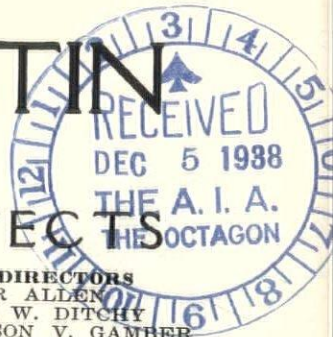


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# WEEKLY BULLETIN



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Volume 12

DETROIT, MICHIGAN, DECEMBER 6, 1938

No. 49

## DETROIT CHAPTER, NOVEMBER MEETING

The Detroit Chapter, A. I. A. held the first meeting under its new administration at the Wayne County Medical Association Building on Friday Evening, November 11.

Those present were Messrs. Harley, O'Dell, Lorch, Rowland, Stirton, Hughes, Hyde, Ditchy, Wenzell, Raseman, Gabler, Sorensen, Bennett, Wright and Donaldson.



HYDE

President Hyde stated that it was his first opportunity to thank the membership for the honor bestowed upon him. He pledged his best efforts in the Chapter's interest and said that he was sure the entire board would do the same.

"If I can't do as well as my predecessors I will do my best," he said, "And I trust that a few months from now you won't be saying, 'The Detroit Chapter was a good organization.'"

This, he said, would not happen if every regular attendant would make it his job to bring one other member to each meeting. After awhile he believes this would be unnecessary, because people go where people are. The problem of attendance at meetings, he pointed out, was one of the most difficult to solve.

The next meeting of the Chapter, Mr. Hyde said, he hoped would be at The Cranbrook Academy of Science, sometime in December. He announced that the personnel of Chapter Committees for the coming year had been made and that he hoped they would work. This list will be furnished each committee member and should be kept for future reference.

Mr. Hyde next called attention to the fact that the Chapter is privileged to have among its membership a regional director of the Institute, something we haven't had before for a long time. He then called upon Mr. Clair W. Ditchy, regional director of the Great Lakes District, The American Institute of Architects, who had just returned from an Institute board meeting in Washington.

Mr. Ditchy stated that he was amazed at the volume of business which came before such a meeting and the vast amount of work done by the directors in the interest of members. Many of the Institute officers and directors are virtually devoting their lives to this work, he said, in expressing the belief that the respect which we as architects command is because of the work they are doing. He praised the dispatch with which business matters were handled, and the perfect machine that is the Octagon, stating that to Mr. Kemper must go a good share of the credit.

He was also impressed, he said, with the fact that the Institute is just as much interested in what is happening in the Chapters and what their problems are as the Chapters are interested in what is going on in the Institute.

It was a revelation to him to see a steady stream in their comings and goings through the Octagon, devoting their energies to the benefit of others without profit to themselves.

"To me it meant a new conception in unselfish public service to which some of us might aspire," he said.

He touched upon the reports of Committee chairmen, of which there are some thirty, and the printed agenda which constituted a book of seventy pages.

Of particular interest was Chairman William Orr Ludlow's Committee on Public Information and the splendid job it is doing. Mr. Ludlow, says Ditchy, has reached the enviable position where he can devote a great deal of time to his work. Among other

(Continued on Page 4)

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# BULLETIN BOARD

## BUILDING INDUSTRY BANQUET

DETROIT LELAND HOTEL, DECEMBER 21  
TWELVE-FIFTEEN P. M.



At the next building industry banquet, which has been designated as Architects' Day, the speaker will be Mr. Albert Kahn. The subject will be announced in the next issue of the Bulletin.

At the last luncheon held on November 23rd, Alex Lynn Trout, Technical Director of the Detroit Housing Commission, spoke on the methods of taking bids for Detroit's low-cost housing projects. The discussion led to suggestions toward elimination of "bid peddling" by the adoption of the Detroit Bidding Plan.

It is expected that bids will be taken on the Brewster Project by December 15th and on the Charles and Parkside Projects about one month later. The large Herman Gardens Project will not be ready for bids before March 1, it was announced.

## OUR STAFF PHOTOGRAPHER

Those who are desirous of cooperating with the Bulletin by furnishing photographs and biographical sketches and have not made other arrangements may secure Mr. John S. Coburn, photographer, 134 W. Elizabeth Street, Cadillac 6389. A telephone call will bring Mr. Coburn to your office (if in Detroit), where he will make one glossy print suitable for publication for \$1.00. Additional copies may be had at slightly increased cost.

Our thanks go to the following for sending in material during the past week:

Messrs. Abraham, Ebersson, J. Will Wilson, Floyd Johnson of Canal Zone; Fehlow, Newlander, Dunbar, Robert Calder, Peter Olsen, Hardie Phillips, E. B. Phillips, Ernest Young, Gilman Young, Caldwell, Langdon, Koerner, Haveman, Hulsken, Gale Parmelee, Cret, Musch, Frantz, Spence, Creaser, W. A. Stone, Ekberg, Forbes and Miss Alice Pardee.

## DETROIT CHAPTER TO MEET AT CRANBROOK

The next monthly meeting of The Detroit Chapter, A.I.A. will be held at Cranbrook Academy of Art on Tuesday Evening, December 13, it has been announced by Arthur K. Hyde, Chapter President.

Through the cooperation of Mr. Richard P. Raseman, executive secretary of Cranbrook Academy of Art and who has just retired as president of the Chapter, this will be the first opportunity for architects as a group to inspect the new Academy of Science Building.

The Chapter Board will meet at Mr. Raseman's office at 4:30 P. M. Dinner will be at 6:30 and the program is being planned to include some motion pictures of interest to architects.

Richard Marr, newly appointed chairman of the Chapter's Lecture and Program Committee, promises an interesting, instructive and entertaining program.

## Weekly Bulletin:

I have just read Mr. Spector's communication concerning a letter from a young architect, and note his comment,—“May we some day have proper legislation to eliminate such insults.”

The experience this young architect had is common everywhere, we have all experienced it. But let us hope that the remedy is NOT in any kind of legislation. We are too prone to turn to more laws when things seem to be going wrong, or at least going in a way we don't like. We probably have laws enough if they were enforced. The more laws the less enforcement. To turn to government to correct our troubles is to invite bureaucracy, which is a stepping stone to socialism, then fascism or communism. Men of the intelligence of architects should beware of that. Architects and the building industry should be able to find the remedy for their own troubles, without leaning on either the local or national government.

VICTOR A. MATTESON.

## WRIGHT TO DESIGN “PROFESSIONAL PROJECT”

A “rural housing project” for six Michigan State College faculty members at East Lansing will be designed by Frank Lloyd Wright, according to an announcement made last week.

The “professional project” will be located on Mt. Hope road on a 40-acre tract of rolling woodlands. Present plans call for six dwellings.

The announcement states that Wright was selected because of the “striking originality of his designs coupled with the practicality and comfort embodied in his buildings.”

Actual work on the project is not expected to begin until next spring.

## CRANBROOK ACADEMY OF ART Bloomfield Hills, Michigan

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## PLUMBING CODE CHANGED

Mr. L. Glynn Shields, Associate Sanitary Engineer, City of Detroit, Department of Buildings and Safety Engineering calls our attention to amendments to the local plumbing laws and regulations adopted by the Board of Health, October 11, 1938. The changes have to do with building sewers and drains, covering minimum sizes required for drained areas and fixture units, storm and sub soil drains, special drains and sumps, also general piping regulations, fittings, etc. Copies of this Bulletin can be obtained through the Bureau of Plumbing.

**DETROIT CHAPTER,  
NOVEMBER MEETING**  
(Continued from Page 1)

things he has prepared a leaflet, "The Value of the Architect," of which 15,000 copies have been distributed. It is available through Mr. Kemper at the Octagon.

Director Ditchy spoke briefly of a talk before the Board by Mr. Foy of the Federal Home Loan Bank Board bearing on what that institution is doing to rehabilitate the small house field, with particular reference to the architect's part in the program. Mr. Pierre Blouke, their architectural advisor, lays emphasis on the fact that good plans alone are not sufficient but architectural supervision is also necessary.



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President Hyde in introducing another subject said that the Chapter occupied the position of having two ideas in one evening. The subject which led to a most spirited discussion was the idea of a state-wide architectural competition on Michigan's low-cost housing projects. The proposal had been made by Mr. Alden B. Dow, member of The State Housing Study Commission. Needless to say there were pro and con arguments, all of which were of a very much worth while nature. The matter was finally referred back to the Committee for further study.

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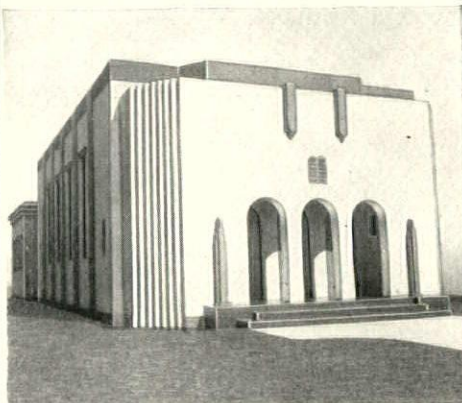
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**PROPOSED BY-LAWS  
DETROIT DIVISION, M. S. A.**

*The By-laws Committee, composed of L. Robert Blakeslee (chairman), Lawrence E. Caldwell and Talmage C. Hughes suggest that members consider the following draft and be prepared for discussion at the next Division Meeting.*

- 1 **THE NAME** of the organization shall be DETROIT DIVISION, MICHIGAN SOCIETY OF ARCHITECTS.
- 2 **THE PURPOSE** shall be to further the interests of, and membership in, the Michigan Society of Architects and to provide a means for the architects residing, practicing, or employed in the Detroit area to avail themselves of the benefits offered by the Society under its By-Laws.
- 3 **MEMBERSHIP** shall be composed of active members of the Michigan Society of Architects residing, practicing, or employed in the Detroit area, who have paid to the Division the annual dues for the current year.
- 4a **ANNUAL DUES** shall be one dollar (\$1.00) payable annually in advance. Any member failing to pay dues within sixty (60) days after a bill is rendered is automatically dropped from membership until such dues are paid.
- b **ADMISSION FEES** or initiation fees will not be required of new members.
- c **ASSESSMENTS**, if approved by the Board, may be levied at any regular meeting by a two-thirds vote of those present.
- 5 **OFFICERS** shall be President, Vice-President, Secretary, and Treasurer. These four shall constitute the Board of Directors and shall hold office for one year. The President shall be a Director on the Board of the Michigan Society of Architects. Vacancies to be filled at the discretion of the President for the balance of the year.
- 6 **ELECTION OF OFFICERS** shall be by secret ballot at the Annual Meeting. One Nominating Committee shall be named by the President to prepare the slate for officers. The Nominating Committee shall propose as many names for each office as it so desires. Other nominations may be made from the floor at the Annual Meeting. There shall be no voting by proxies.
- 7a **MEETINGS** of the Board shall be held monthly. Meetings of the Division shall be held the first Thursday of each month, unless otherwise called by the President.
- b **ANNUAL MEETING** shall be held approximately one month prior to the Annual Meeting of the Michigan Society of Architects. At such meeting the reports of all Officers and Committees shall be presented, and the election of officers shall take place as provided herein.
- 8 **QUORUM** of the Board shall be three. At a meeting of the Division, one-fifth of the membership shall constitute a quorum for the transaction of business.
- 9 **CONDUCT OF MEETINGS** shall be as set forth in "Robert's Rules of Order, Revised," when not inconsistent with these By-Laws.
- 10a **ALL MONEYS** received by the Division from dues or other sources shall be deposited to the account of the Division as maintained by the Treasurer.
- b **OBLIGATIONS** or indebtedness incurred by the Society, its Officers or Committees, up to an amount equal to the collections for the annual period, must be approved by the Board. An amount in excess of the annual collections must be approved by a two-thirds vote of the members present at any regular meeting.
- c **GIFTS, BEQUESTS** or Devises cannot be solicited, received, taken, or accepted by any person, committee, representative or agent of this Division other than the Board, unless specifically authorized and empowered to do so by the Board.
- 11a **COMMITTEES** of the Division shall be **STANDING COMMITTEES**, established in these By-Laws, and **SPECIAL COMMITTEES**, established by either the Board or the Division.
- b **SPECIAL COMMITTEES** shall expire at the completion of their assigned duties. The President shall appoint such committees as are authorized.
- c **STANDING COMMITTEES** shall have membership and duties as hereinafter prescribed. The term of office shall expire at the adjournment of the annual meeting of the Division, but any thereof may be recreated. The President, with the approval of the Board, shall appoint membership of all Standing Committees.
  1. **Committee on Membership** shall consist of three members, and its duties shall be to build and maintain a satisfied membership.
  2. **Committee on Architectural Practice** shall consist of three members and its duties shall be to consider matters of practice within the profession.
  3. **Committee on Program** shall consist of three members, and its duties shall be to plan and arrange for all functions of the Division.
  4. **Committee on Relations with the Construction Industry** shall consist of three members, and its duties shall be to foster a cooperative relationship with the contractors, producers and dealers in building materials and equipment.
  5. **Committee on Public Relations** shall consist of three members, and its duties shall be to promote the usefulness of the profession and to prepare matter for the press, and develop methods of promulgating such publicity.
  6. **Committee on Education** shall consist of three members, and its duties shall be to promote higher aesthetic, scientific, and practical qualifications of those engaged, or about to engage, in the profession.
  7. **Committee on Allied Arts** shall consist of three members, and its duties shall be to foster and promote a closer relationship between architects and the arts of design allied with architecture.
  8. **Committee on Registration and Legislation** shall consist of three members, and its duties shall be to cooperate with the state board of architectural examiners to maintain a high standard, and to forward state-wide and local legislation that will promote the welfare of the profession and of the public.
- 12 **AMENDMENTS TO BY-LAWS** may be made at any meeting of the Division by a two-thirds vote of those present, providing the proposed amendments shall have been stated by written notice to the members at least one week prior to the meeting.

## NEW YORK ARCHITECTS OPPOSE GOVERNMENT ENCROACHMENT

The competition which government is giving private architects was vigorously assailed at the first convention of New York State Architects recently held in New York City when Wesley S. Bessell of the New York Chapter said that only 10 per cent of all the architectural business in the United States is open to private practitioners.

He pointed out that 75 per cent of the architectural work lies in the field of small houses put up by speculative builders, with another 10 per cent in heavy construction, such as manufacturing plants, little of which is done by architects. Government building he said amounts to another 5 per cent, which is monopolized by public bureaus.

"This leaves but 10 per cent of the entire architectural work of the country at our disposal," Bessell said, "and at the present time this 10 per cent is stalemated by the business recession, and from this we are striving to eke out an existence."

"If the Federal government is serious in its endeavor to start the wheels of private industry and private work moving, why does it not cease usurping our functions and distribute this work over many parts of the country where it will help reestablish offices and do the greatest amount of good in helping the architects to make a living?" He advocated, "A Boston Tea Party" to throw over existing governmental bureaus which compete with private architects saying, "We have two alternatives—either to fight this racket or to accept. If we fight, then the logical way is to strike with laws emanating from our own group."

Richmond H. Shreve a director of the Institute stated that only through professional organization could the architects be protected against unjust actions of federal, state, county and municipal bureaus. The architects, he said, should sell themselves to the public rather than try to legislate existing government bureaus out of business.

Sidney L. Strauss gave Grover A. Whalen a lashing for his handling of architectural work at the New York World's Fair. Most of the work there was handled by bureaus, he said, the private architect getting only a small part of all the work from "great dictator" Whalen.

## SOLVING PROBLEMS, JOB OF ARCHITECT

Ralph A. MacMullan called our attention to an item in the Dearborn Press, which boosts the Architect. Ralph is always on the lookout for our interest and the Dearborn Press has our sincere thanks. The article follows:

An architect should be to you your doctor of planning and construction. Solving building problems is the job of the architect. By training and experience he is qualified to advise you in constructing your home. His knowledge of design, planning, building materials and construction will make your home much more livable, convenient and fundamentally sound. The design is likely to be more architecturally correct and attractive, and the little touches he will add — based on his experience and knowledge of building other homes — will more than pay the cost of his services.

## CHAPTER PUBLICITY

The Committee on Chapter Publicity undertook no special publicity campaigns during the past year but all items of interest concerning the profession were brought to public notice through the medium of the WEEKLY BULLETIN.

As the WEEKLY BULLETIN goes to all of our daily newspapers and other publications, the press has a ready access to all news of architectural interest and has come to recognize the Bulletin as an authoritative source of architectural information.

The Committee feels it appropriate at this time to direct attention to the invaluable services which the Editor of the WEEKLY BULLETIN, Mr. Talmage C. Hughes, has rendered and is rendering the profession. Unsolicited comments from men high in the profession and located in all parts of the country bear witness to the effectiveness of the Bulletin as a news medium and the Chapter and the profession at large are placed under a debt of gratitude to Mr. Hughes, whose reportorial abilities have been further recognized by the Board of Directors of the Institute in making him a member of the Institute Committee on Public Information.

It is also worthy of note to record here that one of our renowned members, Mr. Albert Kahn, was honored by having an entire issue of the Architectural Forum devoted to his office and his work. This publicity was extended to Time, Life and other publications.

Dr. Rosinger, real estate editor of the Detroit News sustained his past record for ably reporting all matters of architectural interest during the past year and thus retains the grateful friendship and appreciation of the Detroit Architects.

Respectfully submitted,

CLAIR W. DITCHY  
Chairman, Committee on Chapter Publicity

## CHAPTER RECORDS

The Detroit Chapter, A.I.A. has made arrangements with the Engineering Society of Detroit to store Chapter records at their offices. This should make for safe keeping and obviate the necessity of their being scattered among many offices.

