing our plans, and then to demonstrate with these plans that these basic principles can be applied to the replanning of actual areas in mature cities. These principles are not just pipe dreams. They are not impractical text book theories. We believe that no plan is a really practical plan unless it is made in accordance with all of these seven principles. And to prove that these principles are practical, at least from the physical point of view, we are now going to show slides of several studies our group has made of the redevelopment of various specific portions of the Detroit Metropolitan Area, showing how these areas would be transformed if replanned according to those seven principles.

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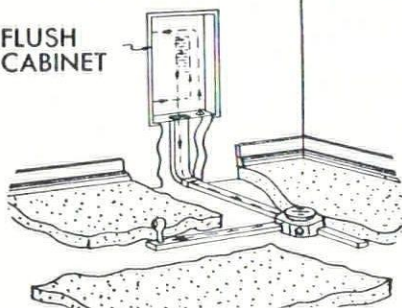
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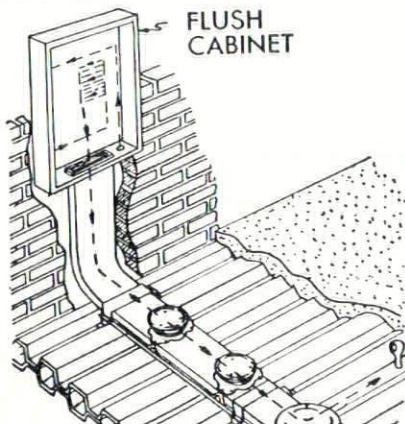
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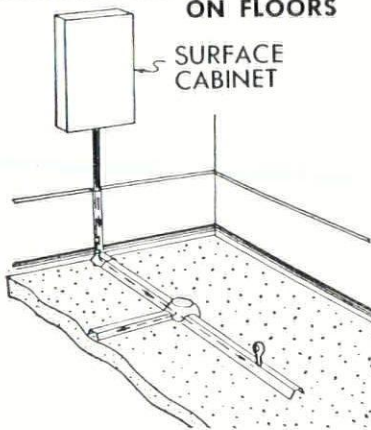
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Slide 1

PLAN ACROSS TEMPORARY RESTRICTIONS. If we are to ignore political boundaries, how far, geographically, shall we plan? We used this plan to help us answer this question. It was made by J. Davidson Stephen as part of his work with Mr. Saarinen at the Cranbrook Academy of Art, and it shows the relation to each other of the communities in Southeastern Michigan. The population figures shown on the plan are the expected figures for 1990, reached by an exhaustive analysis of probable trends first in the entire country, then in the north central region of the country, in Michigan, and finally in southeastern Michigan. It shows the area of which Detroit is the nucleus, or the Detroit sphere of influence and accordingly exemplifies on a large scale, the nucleated pattern of planning which we will presently see carried through several stages down to the individual neighborhood plan. In the next slide we will find this information shown in a more pictorially symbolic form.

Slide 2

Here discs, or bubbles have been used to indicate the relative number of people in each part of the Detroit Sphere of Influence. The tan bubbles represent population centers in living areas, the white ones represent the major employment centers, which in this case are, of course, the concentrations of industrial activities. Lest you haven't oriented yourself yet, the body of water at the lower right is Lake Erie, above that is Lake St. Clair, and above that, Lake Huron.

Slide 3

On this slide of the same plan we have indicated a smaller area which has been studied similarly in a little greater detail on a plan we will show in the next slide. This smaller portion is what we have called the Detroit Metropolitan Area. It covers the area between the Lake St. Clair shores as far as Mt. Clemens on the east and about six miles beyond the Detroit City limits on the west, and between the Detroit River down to the towns of Grosse Ile and Trenton on the south to a line about 20 miles beyond the Detroit City limits on the north.

Slide 4

This is the Detroit Metropolitan Area. We have tried to determine on this plan symbolically a general distribution of population that would permit us to plan the area further in detail in accordance with our adopted planning principles.

Two features are noteworthy on this plan. One is the network of thoroughfares that forms a basic pattern for the distribution of population and the other is the variation in

the density of population distribution.

The network of thoroughfares is represented by the gray bands that run through the plan without interruption. The arrangement of thoroughfares we have adopted for our studies is in itself a departure from what this area has become accustomed to. Instead of converging to a point in Downtown Detroit, as the present system of thoroughfares does, we have distributed our expressways a little more evenly, even at the core of the Metropolitan Area. Once the activities of this area have been organically decentralized, there will not be the need for the excessive concentration of people in the downtown area which has been creating so many unsolvable problems for our planners and administrators.

