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WEEKLY BULLETIN



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DETROIT, MICHIGAN, JULY 1, 1941

No. 26

RADIO AS THE KEystone FOR A COORDINATED NATION-WIDE PUBLIC RELATIONS PROGRAM FOR THE ARCHITECT

BY WALTER R. HAGEDOHM

President, State Association of California Architects, Southern Section

In his lecture No. 1, on Architecture and Painting, given in Edinburgh, November 1853, Ruskin said: "Architecture is an art for all men to learn, because all are concerned with it." In order that all men should learn about architecture, it is necessary that they be educated to the knowledge of what is and what is not good in architecture and building through some source of public education. How better can the public be educated in architecture, in building, and in the duties and the qualities and services required for good architecture and building, than through a public relations program, built up and directed by the one man trained not only for the appreciation of architecture, but trained for the creation of well planned and soundly constructed buildings, both economically and structurally—than by the architect?

Public Relations!—That's a fine sounding phrase, it might even sound mysterious and deep. But—just what do we mean when we talk about "public relations?" Before proceeding with this discussion let us reach an understanding on this term.—Public relations may be best defined, I believe, as: "the practical application of the Golden Rule!" It is not a complicated process—but it is a simple practice of the common courtesies of good manners in all our relations with the public—the development of understanding among persons—firms—between client and architect if you will—or among architects. The cordial good morning, to your neighbor—the casual acquaintance in the elevator of the office building in which you labor; the courtesy extended to the material salesman calling on you. You in your daily contact with the people around about you, are carrying on a public relations program, which will have a far-reaching effect on not only your own business, but on the profession as a whole. So, if not for the sake of your own work—for the sake of the profession, be sure that you make the people you contact feel that you really represent a profession that can perform a service, that you can be human and understanding—then you will have started on the right foot in the upward climb for public recognition of the architect.

In order to further this program of public education we must know, first of all, what the public thinks of us, thinks of the architects. What erroneous ideas have become embedded in the minds of the average individual regarding architects? I think we all know—why we are even called "archytects." For the purpose of this discussion, we know that by far the large percentage of the public has the wrong idea of the duties, the qualifications, the services the architects can render. For the purposes of carrying out a far-reaching public relations program, however, it would be necessary to analyze and catalog the various ideas, the

biased conclusions, and work out means to combat them. Suffice it to say, that the average man knows little or nothing about the architect. And why should he? Haven't we hidden our lights under a bushel all these years? Haven't we allowed those less qualified than we, to enter fields which we should be dominant in, and gradually usurp more and more of the work and recognition in the construction field? What have we done to counteract these encroachments? Many publicity programs have been arranged and started, but never followed through. Many surveys have been compiled, and the budgets gotten up to carry such publicity programs have staggered those members who have not realized what business firms pay for publicity, in order that their products or services can be sold. Some of these programs had very well worked out and carefully studied copy—but most of them failed in their objective. Why? Because they were over the heads of the people to whom they were addressed, they did not touch upon their problems directly and they were not followed out, therefore the public was not interested.

Today the public, due to the influence of the movies, and the radio, have become lazy mentally. They do not care to read technical items, as they would call them. I believe the sudden popularity of the photo magazines indicate the fact that the public would rather get its information from pictures. The human voice has the greatest appeal, and it's much easier to listen, than to read. Radio has a more dramatic appeal than the written story, or advertisement. It has that appeal not only to the listener of the general lay public type so to speak—but also to the architect. When he says, "The architects are on the air, listen to our program!", it means more to him, than when he says "we are advertising." The newspaper publicity is just as necessary, do not mistake me in that, and you will see how that will work in with the radio as the keystone.

In order to continue this discussion, permit me now to use the experiences we of the State Association of California Architects—Southern Section, have had in our public relations program particularly using the radio as the keystone.

See HAGEDOHM—Page 4

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NOTICE

M. S. A. 1941 Dues \$3.00
If Paid by July 1
After July 1, \$5.00

This action, taken by the membership at the last convention was in accordance with a resolution prepared by the membership committee.

Since that time the treasurer has sent two statements and to date 354 have taken advantage of the opportunity to save two dollars. In former years the Society has had over 500 paid members; that more have not paid this year is no doubt due largely to oversights.

Please examine your membership card and if it does not state "Paid to March 1, 1942" you are not in good standing, and should mail your check today.

Additional importance attaches this year because of the A.I.A. convention to be held in Detroit next spring. Your support is needed more than ever before, financially and otherwise, to help make the convention a success, and to show the Institute that Michigan is unified.

Recent developments have warranted your continued support. The Committee on Legislation, headed by Kenneth C. Black of Lansing, has just reported that amendments to the Architects' Registration Act have been passed and signed by Governor Van Wagoner.

Maybe what the architects need is a clause in their act similar to that of the Michigan Osteopathic Law: "Every person who receives a license to practice osteopathy from the board of osteopathic registration and examination shall pay to the said board on July first, of each and every year a renewal fee of one dollar, effective July, nineteen hundred thirty-seven: **Provided that the said licensee in the year preceding the application for renewal attended at least one of the two-day Education programs as conducted by Michigan osteopathic association or its equivalent.**"

Treasurer John C. Thornton announces the latest percentages of paid members to architects registered in each division as follows:

Detroit, 62%; Southwestern Michigan, 60%; Ann Arbor, 57%; Saginaw Valley, 56%; Central Michigan 55½%; West Michigan 42½%; Upper Peninsula, 33⅓%; Out of State, 33⅓%.

Send your check today to John C. Thornton, treasurer, 502 Laurel St., Royal Oak, or to the Bulletin.

JARVIS HUNT

Jarvis Hunt, 82, who went to Chicago in 1893 to build the Vermont building at the Columbian exposition and remained to become one of the city's leading architects, died of a heart attack June 16 in St. Petersburg, Fla.

Born in Weathersfield, Vt., Mr. Hunt was educated at Harvard University and Massachusetts Institute of Technology. He was a member of the Chicago firm of Hunt & Bohasseck, until his retirement in 1927.

ARCHITECT FOR \$20,000,000 PLANT LIKE BARBER — "NEXT"

"Tanks from a Cornfield," an article by Gareth Garrett in the Saturday Evening Post for May 31, 1941, relates how industry switches from plowshares to swords.

In the opening paragraph the author states:

"Last Spring, when Hitler released the frightful power of his war machine against France and England, there were few spots in the civilized world more remote in feelings from that hell's harvest than a little Michigan farm of 113 acres, half an hour by motor from the traffic lights in Detroit."

Continuing, he describes the inception and execution of the world's largest tank arsenal, a twenty million dollar plant, which, according to Mr. Edward J. Hunt, Chrysler engineer, as told to Mr. Garrett, is all a problem of machine tools and not at all of architecture. In a long article he disposed of the architect in a short paragraph as follows:

"The least of many anxieties is the building. There may be more worry over one machine. The architect makes a drawing and the engineers nod at it as one nods at a haircut in the barber's glass. They are interested only in the functional design. It is going to be a one-story monitor-type factory building. Everybody knows what that is. The materials are specified; the blue prints are quickly worked up. In one big bundle this is all hurled at a contractor who has built so many buildings for the motorcar people that he makes no more of it than if it were a circus top."

As Mr. Albert Kahn, whose firm was architect for the building, can tell you, and as every architect knows, this just isn't so.

SIDNAM ELECTED TO A. I. A.

Charles T. Ingham, secretary of The American Institute of Architects, has announced that Verne H. Sidnam has been elected to membership in the Institute and assigned to its Detroit Chapter. Sidnam, a partner in the firm of Ditchy-Perry-Sidnam, is a graduate of the University of Michigan, College of Architecture. Following graduation he spent six years in the office of J. Ivan Dize, Detroit architect, and in travel and study in Europe in 1928. His other experience was with Pennington & Boyde of Windsor, Ontario, and Smith, Hinchman & Grylls of Detroit. He is a member of the Michigan Society of Architects.



Sidnam

ZILLMER ELECTED A. I. A. MEMBER

Emil G. Zillmer, 132-33 Federal Square Building, Grand Rapids, has been elected a member of the American Institute of Architects and assigned to its Grand Rapids Chapter.



Zillmer

an outstanding architectural renderer.

GEORGE Y. MASSON, architect of Windsor, Ontario, who has long been a member of the Michigan Society of Architects, is now a Colonel in the Canadian Army, serving overseas.

HAGEDOHN—(Continued from Page 1)

With the above background and facts in mind we started our weekly radio program. First of all we selected a station that had the best reputation—and best coverage, not only locally—but nationwide. We studied with the help of the studio officials the various times available—and tried to select the time best suited to our purpose, the hour where we would obtain the most listeners for the money available, namely, the hour we would most likely contact, the most individuals interested in home construction. Yes, we decided to limit our discussion on the air to home building. Our field of architecture is so large that it is necessary to concentrate on one particular branch. And as homes are in the greatest demand, and arouse the greatest interest, and it was in this field particularly that the architect is taking a licking, that was the special subject we went to work on.

The next question to be decided was, what form was the program to take. Commentator? A drama of home building with various characters, with a theme song, etc? Of course we would have liked to put on a Ford Symphony Hour, or a Libby Owens-Ford Glass Co's. half hour musical show, with lots of Hollywood showmanship—something that would be a terrific hit! But, first of all we did not want to make it an advertising deal, strictly a commercial, then again we did not have the funds. We finally decided to try a down to earth commentator program, a program where the speaker made himself right at home in Mr. Prospective Home Builder's living room and talked about problems in building. The use of colors, the design of closets, the styles, the selecting of the real estate, designing for use, building for the future, proper financing, etc. Fifty-two consecutive broadcasts have convinced us that that kind of program works! The results have been, in the words of a Columbia Broadcasting official, "phenominal!" While we do not judge the beneficial results of this program only from the number of jobs obtained for the architects in Southern California, as we do not intend to merely be the agency for obtaining

jobs for architects—we have distributed leads to the architects, from those desiring architectural services after hearing our program, the total sum in value of which amounted to over \$2,000,000 for the year. These are leads that come directly into the Association office and do not take into consideration many hundreds of others received direct by the architects.

It might interest you to hear of some of the reactions and questions we received from the architects. Not even knowing how the time for the broadcasts was arrived at or selected, some complained because they had to get up too early! Ten o'clock Sunday morning isn't so early. Others insisted they weren't interested in supporting the program because they weren't interested in residential work! We maintain that no matter in what classification of work the architect is interested, the mere fact that "architects" are continually mentioned the program acquaints the public with the services he renders. Secondly, most persons building homes are young couples—eventually as these young men grow up they will have their own business—serve on church building committees, school boards, or build their own business buildings. Naturally if they have had a pleasant experience in building their home with an architect's guidance the architect will be the first one this man will think of when he has this other work to decide on.

Architects should always remember, the programs are directed at the general public—not to special highly educated groups. A down to earth, personal approach must be used with a proper amount of dignity.

Public education is accomplished by a gradual wearing down of the dullness and resistance by a continuous application of facts and truths—liberally sprinkled with homely similes, and pictures of discomfords suffered due to poor construction, such as roof leaks, drafts, poor lighting or heating, etc., have a personal appeal.

With the constant hammering of the radio program the work gradually spreads in other channels. Newspapers will want your copy—your stories—pictures and adds. Magazines will request your articles. Various public institutions will request speakers—Service clubs—schools, colleges, libraries will make such a demand that it will be necessary to establish speakers bureaus to fill the engagements properly.

It is necessary to follow up the radio broadcasts with bulletins covering the subject matter in the program. During the past year over 70,000 bulletins were sent out.

The job follow-up must be rigidly enforced. We have found that the public is eager for the information and that the architect has to be prodded along to fulfill the services he should render. So we must start on a campaign of public education regarding public relations on the architect!

The fact that during the later broadcasts we have had an average of over 300,000 listeners indicate the tremendous coverage that can be obtained by radio, and how it can be built up.

Now we come to the co-ordinated national radio program. Of course the ideal program eventually would be a coast to coast half hour program sponsored by the Institute and State Associations. But due to the tremendous cost involved, another plan is submitted.

First of all in centers where it is possible programs should be originated covering certain areas. These programs should follow the same general pattern, with station breaks and announcements to fit local conditions.

For smaller districts where the expense for such programs would be prohibited—recordings should be made available for a complete series of fifteen broadcasts. These recordings would be ten to eleven minutes in length allowing introduction and two to three minute closing announcement by the local announcer. The material would be identical with other broadcasts throughout the country.

Each group would set up its own bureau and method for distribution of work obtained through the radio—arrange for issuing of bulletins; providing speakers; writing articles and other news items for the local papers, and provide public service generally.

With such wide-spread publicity the public will become acquainted with the architect—will accept as natural his

See HAGEDOHN—Page 6

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"LITTLE CONVENTION"

Your Board of Directors is meeting with the Upper Peninsula Division on Mackinac Island, August 8 and 9. The Board will meet Friday at 2:00 p. m., August 8, and will join the local division at their meeting on Saturday at 10:00 a. m. at the Grand Hotel.

President Anderson, of this Division, cordially invites all members of the Society together with families, sweethearts, friends, to join us and make this a meeting and outing that will stand out in the history of the Society. Not a long drive, or if you live in or around Detroit, you can take the boat.

Can you imagine having a tasty luncheon in a semi-circular, all glass sun porch, looking over beds of roses in full bloom, onto Lake Huron as far as the eye can see, with the lake boats dotted here and there on the horizon?

Those who have visited Mackinac know what an ideal spot it is, and the Grand Hotel has given us especially reduced rates for this occasion. Your Board visited this hotel last year and every one was more than pleased. We were received most cordially at the hotel and we will receive the same fine treatment again this year.

Our Upper Peninsula Division is an up-and-coming group, and it is indeed unfortunate that the distance prevents us from being with them more often. We can show them that we appreciate their company by setting this date aside and joining them on this pleasant occasion. Reduced rates are set from Thursday, August 7, to Sunday, August 10.

President Anderson will have full charge of the meeting Saturday morning, and we are sure he will have something of real interest for every one.

"EMPIRE STATE ARCHITECT" APPEARS

The newest publication in the architectural association field is the *Empire State Architect*, the official publication, New York State Association of Architects. James William Kideney, of Buffalo, is president of the association, which has some 1200 members. The address of the editorial board is 505 Franklin St., Buffalo, N. Y. The new publication is a most creditable one and we bespeak for it a great future. Subject matter covers committee activities, legal pitfalls, new legislation, activities of constituent members and letters of comment.

JULY 1, 1941

PLAN NOW TO ATTEND *MSA Summer Meeting*

GRAND HOTEL, MACKINAC ISLAND

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

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

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

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FIRED AT RANDOM

By Roger Allen, Grand Rapids Press

Journalism students at the University of Missouri have recently been privileged to hear a lecture on "The Use of White Space in Advertising," delivered by no less an expert on the subject than Miss Sally Rand.

* * *

After reading this week's mail I have arrived at the conclusion that a poet is a person who makes the mistake of putting fire into his verses, instead of vice versa.

General Builders Association of Detroit celebrated its Twenty-Fifth Anniversary at Lochmoor Golf Club on June 17. During its quarter century the Association has furnished national leaders in thought on problems of the industry.

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BENNETT & STRAIGHT, 13530 Michigan Ave.

Theatre, Midland, Mich., Bids closed June 27.
Plans, Clinic for Dr. L. K. Mathews, Pontiac, Mich.

BRANDT, CHRISTIAN W., 3408 Eaton Tower
Remodeling house, Grosse Pointe Shores. Gen'l. con.
let to B. Haberkorn.

Plans, Res., Northville.
DES ROSIERS, ARTHUR, 1078 Maccabees Bldg.

Plans for Rectory, Lake Orion, held up.

DIEHL, GEO. F., 120 Madison

Photo Studio, Ferndale, Mich.—Taking fig.
St. Scholastica Parish, School add., 6-Mile Rd. Gen'l. let
to E. F. Elserman Co.

Plans for school, Howell, Mich.

Church Alt., Chelsea, Mich.

Prep. plans for Rectory—St. Ambrose Parish.
Temporary Church & Add. Farmington, Mich.—Our Lady
of Sorrows Parish. Also church, Flint, Mich.

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Fig. on Air Craft Assembly Plant, due July 8, Refrigeration,
Air Con., Oil Burners.

HABERMAS, CARL R., 415 Brainard.

Plans, Res., Touraine Rd.

Plans, Res., Edgemere Rd., G. P. F.

Taking fig.: Res., Lochmoor Rd.; Res, Stephens Rd

MALCOMSON, CALDER & HAMMOND, 1219 Griswold.

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

MERRITT & COLE, 1111 Collingwood.

Plans for Zion Lutheran Church, Ferndale.

Mt. Zion Lutheran Church, 7-Mile Rd. Bids due June 25.

Bids closed. Resurrection Lutheran Church.

MORISON, ANDREW R., 920 Fox Theatre Bldg.

Prep. plans for Nardin Park Church.

SORENSEN, N. CHESTER & CO., 2nd fl., Industrial Bk.

Bldg. Plans, Redford High School.

A. I. A. NEW PROFESSIONAL DOCUMENTS

The Secretary announces that Document No. 299, "Statement Concerning the Practice of Architecture," is ready for distribution.

The document sets out the responsibilities of architects, tells how they may best be selected, gives a synopsis of the services rendered by them, discusses architects' fees, and sets out the manner of their payment and the general terms of architectural contracts. Every member of the profession should have copies of this document for his guidance and the information of his clients.

For convenience, the general Document No. 299 has been broken down into four single statements, as follows:

Document No. 299a—Sets out the responsibilities of the profession, on a single page.

Document No. 299b—Tells how to select an architect directly, on a single page.

Document No. 299c—Tells, on a single sheet (back and front page), how to select an architect directly or by means of an architectural competition.

Document No. 299d—Describes architects' services and their fees and contracts, in an eight page document, including an attractive cover. This document will be a guide for the architects and particularly informative to their clients.

Copies of each of these five documents should be in the office of every architect for use in connection with his practice.