With this in mind request is made that any architects having documents pertaining to Chapter records notify the secretary in order that they might be collected and deposited in the archives to further the completion of the Chapter History. Some of the missing links are undoubtedly now in the hands of former officers of the Chapter. They will be doing their Chapter a real service if they will search them out and assist in making our records complete.

## CRANBROOK FILM AVAILABLE

Often times there are inquiries from architectural organizations for motion picture films suitable for their meetings. It might be of interest to such groups to know that there is available a colored film taken by Richard P. Raseman, executive secretary of the Cranbrook Academy of Art, which depicts the architecture and other arts about the Institute. Mr. Raseman showed this film at one of our Chapter meetings and it was received most enthusiastically. He is a member of the amateur motive picture group of which Stephen F. Voorhees is president. The film has recently been shown in California and at the Georgia Institute of Technology. Further information can be obtained by addressing Mr. Raseman, Cranbrook Academy of Art, Bloomfield Hills, Michigan.

## CHAPTER COMMITTEES APPOINTED

Arthur K. Hyde, president of the Detroit Chapter, A.I.A., has announced the appointment of Chapter Committees for the coming year. He requests that Chapter members, as well as committee members, keep the following list for future reference. The first named is chairman and all are of Detroit with the exception of Cuthbert, Lorch, Bennett and Hebrard of Ann Arbor; Black of Lansing; Raseman and Saarinen of Bloomfield Hills; Frantz of Saginaw; and Dow of Midland.

### Standing Committees

Committee on Associateship; Malcolm R. Stirton, William D. Cuthbert

Junior Associateship; Wirt C. Rowland

Practice of Architecture; Henry F. Stanton, Professor Emil Lorch, Andrew R. Morison, Robert B. Frantz

Relations with Construction Industry; Alvin E. Harley, Lancelot Sukert, Leroy Lewis, Jr.

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Allied Arts; Jean Hebrard, Frederick A. Fairbrother, Alex Donaldson

Civic Design; William E. Kapp, Richard P. Raseman, Eliel Saarinen

### Special Committees

Lecture and Program; Richard H. Marr, Emil Lorch, Wirt C. Rowland, Lyle F. Zisler

Liaison with City Plan Commission; Richard P. Raseman

Chapter History; Clair W. Ditchy, Emil Lorch, George D. Mason, H. J. Maxwell Grylls

Producers' Council Liaison Officer; Alvin E. Harley By-Laws; Frank Eurich, Jr., Talmage C. Hughes, William E. Kapp, Frank H. Wright

Large Scale Housing; Clair W. Ditchy, Alden B. Dow, Arthur K. Hyde, Kenneth C. Black

Small House Problem; Clair W. Ditchy, Talmage C. Hughes, Andrew R. Morison, Milton W. Pettibone

Counselors to Engineering Society of Detroit; Henry F. Stanton, Branson V. Gamber, Lancelot Sukert, Wm. E. Kapp

Competitions and Exhibitions; Malcolm R. Stirton, J. Ivan Dise, Ralph R. Calder, Adolph Eisen, Don W. Hunter

Relations to State Board of Registration; Herbert G. Wenzell, Henry F. Stanton

## ADDRESSES WANTED

Of The Following Architects Registered In Michigan

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DECEMBER 6, 1938

## DETROIT COMMUNITY FUND

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For solicitation the entire metropolitan population is divided by occupation or business. The Architects and Engineers section is a part of the Professional Division. Each group has its quota which has been increased 10 per cent over last year's goal. Therefore, you are urged to contribute as a part of your profession. We want the architects and engineers group to do its share.

Please consider this notice a personal call and send a check payable to the Detroit Community Fund, to Arthur K. Hyde, 3105 E. Grand Blvd., Detroit. Your receipt will be mailed to you.

Your generosity last year was appreciated. If at all possible, please increase your pledge 10 per cent so that our quota may be reached. Whatever the amount let's all make a pledge.

Sincerely,

ARTHUR K. HYDE.

Chm. of Architects & Engineers

## REPORT OF THE MEMBERSHIP COMMITTEE

### DETROIT CHAPTER, THE AMERICAN INSTITUTE OF ARCHITECTS

The Membership Committee is pleased to report that during the past year we have received into the Chapter eight new members and re-instated one old member. The Chapter has lost one member by death and one member has been dropped for non-payment of dues. This places our present membership at seventy-five composed as follows:

- (4) Four Fellows
- (2) Two Members Emeritus
- (68) Sixty-eight Corporate Members
- (1) One Associate Member
- (75)

This indicates a net gain of (7) members over 1937.

In securing new members the Membership Committee has been greatly helped by the various members of the Chapter who have presented names of candidates and we wish to thank those members for their co-operation. In the best interests of the Chapter the Membership Committee has presented the names of all proposed candidates to the Board of Directors before any attempt was made to contact the various candidates. Thus we can assure the future of the Chapter to be in agreement with the principles of the American Institute of Architects.

The strength and weight of the work of the Chapter depends upon the character and the number of members in it and the full support of the membership should be given to see that all the qualified architects who are promoting the welfare of the profession are members of the Institute. The Membership Committee feels that a continued search for qualified new members must be maintained and asks the co-operation of all the members of the Chapter in presenting and contacting prospective members.

Respectfully submitted,

MALCOLM R. STIRTON, Chairman

## CITY PLANNING—WHAT DOES IT COST?

A bulletin recently issued by the Board of Assessors of the City of Detroit discloses the cost of maintaining the various City Departments for the year 1938-1939. The report is prepared in such a manner that it shows the cost to the owner of homes having an assessed valuation of from \$1,000 to \$15,000.

The average home or one that is assessed at \$4,000 pays an annual tax of \$107. for all City Services. Of this amount, the largest share goes for maintaining the School System. Education costs Mr. and Mrs. Average Home owner \$24.82 per year.

The next largest share is for Sinking Fund and Interest requirements. This amounts to \$19.62 per year and covers the cost of retiring bonds, which were issued to defray the cost of various improvements that were made in the past, and which it was deemed advisable to pay for over a period of time.

Following the Sinking Fund and Interest requirements in point of cost is the Police Department, Police Protection costing \$14.74 per year.

Down at the bottom of the list of Departments that are supported by tax monies is the City Plan Commission. The cost of PLANNING to Mr. and Mrs. Average Home Owner in Detroit is FOUR CENTS PER YEAR.

May we suggest the thought that this is the lowest cost service that is obtained by any taxpayer in Detroit.—THE PLANNER.

## “WHAT MAKES A SALESMAN CLICK?”

The November 15th issue of the Adcrafter, that excellent publication of the Adcraft Club of Detroit, carries a most interesting article by George Brosch, President of Brobuck, Inc., pointing out right and wrong methods in selling. One of his examples of the effectiveness of good selling habits was when his company developed a sales training program for a large piano manufacturer. He explains it as follows:

I “shopped” several stores.

In one store, I was greeted by a well-dressed salesman, and I said:

“I am thinking of buying a piano. What have you got?”

“What have you in mind?” he asked, “an upright or a grand?”

Nobody likes to admit that they don't have a grand pocketbook, so I said: “Let me see what you have.”

He showed me a beautiful grand piano and said: “Now, there is a lovely instrument. It has an electric attachment, so that if no one plays in your family, you can plug it into the light socket. Of course, it costs \$2,000; I don't suppose you'd want to go that high?”

He then showed me a small studio upright. “We are featuring this one for \$587 this month,” he said. “It has a good tone and I can arrange easy terms.”

“Well,” I said, let's see what else you have.” So we went through that whole museum and saw about 15 pianos. After we were through, he gave me his card and asked me to let him know whenever I was ready to buy. I thanked him and walked out.

Believe it or not, that same thing happens thousands of times a day in every line of selling.

### Good Habits vs. Bad Habits

But then I called on another retail outlet handling the same line of pianos. The story on this call was a little different. I started out the same way:

“I am thinking of buying a piano. What have you got?”

“We have a very wide selection,” he said. “I'm sure

we can find one you will like. Won't you sit down?”

Before I knew it, I was comfortably and quietly seated, and he had obtained my name.

Then he said: “In order that I may help you select the piano that best meets your requirements. Mr. Brosch, would you mind answering a few questions?”

He went right on, without pause, to ask me about the size of the room in which I was going to place the piano, and the decorations and furniture. I told him, and he then asked: “Who plays in your family?” I told him that my daughter played. He then asked what make instrument I already had; how old my daughter is, and from whom she takes lessons. I told him.

“Oh yes,” he said. “Professor Angelo. I know him well. We have sold him several instruments. By the way, Mr. Brosch, is this your own home or is it an apartment?”

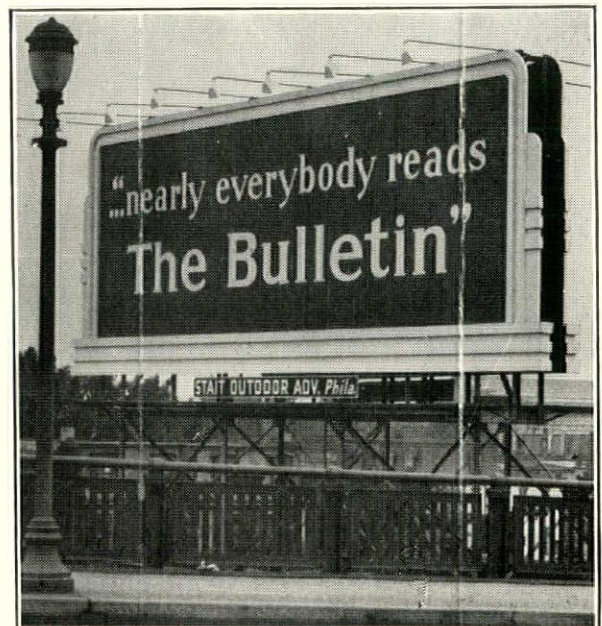
I told him it was my own home. He then asked my address and proceeded to concentrate on just two pianos.

“Now, Mr. Borsch,” he went on, “I have two instruments in mind, either one of which I think will meet our particular requirements. Let's look at them.”

Now, what did that salesman know before he started selling? He knew the general appearance of the piano that would fit my home, and the types that would best fit in. From my residence he got an idea of how much I could afford to pay. He knew who was going to play, and he knew he had a trade-in problem.

Then, by offering two pianos, either one of which would suit, he tried to get my decision on a choice; whichever decision I made, he would have a sale. When I hesitated, tried to get out of buying, he pinned me right down and asked me to tell him frankly what my objection was, as he wanted sincerely to help me choose just the right instrument. I tell you I had one dickens of a time trying to avoid buying that piano.

The first salesman could have done the same thing, except that he had developed, by habit, the wrong ways to sell. The second salesman had developed, by habit, the right ways to sell. The second salesman did nothing that the first salesman could not have done. Let me repeat—developing good habits and procedures is all there is to sales training.





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Edited by E. J. Brunner

**COMPETITION**

By E. J. Brunner

Competition is the life or trade. When we try to stifle it we get into trouble. But there are types of competition which are not healthy — they are malignant.

Such a type is price competition of the brand where low price means everything, and considerations of quality are left in the cold. The ruination of quality is the end of such competition.

We shall not say that competitive conditions in the construction industry are worse than in some other great industries. We do have in the construction industry a "set up" of established customs which through their natural workings lean to enhance competition rather than to stifle it. Therefore it is very hard to keep competition in our industry from becoming a very devastating price cutting disease.

So we must look facts in the face from a realistic standpoint, and try to find a way to keep the factor of "preference for quality" operating. In trying, we can just about start from scratch because (check me if I'm wrong) for the past twenty-five years no really workable plan has been given a trial, and the industry today has no agenda for such a plan.

Of course, some parts of the industry are known to operate plans which are beneficial to those parts. And their plans are logical and a comparative few have stood the test of considerable time.

Other parts of the industry have never succeeded in making any plan work. Some even have not tried. But the day has come, when we must try harder than ever before to throw off the vicious clutch of unintelligent price competition.

Some of the things which come to our minds when we wrestle with the problem might as well be set down here; there is—

the thought of controlling through relations with organized labor.

the thought of controlling through extension of credits.

the thought of controlling through relations between suppliers and contractors.

the thought of controlling through legislation.  
 the thought of controlling by the "czar" idea.

the thought of controlling through bid depositary agreements.

the thought of repealing all lien laws.

the thought of "having the architect do it."

the thought of "having the bonding company do it."

There may be more, but in one way or another they all seem to fit in the above catalogue. Combinations of the above have been worked out. We have seen them come and go.

We believe it may be said truthfully that one trouble with our past planning has been that invariably we grow too ambitious. We try to swing the pendulum with too much vengeance. In plain words, we all possess a certain feeling right down in our hearts that a sweet little monopoly for "our own crowd" would be wonderful. We shall, to get anywhere, have to ditch that idea.

If we can do one simple thing, we should be satisfied. That simple little thing is to create a preference for quality — quality of materials, equipment, supervision, craftsmanship — quality right down the line. If we can do something to work in that direction, we have done something which will help us all make more profits in our business.

This article is not designed to give any big decisive answer — but one thing has been pounding around in my consciousness ever since we did some little attempt on the program for "sales make jobs."

What I have in mind is that all of us in this industry from top to bottom HAVE BEEN NEGATIVE IN OUR SELLING OF THE IDEA OF QUALITY AS OPPOSED TO PRICE COMPETITION.

This article sins that way.

Think this over — would not a master sales campaign to sell to the industry itself and to the public the idea of quality in this industry be worth a try. In an article on this page in the near future, I shall try to develop this idea. In the meanwhile think it over. Maybe "we've got something." Please let me know what you think.

Clark R. Ackley, Architect, of 527 Hollister Building, Lansing has announced the establishment of a branch in Mt. Pleasant in the offices of Luman Burch in the Dusenbury Block. Mr. Ackley, a graduate of the University of Michigan, has been in practice over ten years. He plans to be in Mt. Pleasant every Thursday.

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## CARPENTER CONTRACTORS TO ELECT OFFICERS

The Annual Meeting of the Carpenter Contractors Association of Detroit will be held at 2000 Gratiot Avenue, Tuesday evening, December 13th, preceded by a board meeting at 5 P. M. and dinner at 6 P. M. Nominations for officers to be elected at this meeting are as follows: for president—William Pom, H. T. Wunderlich; for vice-president—H. A. Amsbery, Frank Nowicki; for treasurer—John H. Carter, Gary W. Moynes; for directors (two to be elected for 1939-40)—Frank Helson, Otis Fisher, Maurice V. Rogers, Stanley Rozycki.

Further nominations may be made from the floor.

Walter H. Trowell is scheduled to speak on the subject "Architectural Supervision Or No Responsibility." This sounds like a subject of vital interest to the architectural profession as well as to the carpenter contractors. John A. Whittaker, Secretary of the Association states that their members are often faced with the problem of completing work satisfactorily before being paid and making good defects that may appear long after completion, most of which trouble has been caused by a lack of architectural supervision.

## CHAPTER BOARD MEETING

The board of directors, Detroit Chapter, A.I.A., will meet at the office of George D. Mason and Company, 409 Griswold Street, Monday, December 5th at 5 P. M.

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## ARCHITECTS REPORTS

**AGREE, CHARLES N.**, 1140 Book Tower, CA. 9263—  
Prep. plans for 3-story Apt. Bldg., cor. Chicago & Lawton Ave.

Prep. plans for Aaron De Roy Memorial Bldg., Jewish Community Center, cor. Woodward & Holbrook.  
Prep. plans for 1-story store bldg., cor. Woodward & Friedburg.

**BENNETT & STRAIGHT**, 13526 Michigan Ave. OR. 7750.

Plans for add. to School, Carson City, Mich., Completed Being approved.

Rec. P. W. A. approvals on: Fire Station, Dearborn, Mich., School, Houghton, Mich., School, Ecorse, Mich.

**DERRICK & GAMBER, Inc.**, 35 fl. Union Guardian. Fig. on Grosse Pte. Jr. High School closed.

**DIEHL, GEO. F.**, Commercial Bldg. for Service Engraving Co. Contract let to Palmer Hansen Co.—Mech.—L. L. McConachie.

**GIFFELS & VALLET, Inc.**, 1000 Marquette Building. Prep. plans supst., Gen. Con., Tool & Die Shop, Ford Motor Co.; also for local manufact.

**KAHN, ALBERT, Inc.**, MA. 7200. Taking fig., Add. to Mfg. Bldg. Parke, Davis & Co., refrigeration. Taking fig. by invitation, Piling Support for Discharge Line—Ford-Milford plant.

Fig. on Ventilating—Parke Davis & Co. due Dec. 5.  
**MALCOMSON, CALDER & HAMMOND**, 1219 Griswold, CA. 9651.

Prep. wkg. drgs. & spec. for Men's Dormitory, Western State Teachers College, Kalamazoo, Mich.

Prep. plans & spec. for girls dormitory for Michigan State College, East Lansing, Mich.

3-story addn. Bixby Hospital, Adrian. Figures due December 6.

**GEORGE D. MASON ASSOCIATES**, RAndolph 7850.

Prep. preliminary plans for Southfield S. James Herman Garden Housing Project.

**MERRITT & COLE**, 1111 Collingwood, TO. 8-2483  
Plans for school \$100,000 W. P. A. project. Also plans for school P. W. A. project.

**SCHLEY, CYRIL EDWARD**, — CA. 8499—605 Lafayette Bldg. Fig. on Selden Res. Lochmoor Blvd. closed.—Prep. sketches for steel Construction Res. G. Pointe.