Another innovation in this plan of thoroughfares is the subordination of the northern city limit on Eight Mile Road as a basic thoroughfare. A major through street running due east and west is not a convenient one when considered in the light of the origin and destination of the travelers. It is now being used as a major thoroughfare only for administrative convenience, since it coincides with the city and county lines. This is an example of how planning restricted by municipal and county lines is often prevented from doing just what it is supposed to do—serve the people.

An added advantage of this uncongested type of road network is that it divides the area into subareas of sizes and shapes that permit better planned communities between them. Each area bounded by these thoroughfares is in effect a town, consisting of groups of subcommunities and neighborhoods, uncut by major thoroughfares awkwardly passing through them.

Now we come to the variations in population densities. These are indicated by the different sizes of the bubbles. Each bubble represents a neighborhood of about a thousand living units, or 4,000 persons. The larger the bubble, the more land is devoted to the neighborhood and so the less dense is the use of the land. Note that in and around the downtown area all the bubbles are considerably smaller than those in the outskirts. This indicates that there would be a preponderance of multiple dwelling units in the former, and of single dwellings on large lots in the latter.

Note also that these bubbles themselves are clustered in groups, with a red bubble in the center of each group and with red bubbles elsewhere in the center of a number of such groups. This represents the organic feature of the decentralization pattern of the plan, the systematic

coordination of localized services. The red bubble indicates a school center. Each neighborhood has an elementary school near its center. These have not been shown on this particular plan because of the smallness of its scale. In the same way a group of four or five neighborhoods has a junior high school center as a nucleus, and groups of these groups are served by a centrally located high school group of community facilities.

Viewed in these lights, this bubble map becomes a clearer exemplification of these of our basic planning principles:

PLAN FOR FIFTY YEARS. This plan does not show the present distribution of population. In some areas we have planned for more people than are there now. In others for less. For what this area needs now is a redistribution of population in accordance with the principles of organic decentralization.

PLAN FOR MAXIMUM DESIRABLE POPULATION GROWTH. The distribution of population shown on this plan followed a careful analysis of the probable population needs of the area and of the desirable densities for such a population. It represents the provision of living space for such a number in the best conceivable manner.

PLAN ACROSS TEMPORARY RESTRICTIONS. Obviously such a plan cannot be realized if present city and county boundaries must be respected in the locating of major thoroughfares and in the planning of well proportioned organic communities.

Slide 5

On this slide of the same plan you have just seen, is marked the area covered by our next slide at larger scale, the central portion of the Detroit Metropolitan Area, which takes in a little more than Detroit, Dearborn, and the Grosse Pointe communities. The top limit of the plan is about four miles north of Eight Mile Road.

Slide 6

On this plan we have shown in greater detail the distribution of population, the network of thoroughfares and also the location of major centers of employment and railroad lines. In this case each bubble represents space allotted to about 200 families, so that each cluster of five bubbles represents a neighborhood. Again the relative densities are indicated by the sizes of the bubbles. In the central area the preponderance of smaller bubbles indicates higher densities than in the outskirts where larger bubbles or lower densities, are the rule. In the center of each neighborhood are shown red, green, purple and brown discs. These represent respectively the school, recreational, civic and commercial

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concentrations serving that particular neighborhood. Larger discs of these same colors represent similar concentrations serving a number of neighborhoods, such as at the junior high school and the high school levels.

The large bluish gray areas are those devoted to industrial uses. The clusters of red and brown rectangles near the center are the cultural and commercial centers serving the entire Metropolitan Area.

So much for our overall planning efforts.

No one has seen these bubble maps for the first time without being amazed that we call them practical plans. Aside from the fact that they are pretty and decorative (you might even like to use them as wall paper designs), we admit that the apparent indiscrimination with which we have located the bubbles, will make it hard for you to understand how the plans can be taken seriously. Look at the way we have placed residential units squarely across such established thoroughfares as Grand River, Woodward, and Gratiot Avenues, and across Eight Mile Road, and across so many municipal boundary lines.

Well, the fact is that in spite of these seeming absurdities, this is a practical plan. We believe it is the **only** type of plan that can be considered really practical. And these are our reasons for thinking so.

In the first place this plan is purely symbolic. It represents the objectives at which we want to aim in principle. We will show you in succeeding slides how this symbolic expression of a set of principles can be translated into a realistic concept of the principles involved.

Secondly we have chosen deliberately to ignore unreasonable obstacles to good planning, no matter how deeply rooted they may seem in our living habits of today.

Remember that we are planning for fifty years. And if Grand River Avenue, for example, is considered an indispensable, immovable artery to the people using it today, we should not be deterred for that reason alone from planning to change the character of that street over a period of fifty years if its preservation is not compatible with sound planning for the people of the area it traversed.