HAGEDOHN—(Continued from Page 4)

employment as the guiding hand in all construction problems. The public will thus directly place pressure on legislative bodies. In knowledge there is strength and understanding—and understanding begets confidence. It is then up to the architects as organizations or as individuals, whether they can measure up to the standards they have set for themselves actually as well as theoretically. The least any man can do is to support the profession the work of which supplies him with the wherewithal of existence. This program requires the wholehearted support of every architect to make it succeed. With this public education of the individual the architects' responsibility increases. The architect will be more than ever in the public eye, can he live up to it—can he produce? I believe he can—what do you think?

In only 27 of Michigan's 85 counties are there architects. Instead of overcrowding the cities maybe there should be a "back to the land" movement.



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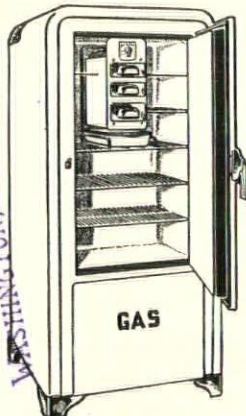
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WEEKLY BULLETIN



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Volume 15

DETROIT, MICHIGAN, JULY 8, 1941

No. 27

COMMENTS BY MEMBERS, COMMITTEE ON PUBLIC INFORMATION, AND LOCAL REPRESENTATIVES

Willis A. Vogel, Toledo Chapter: Keep up the good work on selling the public "well planned" and constructed buildings. Point out new research by producers for betterment.

Roy Marvin, North Carolina Chapter: I am sorry I can't attend the convention. I feel that Public Information does not come in for the attention it deserves.

Chas. C. Hartmann, Sec., North Carolina Chapter: I believe a program of education of the public relative to the architect, his services and his value to the Community is most necessary.

Charles W. Shaver, Kansas Chapter: Unavoidable conditions do not permit my attendance at convention. I am interested in the work of this important committee.

Donald McCormack, Oklahoma Chapter: Suggest a discussion of the coming (?) change in the architect's status from a strictly professional one to Master Builder once more, in order to do small houses profitably. It seems to me to be a sane, reasonable solution.

George H. Spohn, Florida Assoc. of Architects: Suggest discussions regard publicizing architects' activities in connection with defense, housing and government work in general.

Russell Seymour, Fla. North Chapter: I suggest that the A. I. A. should conduct a continuous campaign of advertising to educate the public on the benefits in the use of complete architectural services, such as we have been doing in Jacksonville, Florida.

Jack B. Smith, Alabama Chapter: Believe the entire convention should be devoted to discussion of ways and means of our profession to be of all possible aid to the Government in the defense program—and all Institute publicity at this time should bear on this subject alone.

John F. Wehrell, Eastern Ohio Chapter: How to make prospective clients and the general public aware of the economic advantages of competent and full architectural services as a permanent and dividend-paying investment.

Walter R. Hagedohm, State Assn. of Calif., Southern Section: Would like to discuss in full a radio program covering coast to coast public education. As originator of the California State Association broadcast I would be glad to prepare a paper on radio as a medium for architectural education and public relations.

Frederick H. Reimers, Northern Calif. Chapter: Full cooperation with others in building industry to acquire their backing in behalf of architects' public information.

James A. Smith, Spokane Chapter: Would suggest the possibility of conducting a national program for education of the public concerning the services of the architect. I think this should be done by the national organization rather than local chapters.

Albert Kahn: I'm sorry at the delay in writing you concerning your annual report. I have read it through and haven't a thing to add. It certainly covers the situation.

R. H. Shreve: A few days ago I received your letter and the draft of your annual report to the Institute as chairman of the Committee on Public Information. I think your approach to the subject is very interesting. It would seem to me that the report should be left as you have prepared it since it is your expression of an activity which you have been following more closely than I and whatever I might add would not be to change the facts but merely probably to make it more like an old man's story.

A. N. Rebori: As I am no longer chairman of the local committee, there is very little I can add to your report.

However, enclosed is copy of my letter to Mr. Howard Myers of The Architectural Forum, who asked for an opinion on a certain article to appear in the Forum.

Our greatest difficulty in Chicago has been concerted and direct action by the architects themselves. Each individual is digging in, working alone, with complete distrust and competitive fear of his fellow architects. I firmly believe that the heads of architectural schools throughout

See PUBLIC INFORMATION—Page 4

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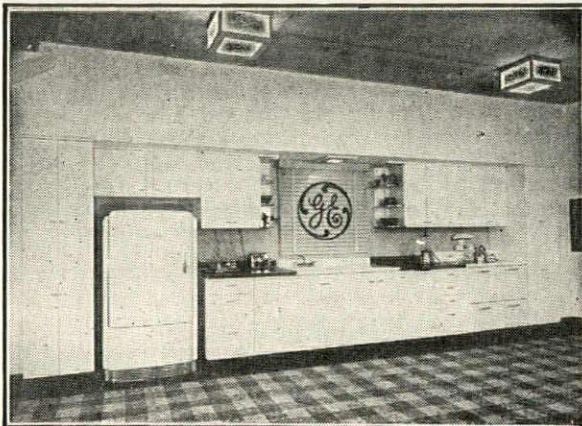
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BUILDING FOR DEFENSE

by WILLIAM LESCAZE in *The Architectural Forum*

I have read with great interest your editor's letters on defense housing. Congratulations! You are rendering a service not only to the architects but to the country at large. As a matter of fact we, as architects are probably much at fault. The more gifted in design are not necessarily so in speech. We are not articulate enough. Our fellow citizens and, therefore, our congressmen, our lawmakers, are not sufficiently acquainted with the types of services which architects are trained to render.

To see the architects of the United States, in times like these, almost entirely outside of a huge construction program is tragic—not just because these *men* may suffer but because our *Nation* may suffer. You can laugh off, if you want, the harm done to 500 individuals, but you can't laugh off the harm which may come to 130 millions as a result of having neglected to make use of the services of these 500 individuals who happen to be the best trained men we have to render such services.

It is becoming increasingly clear that organizations of experts are winning this war. Architects are experts in the fields of planning, design and construction, and yet most of the construction work required by our National Defense is being done without architects.

Most people acknowledge that guns must be manufactured *before* they can be fired. All the ads inform us that "Guns must be ready to thunder along our coasts. Tanks must be ready to roll across the countryside. But long before this comes the *Battle of Production*."

Yet how many people know that Planning and Design must come *before* the *Battle of Construction*. It's elementary. Everyone should know that. And should also know that the men who can do Planning and Design are the men called architects, the men who for the last fifteen, twenty or thirty years of their lives have done nothing else but Planning and Design.

Did you hear this story?

A Major General was explaining to an architect that the layout of an army camp from time immemorial was like this and this, and certainly they didn't need an architect and there wasn't anything an architect could suggest which would be of any value. The architect said why not arrange these buildings here like this and if that could be done wouldn't the camp be better? The Major General admitted he hadn't thought of it, why hadn't anybody told him before, yes of course it could be done and yes the camp would be better if it were done. Result: at probably less cost, with as much speed as the standard, a much better camp.

Did you hear this one?

A government agency authorized to build houses on a thousand acre tract prepared a site plan for it where all the roads were parallel and all the houses on each side flanking the roads, monotonous rows and rows of them, three or four thousand feet long. It was terrific. On beautiful land, it promised to become the slum of 1942. Then someone had the courage to say, "Let me show it first to an architect. I'm seeing him tonight; I'll ask him informally what he thinks." (Note: the architect enters through the back door, as the poor relation). The architect went to work. He suggested arranging the houses in varying groups around smaller roads branching off the main one. Result: an interesting site plan, with changing vistas, built for human beings and not robots. Result: for probably less money. Designed and built as fast as the first one. To last much longer than the first one would have.

Your suggestions and criticisms are eminently constructive and patriotic. How are we to find the best if we don't knock our heads together first? Alas, we should have done so last June. Even earlier. It's later than we think. Do we mean what we say when we say we want to preserve our democratic form of government? If we do mean it then let's put everybody to work at that part of our defense program he is best trained to do. Let everyone do his and her share. We simply can't afford to let 500 experts remain idle. At the present moment a great number of architects, aged plus or minus forty, are made to feel that their use-

DEXTER CENTENNIAL

Gordon Hall, which is the real name of the Judge Dexter house at Dexter, Michigan, will be open to the public July 3, 4 and 5, in connection with the Dexter Centennial. The occasion celebrates Dexter's becoming in 1841, for a time, the westernmost point of the Michigan Central R. R. In that same year Judge Dexter started the mansion.

As the Centennial Committee desire to have visitors see the interior, the ground floor of the main house has been temporarily furnished. Antique furniture and other objects are being loaned by the Washtenaw Historical Society, the Martin Haller Company of Ann Arbor, Mrs. Horner's Antique Shop and others.

The restoration of the house began last year under the supervision of Emil Lorch, chairman of the Society's Committee on Michigan Architecture and will continue at a modest pace for the next few years. Thus far the exterior, the foundations and fundamentals have had to be emphasized. The tower, out of character and not part of the original house, has been removed. This house was one of the first buildings listed for study by the HABS. For years it has been visited by groups of students as an example of the former Greek Revival characteristic of South Central Michigan. When completed it will be a house museum and in part serve as a community center.

**PERIMETER HEATING IS NEW METHOD;
ALSO CALLED WALL WARMING**

A new type of heating known as "perimeter heating" which was developed for commercial buildings in 1940 is expected to find wider application in all types of buildings, including residential, in 1941, says the Plumbing and Heating Industries Bureau.

Perimeter heating is a system of wall-warming utilizing a combination of pipe coils and steel panels. Coils of pipe one inch in diameter are looped around and under windows. The pipe coils are covered with sheet steel panels.

Hot water is mechanically circulated through the pipe coils by means of an electric pump. The heat from the pipe coils is transmitted to the steel panels and disseminated to the room by radiation.

One of the chief advantages of perimeter heating is said to be the complete elimination of drafts or any sensation of cold around windows. The steel panels over the pipe coils may be painted or enameled to harmonize with any decorative scheme.

Insulation in the form of two-inch cork slabs is placed between the exterior masonry walls and the hot water piping system.

The development of perimeter heating is typical of the search of the heating engineer for higher standards of human comfort by the application of the principle of radiant heat. Perimeter heating also indicates the adaptability of modern forced circulation hot water heating to new developments in the heating industry.

fulness to their country is infinitely smaller than that of an eighteen year old apprentice in a flying school. That doesn't make sense. It's sheer waste today and it may become criminal folly tomorrow.

It's incredible (or simply naive) but I believe that there is still time. Is there? Then the big question: what should we do? I'll tell you what you must do: keep up the good fight. Explain to Washington, to Albany, to Harrisburg, to Hartford, to Trenton, to Annapolis, to all the capitals of our States, to all our cities, what their architects can do. Shout it from the roof tops. Tell our Government agencies that the architects are not the longhaired fellows that they are supposed to have been, tell them that they are able, practical, sensible men, eager to be of service.

Do you remember the weeks of anxiety after the fall of France when we really woke up to the realization that we had better get ourselves prepared? Every one of us was eager to do his share, to do as best he knew how what he had been trained to do. No thought of profit, but a great hope of being useful. What's happened to all that?

See **BUILDING**—Page 4

PUBLIC INFORMATION—(Continued from Page 1)

the country should be called upon to make recommendations and inform the public of the architect's value, and act as a general clearing house between the public and the professional architects so as to overcome the existing selfishness and rapacious greed of some of the successful members of our profession.

William Orr Ludlow: Your Public Information Manual is fine. It covers the subject well, and is well presented. It is the kind of thing we have needed for a long time. I hope you are having a large number of copies printed for future distribution, it ought to be a standard document of the Institute for committees on public information. If you or our committee cannot afford it, perhaps the Institute will.

I am more than sorry I cannot go to the Convention. I think our Program of Proposed Work might be useful at the Committee meeting, as a partial agenda. A new subject might be how to get over public information to Government officials who have to do with housing.

Robert D. Kohn: This is a much delayed (and unimportant) comment on your draft of April 5th of a report to the Institute of your Committee on Public Information.

It seems to me to be a good sensible report, covering the subject very well if you do not want to hurt anybody's feelings. As a matter of fact most architectural publicity ignores the point that there are good architects and bad architects. There are architects that are qualified to do certain difficult kinds of jobs and a lot of others who are not qualified. When you speak of owners who have had unfortunate experience in building you apparently refer to those who have had no architects to protect their interest. But how about those who have had an architect, an unqualified architect, or that man who did not know enough, or had courage enough to stand up for the right thing?

We all know that there are very good men in the field of small house architecture. They have not only the skill but they have the time to give to the intimate problem of meeting a particular family need. I think I know something about large scale housing, but I am not qualified in any way today to do a single house. I have neither the time nor the skill. I have regularly turned such jobs away, even when the house was an expensive one, and recommended a list of well qualified men to my prospective client. On the other hand, I am shocked when I find some entirely unqualified architect putting himself forward and actually getting important hospital jobs and other highly technical buildings that need wide experience.

People used discrimination in the choice of a doctor and the medical men call in specialists in many cases. Something of that kind must happen before the architect can honestly claim the confidence of the public.

At one point in your report you refer to the interference of contracting firms in the architects' practice. Would it not be worthwhile in the report to call attention to the epoch-making decision of the Supreme Court of New York State (you quoted it in the Michigan Bulletin) where a New York contractor could not collect his bill for construction work because he had included architectural design in violation of the law? That would make a very good piece of publicity for the Chapters to use in every state of the Union where there is registration.

D. Knickerbacker Boyd: I can see no serious change to suggest in the draft of the report of the Institute Committee which you have sent me, but I do believe that in the very near future there should be considerable of a shake-up of the Institute committees and their duties. So that you may see how I feel about this phase of the subject, I am enclosing galley proof copy of comments by me which will appear in the forthcoming issue of PENCIL POINTS.

James T. Grady: I have read very carefully the draft of your annual report as chairman of the Institute's Committee on Public Information. On the whole, I feel that you have presented the problem forcefully and intelligently. It would seem, however, that too little stress is being placed on what has been and what is being accomplished.

The fact is that the architect is receiving a prodigious amount of publicity, and that the volume of architectural publicity is growing. The attitude of the press toward the architect is so sympathetic that even articles which savor definitely of advertising are freely printed. It is my candid judgment that no other professional group occupies so favored a position. It is not uncommon for a newspaper unhesitatingly to advise its readers to hire an architect.

The national publicity is flourishing. The work of the Institute's Committee on Public Information is becoming more effective. The issuance of a public information manual was an introductory step which is of distinct practical value, and which provides the starting point for more explicit subsequent instructions once the enthusiasm and activity of the Chapters is aroused. In short, the ground work has been laid on a solid foundation. Our task henceforth is to win the cooperation of the Chapters. I hope in a personal conference with you to elucidate the factors implied in this cursory outline.

Elbert I. Harrison, Central Illinois Chapter: 1. The conclusions set forth in the article published in the January 1941 issue of our Chapter Bulletin under the title of "The Vanishing Private Architect," which was reprinted in the Michigan Society of Architects' Bulletin of February 18, 1941.

"Why could not the architectural profession profit by the experience of the medical profession? We could sponsor an architectural publication similar in professional character to "Hygeia" magazine, published by the American Medical Association.

(a) The American Institute of Architects could possibly endorse and cooperate with one or more of our present national publications to the extent of supervising the substances of its illustrations, articles and editorials, and thereby educate the public to the value of our architectural services.

(b) The Institute might publish and copyright a monthly magazine, or annual year book, of the American Institute of Architects which might be supported by national advertising, and which could incorporate the nature of our various architectural publications and control editorials and illustrate and thereby educate the public. The magazine would be sold to the profession and the public and would be immediately self-supporting. After its first few issues it could probably be made a profitable venture, and a medium for the education of the public to the value of architectural services."

2. The U. S. Gypsum Company has recently published two volumes entitled, "How to Have the Home You Want" and "How to Modernize Your Home," containing the following articles respectively, "You Need An Architect," and "Where to Get Professional Advice."

3. The publishers of the Architectural Forum very graciously devoted their April issue to the residential work of the members of the various A.I.A. Chapters. This plan, if encouraged, could be followed by the editors of the other architectural, house and garden publications.

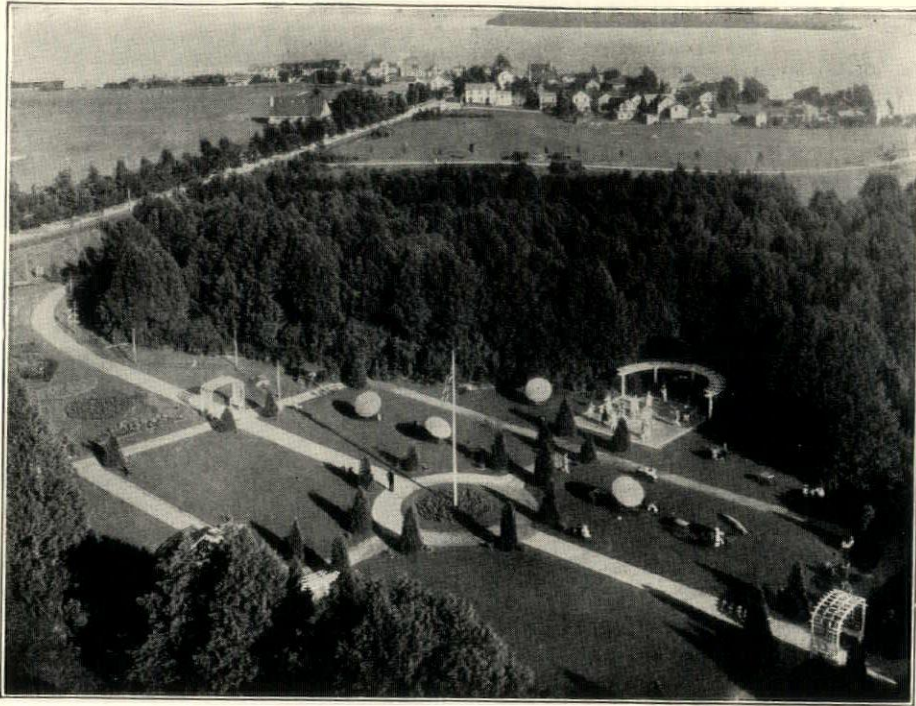
4. Energetically protect and save the residential field for the young architect. He needs this business, and we should help him overcome this ruinous competition. By helping him in this manner we can do more to publicize the architectural profession than any other one program.