**STAHL, JNO & CO.**, 804 Francis Palms Bldg. CA. 5818.  
Res. G. P. Park, 37x30. Fig. closed.

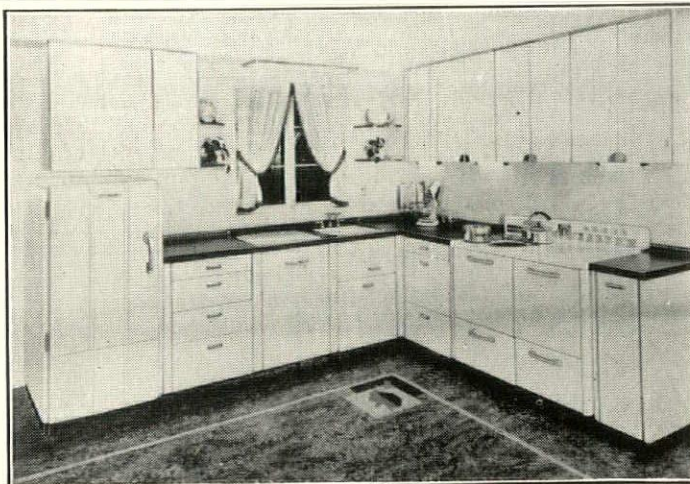
**WETZEL, B. C. & CO.**, 2317 Dime Bank Bldg., CA. 4941. Men's Dormitory Bldg., Ionia State Hospital. Contracts let soon.

**WRIGHT, FRANK H.**, 929 Fox Bldg. Prep. plans, Res. for Dr. & Mrs. A. Dale Kirk, Woodcraft, Flint, Stone Ext., attached garage, oil, air cond., 19 Rms., 3 baths, 2 toilets.

Alteration to Res. for Mr. & Mrs. Pfafenberger, Bloomfield Hills.

## "REKNOWNED"

In the last issue of the Weekly Bulletin the late Charles Z. Klauder was designated in a headline as "reknowned". The editor makes enough mistakes but this was one of which he was not guilty. The word was correctly spelled in the original copy but the printer thought it would be better the other way.



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# WEEKLY BULLETIN

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Volume 12

DETROIT, MICHIGAN, DECEMBER 13, 1938

No. 50

### CHAPTER DECEMBER MEETING WAYNE COUNTY MEDICAL SOCIETY

4421 Woodward Avenue, at Canfield

Thursday, Dec. 15, Dinner at 6:30 P.M. \$1.  
PROGRAM AT 8 P.M.

### CHAPTER BOARD OF DIRECTORS WILL MEET AT 5 P.M.

**NOTE**—This supersedes previous announcement.  
Cranbrook Meeting has been changed to January 18.



The informational part of the program at this meeting will be provided by Professor Frederick C. O'Dell of the College of Architecture, University of Michigan, according to an announcement by Richard H. Marr, chairman of the Chapter's Lecture and Program Committee.

Professor O'Dell spent the past year in Europe where he and Mrs. O'Dell visited many countries and collected a great deal of interesting

**Marr**  
material, which he has recorded with colored lantern slides.

For this program he will concentrate upon Italy, and show pictures taken about Rome, Venice, Florence, Verona and the wonderful architecture and gardens of Sicily.

As attendance at Chapter meetings is of vital importance, Dick Marr states that he is delighted to offer something which he is sure you will enjoy.

### MEETING Board of Directors

Michigan Society of Architects  
INTERCOLLEGIATE ALUMNI CLUB  
Detroit

FRIDAY, DECEMBER 16, 1938, 4 P. M.

President Kenneth C. Black, in urging a full attendance announces the purposes as follows:

1. Discussion and possible determination of time and place of the next annual convention.
2. Report of Special Committee on Selection of Architects for U. S. H. A. Program.
3. Discussion of possibility of the Society taking the lead in a movement to rewrite the State Housing Code.
4. Action on proposed resolution requesting the new Governor to continue the activity of the State Planning Commission, Capitol Planning Commission and State Housing Commissions.

### McCORNACK NAMED DEAN OF M. I. T.

Dr. Karl T. Compton, president of the Massachusetts Institute of Technology, has just announced the appointment of Walter R. McCornack of Cleveland, Ohio, as Dean of the School of Architecture. Mr. McCornack will take office next autumn.

The new dean is well-known in the profession, having just retired as Regional Director, Great Lakes District of The American Institute of Architects, in which position he has done outstanding work. In his new position he succeeds William Emerson, who will retire after serving since 1919, following private practice in New York. McCornack, who has designed many institutional buildings in the Middle West for the past twenty-five years, has been most active in working for the welfare of the profession as well as the building industry generally. He was instrumental in securing the passage of Ohio's Architectural Registration Act, and the State Board of Building Standards. He was active in the State Association of Architects, and president when it became the Architects' Society of Ohio. For some years he was a partner with Mr. Frantz Warner and served the Cleveland Board of Education as architect.

In accepting the appointment Mr. McCornack states that he is impressed with the fact that Dean Emerson has established a fine record that will require the utmost energy of anyone to equal.

### VIRGINIA HAS CONTRACTORS' REGISTRATION LAW

The commonwealth of Virginia has recently passed a law regulating the practice of general contracting in that state, which imposes certain obligations upon architects, engineers and awarding authorities, as well as upon general contractors. Under the act it becomes the duty of the architects and engineers to inform prospective bidders of the provisions of the law requiring general contractors to produce evidence of their registration before their bids may be considered.

According to Charles P. Bigger, Executive Secretary, State Registration Board for Contractors, Commonwealth of Virginia, the law is designed to promote the public welfare by requiring that only those who are properly qualified shall engage in general contracting in that state. Copies of the act may be obtained from Mr. Bigger, 108 Exchange Building, Richmond.

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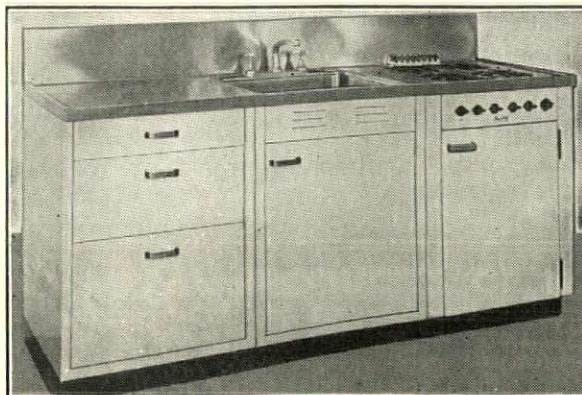
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# ALBERT KAHN TO ADDRESS BUILDING INDUSTRY LUNCHEON

## “Architects’ Day”

DETROIT LELAND HOTEL

*Wednesday, December 21, 12:15 P.M., \$1.00 Per Plate*

Subject: “Industrial Architecture”

MAKE RESERVATIONS WITH BUILDERS’ & TRADERS’ EXCHANGE, RA. 5500

Mr. Albert Kahn, world famed architect, will be the speaker at the Michigan Building Industry Luncheon at the Detroit Leland Hotel on Wednesday, December 21, which has been designated as “Architects’ Day.”

That we have in our midst one so renowned is often taken for granted. He seldom appears as a public speaker and certainly he has never been known to do so unless he had something of importance to say.



The recent issue of the Architectural Forum devoted exclusively to his office and his work is one of the many recognitions of the important position he occupies in the profession. Indeed, it is said that in his industrial buildings he has given us a new style that is distinctly American. It is logical, therefore, that on this occasion he should take for his subject “Industrial Architecture.”

Herewith are reproduced some of his latest contributions in this field. They are to be used in a brochure now being prepared by the Organization Committee of the Fifteenth International Congress of Architects, authorized by an act of Congress, to be held in Washington September 24-30, 1939 at which time and place will also be held the Seventy-first Annual Convention of The American Institute of Architects.

The purpose of this brochure, as stated by the Committee, is “To include pictures of architectural or engineering works which would be likely to excite the curiosity and interest of foreign architects and engender a desire for personal inspection, and through their unusual beauty produce a similar effect on the non-professional mind.”

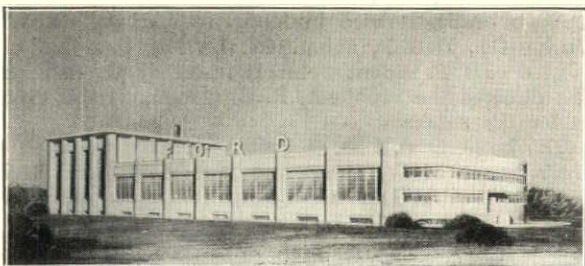
In his December 21 talk it is expected that Mr. Kahn will have a message of interest to the entire building industry, with a few remarks on its future and how its interests can be furthered by co-operation among its various units.



Rotunda, Ford Motor Co.



Press Shop, West Elevation



Ford Motor Co., Milford



Press Shop, Ford Rouge Plant, East Elevation

## THE NEED OF PLANNING

So many favorable comments have been made on B. H. Kizer's introductory address on "The Need for Planning" at the last National Planning Conference that the following excerpts are here presented.

"Just as American Democracy is based on Peace, Justice and Liberty, so the planning movement is based on Research, the Plan, and the Education. First, the careful, impartial study of ALL the facts, then the plan that can most wisely grow out of the research, and finally the educative process by which the plan travels toward adoption.

This past century of intensive scientific and industrial growth has created a vastly different world. Now that earth's plenty unites with man's cunning to yield enough for all, we still use the technique of battle and strife to tell us what to do. We are so used to fighting that we cannot see that there is a better way the way of planning. If Peace, Justice, and Liberty are to have their full meaning for democracy, then we need most to realize that the technique of strife and battle belongs to that past age of scarcity. In a world where plenty can be realized, a co-operative study of the facts and a co-operative planning of policies is the only program men can use if they are to go forward. It is this working together for the whole, not to battle for the individual, that alone can save society. The needs and capabilities of the good earth on which we live, and the needs and capabilities of us who live upon it, are so closely interwoven that we cannot study and plan for the one without considering the welfare and needs of the other.

And now for the sum of the whole matter. The totalitarian state lives by propaganda, and the word of command. Democracy lives by untainted information and persuasion. By comparison with the swiftness of action of the totalitarian state, democracy sometimes seems to suffer. Democracy then needs to fashion a newer and a sharper tool, to enable it to reach its decisions with less delay and more wisdom. Here in research and planning is that new tool that democracy needs. Let her use it wisely and well, and when every totalitarian state has perished of the slow poisons in their systems engendered by false propaganda, our democracy will still be standing, because of her power to know the truth, the truth that makes and keeps her free."—The Planner.

To the Treasurer, John C. Thornton:

Thanks very much for your letter of the 14th instant enclosing my membership card also the extra copies of the Weekly Bulletin dated December 9th in which you gave me such a fine notice.

You were very generous and very kind and I appreciate it very much.

Your little magazine seems to be growing with each issue. Keep up the good work!

Wishing you continued success, and the Compliments of the Season,

I am,

Yours very truly,  
C. HOWARD CRANE,  
Romney House, Marsham St.,  
London, S. W.

LOUIS G. REDSTONE announces the removal of his office to 3510 Woodward Avenue, Detroit. The telephone number remains TE 1-6320.

## THANKS FOR THE PHOTOS

Our "rogues gallery" is assuming gigantic proportions, and before the year is ended we hope to hear from all of you mugs. Tom Moss writes, "Success to the Convention Number. May it be the best ever. I notice the Weekly Bulletin is gradually getting bigger and better and soon you will be competing with 'The Forum.'" So much for that.

We thank this week's crop, and we do mean you: Messrs. C. J. Anderson, H. L. Cook, Nies, Welch, Tucker, Newman, Daverman, Haagan, Perkins, Moss, Hyder, Al Harley, Eisen, Walter Marshall, Frank Wright, Edgar D. Martin, Hogner, Clapp, Baker, Donald White, Tanner, Lindhout, Fugard, B. C. Wetzel, Gay, H. T. Smith and Redstone.

Dues are coming in pronto and if you hurry it won't be necessary for the Board to drop anyone for non-payment of dues.

Another good idea is a Christmas gift of a subscription to the Bulletin. At any rate we will consider it a Christmas gift if you will send in three bucks for membership in the Society, which includes the Bulletin.

Herewith is reprinted the biography form. We find that the one previously published was used quite generally. Architects are great procrastinators and need to be pushed into things. Detroit Architects who haven't photographs can secure them by calling John S. Coburn, Cadillac 6389. He will call and take your picture for one dollar.

## MEETING ASH & VE, MICHIGAN CHAPTER

Huyler's L'Aiglon, Fisher Building  
Monday, December 12, Dinner at 6 P. M.  
PROGRAM AT 7:30 P. M.

Speakers: George F. Emery, Chief Building Inspector, Detroit Department of Buildings and Safety Engineering.

R. C. Loughed, Chief Engineer, Michigan Inspection Bureau.

Subjects: Mr. Emery will speak on the Proposed Air Conditioning Code for the City of Detroit. Mr. Loughed will speak on Hazards and Fire Protection in Air Conditioned Buildings.

Architects invited—make reservations for dinner with Mr. G. H. Tuttle, The Detroit Edison Company, Randolph 2100. Guests will be welcome after dinner, without reservations.

The subject of the talks before this meeting of the Michigan Chapter, American Society of Heating and Ventilating Engineers is of vital interest to architects. Mr. John C. Thornton has been named representative of the Detroit Chapter, A.I.A. on a committee with Mr. Emery to study this question.

## NEW HEALTH UNIT TO BE STARTED

Ground will soon be broken for the new Normal College health service building at Ypsilanti. O. W. Burke Co., Detroit, submitted the low base bid of \$61,780 and President John Munson of the college has directed the architect, R. S. Gerganoff, this city, to let the contract.

The building will set 50 feet back from the northwest corner of W. Cross and Perrin Sts. and will face the corner. It is of L-shape with the entrance in the corner of the L.

It will be two stories high, with the main entrance leading to the street level and the rear entrance directly on the second floor level.



# TO ARCHITECTS REGISTERED IN MICHIGAN

INFORMATION REQUESTED FOR ANNUAL DIRECTORY NUMBER

WEEKLY  BULLETIN

120 MADISON AVENUE, DETROIT

Please Submit Photograph (any size, preferably a glossy print)

We will welcome as much or as little of the information suggested below as you care to furnish

EXAMPLE:



**BLACK, KENNETH C.**, 805 Cap. Sav. & Ln. Bldg. Lansing. Born Cedar Springs, Mich. Dec. 20, '01. Grad. U of M. Booth Fellowship '25. Foreign Study '26. Designer Jas. Gamble Rogers. Now with father, Lee Black, Prest. MSA. '38. Sec. Lansing City Plan Com. Dir. Grtr. Lansing Visiting Nurses Assn. Prest. Lansing Jr. CofC '33-4. Dir. Mich. Jr. CofC '34-6. Chm. City County Beauti. Com. US Jr. CofC '35-6. Mem. Lansing Pks. & Cemetery Com., Country Club, BPOE, Detroit Chapter, AIA.

Name \_\_\_\_\_ Address \_\_\_\_\_

Born \_\_\_\_\_  
 PLACE \_\_\_\_\_ DATE \_\_\_\_\_

Early Education \_\_\_\_\_

Higher Education \_\_\_\_\_

Degrees \_\_\_\_\_

Foreign Travel, Study \_\_\_\_\_

Early Experience \_\_\_\_\_

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By Examination \_\_\_\_\_ YEAR \_\_\_\_\_  
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Entered Own Practice \_\_\_\_\_  
 YEAR \_\_\_\_\_

Partnerships \_\_\_\_\_

Present Firm Name \_\_\_\_\_

Specialized in \_\_\_\_\_  
 If practicing, type of bldgs. If employed, design, superintendence, general, etc.

Affiliations, Professional Societies \_\_\_\_\_  
 Name offices held, if any \_\_\_\_\_

Other Affiliations \_\_\_\_\_  
 Name offices held, if any \_\_\_\_\_

Registered Also as Engineer \_\_\_\_\_  
 In what States \_\_\_\_\_

Registered as Architect \_\_\_\_\_  
 States other than Michigan \_\_\_\_\_

Distinctions, Honors, Awards, Accomplishments, Appointments, Recognitions, or any other information you care to give.

(Use separate sheet if needed)

## BUILDERS' and TRADERS' EXCHANGE of DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.  
 DIRECTORS: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Gieseking; Vern Taylor;  
 Paul Sutherland. Edwin J. Brunner, secretary.

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

### COMPETITION

By E. J. Brunner

(Continued from last week)

Let us begin our investigation of the possibilities of selling the industry itself upon quality versus price and of selling the public on this same idea as concerns our industry by setting down some suggestions of principles which might be used in such an advertising campaign.

We shall not in this article presume to be complete in our analysis. To be frank, the main purpose of this article is to awaken interest in the subject itself, because it does not mean a thing for anyone to spend tedious hours laying out a campaign unless there is some acceptance and some cooperation.

This time let us begin with the suppliers of materials and equipment and see where they could fit into such a campaign. The suggestions given will doubtless cause you to think of still more and perhaps better ones. Set them down as you think of them so they will not be lost. If there is anything to this let's get it circulating.

#### TO MR. SUPPLIER:

There are a sufficient number of reliable, efficient, and financially responsible contracting firms in the lines using the materials you sell to do all the work.

You do not expand the market for the products you sell when you sell to a "chancy risk." You merely subtract that much business from good customers.

If you build up a clientele of poor risks, you finally become one yourself.

A business can be judged by its accounts receivable.

Therefore is it not possible to try to operate on the principle of building up a good clientele, and of advertising that fact?

Isn't it possible to get the word around that you are protecting your good customers?

Mr. Supplier, do you think it is impossible for suppliers to get together long enough to raise at least enough money for a "sticker campaign" to the above idea? Would the consciousness that you are trying such a campaign do any of you any harm?