Again we will show in succeeding slides how we have suggested that these impossible seeming changes could be made without being as disastrous as they seem to be in these symbolic studies.

We are now going to show more detailed studies made by individual members of our group, of certain sections of this overall area.

Slide 7

On this slide we have designated an area at the extreme right, (the Grosse Pointe communities to be specific) whose plan has been developed a little further by Mr. Obata. The geographic extent of this area was determined by a major thoroughfare on the northwest side, the lake on the east, and by secondary thoroughfares on the north and south.

Slide 8

This is a duplicate symbolic plan of the same area, shown here at larger scale.

At densities which were proportioned properly to those used elsewhere in the Metropolitan Area, it was possible to provide for 14 neighborhoods in the area, or about 14,000 dwelling units, or about 56,000 persons. In addition to providing an elementary school center for each neighborhood, there have been provided three junior high school groups and two high school groups, indicated by the larger red discs.

Slide 9

In the next plan this symbolic pattern of population distribution has been translated into a street pattern plan in which the actual shapes of the various neighborhoods have been determined as well as the location of the secondary streets bounding them. Those two elements, the shapes of neighborhoods and the locations of streets are interdependent since it is desirable to plan to avoid having any thoroughfares go through residential areas. In this study each irregularly shaped tan block represents an area devoted to about 200 families. A group of four or five of these constitutes a neighborhood.

Three factors are noteworthy in this study.

First is the closeness with which the locations of the neighborhoods and community services in this study coincide with those on the symbolic study preceding it.

Second is the fact that this particular area is one that is not very fully developed at present. Accordingly the author of this plan has taken more liberties with the relocation of streets than he might otherwise have done.

The third factor is the significance of the particular shapes of the residential units shown here. In the center of each neighborhood is an open space for the elementary school group. It is accessible to all the living units in the neighborhood without having to cross any thoroughfares. It is in turn connected by

means of an open area to the junior high school and the high school group, which serve its population. This, then, carries the principle of organic planning to a point where a physical manifestation of the principle itself becomes a useful feature.

Slide 10

On this overall study we have indicated the location of the town of Warren and its relation, in this fifty year plan, to the other communities in the metropolitan area.

Owen A. Luckenbach developed studies of this area, which we will show now.

Slide 11

This study has been predicated on a maximum possible growth of the town to a population of about 90,000. This may seem like an ambitious program for a town with a present population of about 600, but even should the town never grow to that size, it would do well to follow in its growth, a plan like this.

Note that the neighborhoods with the lowest densities, that is those with the largest discs, are placed along the periphery of the communi-

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ty while the heart of the community, which is closest to the present town, is planned for neighborhood units of higher densities. An existing stream splits the community into two parts. The gray rectangular areas at the east represent the industrial concentrations. The two north-south streets straddling these and the railroad tracks are Mound and Van Dyke Avenues.

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Slide 12

In this study, the symbolic plan has again been translated into one showing the actual shapes of the neighborhoods and the locations of the thoroughfares.

Slide 13

The next set of individual studies we will present is one prepared by Eberle M. Smith and Dorothe White Taylor. Its geographic scope is indicated on this overall plan. It covers the area south and west of James Couzens Highway and Eight Mile Road.

Slide 14

The two hundred thousand people that could be accommodated in this area at appropriate densities have been grouped into four communities, each of which is served by one senior high school and two junior high schools.

The large red squares are senior high schools, the smaller ones are junior high schools. Each of the 39 tan blocks is a complete neighborhood, with an elementary school near its center, not shown here. You will note that in this study an attempt has been made to utilize existing streets as much as possible. They have been relocated only at points where their retention would interfere seriously with the establishment of an organic plan.

The boundary street on the north-east is James Couzens Highway. That on the north is Eight Mile Road. The one on the southeast would be the extension of the present Davison expressway. The others are new thoroughfares we have proposed. The gray area in the southeast corner is an industrial center of employment.

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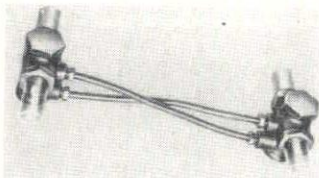