I request that you read carefully Mr. Hughes' statement and the Public Information Manual published in the March 18, 1941, issue of the Michigan Society of Architects' Bulletin.

Each regional reporter should publish in his local newspaper the news of the National Convention of the American Institute of Architects to be held in Yosemite Valley, California, May 17, 18, 19, 1941. Please mail copies of your news releases to the Editor.

BUILDING—(Continued from Page 3)

Weeks and months have gone by. Almost a year. I sincerely hope that we have been getting ourselves prepared. Somehow I can't help feeling—as so many do—that we have not done things as well as we could have if we had only planned them *first*. When shall we learn?



GRAND HOTEL TEA GARDEN
From The Presidential Suite in The "Summer Whitehouse"

Dear Jim:

I've been going to rite to you ever sinz I herd that our hole gang was goin to Mackinaw this summer for some fun and maybe a little buziness if they can get roun to it. Want to start early coaxin you for I no your a hard guy to sell anything (a Producer told me that too) and befor the time is up for you to go, I hope to have you settin up nites waitin for August the 7th to come.

To begin with, we all no your not much of a feller to take a vacation unless someone pays you to go or else you gotta pretty good hunch that youll come back with a fat job in your lap either remodelin Missus Vanderslip's exterior or rebuildin Chic Sales Tree o non but befor I get thru with you, I promis that you sold yourself on the idea that you nedid a vacation even if you probably will sa to others that the Society coaxed you to go to giv a speech or som darn excuz like that. Anyway by the time the 11th of August roles roun theyll probably never missed you if you didn't go cause the crowd of good guys there will never miss a fat head like you an if they do, it would be a good miss—hows that for rubbin it in you old fuzzy wuzzy.

Well to start with one of the fellers I no somehow or other got hissself elexted on the board of directors last yer (don't kno how for he didn't get it on his popularity thats a sinch) an the president called a meetin so them fellers way up state could come an have somethin to say at least onst a yer and they lowed as how theyd meet him say half way so thats why he sed hed hav the meetin at Mackinaw. I herd thats where the Injins used to meet to buri the hatchet (they didn't say what in) but also herd that they had to bury more than that sometimes fore the pow wow was over, I dont no if thats any influenz on settlin on this plac but that was where they had to go and they all come back smilin and tellin what a hell of fine place it was and what a good time they had. To tell you the truth I got awfully fagged out herin everybody from the president down tellin what a swell place Grand Hotel was and how there wasn't any actuall injins ready to tomahook you or nothin but that everyone could speak honest to gosh american and treat you just like you was a millionaire even tho they seem to no they was just a bunch of arcytects. They told me that the hotel is swank—you no what I mean, full carpets all over the place, electric lights, gas, bath and telephone—all the latest improvements and what takes your eye (you know just makes you stare) is a great big piece of bright

PLAN NOW TO ATTEND
MSA Summer Meeting

GRAND HOTEL, MACKINAC ISLAND

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

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

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

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red carpet (looks like plush) hundreds of feet wide (more or less) stretched out over the main steps as you go in. One feller asked what they did with it when it rains and they said "Oh nothin—what the hell do we care for expenses" just like that. One girl said she felt like Queen Willhell-meaney ascending her throne (that was fore Hitler got in) as she entered the main portals (aint I good)—I just remembered that last word cause when I was elected into a frat I had to learn by hart somethin very special to get in—it was a long piece I had to spring on those fellers at my frat but I did it in good stile, just like a Romeo or was it Seazer. It started like this "Whoever nocks at these portals etc." I thot I was pretty good and I felt pretty puffed up until I herd another freshy say the same thing next year.

I kinda got off my subject, Jim, but I'll tell you more about this plan and the meeting if youll answer my letter and give me a hint your interested. Most of all Jim—the trip is cheap, you no, not expensive even if tis hi flutin.

Tim

One of the most recent architectural registrants in Michigan is Gordon B. Kaufmann of Los Angeles, Sierra Nevada Regional Director, The American Institute of Architects. John C. Thornton please note.

SKYSCRAPER SAFEST IN BOMBING ATTACK, SAYS NOTED ARCHITECT

Skyscrapers are likely to be safer in case of bombing attacks than the lower buildings alongside them, William Orr Ludlow of Madison, N. J., architect, says in a report to the American Institute of Architects.

While no skyscraper has yet been attacked, the nature of the construction of high buildings should dispel "unnecessary fears and misapprehensions," according to Mr. Ludlow, who designed the Chase Tower, New York City, forty-eight story structure at 10 East 40th Street in which Arnold Constable and Company is located, and the Johns-Manville building at 22 East 40th Street, and was one of the architects of the New York Times building at 229 West 43rd Street.

Half a dozen columns could be wrecked in the Empire State building and still the structure would be far from collapse, Mr. Ludlow declares. Other factors favoring the skyscrapers are that an entire story of a steel skeleton can be burnt out without damage to any other story, and that an outside wall of one story can be knocked out without injury to the walls above or below.

Skyscraper floors are the most difficult type of construction to penetrate and destroy, Mr. Ludlow adds, while the pitched roofs of many tall buildings would generally divert a bomb from its course. Above the first three floors, furthermore, the skyscraper would be clear of flying debris, compressed air from a bomb explosion on the ground, and, it is believed, from poison gas.

"All this seems to point to the fact that the building alongside the skyscraper is perhaps a more dangerous place than the skyscraper itself, for we cannot avoid the conclusion that even if a skyscraper is hit the greatest damage seems likely to be done by parts of walls and cornices falling on adjacent buildings and streets, or bombs glancing off the taller structures," Mr. Ludlow says.

"A real argument against the comparative safety of the skyscraper is that an air raid is likely to cause panic, and that it takes a much longer time to empty a skyscraper than a low building. This fact makes it necessary for city authorities to provide for such organization as will help to avoid the hazards of panic, overcrowding of dangerous streets in attempted escape, for providing adequate places of refuge, and for such institutions as are necessary to make these things efficient.

"It is true, too, that in many cases persons in skyscrapers would be more likely to panic than those in low buildings as they may reasonably feel more exposed and can more readily hear terrifying noises and see terrifying sights. Discussion of the facts has then a real value in dispelling unnecessary fears and misapprehensions.

"Occupants of skyscrapers should also remember from what has happened in England that daylight bombing of cities has proved too hazardous to bombers, and so practically all attack of this sort is carried on at night, when the average skyscraper is quite empty of occupants.

"In considering the relative safety of the skyscraper, most important is the fact that the steel columns, girders, and beams are so tied together that they help each other to distribute the load and therefore it would be impossible to wreck half a dozen columns in such a structure as the Empire State building and yet leave the building far from collapse.

"It is possible, too, to burn out an entire story of a steel skeleton building without damage to any other story. Then another difference between the skyscraper and the ordinary type is that the skyscraper carries each story of its outside walls at every floor level by steel wall girders, so that it would be possible to knock out completely an outside wall of the twelfth story without disturbing the walls of the thirteenth or eleventh stories.

"In the common type of building the structural method is just the reverse of the skyscraper—the walls carry the floors instead of the floors carrying the walls; so that if severe damage were done to the third story wall, for example, the fourth and fifth story walls, and perhaps the second and first also, would come down and carry the floors down

with them. If the building of the common type happens to be non-fireproof, fire may quickly gut the entire building instead of being confined to one floor, as it easily may be in the skyscraper.

"Again, the floors of the skyscraper and most all fire-proof buildings are generally reinforced concrete slabs—a mesh of steel rods and wires encased in concrete which is the most difficult type of construction to penetrate and destroy. Instead of making a plunge perhaps from roof to cellar, as has occurred in so many buildings in London, a bomb dropped on such a floor will not go far.

"Reliable reports seem to show that for the sake of safety to bombers most attacks on cities are by 'altitude bombing', with bombs released from a height of fifteen thousand feet or more. These bombs after expending their horizontal acceleration drop nearly vertically, so the pitched roofs of many skyscrapers are an additional factor of safety as bombs hitting them would generally be diverted from their course.

"Of course, we can readily surmise that a skyscraper would be a glittering objective to an enemy bomber, but how often could he hit it? In response to a question as to about how large a skyscraper would look from a plane twenty-thousand feet above the earth, an aeronautical expert answered, 'About as big as your little finger or smaller.' Asked what his chances would be of hitting such a small target, he said, 'About one in a thousand.'

"Even where skyscrapers are thickest, the proportion of ground area covered by them is relatively small. A bomber would, of course, naturally direct his aim at an area where skyscrapers were numerous, but if he landed a bomb in that area the chances might be one in twenty to one in a hundred of a skyscraper's being hit rather than a lower building.

"Another hazard of the low building not shared by the skyscraper except in its first three stories is the damage done by flying debris and the shattering force of compressed air, for the explosion of a bomb upon striking the ground is upward. Poison gas, too, rarely rises more than thirty feet above ground level."

DUKE'S MIXTURE

a column in *The Mayfield, Kentucky Messenger*,
April 18, 1941

Work is ahead of schedule on the repair of the dome of the new capitol and it will be completed in about three weeks. The building is also receiving a new asphalt roof which was badly needed. This is the first major repair work to be done on the 32-year-old building.

The \$1,800,000.00 structure is one of the most beautiful in the United States and compares favorably in size and structure with capitol buildings in other states costing as much as \$12,000,000.00.

Frank Mills Andrews, architect on the job, was a red-haired freckle-faced Irishman 26 years of age when he started the job. He had 40 fist fights and was married three times before the building was completed. He did not have enough money from his \$60,000.00 commission to pay his last board bill when he left town at the completion of the job. He died six years later in an insane asylum. (This information was given to me by Mr. Kavanaugh, assistant guide in 1936, and a cousin of Frank Kavanaugh, assistant librarian).

Every stone for the structure was cut at the quarry and Mr. Andrews personally supervised the laying of each stone. There was only one misfit that had to be altered on the grounds. The woodwork is of Honduras mahogany and is the greatest collection of this particular wood in the world. The value of this wood at the present time would be about \$150,000.00. It is one of the finest of the mahogany group and of course the state would not part with it at any price.

BARRETT SHUTTER COMPANY MOVES INTO LARGER QUARTERS

The Charles H. Barrett Mfg. Co., of Detroit, Michigan, is announcing the removal of its office and plant from 20507 Fenkell Avenue into larger and more efficient quarters at 9201 Freeland Avenue, it was announced by Clyde Varney, brother of Orla Varney, Detroit, architect.

The building at this location was formerly occupied by the Freeland Millwork and Lumber Company and is ideal for the storage of lumber, manufacture of wood products, and shipping, being immediately adjacent to the Pennsylvania R. R.

The Barrett Mfg. Company is unique in that it confines its operations exclusively to exterior blinds, shutters, and other louvered products such as attic ventilators, cupolas, interior, wardrobe and closet doors, and fireplace shutters.

The business was started a little over five years ago by Charles H. Barrett serving only a few neighborhood lumber dealers. Good material and workmanship was rewarded by spreading reputation and increasing orders, so that today the Company serves the entire metropolitan Detroit district and hundreds of retail lumber dealers throughout Michigan, Ohio and Indiana.

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SOME GEMS OF UNINTENDED HUMOR

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Both girls riding in the machine which overturned were injured. Miss _____ was cut about the face and hands and Miss _____ in the back seat.—Raymond (Wash.) *Herald*.

Alice _____ has been engaged as stewardess and social hostess aboard the S. S. Alexandria, which sails tomorrow. Before leaving port she will have her barnacles scraped.—*East Coast Shipping Record*.

The victim said that when he left the cafe with his two pretty companions he had \$60 on him besides several pockets full of loose change. But after being hit on the head he says he woke

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steel fig. closed.

BENNETT & STRAIGHT, 13530 Michigan Ave.
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Plans, Res., Northville.

DIEHL, GEO. F., 120 Madison
Photo Studio, Ferndale, Mich.—Taking fig.
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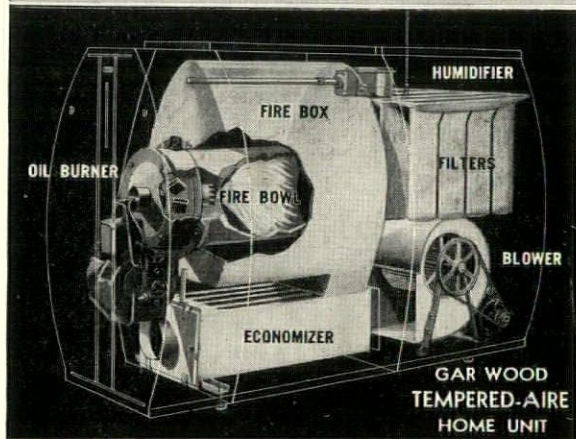
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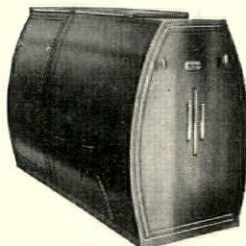
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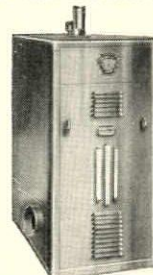
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Volume 15

DETROIT, MICHIGAN, JULY 15, 1941

No. 28

CIRCULAR ON PUBLIC INFORMATION

To Members of the Institute's Committee on Public Information,
Chapter and State Association Local Representatives

Relation to the Press

Independent utterance is essential to a free press. This is a principle both of government and of journalism. Independent reporting is a corollary of this principle. The American Institute of Architects aims to foster both the principle and its corollary.

Recognizing, however, that professional bodies must cooperate with the press in matters peculiarly within their knowledge and of significance to the community as a whole, The Institute established a Committee on Public Information. It recommends the formation of similar committees in each of its Chapters in order that the newspapers of the country may have free access to what is known as "the news" of architecture and of the allied arts of design. These committees, while exercising a reporting function, are not to be regarded as a substitute for the detached and unbiased personnel of a newspaper staff. Rather, in essence, they are public lieutenants of the newspapers in the field of the fine arts, just as chemists are in the field of science, or engineers in the field of engineering. Committees on public information suggestions and advice, in whatever form proffered, do not necessarily control the editorial mind. Their ability to command the printed page is determined solely by the authority and competence and interest with which they speak. Newspapers are, and rightly so, the arbiters of their own content.

Procedure

In general, there are two practical ways in which these committees may act. One is to employ the externals of the reporting process. That is, to assemble appropriate facts and to present these facts to the newspapers in the form of copy which possesses value as news, which is written in the idiom of news, and which respects mechanically the standards of a newspaper desk. This method fits conventional publicity effort. Limited by the principles herein stated, it is sound as well as helpful to the press, to the public, and to the group which it interprets. Inasmuch as the result is to submit copy to the editor in accordance with the conventions governing staff writers in the service of a newspaper, it follows that this practice is most effectively carried out by one who has been trained in journalism. In any case, it should be remembered that plain exposition is the aim of publicity.

The second method is to bring to the attention of editors the activity for which publicity is sought, leaving the actual tasks of reporting to the newspapers themselves. This method is appropriate when the activity has distinct public interest or marked news value. Both methods are followed by The Institute's Publicist, and both are recommended to the Chapters.

Nature of Advice

This Circular of Information is prepared as a general guide for The Institute Chapters. It is not too precise, nor can it be in view of the obviously great variety of conditions under which the suggestive observations which it contains may find application.

The Institute proposes to cooperate with the Chapters in developing a reporting system by fostering direct contact between the Chapters and the Publicist of The Institute Committee on Public Information. To the Publicist questions practical and theoretical may unhesitatingly be addressed by the Chapter Committees on Public Information. The Publicist will gladly indicate to each Committee how copy should be prepared, his instructions being explicit both as to style of writing and mechanical usage. The Publicist should receive from each Chapter the minutes of every meeting, and should be informed of all important Chapter developments, present and prospective. This information will enable him to advise the Chapters as to the course which they may constructively pursue in their relations with the press. It will also make possible the dissemination of available Chapter news of national interest through The Institute Committee on Public Information.

The Initial Step

The initial step in organizing Chapter publicity is the appointment of a Chapter on Public Information, which should be small in number. Three to five members are ample. The Committee, as the responsible spokesman for architecture in the community, should next consider how most constructively to contribute through the newspapers to a better public understanding of architects and architecture.

Feature Presentation

The Institute urges each Chapter Committee on Public Information to endeavor to bring about in each city in which a Chapter is located the publication of a weekly architectural page or column by a local newspaper. Contributors can be representative architects, whose articles are signed, and whose motives are solely the advancement of art and architecture in this country. The page should be free from advertising or from any commercial aspects. The integrity of such a page assures public confidence. If such a procedure were adopted by newspapers generally, a great and distinctive advance in public information affecting architecture and the American home would be accomplished.

The editor of the page might be either a member of the newspaper staff in close touch with the Chapter Committee, or an architect chosen by the newspaper and the committee.

See PUBLIC INFORMATION—Page 4

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Time and Life Building, Rockefeller Center,
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It is perhaps unusual for a letter of fraternal greeting from the President of the Royal Institute of British Architects to the architectural profession in the United States of America to be written in an air-raid shelter, but such is actually the case.

As I write, I hear the familiar drone of the heavy German bombers overhead, and the continuous barking of the anti-aircraft guns. From time to time, as these lull, there is the welcome rising note of anger as the Spitfires swoop to the kill.

This is but a tiny village set in cherry orchards and hop gardens, but on my lawn is a jagged hole, and at my gates police notices saying "Unexploded bomb. Keep clear." There are no military objectives here, only the peaceful tile-hung cottages, and the grey church where simple folk have worshipped for six hundred years in freedom and dignity. These, however, second, perhaps, to the hospitals and the thickly clustered homes of the workers, are the new objectives of the German Command.

We are not dismayed, but our anger, too, is on a rising note, and the end is not yet.

In the years before the war the architectural profession in Great Britain was changing owing to the increase of architect departments of Ministries, City Corporations, Municipal, County and Education Authorities. Although these official architects, as they are called, do not compare in numbers with the private practitioners, they were ever increasing in skill and importance.