No laws should be set up to try to "make anyone do anything." The idea is to wake up your customers and incidentally yourselves that there are some simple fundamentals of good business which suppliers of good standing have recognized. There is no new idea about this principle. We have known all this a long time. The suggestion is that we should try advertising.

#### MR. SUB-CONTRACTOR:

Do your buying from suppliers who help you by

not selling to poor risks in your line. Advertise this fact to suppliers.

When a supplier questions your credit or your chance of making a profit on a job or anything else about your business, thank him from the depths of your business heart. Do not be angered. He is your truest friend if you are worth friendship in a business sense.

Do not run the possibility of becoming a poor risk yourself by taking jobs without a fair margin for overhead and profit.

If you cannot stay in business and make overhead and profit, you can't stay in anyhow.

No matter what your reserve is, it is not enough to take losses.

When you gamble on one job, you are thinking about making it up on the next one—that automatically makes your figure higher for the next one. Taking even one job at a loss hurts your chances on the next job and dims your perspective.

Be a salesman for your business. What have you got that the other fellow hasn't? Do the general contractors, architects, and owners really know why you should be preferred?

You may think that bidding on price is all that you can do. You can do more. You can advertise your worth.

#### GENERAL CONTRACTORS

Here under the natural present set-up of the building industry begins the real advertising to the public. The thing to remove is emphasis on price. The thing to push is performance. Whenever a general contractor utilizes the services of inferior performance subs, he weakens his own chances for advertising performance. Some will say that it is impossible to get around price. Let's compromise and say that sometimes it is but not all the time. There is many an opening which could be taken to get better subs on the job. Or do we subscribe to the idea that the plans and specifications and inspection will take care of everything and make the work of all firms equal? I think not. There is a thought in all this for a magnificent campaign.

#### THE ARCHITECT

The architect is in the position to be the ace salesman. For what? Should he endeavor to be the saviour for the construction industry? The answer is that whatever he does to better standards of performance in the industry he does to build up his own professional reputation.

Of course, he is the agent of the owner. He is the specialist hired by the owner. But, let us agree that after all the owner is the boss. The question is wheth-

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HURD LUMBER CO.—6425 W. Ver-nor Highway, VInewood 1-4120.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOGarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FItzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., TEmple 2-6660.

er or not the architect always goes as far as he can to make it plain to the boss that price consideration is not everything.

When an architect really convinces an owner to have all the work done by responsible performers, he has completed an advertising assignment for himself worth a great deal to him. But even if he makes a sincere effort to convince the owner and loses, the owner must remember that he has made such an effort, and that is worth the effort.

Perhaps architects could get together and exchange performance experiences. An architect should be able to show a record of good performance on his jobs—that is advertising material for him.

Whether an architect should specify both method and result or only one of those factors is a moot question. The big thing for him to do is not to end with specifying, but through his approval of firms to do the different works to insure in his own mind that he will get good results.

#### IN CONCLUSION

Let us hope these few meager suggestions will be followed up. This industry can and must wake up to the fact that every element in it can do some active positive work in making conditions better.

We just cannot lie down and say, "Price is everything." The battle to get around that is not easy, but it is not impossible to wage a constructive fight. It can be waged by continuous thought to advertising **QUALITY OF PERFORMANCE AND STABILITY OF THE PERFORMERS.**

### FIFTEENTH INTERNATIONAL CONGRESS OF ARCHITECTS

A. C. Simmonpietri, Assistant Secretary of the Organization Committee of the Fifteenth International Congress of Architects, which is to be held in connection with the Institute's Seventy-first Convention in Washington next Fall, has in preparation a brochure which will be sent to the architectural organizations of some sixty nations in an effort to stimulate interest abroad in the Congress.

He states that the purpose of this booklet is by means of photographs of architectural or engineering works to excite the curiosity and interest of foreign architects and engineers and engender a desire for personal inspection. Mr. Simmonpietri is interested in receiving such photographs at The Octagon in Washington.

#### "REKNOWNED"

*(This has gone far enough)*

We expect that a misspelled word will bring a few gibes but as for it inspiring Henry Saylor to write poetry, needless to say, we were wholly unprepared for this:

As a speller the editor's reared,  
Though he slips many times it is feared,  
But when Editor Hughes puts a k in "reknowned"  
He ought to be fired, he ought to be ckrowned;  
If that's not enough then let him be dkrowned—  
To its shame the craft has been smeared.

Recommend "STANDARD ACCIDENT"  
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### Standard Accident Insurance Company

DETROIT MICHIGAN  
A. A. CLARK, Manager Bonding Department  
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Dear Mr. Hughes:—

Mr. Shreve has received this morning two copies of the December 6th issue of the Weekly Bulletin. He has asked me to call this to your attention, as you may wish to eliminate the duplication of his name on your mailing list.

Mr. Shreve always finds the Bulletin of interest and very much appreciates your courtesy in sending it to him.

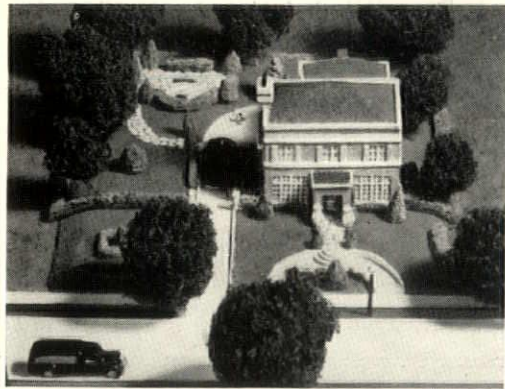
Very truly yours,  
M. LIVSEY,  
Secretary to Richmond H. Shreve.

### NEW MODELING SERVICE OFFERED

Messrs. George Bench and Victor Logan, two young Detroiters, have initiated a service for architects who prefer to study their work through scale models. Perhaps no other method offers better opportunities to develop a design properly and architects generally are coming more and more to the use of such means. Particularly is this true in the East. These two young men have shown their work to architects in New York and it has been most favorably received.

Illustrated below is a bit of their work, and while Messrs. Bench and Logan are showing examples from their own designs, they call attention to the fact that they lay no claims to be designers. They have, however, had training sufficient to enable them to read blue prints and interpret architects' ideas, and they use professional methods in this work.

Their prices are reasonable, varying with the nature of the design, and they lay emphasis on their desire to co-operate with architects in getting some completed orders to their credit. To this end they are willing to guarantee satisfaction, both as to price and workmanship.



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 Prep. plans Aaron DeRoy Memorial Bldg., Jewish Community Center, Woodward & Holbrook.  
 Prep. plans 1-sty. store bldg., Woodward & Friedburg.  
**BENNETT & STRAIGHT**, 13526 Michigan Ave. Dearborn—Bids school. Arson City. School, Holton. Fire Station, Dearborn. 14-rm. school—Ecorse.  
**DERRICK & GAMBER, INC.**, 3500 fl. Union Guard. Gr. Pte. Jr. High School—General Cont. let F.H. Martin Constr. Co.—M. H. Goss, Htg. & Vtg., Davis Bros. Plbg., McCleary-Harmon, Elec.  
**DIEHL, GEO. F.**—Commercial Bldg., for Service Engraving Co. Contract let to Swink Const. Co. Owners taking bids on Elec.  
 Bids fire proof balconies, St. Mathews Church.  
**GIFFELS & VALLET, INC.**, 1000 Marquette Bldg.—Prep. plans supst., Gen. Con. Tool & Die Shop, Ford Motor Co.; also for local manufact.  
**KAHN, LABERT, INC.**—Bids Add. Mfg. Bldg. Parke, Davis & Co., refrig.  
 Bids by invitation, Piling support for Discharge Line—Ford-Milford Plant.

Bids Ventilating—Parke, Davis & Co. in, Dec. 5.  
**MALCOMSON, CALDER & HAMMOND**, 1219 Griswold—Men's Dorm, West. State Teachers College, Kal. amazo, under const.  
 Girls' Dorm, Michi. State College, East Lansing, under construction  
 3-sty addn. Bixby Hospital, Adrian, Bids closed.  
**GEORGE D. MASON ASSOCIATES**,  
 Prep. prelim. plans Southfield S. James Herman Garden Housing Project.  
**MERRITT & COLE**, 1111 Collingwood,  
 Plans for school \$100,000 WPA. plans for school PWA.  
**O'DELL, H. AUGUSTUS**—904 Mgt. Bldg.  
 Cont. on 1-sty. Commercial Bldg. let to R. K. Vinton—Owner-Harchal Corp.  
**SCHLEY, CYRIL EDWARD**—605 Lafayette Building Selden Res., Lochmoor Blvd. closed.—Prep. sketches steel Constr. Res. Gr. Pte.  
**STAHL, JNO & CO.**—804 Francis Palms Building—Res. Gr. Pte. Park, 37x30. Bids closed.  
**WETZEL, B. C. & CO.**—2317 Dime Bank Building—Men's Dorm. Bldg., Ionia State Hospital, Bids rejected info. later.

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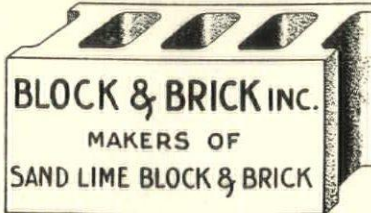
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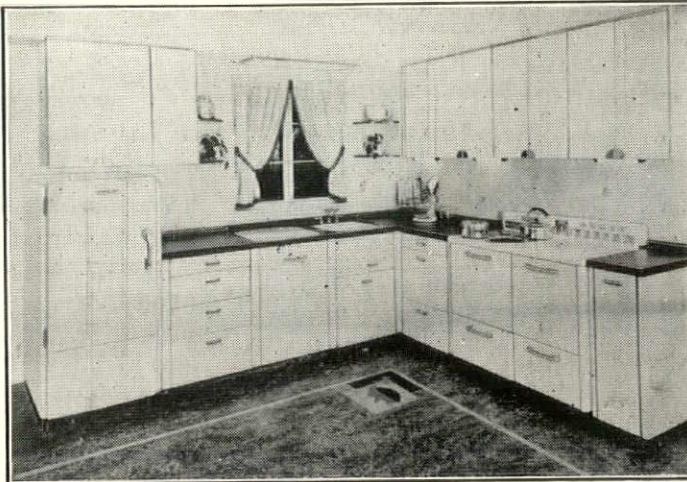
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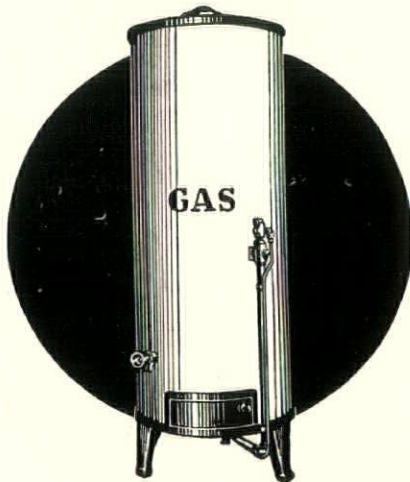
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Volume 12

DETROIT, MICHIGAN, DECEMBER 20, 1938

No. 51

## EXPOUND ARCHITECTURAL PHILOSOPHIES

*Mies van der Rohe Honored by Profession and Armour Institute*

From The Illinois Society of Architects Monthly Bulletin

The dinner in honor of Ludwig Mies van der Rohe, new Director of the Department of Architecture, Armour Institute of Technology, which was sponsored by Armour Institute, the Chicago Chapter, A. I. A. and the Illinois Society of Architects, drew to the Palmer House, Chicago, on the evening of October 18, a company of four hundred and fifty people. Among these were many distinguished architects and educators, including William Emerson of Massachusetts Institute of Technology, Joseph Hudnut of Harvard, Rexford Newcomb of University of Illinois, Eliel Saarinen of Cranbrook Academy, Michigan, Roy Childs Jones of the University of Minnesota, George Young, Jr. of Cornell, and Goldwin Goldsmith of the University of Texas.

Toastmaster James D. Cunningham, Chairman of the Board of Trustees of Armour Institute, first introduced Henry T. Heald, President of Armour. Mr. Heald expressed assurance that the Department of Architecture, under its new director, would make a real contribution to the art, and announced a gift from Mrs. J. Ogden Armour which would enable the Department to carry on the work planned.

### Dean Emerson Foresees Rebirth

Dean William Emerson took occasion to glance back at architectural thought of the past twenty-five years and expressed the conviction that the ground has now been cleared for a fresh start, for a truer realization of basic essentials than ever before, presenting a challenge to the ability and creative imagination of the profession. He applauded Mr. Van der Rohe's answer to this challenge as expressed in his work and said that he needs no warning of the fatal consequences of uniform standards in architecture which would permit one architectural expression from Russia to California and from Alaska to Florida.

### Frank Lloyd Wright Rebukes His Confreres

Frank Lloyd Wright thought the atmosphere of

the evening was "too learned, too highly educated," to provide the time or place for the discussion of the ideals of an organic architecture. "Since Europe has taken over American architecture," said Mr. Wright, "and it serves the country right, I am proud to give you Mies van der Rohe. I give him to you more perhaps than you realize—more, perhaps, than he realizes. When the ideals of an organic architecture do prevail, as they will, the entire structure of what we now call education will lie in the dust. It will not even be a picturesque ruin. This thing is going to begin at the beginning once more—where architecture always begins. It begins anew at least every generation. Why not every hour? The eclecticism of this country could get the ideals of an organic architecture in no other way than from a foreign country. Let us be grateful."

### Eliel Saarinen Pleads for an Organic Architecture

Eliel Saarinen's contribution to the symposium manifested a rich depth of thought. He spoke of the young architectural student of Ancient Greece and of the apprentice of the Middle Ages and the clear conception they had of the art form in which they worked—a form that had its beginning in the soul of the people. Mr. Saarinen regretted that the architectural student in the late decades of the 19th century was not so fortunate in this respect, for all

(Continued on Page 4)

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Smith and his "rug cutting" daughter; Three  
Smart Girls, Herbert Taubler, the "one man  
jam session", and many others.

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# BULLETIN BOARD

## STATE BUILDING SUGGESTED

State Treasurer Theodore I. Fry, chairman of a board charged with the maintenance of the Capitol and other state buildings, has proposed a new state office building in Lansing, pointing out that Michigan now pays \$110,000 for space in private buildings in Lansing.

## "Architects' Day"

### BUILDING INDUSTRY LUNCHEON

Detroit Leland Hotel

Wednesday, December 21, 12:15 P. M.,

\$1.00 Per Plate

Speaker: ALBERT KAHN

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## REPORT ON HARDWARE CLASSIFICATION

In regard to the hardware classification, Harry L. White and myself have met and discussed in detail the conditions as presented by the Carpenter Contractor's Association.



Eisen

The Committee believes their viewpoint is justified and that architects, when writing specifications, should include a complete hardware schedule, instead of specifying a lump sum. This would eliminate all guess work on the part of the contractor. In case a lump sum, mention should be made designating any finished hardware that is intended to be used that might be out of the ordinary. mainly, special types of hinges and the number to be used for each door, any window and door safety bolts and devices, whether bolts are to be mortised or surface bolts. The type of door checking devices and where to be used, any special equipment for clothes closets, clothes poles, house numbers, door knockers or foot scrapers, operating hardware for sash, pulleys and cords or spring balances, door guards, mechanical door holders and closing devices for garage and factory doors, kick plates, if any, on one or both sides of doors, stall partition hardware for wood partitions. In case of steel partitions, hardware should be furnished and installed by contractor furnishing partitions. All specifications should be explicit no matter what form is used, so as to relieve the contractor from any doubt as to the amount of labor to be estimated in securing of rough or finished hardware. In fact, the set up as suggested by the Carpenter Contractor's Association, dated June 7, 1938, on hardware classifications and hardware conditions, we recommend to the Detroit Chapter of The American Institute of Architects and the Detroit Division of the Michigan Society of Architects to urge its members to cooperate in the matter as outlined.

Respectfully submitted,

Adolph Eisen  
Harry L. White

## LOCAL ARCHITECTS ARE EDITORS ALBERT KAHN, LYNDON AND SMITH COLLABORATE IN ARCHITECTURAL FORUM'S "PLUS"

DECEMBER ISSUE ALSO FEATURES EDISON,  
CRANBROOK BUILDINGS



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The December issue of The Architectural Forum carries the first edition of a new section called "Plus," devoted to orientations of contemporary architecture.

Virtually a magazine within a magazine, "Plus" has a separate board of editors composed of Wallace K. Harrison, William Lescaze, William Muschenheim, Stamo Papadaki and James Johnson Sweeney. Collaborators include Le Corbusier, Albert Kahn, Lyndon and Smith, L. Moholy-Nagy, Leopold Arnaut, Walter Blucher, and Richard J. Neutra.

This is probably the first time in publishing history that part of a magazine has been turned over to an independent group to edit and publish as they will without any editorial restrictions whatsoever.

In explanation of the new modern treatment The Forum says, "Because extremist minority opinion can so quickly become majority fact, because out of the 'wildest' theories often come the most vital ideas, and because the Forum in name intends to remain a forum in fact, 'Plus' now appears to add opinion, exploration and new controversy to reporting modern architecture."

"Plus" will appear in The Architectural Forum six times a year. Contributors to the first edition include N. Gabo, on "Towards A Unity Of The Constructive Arts"; Dr. S. Giedion, on "Can Expositions Survive?" in addition to "Habitation" illustrating modern residences and apartments.

The new Service Building, Detroit Edison Co., Architectural Division, John C. Thornton, architect and Cranbrook Institute of Science, Cranbrook Architectural Office, Eliel Saarinen, architect, are also featured in the current issue.