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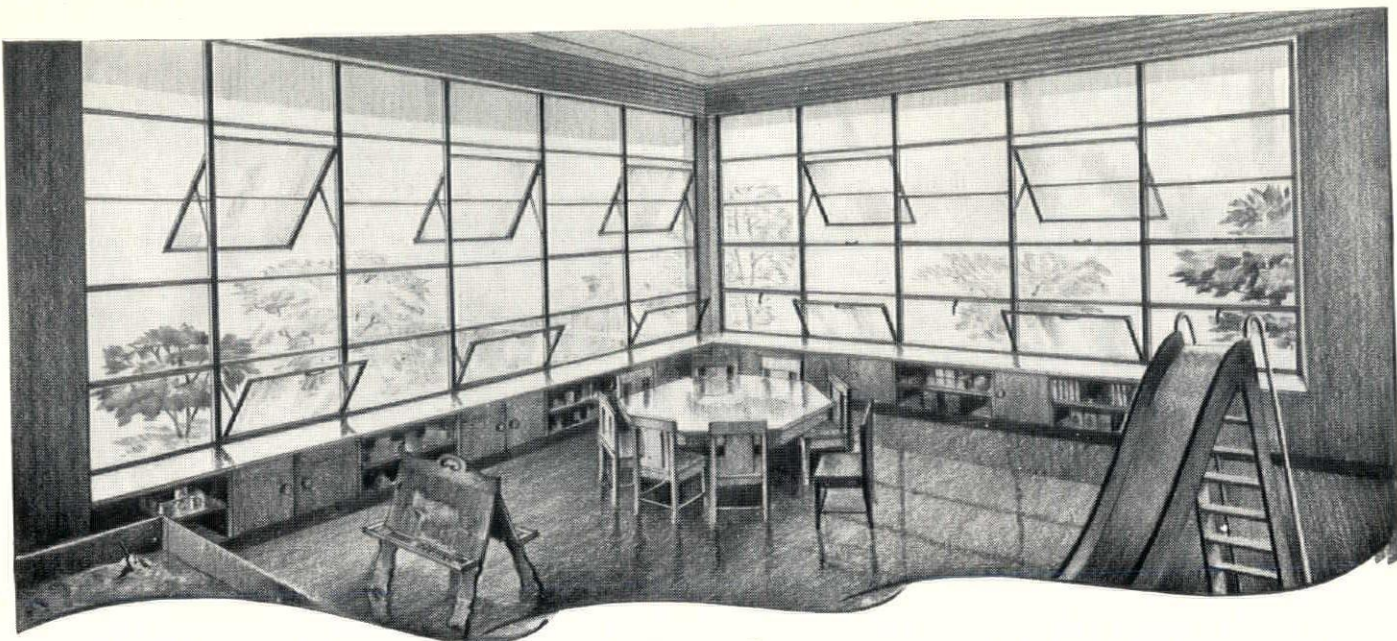
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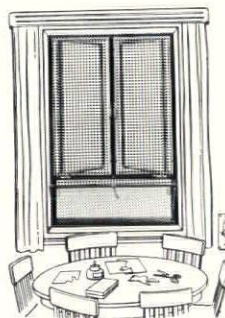
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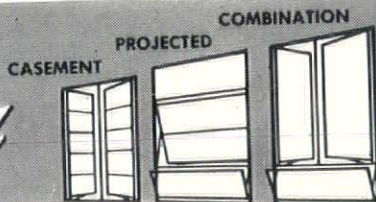
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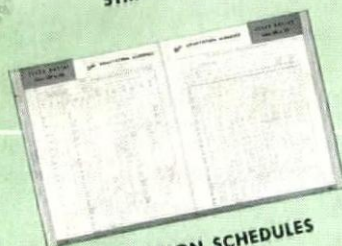
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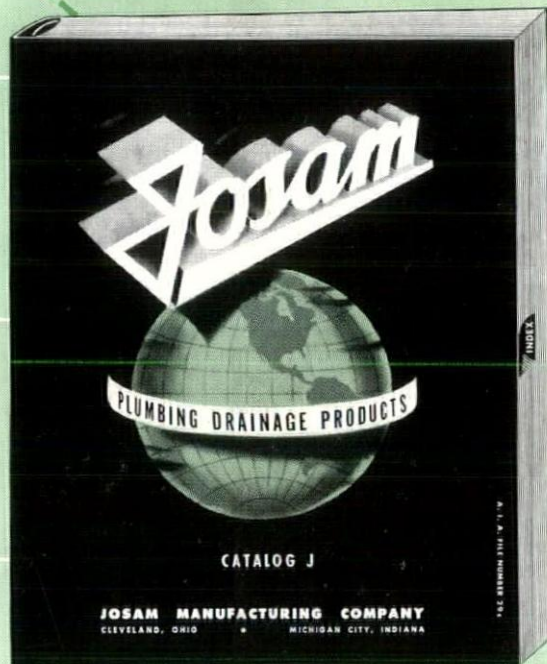
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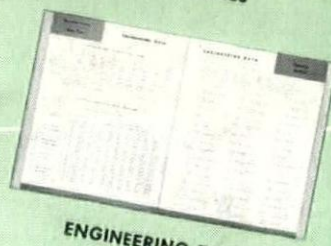
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