Such buildings as schools, post offices, State hospitals and housing schemes, which formerly were mainly designed by private architects, are now largely carried out by official staff. The opportunities thus created of continued sequences of planning have resulted in many excellent buildings of modern character, particularly the schools.

The vast amount of private buildings, universities, hospital centers, and the greater civic and commercial buildings remained in the hands of the private architect.

When war appeared to be a possible happening the R. I. B. A. at once formed a strong committee to investigate problems of defence against air raids, and conferences were held. The conclusions were of great value in the later compilation of the Building Code of the Civil Defence Act.

At the outbreak of war there was a sudden and almost complete stoppage of building, which was felt most of all by those in private practice. This Institute at once offered its services to the Government in the task of carrying out the huge national programme of temporary camps, hospitals, munition factories and defence works which was then inaugurated.

Our profession, trained in planning and design, in judgment of sites and supervision of work, has a vitally important part to play and a very definite helpful contribution to make to the national effort.

There was, in the first instance, some reluctance to employ architects by many Government Departments owing to the old, wrong idea that they, the architects, were only concerned with the addition of architectural trimmings to otherwise plain buildings. Had it but been realised, the modern architect is far more likely to be the man to omit the trimmings.

The modern education of architectural students is more scientific than was once the case, and in its earlier stages is akin to that of engineers, but combines also in the subjects of planning and design, two all-important matters in which engineers, as such, appear not unduly to concern themselves.

Recently, there has been far more co-operation between the authorities and the architects. In the formation of air-raid shelters in certain towns the qualified architects formed themselves into panels, and were responsible for the design

and the carrying out of the whole shelter programme. The work was shared, fees were pooled, co-operation was loyal, and the result was beneficial alike to the town and the architects.

Our young architects are in the fighting forces, and our brilliant students are winning fresh laurels for themselves. For many, alas, the victor's crown has also become the bayleaves of the heroic dead.

The older men, most of whom fought in the last war, are enrolled in A.R.P. and fire-fighting services, and in the Home Guard.

The insensate shattering of London buildings now proceeding will need much technical skill for its present control, while the future reconstruction will demand all the powers of town-planners and architects alike. Out of this evil, good may eventually come.

You will, I am sure, forgive me returning to the subject of the war, because this is clamant and insistent. Nothing else matters in England now. We are fighting for the freedom of men's souls against a monstrous tyranny that would enslave both body and soul, and I assure you that the knowledge of your sympathy is of immense help to us.

The art of architecture may be clouded, but it cannot die. The spirit of the free laic masons of the mediaeval years, who, refusing to be dominated either by king or abbot, produced some of the finest of the world's buildings, still lives in the architects of today, whether British or American, and for that freedom we shall fight to the end.

It is difficult to believe that America can ever be subjected to the strain we are undergoing now. For one thing, that would assume that some queer things had happened to the British Empire and its fighting forces. Those things are not going to happen, but if I may presume to advise, I would recommend action that will be useful to you in both war and peace.

Make your Government and your nation architect-conscious at the earliest possible date. Prove to them that the national development in all directions, particularly those affecting the planning of the environment of your people, will be all the better if at the very beginning it is realised that architectural profession is by training and experience the rightful one to be consulted early, not to remedy mistakes, but to prevent them, and that the same thing applies to all the vast programme of air-raid shelter, industrial and defence works which war entails.

In conclusion, I give to the architectural profession in America the warmest greetings of the Royal Institute of British Architects.

W. H. ANSELL,
President, R. I. B. A.

GEZA MAROTI

Geza Maroti, architect, artist and sculptor died at his home in Hungary on the sixth day of June, 1941, at the age of 66.

Mr. Maroti was for a time associated with Mr. Eliel Saarinen at Cranbrook Academy of Art, Bloomfield Hills, Michigan, a post now held by Mr. Carl Milles.

He painted the decorations on the ceiling of the Fisher Building lobby and made the models for the ornament on the building for Albert Kahn, architect. Also for the Kahn office he worked on the Livingston light-house, and according to Mr. Kahn, had considerable to do with its design.

Mr. Kahn, on hearing the news of Mr. Maroti's death paid tribute to him as an artist of rare ability, versatile and cultured.

Professor Emil Lorch of Ann Arbor said Mr. Maroti was "A charming, as well as a distinguished gentleman, who had done important work in Europe, America and Mexico."

At the time of his death Mr. Maroti was professor of architecture at King Joseph Nador Institute. He had been professor of architecture at the University of Budapest.

He leaves his wife, Leopoldina; daughter, Mrs. Louis Brody and three grandchildren.

Mr. Maroti was an Honorary Member of the Michigan Society of Architects.

PUBLIC INFORMATION—(Continued from Page 1)**News**

A news process to supplement the feature presentation outlined above must be developed by each Chapter Committee. "News" deals largely with events, with movements and utterances bearing upon events; in short with concrete developments, with things that happen or should not happen. It is the task of each Committee to ascertain what is going on in the Chapter. Out of the mass of information collected, those matters which have undoubted public interest should be selected for journalistic treatment. The Committee should be discriminating in its demands upon the press, for the material at the disposal of editors is abundant, and the news content of a newspaper highly selective.

The "News" Test

News stories should be prepared by the Committee and forwarded to the newspapers whenever the circumstances warrant. It is difficult to enumerate the events which lend themselves to this treatment. Adoption by a Chapter of a policy which directly affects the building of a community provides justification for a public announcement through the press. In this case, it is well to write a short introduction explaining the position of the Chapter, and to follow this by the text of the resolution adopted. The object is to acquaint the newspapers with all the essential facts so that adaptation to newspaper practice may be readily and intelligently attained. News values are determined by editors. Determination of values, however, is impossible unless the essential facts are complete and are stated with clarity. Every article received by an editor must be judged on its own merits in relation to all other articles. To every article examined one fundamental test is applied in the form of the query: "Where is the story"? By this is meant: What is the news? What justification for printing this article exists? Committees on Public Information must anticipate this situation in their quest for material useful as news. Trial and experiment in close cooperation with the editors of the local papers will aid the layman in developing a technique for Chapter reporting. Study of the news and real estate columns of the newspapers will indicate the type of news, scope of facts, and general treatment which is favored.

The main objective of news is the public. There is more than one vehicle by which through the press this objective may be reached. Newspapers are departmentalized institutions. It is proper to seek out that department to which a given news story may properly belong. In general, the news pages of a newspaper afford the greatest opportunity for wide reading and for emphasis. Hence, the city editor should be personally known to the Committee on Public Information, and should be appraised fully of the Committee's purposes. Some news matter lends itself to the real estate pages, and with the real estate editor a similar contact is desirable. Still other news matter may be available for the art pages. Again, material for feature stories not infrequently arises, and with this the Sunday editor should be made familiar. Into all this enters practiced judgment in individual circumstances.

Keeping Editors Informed

It is well to send to city editors, and to real estate editors, announcements of meetings to be held. Should the importance of a meeting not be fully evident in the formal announcement, the Committee should send a Memorandum to Editors, explaining in greater detail the purpose of the event, and inviting the presence of the newspaper reporters, for whom assistance in gathering the facts should be provided. Similarly, a Memorandum to Editors may suggest that a special story on some outstanding Chapter matter of public import be written by a staff representative of the newspaper. Every city editor should be informed of the organization and purpose of the Chapter Committee on Public Information, and of the personnel of the Committee. The Chairman and members should express their willingness to be consulted at any time on any matter within the knowledge of the architect. Responsibility of statement, and readiness to cooperate are requisites of Committee action if the confidence of editors is to be won and maintained.

The Press Associations

The press associations, through which news is disseminated by wire and mail, should be supplied with news matter suited

to their needs. The Associated Press, the United Press, and the International News Service maintain offices throughout the country. The news transmitted by these associations must possess more than local interest. The Associated Press, for example, functions as a worldwide instrumentality of news gathering. In each state also it conducts a state-wide news service, with the usages of which Chapter Committees should be acquainted. Regional meetings, and Chapter meetings having general as well as local significance should be reported to the press associations.

Syndicates, trade journals, civic publications, and other appropriate class periodicals should receive news matter available for their columns.

Counsel

This Circular of Information is not a treatise on news writing. It is simply an explanation of the position which architecture should occupy with respect to the nation's press, and of how in general architecture and the newspaper may profitably work together for the public good, each in consonance with its own ideals. The machinery necessary to make this association a real influence can be set up at once. Its operation will be simplified by The Institute Committee on Public Information, which, through its Publicist, will maintain close and active relations with the Chapter Committees.

With such wide-spread publicity the public will become acquainted with the architect—will accept as natural his employment as the guiding hand in all construction problems. The public will thus directly place pressure on legislative bodies. In knowledge there is strength and understanding—and understanding begets confidence. It is then up to the architects as organizations or as individuals, whether they can measure up to the standards they have set for themselves actually as well as theoretically. The least any man can do is to support the profession the work of which supplies him with the wherewithal of existence. This program requires the wholehearted support of every architect to make it succeed. With this public education of the individual the architects responsibility increases. The architect will be more than ever in the public eye, can he live up to it—can he produce? I believe he can—what do you think?

THIRD GOLF OUTING *Architects—Builders & Traders*

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Let's show our appreciation to the Brooklands management by turning out at least 100 strong. Attendance was off in June. Twenty-two shy of 100—you know whether or not you were among the missing. Don't let it happen this time. Course, locker room and club house in fine shape and waiting for YOU.

BILL SEELEY, *Golf Chairman*

FIRED AT RANDOM

By Roger Allen, Grand Rapids Press

Journalism students at the University of Missouri have recently been privileged to hear a lecture on "The Use of White Space in Advertising," delivered by no less an expert on the subject than Miss Sally Rand.

After reading this week's mail I have arrived at the conclusion that a poet is a person who makes the mistake of putting fire into his verses, instead of vice versa.

MEMBERSHIP

If you are an architect registered in Michigan won't you support your organization by paying \$5.00 dues to March 1, 1942.



EQUESTRIANS AT GRAND HOTEL ANNEX

Dear Tim: Was I surprised to get your letter about the Mackinac meeting. "Join the navy and see the world," I always say, or use to. Now it's join the Michigan Society. But I think you've got a good idea there. Dave Anderson is sure to put on a good show and he has pledged 100% attendance of U. P. architects—and I don't mean University of Pennsylvania, but that section of Michigan about the size of Texas. And the Grand Hotel is everything its name implies—sez those there for the "Little Convention" last year. They give everybody a "Presidential Suite" and this time at a special convention rate, no more than any other good hotel. The whole staff, even including boss Woodfill, bends every effort toward the comfort and enjoyment of every guest.

Of course, the ladies come in for some special attention, what with entertainment planned for their particular enjoyment. Saw Paul Marshall and he said practically everybody who amounted to anything in the Producers would be there, including families—said many would not have time for a long vacation but this week-end idea just filled the bill. You know we want to know those fellows better.

But, Tim, what ever has happened to your English? I thought you majored in that at our alma mattress, good old Simmons College, but when Tal Hughes published your letter in the Bulletin, was my face red?

Being a Detroiter, all I use to hear was you State fellows throwing it in our face that it was a Detroit Society. Now we can throw it back at you 'cause they hold meetings anywhere and everywhere, and if you fellows don't turn out I'm going to introduce a resolution to change it back again. Seriously, I do feel though that we owe it to the Upper Peninsula Division to attend in numbers for, after all, they are only meeting us half way. Course city fellers, like Rod Allen, are always crabbing 'cause all meetings are not held in big cities so he and Branson Gamber can guzzle butter-milk in some spot — pay no attention.

Now, about those cracks; the things you say always seem to fit somebody else perfectly, so I just consider the source—I'm broad-minded like that. You know, I heard this was so close to your birthday that the Grand Hotel is making a cake so big they had to get a building permit—maybe its one of those restoration jobs up there.

So, Tim, let's bury the hatchet and go to Mackinac for a little business and a lot of fun.

Fraternally,

—JIM

JULY 15, 1941

PLAN NOW TO ATTEND
MSA Summer Meeting

GRAND HOTEL, MACKINAC ISLAND

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

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

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

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Wilmar Nuechterlein, of Frankenmuth, student at the University of Michigan, has been singled out for a unique honor. To him was awarded the annual scholarship of the University branch of the Detroit chapter of the American Institute of Architects.

The scholarship is awarded on a basis of scholastic standing, leadership and interest shown in the profession. The award is made to enable the recipient to travel and study the architecture of the countries through which he passes.

Mr. Nuechterlein is entertaining fond hopes of making a trip down through Mexico but just when this is going to happen he isn't quite sure. He still has two years of college and was fortunate enough to go to work immediately upon completing his final exams at Ann Arbor. He is employed at Bay City with Joseph G. Goddeyne, architect.

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 Taking fig. store front & Modernization, Federal Dept. Stores—7731-5 West Vernor Hwy.
 Con. let—Dancing Pavilion—State Fair—to Thompson-Schmidt Co.

BENNETT & STRAIGHT, 13530 Michigan Ave.
 Theatre, Midland, Mich., Bids closed June 27.
 Plans, Clinic for Dr. L. K. Mathews, Pontiac, Mich.

BRANDT, CHRISTIAN W., 3408 Eaton Tower
 Modernization of Bldg. 11410 E. Jeff.

DIEHL, GEO. F., 120 Madison
 Photo Studio, Ferndale, Mich.—Taking fig.
 School, Howell, Mich. Taking fig. July 18.
 Church Alt., Chelsea, Mich. Held up.
 Prep. plans for Rectory—St. Ambrose Parish.
 Church, Flint, Mich. Taking fig.
 Preliminary drgs. Auditorium—Myers Road.

GIPFELS & VALLET, INC., & L. ROSSETTI, ASSOC. ENG. & ARCH., 1000 Marquette Bldg.
 Engine Test Bldg. Add., So. Bend., Studebaker Plant — Refiguring.
 Fig. on Air Craft Assembly Plant, due July 8. Refrigeration, Air Con., Oil Burners.

HABERMAS, CARL R., 415 Brainard.
 Res., Touraine Rd. Taking fig.
 Plans, Res., Edgemere Rd., G. P. F.
 Res., Lochmoor Rd.; Res., Stephens Rd. Bids closed.

HYDE & WILLIAMS, 3105 E. Grand Blvd.
 Plans—7 Stores & Theatre—Woodward Ave. near West Grand Blvd.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold.
 Add. to Wilbur Wright High School. Con. let to A. W. Kutche Co.
 Plans for Dramatic Bldg. Western Mich. College of Education, Kalamazoo, Mich.

MERRITT & COLE, 1111 Collingwood.
 Plans for Zion Lutheran Church, Ferndale.
 Mt. Zion Lutheran Church, 7-Mile Rd. Bids closed.
 Bids closed. Resurrection Lutheran Church.

MORISON, ANDREW R., 920 Fox Theatre Bldg.
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O'DELL, H. AUGUSTUS, 700 Marquette Bldg.
 Taking bids, 3 Sty. Apt. Bldg., Maple & Worth in Birmingham, from: Chissus Const. Co., Bham.; Harold Broock, Bham.; Dennis & O'Connor, Lake Orion; Hazleton & Clark, Detroit; Starr-Massoll, Detroit.

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

TILDS, PAUL, 2539 Woodward
 Plans—Commercial Bldg.—90x52, Gratiot Ave.

M.S.A. MEMBERSHIP STANDING

AS OF JULY 8, 1941

453 paid out of possible 688—65%. End of previous year,
 419 paid out of possible 707—59%.

Southwestern Michigan	85 %
Detroit	79
Central Michigan	78.5
Saginaw Valley	72
Ann Arbor	70.4
Upper Peninsula	55.5
West Michigan	52
Out of State	40.8

The Society deserves the support of every architect registered in Michigan. The Institute's convention will be held in Detroit next Spring. Let's join together to make it a big success. Send your check for \$5 to John C. Thornton, treasurer, 502 Laurel St., Royal Oak, Michigan, or to the Bulletin.



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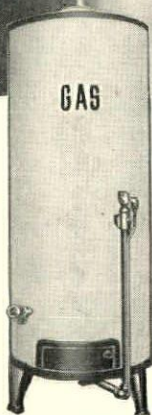
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Volume 15

DETROIT, MICHIGAN, JULY 22, 1941

No. 29

IMPRESSIONS ON A BUSINESS TRIP IN THE WEST INDIES

By George J. Haas of Stran-Steel Division, Great Lakes Steel Corporation

JULY 3 & 4, 1941—ABROAD ALUMINUM CO'S S. S. "EVANGELINE"

Today and tonight were quite hectic and impressionable. In this white man's island, where nearly everybody is black and speaks the King's English (you can't understand them as well as the Puerto Ricans, who speak only Spanish) great drama is taking place.

I'm thankful that at last I'm on an American ship and can write as I please without its being censored. It can be identified by the illuminated flag on the stern—the Stars and Stripes. On her topsides, just forward of midships, another huge "Old Glory" is illuminated with high powered lamps.

In this great place of misinformation and blackouts (which last nearly an hour) everyone gives different directions. I had been advised by the steamship company that we would sail at 5:45, that I needn't get my ticket until 5 o'clock, then go to the Censor with my papers, passport, etc. I was glad, because I needed the entire day for business.

I later received word from the Alcoe Line that if I did not get my ticket before noon, it would be cancelled, and also that the ship might leave at 5 P. M. instead. They could not say exactly, as they were not permitted to tell just when any ship would leave the Port-of-Spain. I loudly protested and mentioned their information of the day before, but the reply was shrugging of shoulders.

"Is there anything else you can tell me which you haven't?"

"No, Mr. Haas, we can only tell what the authorities will permit us to tell."

"Is it necessary for me to do anything else?"

"Nothing, except to see the Harbormaster for your Exit Permit."

At the Harbormaster's office—"He's at lunch, and will be back at 2:30. It will be necessary for you to make an appointment to see him."

"But I'm sailing this afternoon, I must see him."

"But Mr. Haas, the Harbormaster is an important gentleman, and you must make an appointment."