## CIVIL SERVICE EXAMINATION

The state of Michigan Civil Service Department, 508 North Grand Avenue, Lansing, Michigan, announces an examination for engineering draftsman to be held on January 7, 1939, paying \$105 per month. Applications must be made on official blanks (Form CS-102) obtainable at any county clerk's office, state employment office or the Civil Service Department, Lansing.

Qualifications require one year of drafting experience and completion of a course in elementary drafting and of the twelfth school grade with courses in physics and mathematics, or equivalent.

## EXPOUND ARCHITECTURAL PHILOSOPHIES

(Continued from Page 1)

the styles and dogmas of the past were taught him in his classrooms and he put designs together like a child playing with blocks. When the student emerged from school, he began to decorate homes, cities and towns so that these are now full of strange decorations which do not belong to our lives, which are not born afresh of us.

"The architectural student of today," said Mr. Saarinen, "is awed in this strange environment. But we have now come to a new era—a transitional time—and something new has to come. Yesterday the student was told that architecture should express material and construction. But what happens in architectural practice? Very often material is used in the same form, whether it be concrete in a gateway or silver in a necklace. The architects are now told that speed is essential in our lives and that it must be expressed in form. So architects design everything alike, streamlining everything, whether it be a racing car or a sturdy lamp-post on a street corner. We forget that architecture is an organic art form, not a stylistic art form."

Mr. Saarinen congratulated the students of Armour Institute on having the opportunity of being guided by Mr. Van der Rohe.

### "Evolution, Not Revolution," Says Dean Newcomb

Dean Rexford Newcomb felt that Mr. Van der Rohe would help to recover the course of architecture which had been started by the Chicago School forty years ago and which all but perished in the archaeological frenzy of the 1893 World's Fair. Mr. Newcomb pointed out that modernism is not really such a new thing, for Brunelleschi had indeed been a real modernist. Many modernists, he said, are too impatient with the process of evolution. Revolution is not necessarily the right way out, for evolution will still have her own sweet way.

### Mies van der Rohe Presents His Philosophy

"Any training," declared Professor Van der Rohe, "must be directed, first of all, towards the practical side of life. But if one may speak of real education, then it must go further and reach the personal sphere and lead to a moulding of the human being.

"The first aim should be to qualify the person to maintain himself in everyday life. It is to equip him with the necessary knowledge and ability for this purpose. The second aim is directed towards a formation of the personality. It should qualify him to make the right use of his knowledge and ability.

"Genuine education is directed not only towards specific ends but also towards an appreciation of values. Our aims are bound up with the special structure of our epoch. Values, on the contrary, are anchored in the spiritual destination of mankind. The ends toward which we strive determine the character of our civilization. The values we set determine the level of our culture.

"Although aspirations and values are of different nature and of different origin, they are actually closely associated. For our standards of value are related to our aspirations, and our aspirations obtain their meaning from these values.

"Both of these sides are necessary to a full human existence. The one assures the person of his vital existence, but it is only the other that makes his spiritual existence possible.

"Just as these propositions have a validity for all human conduct, even for the slightest differentiation of value, so are they that much more binding in the realm of architecture. Architecture is rooted with its

simplest forms in the purposeful, but it extends over all the degrees of value into the highest sphere of spiritual existence, into the sphere of the significant, the realm of pure art.

"Every architectural education must take account of this relationship if it is to achieve its goal. It must take account of this structural joinery. It can, in reality, be nothing other than an active unfolding of all these relationships and inter-relationships. It should make clear, step by step, what is possible, what is necessary, and what is significant.

"If education has any purpose whatever, then it is to build character and develop insight. It must lead us out of the irresponsibility of opinion into the responsibility of insight, judgment and understanding. It must lead us out of the realm of chance and arbitrariness and into the clear light of mental order.

"Therefore we guide our students over the disciplinary road from material through function to form. We want to lead them to a healthy world where building is natural and organic.

"We promise not to do anything with materials except what the materials themselves can do.

"Just as we want to learn the materials with which we work and just as we want to analyze the purposes for which buildings are built, so do we want to learn to know the spiritual and intellectual sphere in which we stand. That is a prerequisite for proper conduct in the cultural sphere. Here, too, we must know what exists, for we remain dependent upon our epoch.

"Therefore we must learn to recognize the sustaining and compelling forces of our times. We must make an analysis of their structure; that is, of the material, the functional, and the intellectual forces of today. We must clarify wherein our epoch is similar to former epochs, and wherein it differs from them.

"Yet every decision leads to a definite clarification of principles and values. Therefore we will elucidate the possible principles of order and clarify their bases. We will mark the mechanical principle of order as an over-emphasis of the materialistic and functional tendency. It does not satisfy our feeling that 'the means' is a menial function, nor does it satisfy our interest in dignity and worth. The idealistic principle of order, on the other hand, can—with its over-emphasis on the ideal and the formal—neither satisfy our interest in truth and simplicity, nor the practical side of our intellect.

"We will make clear that the organic principle of order is a place of each part in its proper relationship to every other part and to the whole. We will adopt this last principle as the basis of our work. We want a principle of order which gives everything its proper place. We want to give to everything that which is its due in accordance with its nature. We want to do that so perfectly that our creations begin to bloom from within themselves because they are so right, so perfect, and so simple. We want no more, nor can we do more."

The foregoing are the highlights of Professor Van der Rohe's address. In closing he quoted these words of Thomas Aquinas as best expressing his aim and meaning: "Beauty is the radiance of the truth."

—Dorothy G. Wendt.

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WEEKLY BULLETIN

## DEADLINE FOR DUES, PHOTOS AND BIOGS

We wish to impress upon those who have not yet complied with our many requests that time is drawing near for submission of this material. We are most eager to include every architect registered in Michigan and your early cooperation will be appreciated. Detroit architects can reach our photographer, John S. Coburn at Cadillac 6389. Material was received during the past week from Messrs. I. K. Pond, Griese, Cleland, Goldsmith, Harper, Fisler, Pereira, Barry, Mills, Stevens, Isensee, Newlander, Bob Calder, Chanel, Kaufman, Whitney, Aitken, Raseman, Dow MacKenzie, Thielbar, Howe, Becsky, Reily and Chute.



**Pond**

City zoning law requiring such buildings and some 20 years before one was constructed. It was about 20 years before another theatre was indirectly lighted after he opened his "New Detroit" (later burned down). In this theatre auditorium the lights were in the stage side of the transverse ceiling arches. In the foyer the lights were in the ceiling and wall coves—in the modern manner. The house was opened on September 5, 1887, two years and four months before Sullivan opened his Chicago Auditorium, in which the decorative motive of the New Detroit was used, but not the lighting, which in the auditorium was about as bad as could be.

Mr. Pond was born in Ann Arbor, May 1, 1857. He graduated from the University of Michigan in Civil Engineering in '79, and received an honorary master's degree in 1911, as well as an honorary doctor's degree in 1930. He traveled and studied abroad in 1883-4. He is past president of The American Institute of Architects; Chicago Chapter, A. I. A.; Illinois Society of Architects; The Cliff Dwellers; The Literary Club. He was founder of the Chicago Architectural Sketch Club and served as its first vice-president. He is an honorary member of the South Bend, San Francisco, Chicago, Illinois, and Los Angeles Architectural Clubs. His honorary corresponding memberships include the Royal Institute of British Architects, German Institute of Architects, Central Society Austrian Architects.

For years he was vice-president of the Circus Fans Ass'n. of America. With his brother, Allen B. Pond, he continued a partnership for 43 years. Among their outstanding commissions at the University of Michigan were The Union, The League and The Students' Publications Buildings.

## CHICAGO ARCHITECTS CLUB MOVES TO LOOP

The Architects Club of Chicago will abandon its headquarters at 1801 Prairie Avenue, which it has maintained for the past fourteen years and establish quarters in downtown Chicago. The Club, which includes architects and others in the building industry, is headed by Charles Wheeler Nicol.

## INDUSTRY BANQUET PLANNED

Plans for the third annual Michigan Building Industry Banquet were laid when officers for the 1939 event were elected at a meeting of the committee here Tuesday.



**Morison**

Andrew R. Morison was elected chairman; Herman Banbrook, treasurer; and Talmage C. Hughes, secretary; with the following committees on arrangements:

Entertainment: A. A. Shirley.

Publicity: P. R. Marshall, E. J. Brunner, T. C. Hughes.

Hotel, Invitations, and Tickets: P. R. Marshall.

Reception: Eugene Webb.

The joint function, which in the past has been attended by some four or five hundred, will this year be a principal feature of the Michigan Society of Architects' twenty-fifth annual convention commemorating their silver anniversary, tentative dates for which have been set as March 16, 17 and 18 at Hotel Statler in Detroit.

A nationally known speaker will be secured and an architectural exhibition supplemented by building material exhibits will be other features.

The Weekly Bulletin of the Michigan Society of Architects will publish a special number containing photographs and biographies of some seven hundred architects registered in Michigan, as well as members of the Producers' Council Club of Michigan.

## NEW MEMBERS ON REGISTRATION COMMITTEE



**Sukert**

The Architects, Professional Engineers and Land Surveyors Committee on Registration, a joint body representing nine technical groups, has requested that alternates be appointed to serve with Messrs. Wenzell and Stanton, representatives of the Detroit Chapter, The American Institute of Architects.

President Arthur K. Hyde has appointed Professor George M. McConkey of Ann Arbor and Lancelot Sukert of Detroit.

## JOHN W. WEISS

John W. Weiss, 70 years old, died at his home in Wilmette, Ill. on Nov. 25.

Mr. Weiss, a member of the firm of Weiss and Niestad, architects and engineers, was a member of the American Institute of Architects, the Illinois and Michigan Societies of Architects; and the Chicago Architects club.

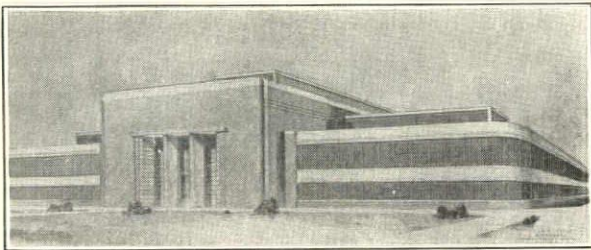
### INTERNATIONAL CONGRESS OF ARCHITECTS



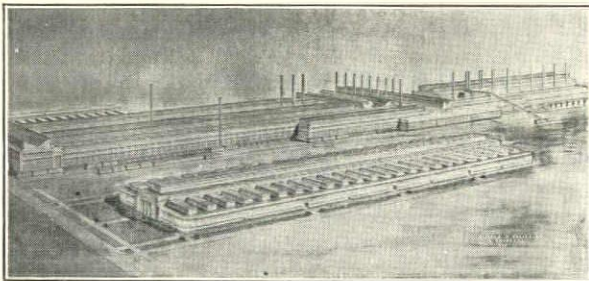
**Rossetti**

A brochure of The Fifteenth International Congress of Architects now being prepared by the Committee on Organization to be sent to architectural societies of some sixty nations, will include in addition to the work of Albert Kahn illustrated in our last issue other buildings of the Ford Motor Company by Giffels & Vallet, Incorporated, L. Rossetti, Associate, which are illustrated herewith.

The Congress, which is to be held in Washington, September 24-30, 1939, will be concurrently with the seventy-first annual convention of The American Institute of Architects.



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### COMMUNITY FUND



**Hyde**

Arthur K. Hyde, Chairman of the Architects and Engineers division, Detroit Community Fund reports that our quota of \$2,600 was about \$200 short of attainment. Many have been away or for other reasons have failed to contribute.

There is still time to send your checks to Mr. Hyde and put us over the top.

Detroit architects should consider that this is their campaign and that each individual has a responsibility.

Contributions should be voluntary and "selling" should not be necessary. The ones who now have most work to do for the architectural organizations have been given the job of soliciting for the Community Fund, consequently it has been impossible for them to reach every architect personally.

Won't you send in your contribution now?

### CITIZENS' CITY PLANNING ADVISORY COMMITTEE

*From THE PLANNER, Publication of Detroit City Plan Commission*

*Herbert L. Russell, City Planner and Secretary*

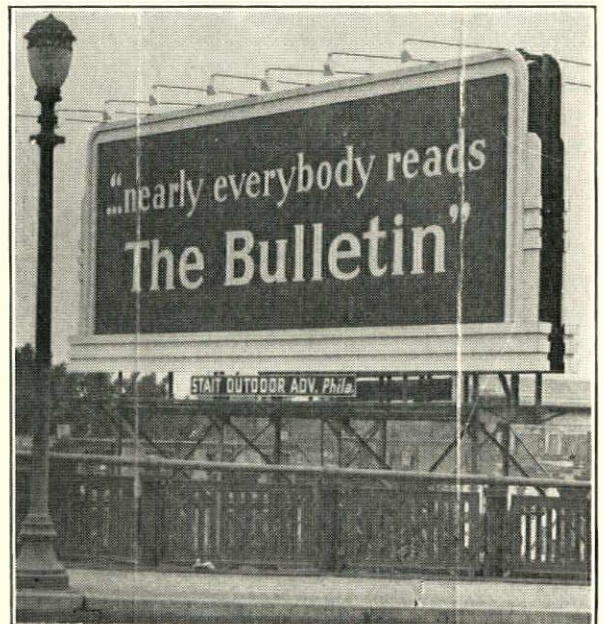
The members of the Detroit City Plan Commission are unanimously convinced of the civic importance value, and need of a Citizens' City Planning Advisory Committee. Similar committees have proven of great aid in planning accomplishments in other cities. The personnel of the committee is of extreme importance. The Commission desires the most valuable services of an interested, informed, unselfish group of citizens whose aim and ambition is to realize as early as possible, the best designs, plans, and accomplishments toward Detroit's needed civic improvements.

The Commission has emphasized the necessity of giving first consideration to the common general welfare of our City as a whole, instead of any individual interests. The suggestions and frank, constructive criticisms of informed committee members will do much more good than passive acquiescence.

The City Plan Commission should be a source of dependable information. It is hoped that the suggestive and directive planning studies and approach on various civic problems will awaken many serviceable civic reactions in the active, fertile gray matter of the members of the Advisory Committee. There should result also much more general consensus of opinion on important matters which is of very substantial value in planning achievements.

The opportunity is presented to each member of the Citizens' City Planning Advisory Committee to have a real and definite part in the destiny of our City, in the formation of worthy civic plans, operations and procedures, in the health, safety, morals and welfare of our citizens, and in the fuller and quicker realization of the desired future objectives of our City.

While all the letters of invitation have not been mailed as yet, the number of favorable responses have been so great that the Commission is already greatly encouraged in their confidence that the civic power and influence of this Citizens' Civic Planning Advisory Committee will be a most important factor in making Detroit a better, safer and more pleasant place in which to live.



**BUILDERS' and TRADERS' EXCHANGE of DETROIT**

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.  
**DIRECTORS:** Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Giesecking; Vern Taylor;  
 Paul Sutherland. Edwin J. Brunner, secretary.

439 Penobscot Bldg., RANDolph 5500

Edited by E. J. Brunner

Albert Kahn is going to tell us some mighty interesting facts when we meet at the "Industry Luncheon," Wednesday, Dec. 23 at the Leland Hotel—12:15 sharp.

## "Industrial Architecture"

by  
 Albert Kahn

These "industry" luncheons are becoming more and more popular. Men come and bring friends with them.

It is necessary for you to make reservations for this luncheon. You can buy your tickets at the door, but you will please send in a reservation card or telephone in your reservations to the Builders' and

Traders' Exchange, 439 Penobscot Building—RANDolph 5500 (the telephone No. you can't forget). The luncheon is \$1.00

## Candidates For The Big Board Chosen

Nominating Committee appointed by Bert Haberkorn, president of Builders and Traders consists of Walter Giesecking, Albert Beever, Herman Banbrook and the president and secretary ex-officio. This

committee has selected and obtained the consent of the following six well known construction men to be candidates—three to be chosen;

Ray Adams of William a. Adams Co., Dr. Clarence Candler of J. D. Candler Co., John Kuehne of Kuehne Electrical Co., Howard Miller of Masonite Corporation, Frank Nowicki of Frank Nowicki Const. Co., Edward Schuster of Schuster Equipment Co.

*The election is scheduled for January 17  
 which is also the date for the annual meeting.*

William Sabo, chairman of the entertainment committee is polishing elaborate plans to make the "get

together" on the day of the annual meeting a big event in the history of Detroit's construction industry.