Anyhow, I waited for him, exhibited my passport, and then rushed to a Stenographer to get off a letter. While there a message came from the hotel to call the steamship company at once.

"Mr. Haas, if you do not have your bags at the Customs before 4 o'clock for examination, you cannot sail at 7 P. M."

I packed and rushed down to the Customs. There they told me, "Oh, no, you will have time for examination, until a half-hour before the ship sails."

I told them to put the baggage aboard and give me checks.

"But, sir, we do not issue checks."

"Well, what the 'ell do I do, then?"

"Wait a moment,"—which was precisely a half-hour. When he came back, he was without the baggage and said it was aboard. No checks but, since I could not do otherwise, I trusted them.

By that time it was pouring rain, but I finally got a cab back to the hotel. While I had checked out I had explained that I would be back to occupy the room until sailing time, nevertheless, I found the room filled with the belongings of others, so I have no room, and I'm not sure I have any baggage.

To the Stenographer's. She's waiting for me to read the copy to her, instead of her copying it. So we made a start; I got the letter at 5:15. I was soaked from the rain but I got to the dock at 5:55. The ship actually pulled away at 10:45 P. M., for a very good reason.

See HAAS—PAGE 4

ARCHITECTS

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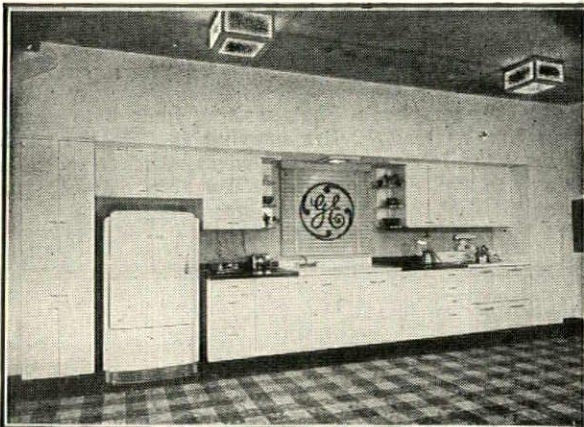
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NATIONAL DEFENSE POSITIONS OPEN FOR INDUSTRIAL SPECIALISTS

Trained personnel in every branch of industry, science and business is being called to Government service in this time of emergency. Individuals who know industrial methods and processes from first-hand experience are needed to contribute their part toward the integration of the expanding defense program. The Civil Service Commission has just announced an examination for Industrial Specialist positions paying from \$2,600 to \$5,600 a year. The examination (Announcement No. 102) is open for one month only. Applications will not be accepted at the Commission's Washington office after August 7.

Industrial specialists may be called upon to perform any of three types of jobs. The first is that of liaison representative in developing and maintaining working relationships with manufacturers of materials or equipment vital to the defense program. Secondly, they may act as consultants on industrial materials, methods and processes, or they may examine and evaluate data secured from the reports of various industrial concerns. The third possible assignment is that of investigator and analyst in the field of industrial materials, which involves the collection of data on production techniques, uses, consumption, and market supplies of particular materials.

To qualify for these positions, experience is required that has given the applicant a thorough knowledge of production methods and processes in one or more manufacturing industries. This experience may have been in industrial management, planning, engineering, cost accounting, business analysis, or research. Applicants may substitute resident study in an educational institution above high-school grade, up to a maximum of 4 years, for this general experience. For each of the positions, applicants must have had some experience in one (or in a combination of not more than three) of the following industries:

Iron and steel; Non-ferrous metals; Machine tools; Ordnance; Aircraft, marine and automotive equipment; Railroad repair shops; Radio and other electrical equipment, supplies and apparatus; Textiles; Forest products; Paper; Printing and publishing; Chemicals; Plastics; Products of petroleum and coal; Rubber products; Stone, clay and glass products; Leather and its manufactures; and Food and kindred products.

Applicants are rated on their education and experience and upon corroborative evidence. An oral examination may be given to determine further an applicant's qualifications for the positions. No written test will be given. Further information and application forms may be obtained at any first- or second-class post office or from the Civil Service Commission in Washington.

FIRED AT RANDOM

Roger Allen in *Grand Rapids Press*

Southern Chivalry Still Pays Off

Down in Rockingham, N. C., the defendant in court was charged with annoying a woman at a bus station. He told the judge: "It was a mistake, your honor. I was looking for my friend's sister whom I had never seen before but who had been described to me as a handsome blond with classic features, fine complexion, perfect figure, beautifully dressed."

The prosecuting witness interrupted, "I don't care to prosecute the gentleman. It's easy to see how anyone might make the same mistake."

It seems that George Norcross was also born on June 23, sharing the same natal day with me and the duke of Windsor. George and the duke and I are going to get together for a picnic next year. The duke can bring the potato salad.

Weather report: No change yet in the Mercury, although Ford signed a contract.

"Did your father help you with this problem," inquired the teacher, "or did you do it wrong all by yourself?"

JULY 22, 1941

HOW LONG CAN RUSSIA HOLD OUT?

Editor's Note: The following excerpts are from a series of articles by Philip A. Adler in The Detroit News. Mr. Adler visited Russia for the News during both the first and second 5-year programs by which the Soviets sought to establish economic self-sufficiency.

"But you saw these plants when they were still new and were operated by American engineers," I am told. "They have deteriorated under Russian engineers. Furthermore, the Russians have not been able to replace the worn out American machinery."

There are two views on this subject, each backed by authority.

Foremost authority on the view that Soviet engineers are incapable of operating their own plants is John K. Calder, of Dearborn, Mich., formerly chief consulting engineer for the Soviets during their first Five Year Plan.

The opposite view is held by no less an authority than Albert Kahn, famous Detroit architect, who actually did much of the work for the Soviets in connection with the first Five Year Plan, training the Russians to carry on the work themselves.

"They Can Do It"

"It will take them longer and it will entail greater waste, but they can do it," Kahn told me back in 1932, when the Soviet government decided to do away with American technical aid.

What I saw in Russia two years later corroborated Kahn's view.

Soviet engineers not only managed to operate their factories, but in virtually every shop I visited they pointed with pride to the Russian duplicates of the highly-complicated imported machinery — American, British, German, French, Italian, etc.

Russia's economic system, as well as the Red Army, I am convinced, can hold out—but not very long.

However the point to be borne in mind is that this war is not a match between Stalin and Hitler, or between the Red Army and the Reichswehr. It is not even an isolated war between Russia and Germany.

It is a war of the nations of the world—communist and capitalist, liberal and conservative, monarchies and republics—united in the common belief in any nation's right to live its own life, against one nation which would dominate all of mankind.

In such a war Russia is not alone. As the situation now stands the question is not whether the Soviet Union with its Red Army and economic system can lick Germany, but whether it can hold out until Britain and the United States can bring in the necessary aid in factory management and engineering skill as well as in military leadership and war supplies.

This, I am convinced the Soviet Union can do.

"IT CAN'T HAPPEN HERE"— BUT SUPPOSE IT DOES!

The first report of D. C. Chapter AIA, Committee on Air Raid Protection, has been submitted by Horace W. Peaslee, F.A.I.A., acting chairman. To prepare themselves for such professional or public service in the field where they are best qualified to serve, the Chapter has agreed that the situation is serious enough to warrant the expectation that all members will ultimately participate according to their abilities.

As a bit of by-play, Peaslee discovered a news item, "Detroit, Arsenal Center, Sees Itself Bombable and Hams Prepare." It relates to amateur radio operators practicing for an emergency. Peaslee sent the clipping to Lancelot Sukert with the notation, "Why doesn't the Wild Bull who comes out of the West find out about D.C. ARP and pass the word along to Detroit architectural hams?"

It seems that Peaslee has dubbed Sukert the Wild Bull of the Pampas ever since the convention when he lectured the A.I.A. on publicity.

HAAS—(Continued from page 1)

At 7:30 this morning, the Steamer Winnipeg arrived from Europe with 900 refugees from France. It had accommodations for 70, and was bound for Martinique to discharge some, but the story goes that a British warship intercepted her 40 miles from Martinique and would not permit them to land, diverted them to the Port-of-Spain.

There they were on the dock—women, crying children, old men, French soldiers in heavy wool uniforms, make-shift baggage of all kinds was piled on the dock, and they were sitting on it. They had been in several rain-storms since they had arrived. By the time we were ready to sail, they were begging, crying and wailing to be taken aboard our ship. Some women were kissing the Captain's hands. He didn't know what to do. I watched a little queue of British and French officers (all colors) working on the Captain. A lot of cabling back and forth to the Port-of-Spain was going on. Finally, about 10 P. M., one of the more important British officers strolled down the gangplank and announced that our ship would take 100 of them. The cheer that went up from those unfortunates would strike to the bottom of your heart, as was proved by the cheer that went up from the regular passengers at the rails of all decks, who had been waiting since 6 o'clock to get started, and who had been waiting and watching the helpless people on the dock all that time. And it had been going on since early morning! They had been there, babies and all, on the side of the dock shed, where the terrific sun hit them when the rain stopped pelting.

By the time they were abroad and they began to appear in the cabins, after having some food, which the regular passengers had contributed to pay for, the time was midnight. The orchestra, at the first stroke of the ship's bell, struck up the "Star Spangled Banner," then "America." It was the Fourth of July! Never, at any celebration, New Year's Eve, or any other, was I ever more exhilarated or proud, that I just by accident and the Grace of God, am an American.

Most of these poor people hadn't had anything to eat since 4:30 that morning, before they were put off the Winnipeg, but when all that food was put before them, they didn't act in a ravenous manner, but ate in a quiet, perfectly orderly way. Their shining eyes indicated in a fully fluent manner, what their lack of the English language did not enable them to express—their extreme thankfulness and gratification.

I talked with some of the men and the soldiers, a very difficult process. The stories they told, of what they've been through made me shudder. Most of them had been separated from their husbands, wives, children and loved ones. Most of them didn't know where their loved ones were. A few had sent their children ahead, but that was some months ago, and they had had no word of them since. One lady I talked with conversed in perfect English. She was an American girl who married a Frenchman years ago, and who in France was very well-to-do; she said she had lost every single thing—estate, home, furniture, clothing. She had sent her husband and two little girls to New York several months ago. Through some red tape she had not been permitted to go, though American born. Lack of money was also a cause of her being detained when her family sailed. All these months later, by careful manipulation and payment of graft to French and German officials, she had arrived this far.

She explained how thankful these people were. She knew many of them; many had been small business people over there. When I told her I thought I understood, she said, "No, you do not, you do not know how hungry we've been—one ounce of butter in two weeks, one pound of rice a month, etc."

One of the French boys in uniform explained he had been captured in Paris, had escaped to go to his mother, who was dying of cancer; and when he arrived at the village, his mother was not there, nor his home, hardly a trace of the village. He'll be put off with the rest of them at French Martinique. He doesn't know what his lot will be there but, in his broken English and with his

gleaming yes, he made me understand that he didn't care. He only knew that he was a step closer to "your beautiful America."

My two weeks in the Port-of-Spain were memorable; the food, the regulations, the new issue of the Government Gazette, prohibiting almost everything from being imported, and present stocks from being used except for military purposes; steel, silk stockings, lip stick, most foods and drinks. Anything that bare necessity does not require cannot be imported into Trinidad and Tobago or the other British Colonies. No dealer may charge more for present stocks than cost and profit margin in existence in September, 1939. Every conceivable luxury is mentioned in the "Gazette Extraordinary" by authority of the Colonial Secretary, and is either entirely "prohibited from all sources" or "prohibited except from Empire sources." All these things contribute to the hang-dog appearance and the humble attitude of the general Trinidadian populace. And they say, "But we have been very fortunate, we have not felt the effect of War as yet. Look at England, we should be happy and thankful."

When I drew out my colored waiter at the Queen's Part Hotel, my home there (his name, "Speedy Davis" was not appropriate), he told me his salary was "seven dollars fortnightly"—hours, 6 A. M. to 11 P. M.

A coal-black policeman (they're all black, with heavy, dark blue uniforms and chin strap helmets) asked me many questions about America. He was of the mounted division, they all are—on bicycles. He said that he had been on the force over four years, had studied and each year passed his examination, entitling him to promotion and increase in pay, until now as a Sergeant he receives \$34 monthly, barely enough to support his wife and two children. Prices have gone so high since the War and since the Americans came. These common people are very friendly to Americans and politely try to engage them in conversation. They are hard to understand because of their mixed Afro-English accents—but they are for us.

I've seen absolutely nothing, of course, of this War. I haven't been near it, but I've had enough of the reflections of it, even as comparatively insignificant as they are, to feel ashamed if I have ever criticized my country, or complained of anything it has. I can earnestly and truly say, "It's great to be an American." It's good, also, to be an Englishman or Frenchman, or Italian, Swede, or even a German, but only if you're in America.

Tonight I'm having a fine American dinner on an American ship, with the first cup of good coffee in a month (with cream and sugar in it), with that great American sense of security that the Stars and Stripes painted on the sides of our ship and shining in its illumination at the stern, will get me back to God's country, which one is foolish to leave.

But what of the 100 poor souls sleeping on board in the hold who will be put off the ship tomorrow at Martinique? And what of the 800 others left there at the dock, who, unlike their 100 fellows, are not getting closer to America?

REGISTRATION ACT AMENDMENTS PASSED

With the signature of the Governor on June 17, House Bill 535 (H. E. 180) containing amendments sponsored by the architects to the registration act (No. 240 of the P. A. 1937) regulating the practice of architecture, professional engineering and land surveying will become law on October 8, 1941, 90 days after the sine die adjournment of the state legislature on July 9.

The bill was introduced by Messrs. Rawson and Benedict and passed both houses with a minimum of discussion. The amended act now states that "no registered architect shall be engaged or interested in any project or structure prejudicial to his professional interest therein."

Another clause that "no person shall publicly use the term 'architect', 'professional engineer,' or 'land surveyor' in connection with his name unless such person is registered under the terms of this act."

Kenneth C. Black, of Lansing, chairman of MSA's Legislative Committee was in charge of this assignment.



View from upper balcony of Grand Hotel porch, overlooking the Straits of Mackinac.

PLAN NOW TO ATTEND
MSA Summer Meeting

GRAND HOTEL, MACKINAC ISLAND

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

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

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

PRODUCERS AND THEIR FAMILIES ESPECIALLY INVITED

RITZ-CARLTON HOTEL, WILLED TO HARVARD

The Ritz-Carlton Hotel, the transient home of traveling royalty and the scene of many of New York's most splendid social gatherings, was left to Harvard University by Robert Walter Goelet, whose will was filed for probate in Newport, R. I.

Goelet, the millionaire property owner who died May 2, left the famous and glamorous hotel to his alma mater without conditions, but expressed the hope that the property would be kept and only the income used by the university.

JULY 22, 1941

Dear Tim:

Since writing you I've got some more dope on the Mackinac meeting. Looks as though most of the Detroit delegation will be driving, leaving here Thursday, August 7 and arriving at Grand Hotel in time for a board of directors' meeting shortly after noon Friday. Saturday morning there will be a general meeting of the Society at which Dave Anderson, president of the U. P. Division will preside, and at which everyone interested will be welcome.

While these are the only scheduled meetings there will be plenty to fascinate architects, producers, and families every minute of the time up to Sunday when the return trip will be started. You see there will be recreational features, sight-seeing and fellowship, and in the evening dancing and entertainment in the Blue Room and Casino.

Pardon me while I file another notch in my typewriter. I've just killed another superstition—they have always said you couldn't get such a group together in the summer time, but already indications are for about 30 from Detroit—at least 50 all told. If you are leaving from Detroit or vicinity, and you will call the Bulletin, arrangements can be made to join together, making up cars, for ease and economy of transportation, as well as good company.

And say, Tim, I hope you bring along a pencil as some really worthwhile things are sure to come up and you know how a bunch of architects are, they're fugitives from a drafting board and when they leave the office they really leave it. By the way, I hear architects are coming back in style again. Do you think they will ever supplant the mail order services? I went over to the poor farm the other day to see one who had pleased everybody.

Tim, you'd better get in training for the architects' soft ball games at Mackinac—the Detroit Elephants against the Upper Peninsula Bears—maybe I can get a job carrying water for the Elephants.

The Grand Hotel has given us a special convention rate, so you don't need to worry about that. Bill Palmer is sure to turn in one of his top performances. Bill continues to have birthdays and to grow older, while Nina continues to grow younger. You know, Bernice Ditchy was First Lady at the California convention, while Nina Palmer will be First Lady at the Mackinac convention.

Talk this up out through the State and we'll see you at the Grand Hotel.

Forever,

Jim.

THIRD GOLF OUTING

Architects—Builders & Traders

BROOKLANDS GOLF & COUNTRY CLUB

Tuesday, July 22, 1941

Club is located between Rochester and John R.
Auburn and 20-Mile Rds.

CHARGES — GOLF — DINNER — PRIZES \$3.00

Let's show our appreciation to the Brooklands management by turning out at least 100 strong. Attendance was off in June. Twenty-two shy of 100—you know whether or not you were among the missing. Don't let it happen this time. Course, locker room and club house in fine shape and waiting for YOU.

BILL SEELEY, *Golf Chairman*

YOUR MEMBERSHIP

If you are an architect registered in Michigan won't you support your organization by paying \$5.00 dues to March 1, 1941.

Let's consolidate our gain made last year and make it possible for your board to continue their good work.



FIRE PREVENTION

A radio interview on Miss Dorothy Spicer's series, *Listen Ladies*, over radio station WWJ, *The Detroit News*, April 17, 1941.

MUSIC: Passage.

SPICER: Listen Ladies.

THEME: Fade.

ANNCR: Listen Ladies.

SPICER: To Talmage Hughes with advice for builders; News Household Editor, Alice Walsh; Ole Foerch at the Hammond organ.

THEME: UP AND OUT.

ANCNR: Listen Ladies is a program designed for women and presented each week-day morning at 9:15; each Saturday morning at 9. Our hostess is Dorothy Spicer and her guest is going to take up one of the important subjects of National Defense.

SPICER: Primarily fire defense. Our guest is Talmage C. Hughes, Executive Secretary of the Michigan Society of Architects. And at this season when the 75th Anniversary of the National board of Fire Underwriters is being observed . . . it seems most appropriate to build up the subject of fire prevention from the foundation—and Mr. Hughes who is editor of the Michigan Society of Architect's Weekly Bulletin has gathered together information that I believe you will find of value;

SPICER: Your job, Mr. Hughes is to tell us how we can keep from burning up.

HUGHES: Then my job is already finished . . . because I can't do that. The best an architect can do is to tell you how to keep your home from burning up . . . he can't prevent you from burning things or yourself if you are careless.

SPICER: We'll claim that we aren't careless . . . so I think the information that you can give us on your own terms will be acceptable.

HUGHES: Well, we architects are in the debt of the National Board of Fire Underwriters for much scientifically tested information concerning safe, fire-resistant building. The building codes which it has drawn up are accepted as the best in the country and we architects incorporate them into our plans as often as possible.

SPICER: And fire resistive construction successfully lessens the danger of fires.

HUGHES: Yes, indeed. It can make almost certain that fire starting in one part of the house will not spread to another part . . . and I believe I can explain how this is accomplished so that people who are planning to build will have information to work on.

SPICER: We would appreciate that.

HUGHES: Let's begin at the bottom . . . that's the basement. I think everyone realizes that it should be built of non-combustible materials . . . brick or concrete, say. And of course the furnace should be a good one. But that is not enough. The architect should see to it that furnace pipes and vents are clear of the walls.

SPICER: Because you can't tell what somebody is going to put against those walls?

HUGHES: That's it. It is also a bad structural mistake to rest joists on the brick chimney. This chimney has its own job to do and should not be weakened by having to carry any structural burdens.

SPICER: And what would you say is the most important structural element in the basement

HUGHES: The most important structural element, by all odds, is a ceiling for your basement made of cement on metal lath, extending clear across from one foundation to the other. Many fires start in the basement . . . often the most dangerous ones.

SPICER: Why most dangerous?

HUGHES: Well, basement fires are more likely to go undetected than the others and so get more time to work up to a dangerous blaze. And another reason is that flames go up. So the basement should be completely insulated from the rest of the house.

SPICER: But you have to have openings in a basement ceiling.

HUGHES: Certainly, but the doorway leading to the basement should be as completely fire-resistive as the ceiling. Otherwise all your forethought may go for nothing. Hot, fire-laden air loves to rush up an enclosed vertical space such as many cellar stairways are. The basement door should be strong and metal covered so that if fire does start in the basement it can be imprisoned there until the fire-department arrives.

SPICER: I don't think I have ever given thought to protection of that kind.

HUGHES: And perhaps that is a general statement. But in these days when we are thinking in terms of National Defense . . . when all countries are thinking of means for fire prevention . . . is the time to educate people in regard to proper construction.

SPICER: I think you are right, Mr. Hughes. Now, what about the main floor?

HUGHES: One of the most important structural elements about the basement is fire-stopping the walls.

SPICER: Could you explain that?

HUGHES: Yes, most house walls are double, with a space between to protect the interior against hot or cold weather. Now, this enclosed space is space through which flames and overheated air may rise, eventually setting fire to the upper stories. There are many instances where fires rose by this channel from the basement directly to the top floor, entirely skipping the intervening floors. In fact there have been fatalities where just the smoke and fumes came up that way, although the top of the house was never touched by fire.

SPICER: And the remedy for this hazard?

HUGHES: Fire stops should be installed between the studs in the walls at floor levels. The fire stops, of course, must be of some incombustible material such as wired cement . . . and these fire stops will prevent the flame from any floor from reaching the floors above through the hollow walls.

SPICER: I suppose the fireplace is the next danger spot?

HUGHES: For numerous reasons. I won't more than mention the need for prudent screening of log fires. That's up to the homemaker. But the architect should suggest that the hearth and the bricks be thoroughly insulated from wood-work or other structural matter. The brick floor should extend far enough into the room to permit adequate screening space.

SPICER: So many fires start from the chimney and roof that we want to be sure to mention them.

HUGHES: Yes, and in this instance we come to one of the ways that people try to economize. The bricks of the chimney should be laid flat . . . not on edge. The latter way saves bricks, but greatly weakens the chimney. Also the flue should be lined with fire-resistive material. The earth is the very center of the home . . . but if it is not constructed and used with care it can become the danger spot of the home, too.

SPICER: From the chimney can you jump out onto the roof?

HUGHES: Just like a spark. I wonder if people know that sparks on combustible roofs cause fifteen million dollars worth of damage each year . . . one of our greatest fire-hazards. Roofs should be constructed of non-inflammable shingles; or if wood must be used, we should use the harder and more resistive woods.

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SPICER: Well, Mr. Hughes. If the chimney is well constructed and kept in good condition it shouldn't send up sparks, should it?

HUGHES: No, but your roof may receive sparks from the chimney of some careless neighbor . . . and we might as well mention all the precautions while we are about it. So, let's add that if the garage is of the built-in type it should be completely insulated from the rest of the house so that it would be impossible for fire from the garage to penetrate the house.

SPICER: And if all of these structural precautions are taken, Mr. Hughes, would you say that the house can be made absolutely fireproof?

HUGHES: Absolutely is a big word. You know even metal will buckle and bend and melt under great heat. Instead of the word fire-proof we would like to substitute the word "fire-resisting" which is more accurate. But by and large you can say that the architect can guarantee that the house won't burn, but he can't guarantee that the things you put in it won't burn.

SPICER: Thank you for your information Talmage C. Hughes. For those of you who would like additional information about how to protect your home, two pamphlets have been issued by the National Board of Fire Underwriters. They are called "Two Minutes Tick By" and "Let's Save a Life at Home." We will be glad to forward your requests for these pamphlets if you would like to have them sent to you.

ANNCR: Just address your postal cards to Listen Ladies, WWJ Detroit, Michigan. And now the air is yours Ole Foerch for "These Things You Left Me."

FOERCH: THESE THINGS YOU LEFT ME.

ANNCR: Listen Ladies.

SPICER: To Alice Walsh, Household Editor of The Detroit News with a menu for tonight's dinner and as usual, a very good dinner, indeed.

SPICER: Really, it's a marvelous help to have someone suggest what to serve, Alice. The menu and the recipes will be published on the Woman's Page of tonight's Detroit News.

ANNCR: Twenty years ago our favorite song was of Katie . . . today her name is Kitty . . . and Ole Foerch will remind you that you have met her.

FOERCH: KITTY.

ANNCR: Tomorrow, Dorothy?

SPICER: It is too early to announce tomorrow's guest because the man I hope to have you meet hasn't come to town as yet; News Household Editor Alice Walsh will be here; Merle Clark at the Hammond organ.

THEME: UP AND OUT.

ANNCR: Listen Ladies will be heard each weekday at 9:15, each Saturday at 9 as a studio feature of WWJ The Detroit News.

CENTRAL MICHIGAN "SHINDIG"

as viewed through a crystal

Before a large and enthusiastic gallery, which at times threatened to get out of hand, the golfers representing the Central Michigan Division of the Michigan Society of Architects defeated the Walker cup aggregation in their annual tournament 47 to 3. Obviously outclassed, but gamely playing to the accompaniment of jeers and cat-calls, the Walkers failed to gain an advantage at any time, the only player for the C. M. D., M. S. A., who failed to show to his usual advantage, being Simpson, whose tee-shots, normally his strong forte, continually fell short and his very sloppy 4 under par can be definitely attributed to the fact that he was playing with a cotton ball to show his utter contempt of the competition. This spirit of braggadocio caused a loss of some points which aroused the ire of his team-mates

to such an extent that he was sent home without food or drink.

Medal honors were captured by no less than Ralph Herrick whose brilliant play was featured by a course-scorching sub-par exhibition. Medal winner was, of course, presented with the Lansing-Jackson traveling scholarship which will cover an all-expense-two-year tour through the Balkans and Lybia. Mr. Herrick expects to combine pleasure with business and will leave in a short time to renew his studies and drum up business.

After the golf match, the Duck Lane Country Club was host to the players and guests and a unique method of getting acquainted was introduced. Each member was presented with a beautiful silver loving cup replete with flush valves, traps, syphons, etc., and equipped with the Frost Patent Perpetual Champagne Maker. Such loving cup thus equipped can be quaffed at will at any time due to the constant supply of this nectar through Mr. Frost's ingenuity. A lively game of "Fill it and drain it" was immediately in order and was only interrupted when Cal Dennison discovered that Crane fixtures were used and refused to play. Instead of going into the garden and eating worms, he retired to a corner and made himself conspicuous with Rum Collins (an old school chum).

Jim Stewart, having arrived in time to receive his cup, prowled around and, amidst wild acclaim, discovered a kitchen with food. From the looks of several, such as Gildersleeve, Frost, et al, it appeared to Jim that they should be introduced to the joys attendant upon good wholesome food. Forthwith dinner was served and outside of the buckshot in the cavier, it was enjoyed by all. The fried breast of milk-fed guinea hen was especially tasty, as was the Porterhouse steak hors d'oeuvre. Dinner was served by girls from Earl Carroll's stables, whose scant attire left everyone breathless and caused some of the bolder spirits, such as Zimmerman and Dennison to try a tweek now and then. After dinner the delegates were the guests of Mr. Calvin Dennison (Standard Plumbing Fixtures Corp.) whose cigars and liquors helped to "settle" a most sumptuous repast.

After the floor show, featuring Sally Rand and Gypsy Rose Lee, a general discussion of the "Mother Art" was entered into by all. The consensus of opinion was that architecture as a whole would benefit a great deal by more and better moments of relaxation as exemplified in this "outing."

Continuing in the lighter vein till the wee small hours, the enthusiastic delegates were finally prevailed upon to leave, and amidst much back-slapping and hand-shaking and mutual protestations of continued simon-pure practice of the noble arts, they wended their ways wearily homeward—and so to bed—Amen.

P.S. Dear Lord, make Uncle Kenneth and Cousin Gus "stinkers" for not coming along. Sally and Gypsy were broken hearted. "They shouldn't aught to have not been there."

ANNUAL BOAT TRIP

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AGREE, CHAS. N., 1140 Book Tower
Prep. plans—A. & P. Super Store.
Store Bldg., A. S. Beck & Co., Lappin & Gratiot.—Architectural tr. let to Pierce Fader, bids closed.
2 story warehouse—12th St.—Cunningham Drug, Inc.
Prep. plans, Commercial Bldg. Conant & 7 Mile Rd., J. P. Frazer Land Co., Owners.
Store front & Modernization, Federal Dept.
Stores—7731-5 West Vernor Hwy. Bids closed.

BENNETT & STRAIGHT, 13530 Michigan Ave.
Theatre, Midland, Mich. Con. let to Carl Foster, Flint, Mich.
Plans, Clinic for Dr. L. K. Mathews, Pontiac, Mich.
Theatre, Mt. Pleasant, Mich. Con. let to Carl Foster, Flint, Mich.

BRANDT, CHRISTIAN W., 3408 Eaton Tower
Modernization of Bldg. 11410 E. Jeff.

DIEHL, GEO. F., 120 Madison
Photo Studio, Ferndale, Mich., Taking figures.
School, Howell, Mich. fig. due July 25.
Prep. plans for Rectory—St. Ambrose Parish.
Church, Flint, Mich. Fig. closed.
Preliminary drgs. Auditorium—Myers Road.

GIFFELS & VALLET, INC. & L. ROSSETTI ASSOC. ENG. & ARCHITECTS, 1000 Marquette Bldg.
Engine Test Bldg. Add., So. Bend., Studebaker Plant — Contract let.

Fig. on Air Craft Assembly Plant, due July 8. Refrigeration. Air Con., Oil Burners. Closed.
Extension—Air Craft Bldg., Ford Motor Co. Bids due July 25, at Ford Co.

Sanitary & Storm Sewer & Ser. Mains—Air Craft Parts Assembly Plant, Fleetwings, Inc. Bids due July 21.

HABERMAS, CARL R., 415 Brainerd.
Res., Touraine Rd. Taking fig.
Plans, Res., Edgemere Rd., G. P. F.
Res., Lochmoor Rd.; Res., Stephens Rd. Bids closed.

HERMAN & SIMONS, 712 Owen Bldg.
Prep. plans for Defense Housing Project, 200 Units, No. 20042X. Ready for bids about July 24.

HUGHES, TALMAGE, C., 120 Madison Ave.
Conts. let, J. Donald Christian res., Pleasant Ridge; Elect. Fix., Detroit Mantel & Tile; Refrig., Kelvinator; Linoleum, Thos. W. Walsh.

HYDE & WILLIAMS, 3105 E. Grand Blvd.
Plans—7 Stores & Theatre—Woodward Ave. near West Grand Blvd.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold.
Dramatic Arts Bldg. Western Mich. College of Education, Kalamazoo, Mich. Fig. opened in Dr. Elliott's office, Sec. State Board of Education, Lansing, Mich.

MERRITT & COLE, 1111 Collingwood.
Plans for Zion Lutheran Church, Ferndale.
Mt. Zion Lutheran Church, 7-Mile Rd. Bids closed.
Bids closed. Resurrection Lutheran Church.

MORISON, ANDREW R., 920 Fox Theatre Bldg.
Nardin Park Church. Contract let soon.

O'DELL, H. AUGUSTUS, 700 Marquette Bldg.
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SORENSEN, N. CHESTER & CO., 2nd fl., Industrial Bk. Bldg. Plans, Redford High School.
TILDS, PAUL, 2539 Woodward
Plans—Commercial Bldg.—90x52, Gratiot Ave.

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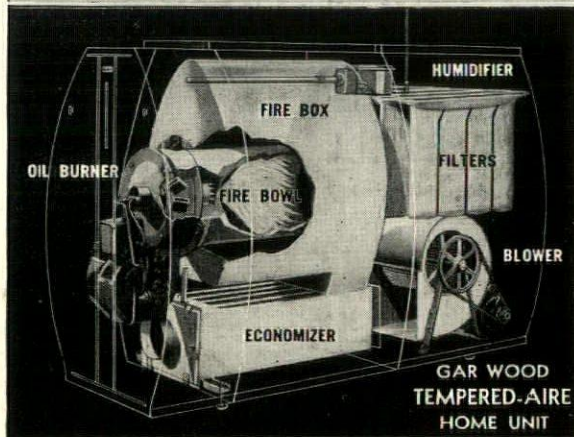
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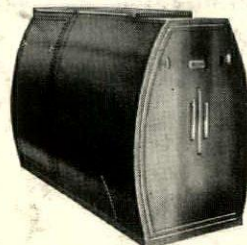
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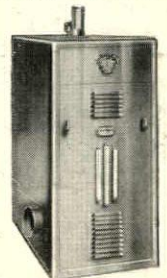
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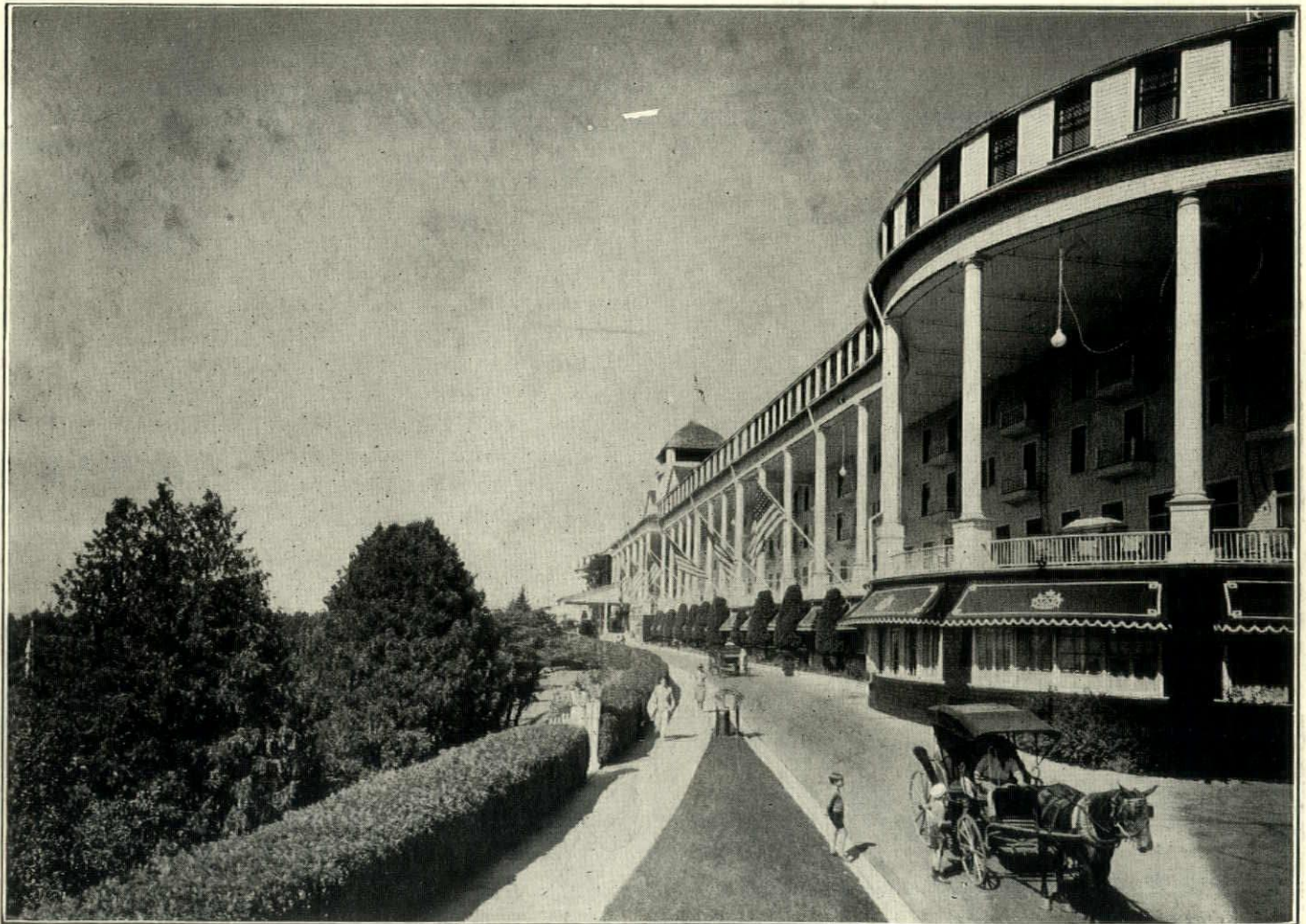
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Volume 15