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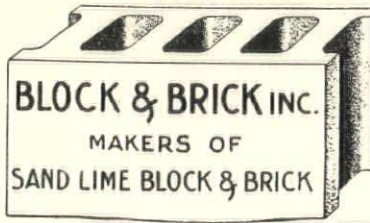
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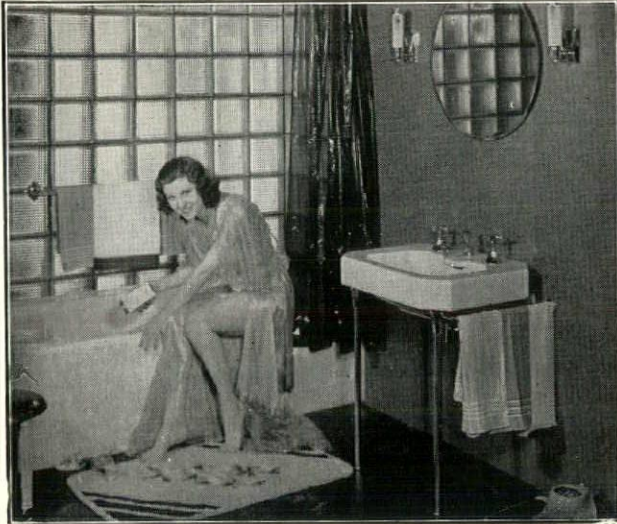
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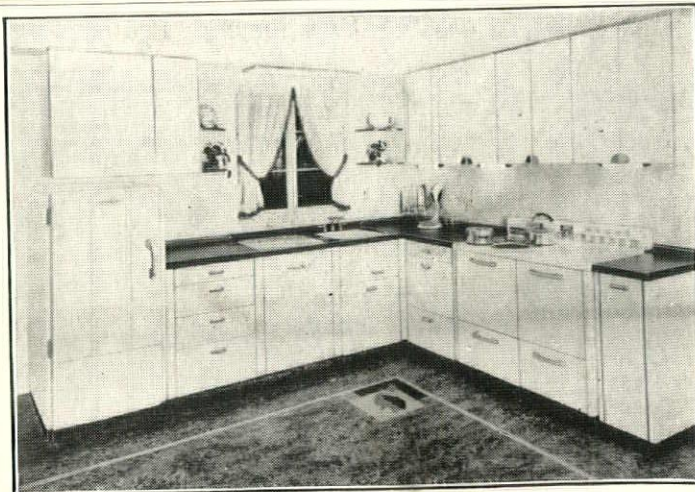
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Volume 12

DETROIT, MICHIGAN, DECEMBER 27, 1938

No. 52



### DECEMBER MEETING DETROIT CHAPTER

*The American  
Institute of  
Architects*

#### Prof. O'Dell

The Detroit Chapter held its regular monthly meeting at the Wayne County Medical Society Building on December 15, 1938, with dinner at 6:30 P. M. Those in attendance were Members Bennett, Marr, Black, Gabler, Zisler, McConkey, Kimball, Harley, Swanson, Burrowes, Stanton, Wilby, Eisen, Wenzell, Hyde, O'Dell, Stirton, Fairbrother, Kapp, Hughes and Tanner. Edgar Giberson and J. W. Leinweber were guests of Mr. Kapp and Mr. McMahon was a guest of President Hyde.

This being the birthday of Marcus Burrowes he did a wrong-way Corrigan act (at the suggestion of Al Harley) and, instead of receiving a present, treated the crowd—most royally.

The appearance on the scene of our beloved member, Ernest Wilby brought down the house with rousing cheers of enthusiasm.

Ken Black of Lansing, president of the Michigan Society of Architects also came in for special recognition and thanks from President Hyde for his attendance. Hyde stated that it was like "old times" and expressed a hope for continuance.

Arthur next reported on the Detroit Community Fund Campaign on which he served as chairman of the architects' division, stating that the quota of \$2,600 (10% above last year) had been exceeded to the extent of 103 per cent with more to come which he had estimated would reach 111 per cent. He thanked

all of his solicitors and particularly Bill Kapp who did an outstanding job.

He announced the next Chapter meeting for Cranbrook on January 18th to which he said the Toledo Chapter had been invited to join with us in the afternoon and evening in our first opportunity to inspect Mr. Saarinen's latest work, the new Institute of Science Building.

The feature of the evening was Professor Frederick C. O'Dell's showing of colored lantern slides of his travels in Europe during the last year. Professor O'Dell of the University of Michigan, College of Architecture, and Mrs. O'Dell took their automobile and collected a great deal of material of interest to architects. He stated that traveling as they did brought back the romance of the horse and buggy days plus the advantage of being able to reach by ways often otherwise neglected. Moreover, he stated that he found it economical. By driving from Ann Arbor to New York both ways enough was saved to take the car across. While gasoline is high in Europe, exchange on American money brings it to a reasonable price. Fred joined the British Automobile Club and found their assistance of great value.

While they visited France, Germany, Switzerland and Italy, he devoted this program to Italy and took his audience on a most interesting tour of the famous cities as well as countrysides.

The photography was excellent although he said the experience was new to him and most of the pictures were taken without knowing how they would project.

Whether the effects were accidental or otherwise we have never seen better pictures or more interesting subjects.

It is president Hyde's hope to continue to have interesting programs at Chapter meetings as this will undoubtedly do more than anything else to improve attendance. Look forward to a real treat at Cranbrook January 18.

### SEASON'S GREETINGS

BEST WISHES FOR A MERRY CHRISTMAS

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## KEEP OPEN THIS DATE

Detroit Chapter Meeting  
Cranbrook Academy of Art

WEDNESDAY, JANUARY 18TH

Dinner at 6:30 P. M., \$1.00

Directors Meeting 4:30 P. M. at Mr. Raseman's office

This will be the first opportunity for Chapter members to inspect the latest work of Mr. Saarinen, the new Institute of Science Building.

## F. A. E. C. T. MAKES PRESIDENT MEMBER

Franklin D. Roosevelt, "architect," has expressed to the Federation of Architects, Engineers, Chemists and Technicians his "warm appreciation" for the gift of a drafting board and T-square and an honorary membership in the CIO affiliate. Presentation was made to the President for his "social designs for a happier civilization, a happier heritage and a richer culture" and his practical designs for his Hyde Park cottage.

## MEETING I. E. S. & M. S. A.

*Horace H. Rackham School of Graduate Studies  
Ann Arbor, Tuesday, January 10, 8 P. M.*



**Kapp**  
ing Society, Michigan Section, under whose auspices the meeting is being held.

A carillon concert will be heard preceding the meeting.

**PURPOSE:** To inspect this outstanding new building and hear a talk by Mr. W. E. Kapp of Smith, Hinchman & Grylls, Architects and Engineers for the building, who will discuss, among other things the various interesting and novel lighting features.

Invitations will be mailed to members of the Michigan Society of Architects by Mr. Ted Brown of the General Electric Company, chairman of the Illuminating Engineer-

## VERSAILLES PALACE NOW RESTORED

Through the contributions of John D. Rockefeller, Jr., the famous palace of Versailles, built in 1661 by Louis XIV, and considered one of the outstanding feats of the seventeenth century, is today probably in a more beautiful state than ever before. Louis XIV and his Court moved into Versailles in 1672 and lived there almost continually for 43 years. Louis XV also made Versailles his residence and had many additions made by the architect, Jacques Gabriel, including an Opera House which is now only used every seven years by the Senate and Chamber for the presidential election.

DECEMBER 27, 1939

## M. S. A. BOARD MEETING

The Board of Directors of the Michigan Society of Architects met at the Intercollegiate Alumni Club on December 16, 1938. Those present were Messrs. Black, Diehl, Morison, McConkey, Gabler, Hughes, Ditchy and Hyde. The principal matter under discussion was the Society's annual convention and it was decided to hold it at the Hotel Statler, Detroit, on March 16, 17, and 18. These dates were tentatively decided upon subject to the local committee's being able to complete arrangements including a prominent speaker. The Board expressed a preference for the banquet date as Saturday, March 18th. This event will again be held jointly with the Producers' Council Club of Michigan and The Builders' & Traders' Exchange as the Third Annual Michigan Building Industry Banquet.

The Board also discussed the possibility of joining with others interested in rewriting the State Housing Code.

## TRAVELING EXHIBITIONS

The National Exhibition of Representative Buildings of the Post-War Period is now on tour of American cities and will be shown at the College of Architecture, University of Michigan in Ann Arbor on January 5th-18th and at the Detroit Institute of Arts May 7-28, 1939.

The collection was assembled by the Committee on Education, A.I.A., and is being circulated by The American Federation of Arts, Washington, D. C., of which Miss Helen H. Campbell is executive secretary. The photographs are in two groups comprising Exhibit I and Exhibit II, and the collection has been prepared in duplicate, making a total of four different groups on circuit, now being shown at museums and colleges with great success. One of the exhibits is to go as far as Honolulu this summer.

Included in the group are Church of St. Hugo of the Hills, Bloomfield Hills, Michigan, Arthur Des Rosiers architect; Beecher High School, Flint, Michigan, Lyndon & Smith, architects and Northville Grade School, Northville, Michigan, by the same architects.

## ON CREDITING ARCHITECTS

Gentlemen:

I have received at different times your magazine called \_\_\_\_\_. I seldom pay much heed to advertising, but in the last issue a photograph of a very creditable Lutheran Church in brick and stone attracted my attention.

I searched the magazine thoroughly for some evidence of who designed this church or what architect's name it bore. It did not appear and I am taking this opportunity to say that if you expect attention to \_\_\_\_\_ from architects you should in all justice give credit in a substantial way to those whose designs you publish.

Yours very truly,

(From a Detroit Architect)

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A Merry Christmas  
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1939



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# INDUSTRIAL ARCHITECTURE

*A Talk by Albert Kahn*

At the Detroit Leland Hotel on December 21 the Building Industry Luncheon was honored by having as its guest of honor, Mr. Albert Kahn, who spoke on Industrial Architecture.

This being "Architects' Day" Mr. Arthur K. Hyde, president of the Detroit Chapter A.I.A. presided and with a few well chosen remarks turned the meeting over to Clair W. Ditchy, Regional Director of the Institute.

Responding to the very unusual assignment of introducing—of all men—Albert Kahn, who needs no introduction, Ditchy chose instead to talk a little about himself. Skipping plenty of years he plunged immediately into his adult career when we found him bent over a board working industriously (?) as a draftsman in the office of—none other. His reference to A. K. as a gust of wind came as a result of his first contact with the big boss, who on this occasion was an out-right tornado, leaving in its wake papers flying in the air. To his querry Ditchy's companion replied, "That, my young man was A. K."



Mr. Kahn

Regarding his affiliations Ditchy was impressed upon reading in Time that Mr. Kahn is a member of six golf clubs and has never played golf, stating that he still thinks a niblick is a small lunch eaten with a glass of beer.

Without further ado Ditchy presented Mr. Kahn, who spoke as follows:

At the moment, particular interest attaches to three spheres of building — Housing, Institutional Building and Industrial Construction. It is well indeed that Federal help has been forthcoming in slum clearing and housing for the lower income brackets. The subject has had the attention of the best men and much is being accomplished throughout the country. Likewise another Federal agency has helped materially in institutional building. Hospitals, schools, asylums, university buildings and much similar work is being carried on which, without this help, could not be done.

No one will question the wisdom of this Governmental assistance, irrespective of cost. Surely nothing could have greater influence on the well being of a community than contented workers. Affording decent living quarters will contribute more than anything else to such a state. Many of the unfortunate "isms" will be counteracted by the all-important work of the National housing plan. Similarly, the gain from what is being done in the institutional field can not be over estimated. Practically every State of this country has been sorely in need of the new hospitals, the more and better schools and dormitory buildings, and laboratories now being constructed throughout the land with Federal aid. And what is particularly noteworthy is that in spite of red tape, bound to occur, the work is being done at reasonable costs and with fair dispatch. Therefore, whatever our opinions regarding many points of the "New Deal" — we must give credit to the great good accomplished by at least certain agencies.

It would be difficult to contemplate the situation in the building industry if during the past few years the country had had to rely entirely upon private work. Unemployment and consequent hardships would have been even greater.

However, it is on the subject of Industrial Building that I propose to dwell for a few moments. This because it has been our privilege to be connected with much of it the past fifteen or twenty years. While some of these years were lean, it has been our good fortune to be sufficiently engaged throughout the country — even abroad — to enable us to carry on with practically all of our key men and a substantial portion of our organization most of the time. Not the least interesting of our work has been that done in Russia where for two years we had some twenty-five men of our staff designing industrial buildings of all types, at the same time teaching some 1,000 girls and boys in our methods of planning and preparing working drawings, which methods, we understand, still obtain in Russia.

Industrial building during the last twenty-five or thirty years has marked a milestone in the field of architecture. Abroad, especially in Germany in the early years of 1900, remarkable work was being done. Such companies as the A. E. G., the Siemenskonzern in Berlin and such leading architects as Peter Behrens, Bruno Paul, Walter Gropius and others, showed the potentialities inherent in well studied factory buildings. It quickly became obvious that such not only served more efficiently, but that by taking advantage of the opportunities, most attractive structures were the result. Quickly the field enlisted the interest of the architectural profession and in a relatively short time the newer manufacturing buildings became the pride of the respective communities in which they were erected. As a matter of fact, they exerted a wholesome influence on architecture in general, actually causing Germany to emerge from what had been a sad architectural period to one of advancement all along the line. Up to the advent of the Hitler regime, Germany certainly led the world in modern building. Other countries soon followed, particularly Holland and the Scandinavian countries which today possess some of the finest work of the kind. Among the latter, the remarkable Rotterdam Van Nelle works, manufacturers of tobacco, is perhaps the most outstanding.

In our own country, the development of factory building followed another course. While in Europe the new interest was due to the greater pride and prosperity of long established firms and a group of enthusiastic young architects, with us the main incentive was the new automobile industry which, as you know, gained in importance so rapidly in the early years of 1900. We all recall our factory buildings up to then — as a rule a conglomeration of old structures added to and added to as best was possible. They had grown "like Topsy", without scheme or general plan and were, as a rule, eye sores — objectionable to the neighborhood. Exterior appearance had little consideration, save in exceptional cases. Yes, many breweries made a noble attempt at imitating some of the worst of Germany's castellated aberra-

tions, but beyond this there was little. Indeed, few architects, as such, were interested in factory buildings. The plant engineer usually took charge and did his best or his worst. That there might be some sort of scheme to the general layout, that the buildings might be made attractive externally without resort to costly detail, seems not to have entered their minds. Indeed, where occasionally an architect was commissioned with planning an addition, the work was generally delegated to the junior draughtsman. There were exceptions, of course; but that excellent opportunities for doing something worth while were wasted, is not to be gainsaid.

At all events, with the advent of the automobile industry there awoke a new spirit. Here was a virgin industry, in many cases headed by ambitious young men who had faith in it, though no one could have anticipated what ultimately was to take place. While experimental work had been carried on in old plants, when the industry did take hold seriously, there was much enthusiasm among its promoters, and at once, there was a keen interest in building well planned, well lighted and attractive plants. Previously, there had been some advance in factory construction throughout the East where so-called mill buildings were being erected mainly for textile industries. Such structures were generally fifty or sixty feet wide, of multiple stories and so-called slow burning construction. Isolated piers between regularly spaced windows supported heavy timbers, which in turn carried laminated or heavy plank floors. On the interior, either wood, steel or cast iron columns supported the beams and girders. With the very efficient sprinkler system developed at that time, this form of building proved a distinct advance over the ordinary joist construction. They gave better light than the former solid wall type and lessened fire risks and, incidentally, presented a good appearance. Mill buildings became the generally accepted type for the modern factory and remained so for several decades. It was quite naturally employed for the earlier automobile factories. The first Packard buildings in this city were thus constructed. But soon it developed that the necessarily restricted distances between columns were objectionable for this particular product—sixteen to twenty foot spacings were the general rule. Twenty to thirty foot spacings required part steel construction and such was soon adopted, but there still remained the danger from fire. Machinery floors soaked with oil were a heavy risk in spite of sprinkler systems. So-called fireproof construction was excessive in cost. And then at the psychological moment there appeared a totally new form of construction — so-called reinforced concrete. It had been in use in Europe for several years where the Hennebique system produced amazing results. It was complicated, however, and with the excessive labor costs of our country, proved rather impractical here. The so-called Ransome system was being developed quite independently in this country at about the same time and several buildings were being constructed in this, but there was much skepticism about holding a wet mass of concrete in place, until properly set, then removing the forms — expecting all to stay in place and carry loads. Engineers were reluctant to adopt the new construction and progress was slow. The new type certainly promised the right solution of the problem of the automobile factory for column spacings up to thirty feet did not seem impossible—a maximum area of glass was easily attainable, the construction was substantially fireproof, capable of carrying the heaviest loads, susceptible of increase

in strength with age, very rigid and little subject to vibration. The only drawback was lack of experience in the use of the material and the need for extreme caution in building. That there was cause for concern was amply proven by the numerous failures occurring in the early history. The old adage—"Fools rush in, etc. — certainly was applicable to my firm, which promptly took the risk and designed several buildings in a system then little known, among them, the Palms Apartment Building here and the Engineering Building at Ann Arbor. We had to depend much upon the advice of the promoters of the system and "Praise be to Allah!" the buildings stood up in good shape.

And then there came a turn in the use of reinforced concrete which meant much in the future of my career. My brother Julius, a graduate engineer, who had spent several years in Japan, returned to join me. He quickly saw the weak spots in the empirical system of reinforcement being used and promptly designed a form of reinforcement along scientific principles. We made tests which were conclusive, confirming his theories. Up to then, concrete beams when tested to destruction failed invariably in shear. In other words, the concrete failed—never the steel. Since concrete was a less dependable material than steel, it was difficult to make accurate calculations. If the reinforcing steel could be caused to fail in testing, a more definite method of calculation would be possible. This very point was called to the attention of the profession at the time in articles published by Capt. John S. Sewall, then in charge of construction for the D. of C., who had made innumerable tests on different methods of reinforcement. All failed in shear. If, he concluded, a system could be designed in which the steel, not the concrete, was made to fail, we would have an ideal new building material. When, therefore, after tests on my brother's design had caused the steel rather than the concrete to fail, we immediately got in touch with the Captain with the result that he became interested, invited my brother to Washington, saw the reasonableness of the design and before even a company was formed to manufacture the reinforcing steel, induced my brother to accept a contract for supplying his form of reinforcement for the entire group of buildings called the War College. Youth is a great thing. I am certain that today he would hesitate to undertake such a commission with so little experience. However, the so-called "Kahn" system quickly became established and popular throughout the country and while heartaches during the first years were many, the system won out finally.