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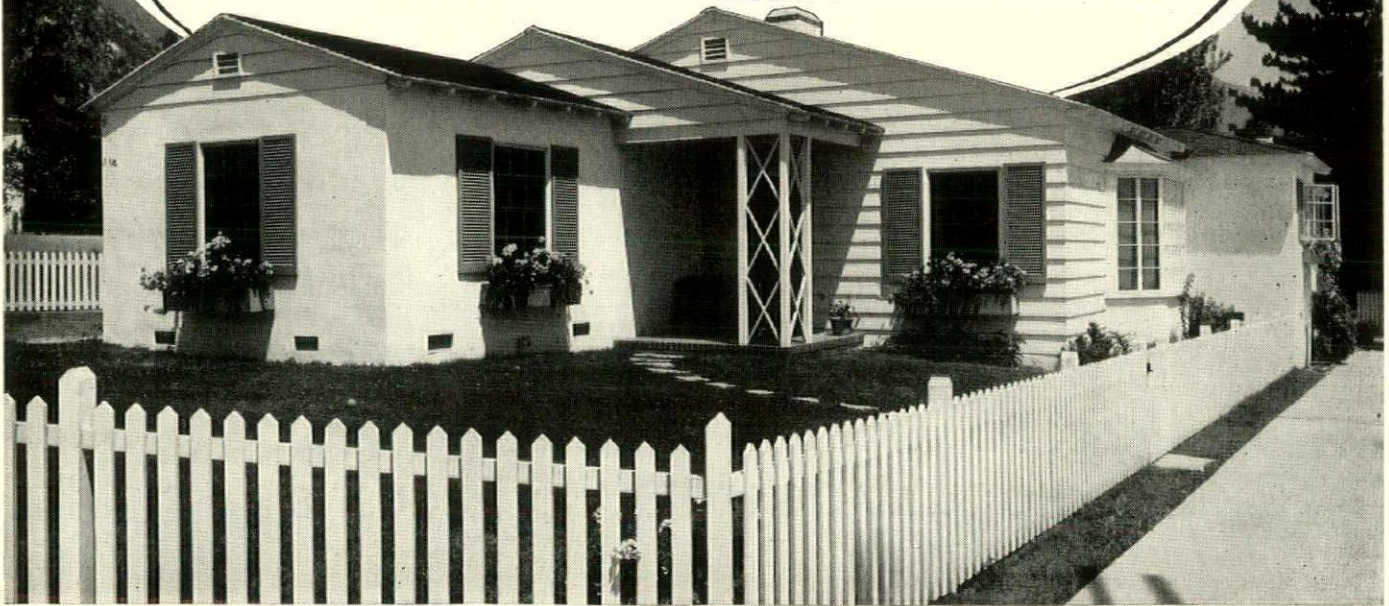
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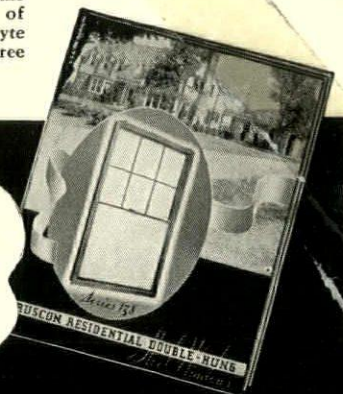


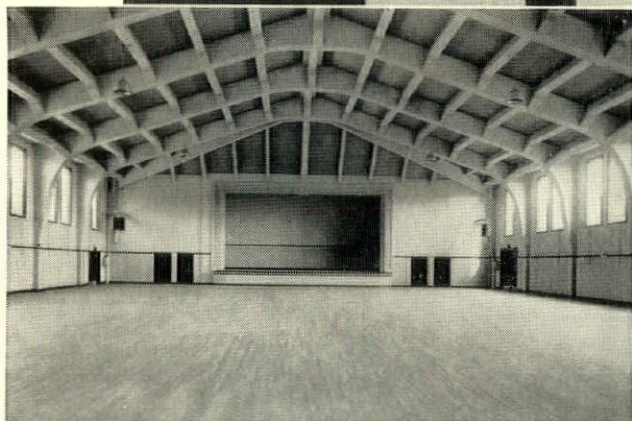
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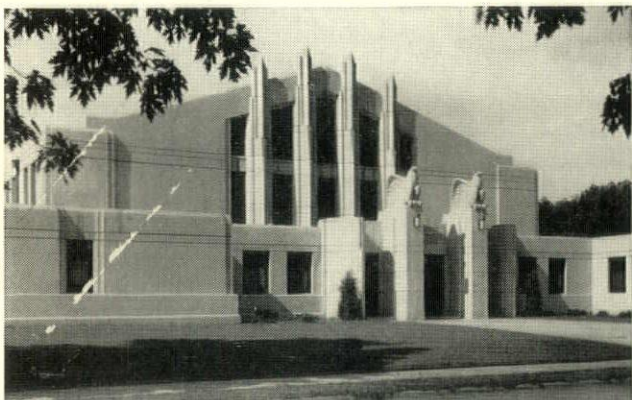
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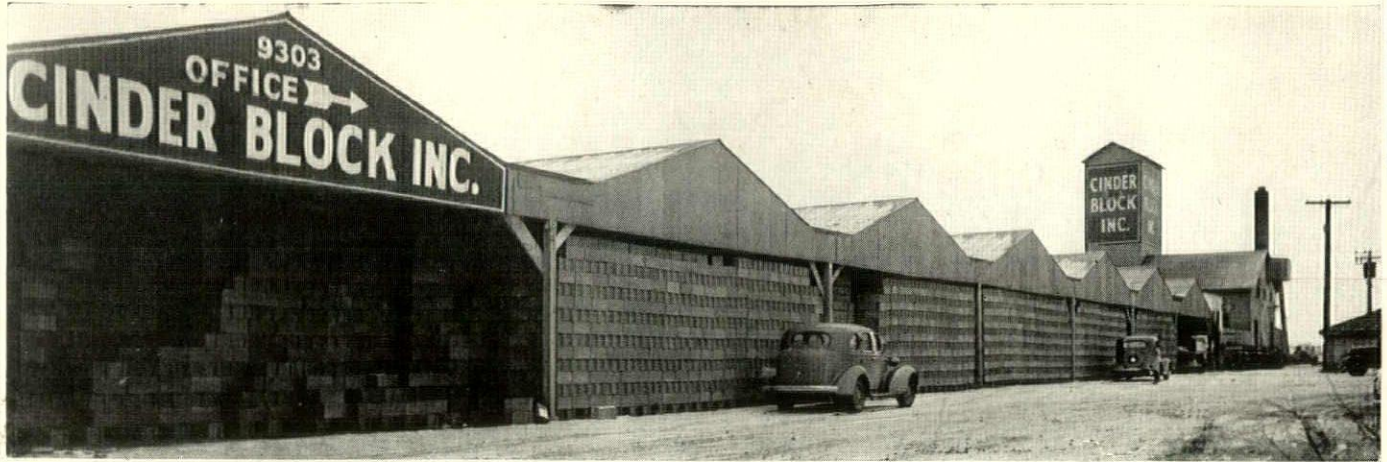
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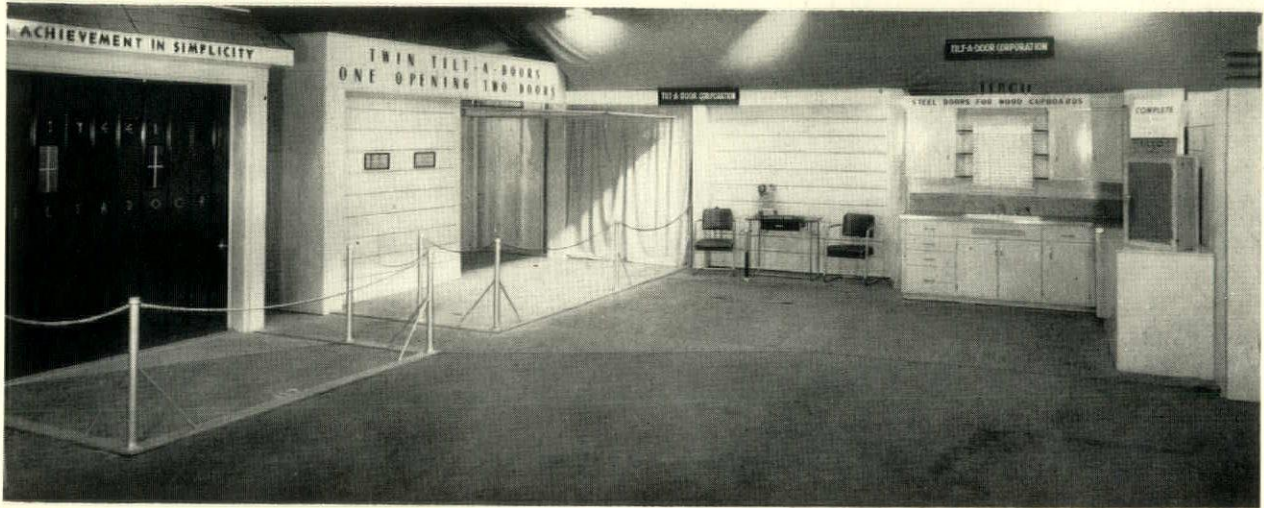
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MICHIGAN ARCHITECTS SEEK TO COOPERATE IN ARMS PROGRAM

Products Market to be Surveyed

MID-YEAR "LITTLE CONVENTION" TO BE HELD ON MACKINAC ISLAND IN AUGUST; TO REPRESENT SEVEN DIVISIONS

Members of the building industry in Michigan are taking steps to carry out resolutions passed at the recent convention of The American Institute of Architects relative to full cooperation in the Government's armament program, C. William Palmer, president of the Michigan Society of Architects, has announced.

Urging all members of the building industry to rally their forces at the Society's mid-year "Little Convention" at Grand Hotel on Mackinac Island August 7 and 9, he quoted President Roosevelt as saying,

"I call upon all loyal citizens engaged in production for defense to give precedence to the needs of the nation, to the end that a system of government that makes private enterprise possible may survive.

"I call upon our loyal workmen, as well as employers, to merge their lesser differences in the larger effort to insure the survival of the only kind of government which recognizes the rights of capital and labor."

"No other groups are more vitally interested in the nation's defense problems than are the architects and other members of the building industry," Palmer said, "and this meeting will be further concrete evidence."



Palmer

Producers on Program

In addition to business sessions the event will be a vacation for delegates, their families and friends, Palmer said. Producers and others interested are invited to join with the architects.

The Producers' Council, a national organization of building industry material manufacturers, affiliated with the Architects' Institute, will take part in the meeting, according to Frank Eurich, Jr., liaison officer. Eurich announced that architects and Producers were undertaking a survey to clarify the materials situation with respect to priorities, deliveries, and substitutes that may be had.

"We have known for some time that such metals as copper, zinc and aluminum could not be had for immediate delivery, likewise certain other products are subject to priorities," Eurich said, in calling upon E. D. Ainslee, Jr., president of the local Producers' Club, to tell his story of the survey.

"What is needed most by the industry is a complete and authoritative statement from the manufacturers themselves," Ainslee explained. "There has been entirely too much guess work and loose talk, not only among laymen but within the industry as well. This is bound to be detrimental, and while we do not mean to minimize the seriousness of the situation, a complete understanding as to how all materials are being or are likely to be affected should go a long way to silence what has approached calamity howling.

"If we are now at war, as some claim, there would seem to be no point in trying to deny the fact. Whether good or bad we propose to gather facts from their source and to make them known to architects and the building public."

Anderson to Preside

David E. Anderson, president of the Upper Peninsula Division, of the Society, will conduct a business session on Saturday morning, August 9, reporting on conditions in his area. Kenneth C. Black of Lansing, chairman of the Committee on Legislation, will report on amendments to the Architects' Registration Act recently passed by the State Legislature and signed by Governor Van Wagoner. Others scheduled to speak are Talmage C. Hughes, chairman of the A.I.A. Committee on Public Information, and Clair W. Ditchy, just retired as Institute Director. Ditchy was instrumental in bringing the next A.I.A. convention to Detroit, set for next spring, and he has just been



Anderson

named chairman of a special convention committee. He will call upon all architects in the State to join in making the convention the most outstanding yet held by the Institute.

"We can find no better way to favorably publicize the profession in this state," Ditchy said, in relating that at the last convention, Michigan representation took second place to no other chapter or state society. "Michigan reported the largest individual membership of any state society, and already our current membership is far ahead of previous years," he said.



Ditchy

The State Society Convention will in all probability be held in Lansing in March, Ditchy said. It was felt that to undertake to combine the State and National Conventions would cause confusion. The Institute Convention will last for three or four days and be followed by several days of special events. At the suggestion of Richmond H. Shreve of New York, newly elected Institute president, some of the sessions will be held at Cranbrook Academy of Art. J. Robert F. Swanson will be in charge of an architectural exhibition.

To Discuss Restoration

Emil Lorch, president of the Detroit Chapter, A.I.A., will report to the Mackinac Meeting on proposed restorations to Mackinac Island buildings, endorsed at the last Society convention. Roger Allen of Grand Rapids, said that some years ago the old fort at Mackinac was "restored" with unsatisfactory results. "The alleged 'restoration' was a botched up job," he said, "that produced a strange looking object that only faintly resembles the original fort and is useful principally to keep the rain off some slightly shopworn Indians who retail a dubious looking assortment of souvenirs to the unwary tourist. Williamsburg, Virginia, restored by the Rockefeller millions has no more interesting background than has Mackinac and the historic buildings there are deserving of like treatment."



Lorch

Aloys Frank Herman, president of the Society's Detroit Division, will report on conditions in his area as will directors from other divisions, including John P. Baker of Grand Rapids, Ernest Batterson of Kalamazoo, Lynn W. Fry of Ann Arbor, Adrian N. Langius of Lansing, James A. Spence of Saginaw and Alden B. Dow of Midland.

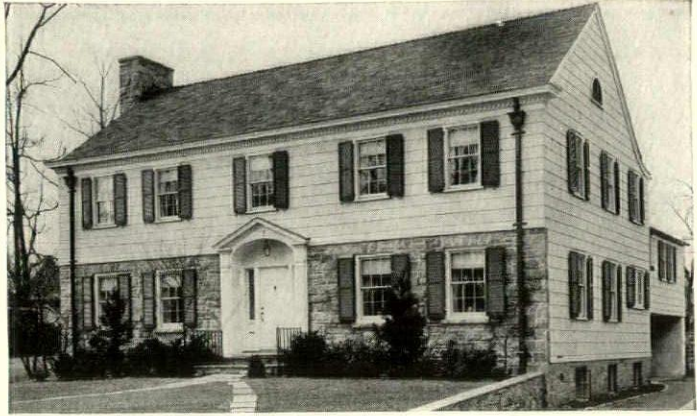
John C. Thornton, Society treasurer and member of the Institute's Committee on Technical Service will report on recent developments in new materials of construction and equipment of buildings, Cornelius L. T. Gabler, secretary on changes to by-laws; and Branson V. Gamber and Earl W. Pellerin, directors will discuss the outlook for the younger men in the profession, with particular reference to recent graduates.

There will be ample time for discussion and it should be understood that this meeting is truly statewide. Your president urges all divisions to send a representative dele-

See PROGRAM—Page 29

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MICHIGAN SOCIETY OF ARCHITECTS

2nd Annual Mid-Summer Meeting

GRAND HOTEL, MACKINAC ISLAND

AUGUST 8-9, 1941

Program:

FRIDAY, AUGUST 8

- A. M. Arrival of Delegates at Hotel
Registration—No Fee.
- 12:30 P. M. Luncheon; Sociable, no program.
- 2:00 P. M. Meeting of Board of Directors, C. William Palmer, President, presiding.
- 5:00 P. M. Cocktail Hour.
- 7:00 P. M. Dinner (no program) followed by dancing and entertainment in the Casino.

SATURDAY, AUGUST 9

- 10:00 A. M. General Meeting of the Society; David E. Anderson, President, Upper Peninsula Division, MSA., presiding. Open to all those interested.

SUBJECTS:

- The Architects and the Defense Program.
Priorities and Material Supplies.
Public Information.
Future Outlook of the Profession and the Industry.
Reports of Division President and Directors.
General Discussion.

ADJOURNMENT

- 12:30 P. M. Luncheon, no program.
- 2:30 P. M. Special events, sight seeing, recreational features—also in the evening for those remaining.

THE ROMANCE OF MACKINAC ISLAND

as told by Nina Palmer

There is a story that belongs to the dramatic background of the old Biddle House at Mackinac Island.

Edward Biddle married a beautiful Indian girl, and from that union was born Sophia Biddle. Sophia was beautiful. Her hair was glossy and black, her eyes were tawny and her figure as lithe as the reeds that bend along the shore.

Anxious that their daughter should have the finest education, they sent her to a school in the East. Her charm and culture, her brilliancy and her understanding all were incidental in winning and holding the heart of a young army lieutenant. Fearful of the consequences, the girl fell madly in love with the handsome lieutenant, failed to tell him of her Indian ancestry. He asked her to become his wife, — she accepted and returned to her home to plan for the wedding.

The young officer came to Mackinac, found the old house and when the door was opened in answer to his knock, he met the girl's mother for the first time. She was an Indian squaw, dressed in the full costume of her race.

Deeply disappointed, the lieutenant returned to his home to forget that he had ever loved a half-breed. But Sophia was not easily forgotten. He could not escape her memory. He returned to find her and once again the door was opened by her mother. "Where is Sophia?" he asked. The girl's mother greeted him in the stolid manner of her race. The expression of her face never changed; she only pointed to the cemetery where Sophia slept. And as the story goes, the young officer never forgot the loveliness of his Sophia. Her memory was the most beautiful thing he possessed. One summer twilight, he found a grassy mound in the corner of the old cemetery, and there, on the marker erected in her memory, he carved a rose. The tombstone with its carved rose still remains as a symbol of a lost and true love.