Other systems, of course, followed with the result that the use of reinforced concrete became more and more general for many types of buildings — chief among them, industrial structures. At that, some enormous buildings, such as the Marlborough-Blenheim and the Traymore Hotel at Atlantic City, were among the earliest buildings in reinforced concrete. I still marvel at the courage of my brother Julius and his staff in undertaking their structural design at this early period.

The automobile industry accepted reinforced concrete more and more, and with greater and greater satisfaction. The first buildings of the type in Detroit were some of the Packard buildings, a plant which was continually expanding, the concrete replacing most of the mill buildings. The Burroughs Adding Machine Co. plant on Second Ave. soon followed, also a new building for the Cadillac Motor Co. Then followed the new Pierce Motor Co. plant

in Buffalo. The history of this was interesting. They had employed a firm of Eastern architects and engineers, experienced in mill building and totally inexperienced in reinforced concrete. It was utterly impossible to convince this firm of the advantages of reinforced concrete. Plans were, therefore, drawn for mill construction. Then one night, while bids were being taken on the new plant, the old—also a mill building—went up in smoke, sprinkler system and all. The loss of money was great, but even greater the loss of time and business. We consequently had a hurry call from the owners, and agreed to design, for the architects then employed, the new plant in reinforced concrete, which it is today. The erection of one successful plant after another caused others to call us in—so eventually devoting ourselves largely to industrial architecture was closely associated with the early history of reinforced concrete.

Naturally, there have been many developments in industrial building since the erection of the first automobile plants, and no one has exerted a greater influence thereon than Mr. Henry Ford, whose vision and boundless courage have proven so remarkable. It was Mr. Ford, for instance, who allowed us to first use steel sash so commonly employed now. They were for his first Highland Park building and at the time, had to be imported from England. Today, of course, practically nothing else is used in industrial building. It was Mr. Ford who conceived the plan of having an entire plant under one roof with no open courts and no division walls. It was, also, Mr. Ford who, after building hundreds of acres of floor space in multiple story buildings, decided that raising materials to upper floors by elevators was an economic waste because of time consumed by men and cost of transporting materials. I know of no one who would have dared scrap the many multi-storied buildings — only a few of them being sold — to substitute new buildings, for the most, only one story high with column spacings instead of 25 ft. on centers, 40 and 60 ft. apart. Yet he did exactly that. We had built six and eight story buildings for him in Detroit and many other cities, all of them costly structures. But once convinced that multiple story buildings were wrong for the manufacture of his product, he practically abandoned one after the other, replacing them with the newer type. Innumerable other innovations in the design of industrial buildings have been made possible by Mr. Ford's encouragement in trying out the new, wherefore his importance in today's industrial building can not be over-estimated. We have indeed much reason to congratulate ourselves on being permitted to serve him these past thirty years. Not the least important has been Mr. Ford's great interest in the external appearance of his factory buildings. As to provision for the comfort of his employees, no manufacturer could be more solicitous. Proper sanitation, proper ventilation, air and light, safety appliances, first aid stations, all have his closest and most thorough interest and, while never indulging in the paternalistic, or causing his employees to feel obligated, no one could have their interest and health more at heart. This I know better than many for having worked with and for Mr. Ford these many years. Another innovation of Mr. Ford's has been the erection of several newer plants along waterways, making possible water shipments. Then, too, his placing of numerous smaller plants in rural districts, giving employment to farmers during the winter months, has proven of great economic help to the respective communities and his business as well. It was Mr. Ford who, furthermore, proved the advantages of de-

centralization, so generally adopted today by many companies. There is, of course, no need of reciting the innumerable developments along the line of mass production to which Mr. Ford has contributed so much. Indeed, it was this very process which has had so much to do with the plan and design of the modern factory. It necessitated above all, flexibility to make possible easy removal of departments, easy enlargement of such, provision for expansion in all directions, all of which are today prime requirements in the planning of any kind of manufacturing building. Our indebtedness to Mr. Ford is, therefore, immeasurable. The entire world owes him a debt of gratitude for what he has done for industry and the worker. When, therefore, I hear of a C.I.O. assuming to tell him what he must do for the good of the C.I.O., I burn with indignation. However, that is another subject.

Today, interest in industrial architecture on the part of the manufacturers is more general than ever. The high cost of labor and the need for effecting economics in manufacture emphasize the importance of the proper equipment for production. A well planned plant, so designed that there may be straight line production, with the raw material entering at one point and the finished product emerging at another, with no retracing of steps, and with minimum handling cost, makes for efficient and economical production. It is but natural, therefore, that the new factory building, has disproven the notion of its being on extravagance — something merely to gratify personal vanity — is receiving the attention of the manufacturers more and more. We are at work at the moment on a plant, all under one roof, to take the place of one occupied many years, composed of not less than twelve buildings disconnected, the material necessarily moved innumerable times from one to the other, up elevators, down inclines, and finally loaded on trucks which must travel miles to railroad cars. A few years savings in handling charges alone will actually pay for the cost of the plant. Incidentally, aside from the actual savings effected, the greater satisfaction in a better product, the finer esprit of the employees, the increased pride they take in the product and their association with the concern, are of incalculable value. In addition thereto, an advertising value attaches to the modern well planned and well designed plant which today is recognized and appreciated by up-to-date manufacturers. It has been our good fortune to be professionally connected with a large number of such, and I confess it is a branch of architecture I would not exchange for any other. The problems as a rule give scope for constructive thinking and planning, afford opportunity for exercising sound judgment in arrangement and, last but not least, for attractive grouping and external treatment. In regard to the latter, it is proven that a straightforward attack of the problem, the direct solution generally applied, that avoidance of unnecessary ornamentation, simplicity and proper respect for cost of maintenance, make for a type which, though strictly utilitarian and functional, has distinct architectural merit. As one authority states, "Today there can be no longer any reasonable doubt that the industrial building is one of the significant architectural achievements of our time." And he continues, "It is becoming equally clear that it has had a profound, if not always direct influence on the entire field of modern architecture." However, whatever the effect of the external appearance, the all-important thing is that the plant be orderly in plan, that it function properly, that it be simple to construct and maintain,

that provision for expansion be ample, that uniformity as far as possible obtain to the end that departments may be easily moved or expanded, that the necessary power on heating plant, the railroad sidings, storage buildings, foundries, forge shops and the like be so placed as to at no time block future enlargement of any portion, and that the plant be amply lighted and ventilated. In the laying out of new plants nothing has been more helpful than contact with the many different manufacturers themselves, their shop superintendents and managers, each one of whom has taught us something of which we aim to give the benefit to others.

Now, what are the high spots in industrial architecture and what are the architect's problems?

Naturally, there must be reasonable familiarity with the work to be carried on. This need not mean a detailed knowledge of the various processes, but a study of the flow of materials and exercise of judgment as to the type of building best suited. There are certain processes for which multi-story buildings are preferable, many others for which one-story top lighted structures serve best, and again others which require a combination of both. Naturally, problems differ and the architect's experience should prove helpful in determining the above, even though in most instances the manufacturer's own experience is the deciding factor. The older method of different types of buildings for different departments, has been largely discarded and rightly so. Naturally, for certain operations there must be individual structures—the foundry, the forge shop, the storage warehouse are specialties which must have their own solution, but for the main, a uniform building on a unit scheme is best aimed at, since it makes for ease of operation and permits the shifting of departments, which in most manufacturing becomes necessary so frequently. There are usually many solutions to any problem. The adoption of the most advantageous scheme is the all-important thing, and in this, experience and good judgment prove valuable.

The matter of amply day-lighting the interior is always a problem. There is absolutely no occasion for dark interiors. If the plan adopted requires such, the plan just isn't right. Nor is it right if it be complex, difficult to read or follow. The minute the plan appears anything but straight-forward and direct, it just isn't right. As for day-light, several attempts have been made at buildings excluding all such, and depending upon artificial light and artificial ventilation. This is called "progress" by some. To me it seems rather stupid. Certain rooms requiring constant temperature for laboratory work or for study of sound reaction may necessitate the exclusion of light and direct outside air, but to deliberately deprive the workers of God-given sunshine and a whiff of ozone is to me incomprehensible — the effusion of a faddist. I know of an office building thus constructed. There was just one point the Owner dwelt on in praising its merits. Formerly, he said, whenever a pair of silk stockings went by the window there was much craning of necks. Today, this is all done away with. What a pity! In the matter of wall lighting, this has recently been done in a number of buildings by means of glass block in place of sheet glass in steel frames. This, again, I believe somewhat of a fad. I like the external appearance of glass block, but what of the inside? Men can not possibly do their best without an occasional glimpse of the sky, and while this in some instances is provided by the insertion of small sash with clear glass, glass blocks, as far as I have observed,

do not deliver what is claimed for them. They are said to be proof against glare of the sun. As a matter of fact, the blocks act as lenses, concentrating the sun's rays and causing such glare that in several cases to my knowledge, both awnings on the outside and Venetian blinds on the inside were required. Furthermore, glass block are said to be excellent insulators against cold and heat. As a matter of fact, the radiant heat from such I have found excessive. At all events, great care must be exercised in determining where and when glass blocks serve best. Incidentally, a new glass has just come to our attention which promises great results. It is an Italian product. Two thicknesses of glass with layers of varying thicknesses of glass wool between and the edges sealed, make for a material which permits looking straight at the sun without discomfort. Furthermore, the sun's rays are deflected so as to lessen the heat tremendously. Here is a new material from which we shall undoubtedly hear much.

As for top lighting of one-story buildings—whether the saw tooth construction is better than the monitor type is always a moot question. My own preference is for the latter. I, personally, want to see some sunshine in a shop and with straight north light which is usual for the saw tooth, this is impossible. I feel there are many other advantages to the monitor type versus the saw tooth. However, others differ on this point.

A serious problem in industrial architecture is the column spacings of the interior. It is obvious that in most instances the fewer columns the more serviceable is the interior. As against this added efficiency, there must naturally be considered the difference in cost. Often with proper designing skill, the larger column spacings cost no more than the lesser. The height clearances below trusses are always a problem in which the architect's judgment must prove helpful. The system of heating to be employed is a point to be considered — whether hot water, steam, whether by coils, radiators, blast or unit heaters. Each problem must have separate consideration. Sound control, air-conditioning, artificial lighting, the proper method of supplying power, the kind of floors, the type of roof construction, insulation against heat or cold — all are problems which require careful consideration and weighing the ultimate results versus costs.

The type of locker or clothes rooms, toilet rooms, cafeterias and what not, to say nothing of the innumerable details that enter in the planning of factory and executive offices, all make of industrial architecture a matter to challenge one's wits and ability.

Aside from arrangement and plan, and materials to be employed, the difference in results obtained from skillful engineering design by the thoroughly competent organization versus the less competent is unbelievable. Anyone can plan a building to stand up by putting in plenty of materials. The trick is to design adequately in every way but economically and without waste. That requires knowledge and experience. Nor does competent engineering deal with only economical design, but with many other problems as well. The number of expansion joints required, where best to place them to ensure freedom from cracked walls, the right type of foundation best employed and innumerable other details must have careful and thorough consideration, always having in mind cost, for it is certainly the province of the architect and engineer to save the owner whatever he can in obtaining satisfactory results. There is indeed much gratification in producing a result at minimum cost.



One important factor is the thoroughness with which plans and specifications are prepared. The more complete these are the less guessing there is on the part of builders, and the bids obtained are correspondingly lower and closer.

Now, in addition to the high spots just mentioned, there is — and this is by no means the least important — the business management of the operation. Entrusted with millions of dollars by owners, the architect must have an organization to properly handle the accounts in a business-like manner. Bills and quantities must be checked expeditiously to enable the contractor to obtain his money when due. Orders must be issued in proper form, contracts written, estimates prepared, the owners must be kept informed and reports on the progress of the work must be kept. With numberless other details that must be taken care of, I trust that I have succeeded in convincing you that the industrial architect and his organization may keep reasonably busy if they happen to have several millions of dollars worth of work on the boards. It is not a one-man job. It requires the co-operation of many experts and a concerted effort of a competent organization,

Nor is our work simply a matter of getting a building built. We first must get the work to do. That also is more or less of a problem. Some say it requires salesmanship. And after we have the work, then we have the problem of keeping the owner and his many heads of departments happy, the contractor happy, the sub-contractor happy, also our staff and, last but not least, one's own self. All of which would indicate that the industrial architect's job is not altogether a sinecure. Needless to say, a good sense of humor and a good stiff upper lip are valuable attributes. However, when all is said, the field of industrial architecture is so interesting and so exciting that surely no other could offer greater satisfaction to the architect.

There is, of course, no need of calling the attention of you builders and material men to what modern industrial architecture has contributed to your particular field, the opportunity it has offered and continues to offer for development of new materials and processes of which there has been so much in recent years. The new types of glass, masonry, metals, roofing materials, insulation, new systems of heating, of cooling and ventilating, new types of plumbing fixtures, soundproofing and what not, which but for the advance in industrial building might never have appeared. Nor have we reached the limit. I am firmly convinced that the next decade will see innumerable new materials and processes of infinite value which will revolutionize construction work. Take the matter of welding alone — we may expect much from this. And then plastics — who can anticipate its potentialities? I envy you who may witness the next twenty or thirty years' developments. We have only scratched the surface to date. However, we need not be ashamed of what has been accomplished these past twenty or thirty years. The all-important thing is to keep abreast and a little ahead of the times and our minds open to new discoveries. We must be receptive and avoid stubbornness or opposition to the new. We must be cautious, to be sure, but we must be willing to take risks if we are to progress, and progress we must. To that end, architects and builders must give encouragement to those who are developing new materials and new theories, not close their doors to them, even though some time be lost in listening to visionary or impractical schemes.

One thing definitely proven in the development of modern industrial building is the importance of well

organized capable and reliable construction companies. The speed generally demanded by owners after it has been decided to build, requires ability of the highest order, coupled with experience and resourcefulness. We are indeed fortunate in Detroit in the character of our contracting firms. Experience with many parts of the country satisfies us that a more conscientious or more capable group is not to be found anywhere. We deeply appreciate their co-operation and their helpfulness in the solution of many problems and are very grateful for their interest in our work. Naturally, problems do occur frequently where an architect's decision means savings or expense to the contractor. We realize that we are but human and that we may err often, but I am satisfied that we have your confidence, that you believe us honest and fair, and that we are at least open to reason. I recently read the book by Paul Starrett, the eminent builder and member of a famous family of builders. He made no bones of the fact that too often architects, and among them some of our most important firms, were unreasonable, unfair, always on the owner's side whether deservedly or not. I should have been sorry to see our name among those mentioned for I, personally, have a very distinct appreciation of the fact that the contractor has rights as well as the owner, and that those of both are to be respected. I, also, realize that architects make mistakes and that for such the contractors are not to be held responsible. On the other hand, there are certain requirements of plans and specifications to which the owner is entitled, and such must be observed. We realize that in any building project there must be give and take. We feel it entirely proper to accept a contractor's method as against that called for, if an equally good result be obtained, even though thereby we save the contractor some expense. We realize there occur innumerable cases where additional cost is involved beyond that which a contractor might anticipate and that this deserves consideration. The all-important thing is that work be carried out with a spirit of confidence in each other and that friction be avoided, for the latter never produces results. Due to your confidence in us, which I hope is merited, we have really enjoyed a relationship of which we are very proud. In a large measure, credit for this must go to our superintendents who fully know that we look to them not only for results, but helpfulness to the contractor and the job, co-operation and maintenance of a good spirit on the work. It is easy to find fault after the work is done, and much more difficult to anticipate difficulties and help avoid them. If a job runs smoothly, we give credit to our superintendent; if not, we are convinced that at least some of the trouble lies with him. If we do have the respect of contractors, to no one is due more credit than to our much revered David Fettes, who for some thirty-five years has made himself the friend of all-contractor, skilled and unskilled laborer, owner and employer alike. A more loyal soul, of course, never lived. Neither do I know of one more capable, more fair, more reasonable, more anxious to see justice done to all than good old "Dave." I know I have your wholehearted support of all I have stated concerning him.

In connection with the maintenance of the right spirit on the job, I am glad to say a word in behalf of the sub-contractor. It is easy for us, as architects, to discern the relationships between general and sub-contractors. We know those who, having won a contract without hesitation or further dickerings, place their sub-contracts with those entitled to them. We, also, know those who do the opposite — after being

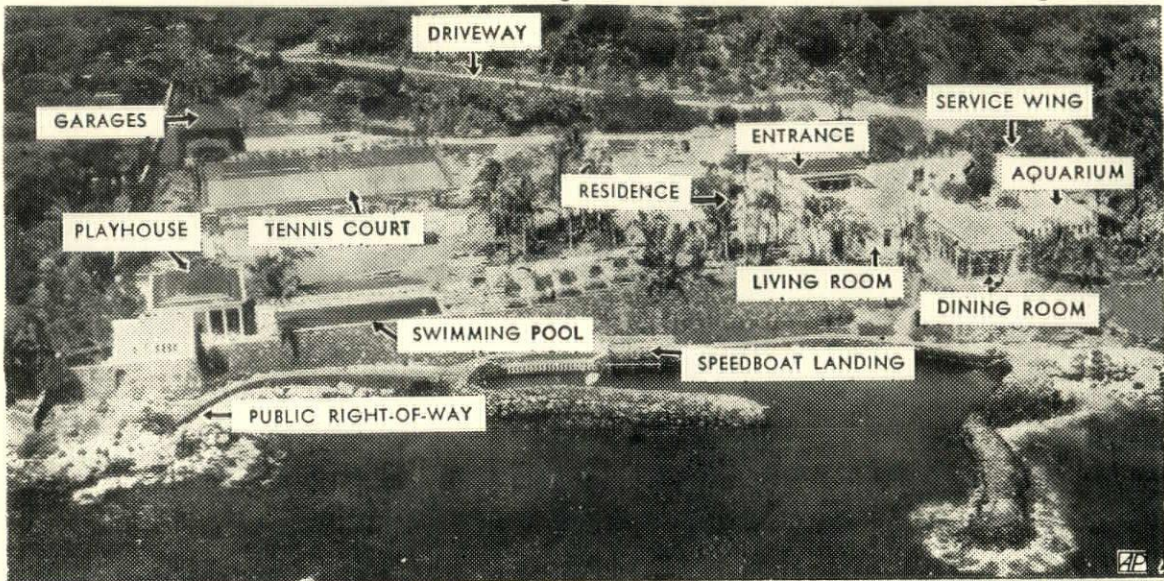
awarded a contract, peddle their work to sub-contractors, beating them down to the last penny. Needless to say, we prefer to deal with the former for our results are better. When all is said and done, the final result is only as good as is the capacity of the sub-contractor. Allowed a fair sum, we may expect one class of work, while with a loss staring him in the face, we must expect another. It is but natural, therefore, that the treatment and co-operation enjoyed by sub-contractors from general contractors has an important bearing on our recommendations for placing the work when such are requested of us.

This then brings me to still another point in which we, as architects, and you, as contractors, are greatly interested. That is the amount of work entrusted to contracting firms who through clever advertising succeed in convincing owners of their ability to plan and design and construct any kind of plant anywhere, furnishing so-called complete service, better and at lower cost than by the process of employing an architect and engineer to plan and design, and competent local builders to construct. It is difficult to comprehend how in the first place any concern can be expert in all things at once. There certainly is enough in architecture and engineering to hold one very, very busy keeping up with the best practice. I certainly would not for a moment believe myself capable of handling a construction job as well as you who devote your entire time to it. Neither would I expect a builder to be as familiar with planning and designing as my organization which devotes its time solely to this. Nor is it entirely reasonable to expect an outsider just available for design to be quite the equal of an experienced organization. Aside from this, how is the claim that savings are effected by entrusting work to these companies operating in innumerable places, substantiated? What secrets do these companies possess that you are stranger to? Is this out of town concern able to buy at lower prices than a well established local firm? Will labor produce more for the former? Furthermore, how are an owner's interests thus preserved? Who is there to check the all-knowing, all-efficient general designer and contractor? The clerk of the works? I, personally, should hesitate to have my money thus expended. High pressure salesmanship and clever advertising often convince owners and since they have no means of comparison, they often feel themselves well served at the time. If, however, later they carry on an extension, on the plan of employing an architect and separately the contractor, and find that the cost of this, though the project was smaller and more complicated, actually ran only 60% of the original per square foot, with less need for bookkeeping and checking and less worry and annoyance, they feel quite differently. Just such an experience we had several years ago. In another instance, without our knowledge, a general contracting and designing firm offered to make plans for a project on which we were at work, without cost to the owners if their proposal did not underrun the bids received by us plus architect's fee. Well — on a \$750,000.00 building, they were some \$75,000.00 higher and at that had nothing like as good a scheme. We have run across such competition on several occasions and have never failed to win out. We have, therefore, suffered little harm from such companies. That, however, innumerable other architects have been made to suffer is unquestionable. Equal harm has been done to local contractors by these engineering firms. There is, of course, nothing that can be done about it save to prove the plan

wrong by actual results and presentation of the fact that to do a successful piece of work requires the close and careful study of the problem by a capable architect, backed by a competent organization of structural, sanitary, heating, ventilating and electrical engineers, checkers, expeditors and superintendents, a thoroughly equipped bookkeeping department, and separately an equally competent independent building organization. With such a plan of building, the owner has the benefit of the cumulative experience of all, at the same time both he and the contractor have some one in charge to interpret plans and specifications and to protect their individual interests. The claim made by these contracting engineers is that the latter plan means division of responsibility where it belongs. In the other instance, the responsibility is indeed undivided — it is entirely the owner's. And strangely enough some owners like it.

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

It has been a very gratifying experience to have had at least a small part in the development of all this.



AN AIRVIEW OF THE HAWAIIAN HOME OF THE JAMES H. R. CROMWELLS

## PONTIAC MAN ARCHITECT FOR HAWAIIAN ESTATE

Reprinted through Courtesy of Pontiac Daily Press

**EDITOR'S NOTE:** Mr. Seeley featured in this article is a graduate landscape designer employed by Robert Oliver Thompson of Wailupe, Oahu. Mr. Thompson and his wife, who are both graduate landscape architects, compose the firm in charge of the landscaping on the Duke and Cromwell Hawaiian estate. Mr. Thompson was originally from Ypsilanti, Michigan.

The Hawaii estate of Tobacco Heiress Doris Duke and husband, James H. R. Cromwell, which includes innovations of national publicity value, attracts interest here because DeLos Seeley, son of Mr. and Mrs. Clarence Seely, 395 North Saginaw street, is connected with an Honolulu architectural firm for the four-acre garden estate.

Seeley is a graduate of the University of Michigan architectural school and specializes in landscaping.

Following is an Associated Press version of the Hawaiian showplace:

Tricky innovations, like a "choose your own height" elevator diving platform, are mixed with romantic old world touches on the estate being prepared for occupancy by the former Doris Duke, tobacco heiress and her husband.

The James H. R. Cromwells, who have spent most of the last two years developing the four-acre, palm-studded spot on this island of Oahu, expect the work to be finished by the first of the year.

Several countries provide architectural features for the rambling units that make up the residence, but the Persian touch is predominant.

### Orchid-Bordered Walks

The walls of the patio are lined with tree fern bark, from which will grow sprays of orchids. Chinese granite which came to Hawaii as sailing ship ballast many years ago became paving material for the covered walk around three sides.

Probably most unusual among the estate's features is a dining room designed to give the guest the impression he is eating in a chamber somehow dropped in midocean.

Great glass portholes, curved to make the glass invisible, provide a view of colored fish, native to



De Los Seeley

Hawaiian waters, as they swim about in an adjoining aquarium made to simulate rock grottoes.

The guest who swims and likes to dive—but for the climb to the high tower—has his problem solved.

An automatic elevator is the diving platform. The bather climbs aboard at water level and goes up to the desired height. He takes off and automatically the platform lowers again to water level.

### Has No Guest Rooms

The living room also offers an "automatic" feature, a huge glass door, 20 feet wide and 12 feet high which drops into the flooring at the touch of a button.

Guests will have a playhouse for entertainment—but no guest rooms are included in residence plans.

Cromwell purchased the site, a beach frontage at Kaalawai beyond Diamond Head from Honolulu from Ernest Hay Wodehouse, for \$100,000.

The estate has its private harbor, and is bordered by a public right-of-way on the beach.

## THE DIRECTORY NUMBER

The deadline is approaching for material to be included in our Silver Anniversary Number, and we hope that the holiday season will not cause any slackening in this respect. We are always glad to hear personally from those who send in photographs and biographies, and this week we would like to congratulate F. E. Parmelee of Iron Mountain, Michigan, who on December 17th celebrated his seventy-fourth birthday.

At the present time he is finishing the Tuberculosis Hospital at Powers, Michigan, a new junior high school in Iron Mountain and about the first of the year he expects to take a much needed vacation in Florida.



Allen

Mr. Alfred P. Allen of Chicago states that his dues were sent after an office conference on extras and all sales resistance was exhausted. However, he felt the Bulletin well worth the price until the issue arrived containing the form which broke down his resistance. "The blood and sweat meter broke down long ago," he said, "so I am unable to tell you the exact amount an architect wastes these days on paper forms which he would love to spend creating beautiful ones—et tu, Brute!"

R. L. Waring writes a most interesting letter from College Station, Texas, in which he states:



Waring

"At last the photograph has been found and is herewith attached, together with the short autobiography as requested. I appreciate your indulgence with my delay in forwarding this material and am looking forward with a great deal of pleasurable anticipation to the Directory Number. I think it is a remarkable idea.

"I also want to compliment you on the high quality of the reading matter contained in the Weekly Bulletin. It is one of the few periodicals that I read from cover to cover and count the time well spent. Keep up the good work.

"Please change my mailing address to Box 1680, College Station, Texas. This job, you will note, is really a man-sized job. The dormitories cover thirty acres of ground and each building is 193 feet, 10 inches by 42 feet, 6 inches, and from the north end of the north dormitory to the south end of the dining hall is a distance of 1200 feet, so it will take plenty of foot-work to keep track of this work. The buildings are of fine architectural character and will be a distinct credit to the architect when completed.

Sincerely yours,

R. L. WARING."

and Mr. Harold E. Pine of Detroit writes,



Pine

"You are certainly worthy of the most whole-hearted congratulations for your untiring efforts to gather in the Biogs and Photos; which you have so often requested of the membership.

"Please accept my apology for being so dilatory, and causing you an additional amount of work in requesting that I get mine to you. I want to thank you for your constant reminders, asking me to comply, and I would like to say right here, if all the members are as tough as I was, you could do very nicely with a sub-committee of about fifty assisting you in your task, and then it would be far from an easy one.

"Wishing you the very best of luck in this biography venture, which I feel will prove of interest to everyone, I am,

Sincerely yours,

HAROLD E. PINE."

Further we wish to thank Mr. T. Y. Hewlett of Toledo, who states "We like the Bulletin and wish you continued success." We also thank the following for their cooperation: Messrs. Martsof, P. R. Pereira, Gwizdowski, Langhenrich, Hadley, G. C. Coughlen, Vose, Reed, Wells, LeVee, Skidmore, Owings, Keough, A. J. Zimmermann, J. M. Donaldson, Chanel, Gars-tecki, Derrick, Swarts, Kaufman, Hornbrook and Lewis W. Simpson.

A. Stewart, Seeler, Bielowski, Eugene, Carl Macomber, Tamplin, Dow, Girard, Ferrenz, Martsof, Ketelhut, Giberson, Fred Smith, Grylls, Kapp, Leinweber, Leone and Hosman.

Material is coming in at the rate of eight or ten a day and it looks as though there will be very few architects registered in Michigan who are not fully represented in this number.

## DETROIT COMMUNITY FUND

To Architects and Engineers:

May I take this opportunity to thank you for the part you played in the Community Fund Campaign this year?

While conditions with some officers are brighter now than a year ago, there are still many architects and engineers with a limited volume of work and consequently maintaining their practice under real difficulties. With this in mind, more credit attaches to our Community Fund work this year than even the victorious figures indicate.

Our original quota was \$2,600. Because of conditions this quota was later reduced to \$2,389 (last year's goal). At the Victory Dinner we were able to report over \$2,400 or 103% over our reduced quota.

Since the close of the Campaign additional pledges have been received to swell our total to \$2,650, which puts us over the top on the basis of our original quota.

I know that this work has been accomplished through a real sacrifice in time and money on the part of all who participated in any way.

On behalf of the Community Fund and the Agencies it represents, I express my deep appreciation and sincere thanks. We should feel a real satisfaction in assisting this worthy cause.

Sincerely,

ARTHUR K. HYDE,

Chm. Architects' and Engineers' Section.

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Edited by E. J. Brunner

## Planning for Annual Meeting

Marked innovation will be introduced into the program for the Annual Election; Annual Meeting; and Annual Get-To-Gether of the Builders' and Traders' Exchange which takes place on January 17, 1939.

The big change is in site. We are going to stage the proceedings in the Fort Shelby Hotel. By doing so we can care for our members more adequately.

Present plans which have been thoroughly discussed by the Chairman of the Entertainment Committee and the Board of Directors call for the polls being opened at the Exchange as usual on the 17th of January at 9 A. M. At 12 noon they will be transferred to the Shelby Room of the Fort Shelby Hotel.

At that place all remaining business of the day will be transacted and events take place. The polls will be open until three p. m. and closed at that time. The annual meeting will take place at 3 P. M. at the Fort Shelby.

A buffet luncheon and beer will be on hand as in past years. There is a bar in the Shelby Suite of rooms and this will be in service for beer and those who want other available drinks. The beer will be free.

As plans mature further we shall keep our membership informed.

It is hoped to make this event the most outstanding annual meeting and the "biggest vote" election we have ever had.

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## ARCHITECTS' REPORTS

**AGREE, CHARLES N., 1140 Book Twr.**—Bids closed, 3-sty Apt. Bldg., Chicago & Lawton. Plans Aaron DeRoy Memorial Bldg., Jewish Community Center, Woodward & Holbrook, ready about Jan. 23, 1939. Prep. plans 1-sty. store bldg., Woodward & Friedburg; also plans, one sty. store, 17720 Gr. River; owner M. H. Sobel.

**BRANDT, C. W.** 3408 Eaton Tower. Taking fig. by invitation on Doctor's Clinic.

**BENNETT & STRAIGHT,** 13526 Michigan Ave. Dearborn—Bids closed, school; Carson City, School, Holton. Fire Station, Dearborn; 14-rm school, Ecorse.

**GIFEELS & VALLET, INC., L. Rossetti, Associate**—1000 Marquette Bldg. — Prep. plans supst., Gen. Con. Tool & Die Shop, Ford Motor Co.; also for local manufact.

**HARLEY & ELLINGTON**—1507 Stroh Building — Gen con, Pfeiffer Bottling Wks., let to Bryant & Detwiler—Plbg., Geo. Soffel; Htg. Johnson Larsen; Elec., Triangle Elec.; Elevator, Otis Elev. C o.

**KAHN, ALBERT, INC.**—Bids closed; addn. Mfg. bldg. Parke Davis & Co., refrig.

Bids closed, Ventilating—Parke, Davis & Co. Add. to Elev and stairways—Burroughs Add. Mach. Co., let to F. H. Martin Co.

**MALCOMSON, CALDER & HAMMOND,** 1219 Griswold Prep. plans, School of Music, Mich. State College, East Lansing.

3-sty addn. Bixby Hospital, Adrian, Bids closed.

**PEREIRA, P. R.,** 1548 Tyler.—

Prep. plans alt. beer garden, Hastings & Ver-nor. New heat & air cond.

**SCHLEY, CYRIL EDWARD**—605 Lafayette Building Prep. sketches steel Constr. Res. Gr. Pte.

### CARPENTER CONTRACTORS ELECT OFFICERS

At the annual meeting of the Carpenter Contractors' Association of Detroit held at 2000 Gratiot Ave., December 13th all officers were reelected as follows: Harry F. Wunderlich, president, Harlowe A. Amsbary, vice-president; John H. Carter, treasurer.

Otto F. Fisher and Maurice V. Rogers were elected directors for 1939-'40 succeeding B. T. Haberkorn and Curtis A. Massoll, whose terms expired.

John A. Whittaker, secretary, announces the election of new members as follows: A. J. Gnich Building Company, Merle C. Weaver, Henry M. Martens Company and Thomas R. Sharp & Sons.

The 1938 administration of the organization has had a most successful year and it is expected that in 1939 the membership will be increased by at least 25%. Programs have included talks by members on educational subjects and this will be continued throughout the coming year supplemented by occasional guest speakers. At the meeting on January 3rd Frank Nowicki of F. Nowicki Construction Company will speak on Building Code Requirements that must be considered in estimating construction costs.

## A CHRISTMAS MESSAGE

President Ruthven sends an inspiring 1938 Christmas message of hope to the University of Michigan Alumni. It is so significant and carries such broader application that with the same thoughts some changes are made to give it municipal, state and national civic range.

In a year when, to a discouraging extent, the progress of civilization seems to have been halted, human dignity insulted, and the unlovely traits of mankind exalted, this Christmas message of hope is sent.

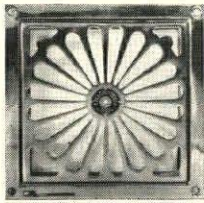
Those who consider education apprenticeship for life and the ultimate guarantee of civil liberty have the right to expect that a training can sometime be developed which, in the words of Aristotle, will make man the best rather than the most terrible of animals. The plan rests on the simple allied concepts that democracy is the best form of government for an intelligent people, and that character is exhibited by the mode of communal living. Its objective is the adequate preparation of citizens of the world, and its method is the careful study of its problems. The success of the plan depends in part upon the sincerity and consistency with which it is followed.

The dark clouds of failure are apparently to continue to cast ominous shadows over the world, but hope means faith in the twin ideals of mankind—PEACE ON EARTH, GOOD WILL TO MEN. Civilization, Emerson tells us, is to be tested not by the census nor the size of our cities, nor the crops, but by the kind of man the country turns out.

Our impelling hope of success and prosperity remains just as long as we cling to the belief that in the long run the upward struggle of mankind is irresistible and that democracy, education, science, and ethics will continue to develop together.

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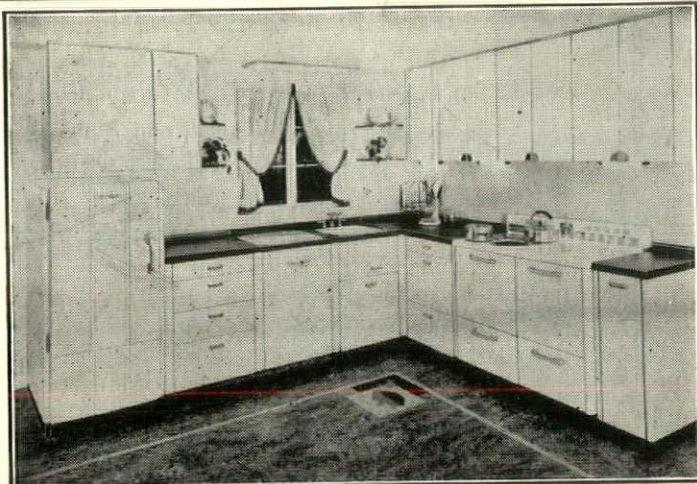
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