Mrs. Biddle was an Indian of queenly appearance; she dressed in Indian costume, — the finest black or blue broadcloth beautifully ornamented with silk and moose-hair work.

JULY 29, 1941

THE TRIP TO MACKINAC

Lest there be misunderstanding relative to the cost to delegates attending the Mackinac "Little Convention" we offer some concrete information.

One Producer recently said he would like to go but it looked like a hundred dollar bill. This is definitely not so. The Grand Hotel has given us a special convention rate, which we are not at liberty to divulge, but suffice it to say that for a couple driving from lower Michigan the total expenses, exclusive of meals, need not exceed thirty dollars.

Take Detroit as a starting point, for example: It is planned to leave Thursday morning, spend a night on the way, and arrive at Grand Hotel in time for lunch, and a board of directors' meeting at 2:00 P.M., then the cocktail hour, dinner and an evening of dancing and entertainment.

Saturday morning a general meeting of the Society will be held at which David E. Anderson, president of the Upper Peninsula Division, will preside and at which Producers and others will be welcome. At this meeting matters of general interest to the profession and the building industry will be discussed, including public information, priorities and shortages of materials, etc. Clair W. Ditchy will report on the A.I.A. Convention being planned for Detroit next spring and C. William Palmer, Society president, on the M. S. A. convention in March, which has been tentatively set for Lansing. Other matters, of importance to every Michigan architect, to be discussed at this meeting are covered elsewhere in this issue.

There is no doubt that conditions affecting our livelihood are now in a transitional stage and it behooves every practitioner to prepare himself for what is to come. An inventory of architectural manpower throughout the country was recently furnished the Government and many are no doubt wondering what has happened to it. Well, it has come to life again recently and something is likely to be done about it very soon. Why not attend this meeting and help to put yourself and fellow architects in a position to take advantage of future developments.

By Boat:

To keep the costs low it is suggested that delegates drive. A committee has looked into other means of transportation from Detroit, however, and here they are:

Leave Detroit, SS North American, Thursday 11:30 A.M., arrive Mackinac Island Friday 10:00 A. M., \$17 per person, including cabin and meals, one way.

Leave Mackinac Island, D & C Sunday 1:00 P.M., arrive Detroit Monday 7:30 A. M., \$12.50 per person, including cabin and meals, one way.

By Train

Michigan Central week-end rate; leave Detroit Thursday 11:00 P. M., arrive Mackinac City 8:00 A. M. Friday, \$15.05 round trip, including lower berth.

It is expected that those who drive will start the return trip Sunday morning, but for those who have to be at their desks early Monday morning, the first lap of the return trip could be made Saturday afternoon, leaving an easy drive Sunday to arrive home in time for dinner.

Detroit delegates interested in sharing cars with others can clear such information through the office of the Bulletin.

Those from the Detroit area who have signified their intentions of attending are Messrs. Palmer, Gabler, Thornton, Hughes, Herman, Ditchy, Gamber, F. Wright, Harley, Fauquier, Blakeslee, Conklin (& guest Warren School); and the following Producers: Messrs. Marshall, Knowlton, Ainslee, Harms, Gudnan, Martin, McCann, Charmantz, and Cassaboom.

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Harry W. Gjelsteen, 1065 Sheridan Rd., Menominee.

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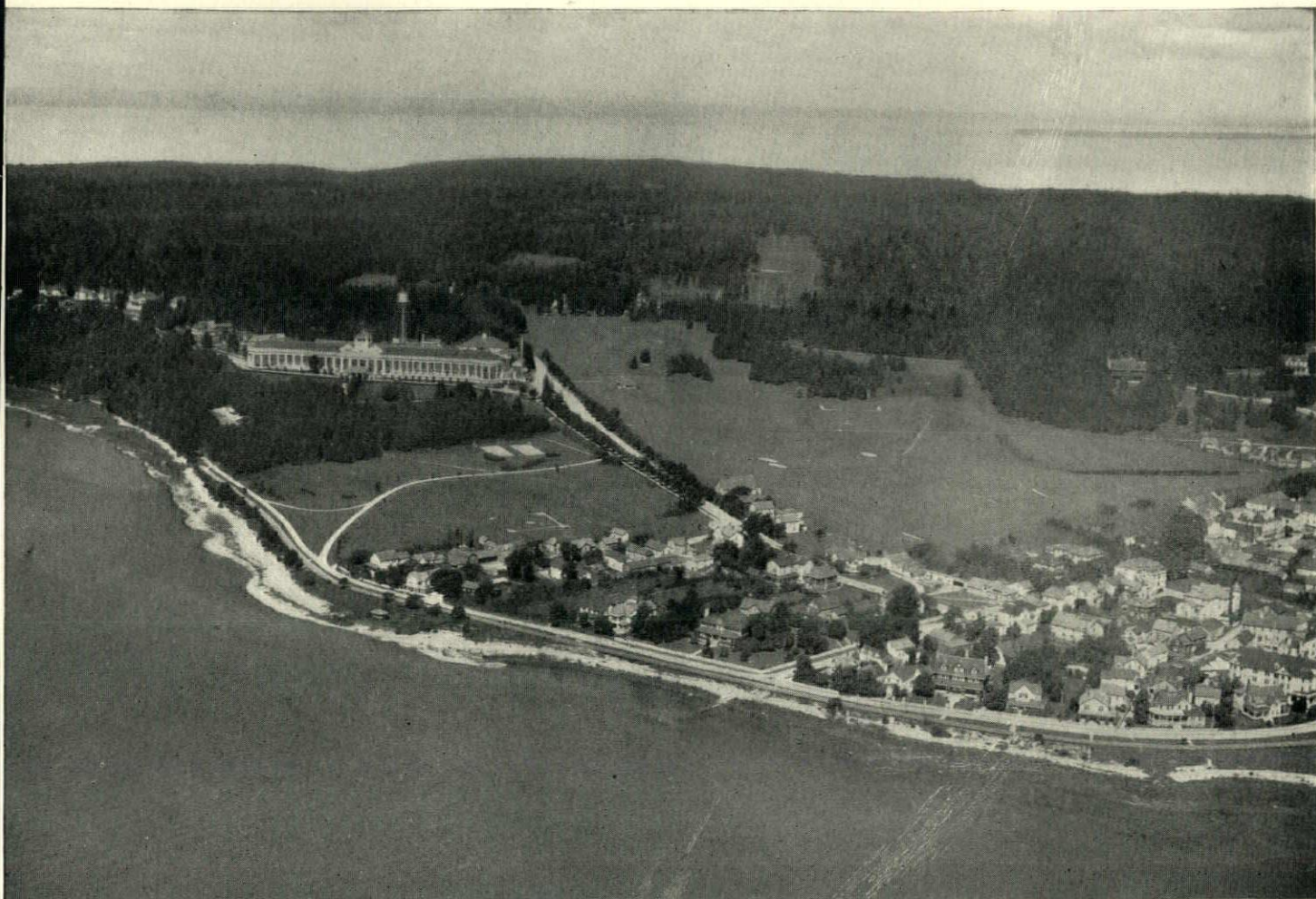


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General View of Grand Hotel and Mackinac Island

ARCHITECTS TO SEEK DATA ON MATERIALS

Governmental agencies, including the United States Housing Authority, the Public Buildings Administration, the War and Navy departments and the National Bureau of Standards, are failing to make available to the building industry their findings on building materials and methods, John C. Thornton, Detroit architect, said Saturday, in making public a report of the committee on technical services of The American Institute of Architects. Professor Charles W. Killam of Harvard signed the report.

"Valuable information supplied by these agencies to the various departments of the government is being withheld from the building industry, yet wide opportunity exists to advance the accomplishments of the industry as a whole," Thornton said, in announcing that this subject was on the agenda of the Michigan Society of Architects' Mid-year convention scheduled at the Grand Hotel, Mackinac Island, August 8 to 9.

No Technical Data

"All of the millions spent by the U. S. Housing Authority, the Public Buildings Administration and the War and Navy departments should give the building industry as a by-product reports on successes and failures of materials and methods, but they have not attempted to give out this information on any adequate scale," the report says.

"The U. S. Housing Authority, for instance, issues its weekly Public Housing, but it is devoted mainly to propaganda for more projects, with only a negligible amount of short, definite, technical articles on what it may have found out from its vast expenditures.

"It's 'Technical Information Notes,' issued to its own staff, and later incorporated in bulletins to local housing authorities, contain, in some cases, technical information, but it is difficult to decide how much of this information is the result of actual experience in the projects and how much is the preconceived opinions of its staff.

Fear of Producers

"The Public Buildings Administration has built and has had experience in maintaining hundreds of buildings of a much higher cost range than the housing projects. The Federal Architect, published quarterly by the Association of Federal Architects, includes very detailed articles on materials and methods, much too long to be abstracted.

"An examination of several numbers reveals very little which reports the long and extensive experience of that office as to the durability and other characteristic of materials and methods. Here, as with the U. S. H. A., one reason for the lack of reports on failures as well as successes is fear—fear of the appropriating Congress and fear of the influential producer of building materials.

"The National Bureau of Standards has issued 69 reports on 'Building Materials and Structures' and has recently been granted \$150,000 to continue its researches along these lines. The reports continue to lack adequate summaries and comparisons with other reports.

Cites 'Empty Reports'

"For instance, there are six reports on wood frame walls and partitions with different types of sheathing, with no comparisons with each other or with previous tests of the Forest Products Laboratory.

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July 22, 1941

Released by C. William Palmer, President

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Clair W. Ditchy, Chairman, Detroit; Lyle S. Cole, Detroit; Kenneth C. Black, Lansing.

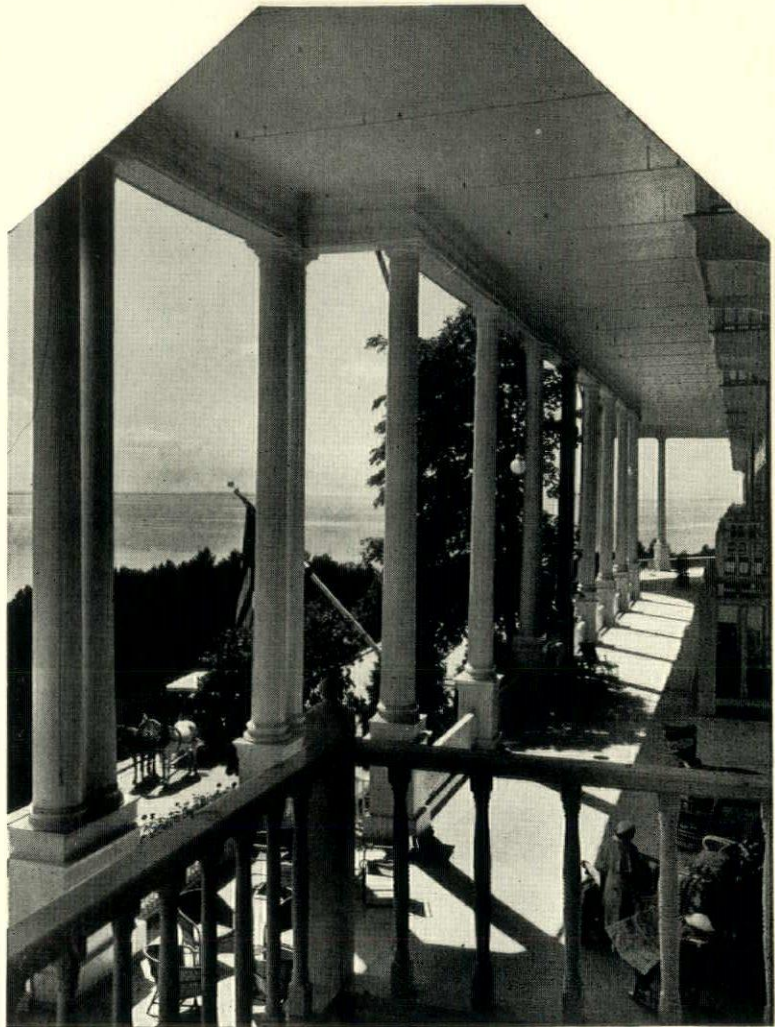
HONORARY MEMBERSHIP:

D. Allen Wright, Chairman, Detroit; Ralph R. Calder, Detroit; Roger Allen, Grand Rapids; Henry F. Stanton, Detroit.

CONVENTION COMMITTEE:

To be appointed by the Board of Directors after location of Convention is decided.

JULY 29, 1941



View from upper balcony of Grand Hotel porch, overlooking the Straits of Mackinac.

A GOOD ASSEMBLY

Advance indications seem to point to a good attendance at Grand Hotel on Mackinac Island August 8-9.

Seldom have we found a larger and more enthusiastic group working to make the event successful and pleasant than we find this year with the Upper Peninsula Division of the Society playing hosts. If officers, delegates, and visitors do not have enjoyable times, it won't be the fault of those loyal brothers from the "Upper Regions" of Michigan, led by the able Dave Anderson.

MSA is going to Grand Hotel primarily for work and not play, but the pleasure of the accompanying events has always been a powerful stimulant at conventions—and will be again this year when problems growing from confused conditions will be more extensive and baffling than those on the usual agenda.

FINANCE AND AUDITING:

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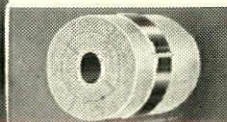
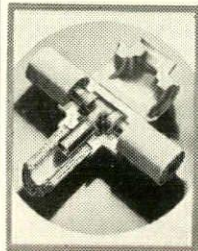
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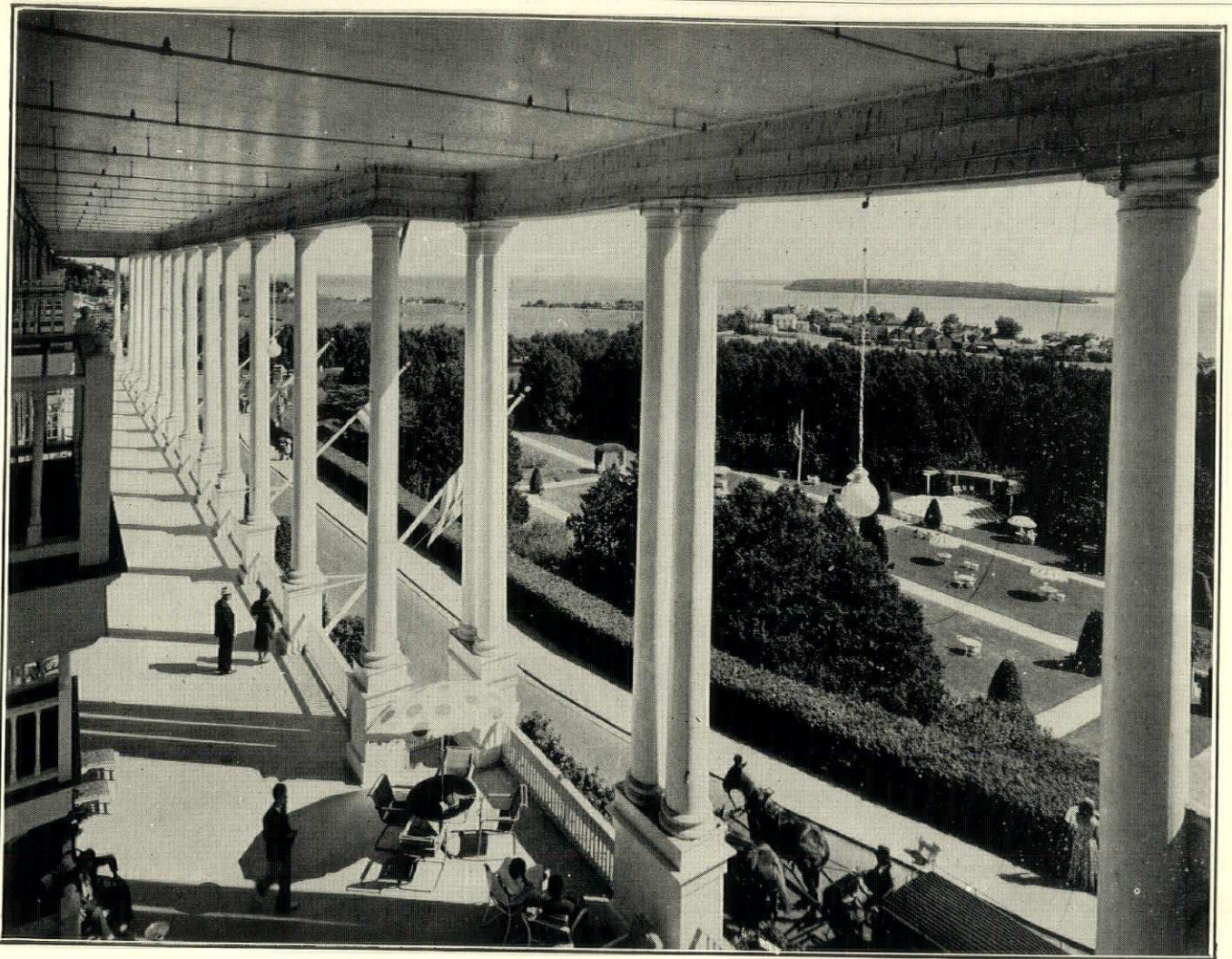
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Page Mr. Ripley--for it was he who stated correctly that the longest porch in the world will be found at the Grand Hotel at Mackinac. Not only that, but the most perfect vacation is there also.

THE OLD ASTOR HOUSE

Fur traders and soldiers of two nations looked down upon the Straits of Mackinac and saw, first, the voyageurs' bateau loaded with rich mink and beaver skins that were to adorn the aristocracy of Europe; then the fierce battles of nations for supremacy of the Straits country; and finally the beginning of Lake Commerce that was to become the life stream of the nation.

The old Astor House built 114 years ago was originally the seat of one of the greatest business enterprises of early America—the Fur Trading business.

The trading post which was a three-unit group cost \$50,000.00 to build and \$3,000,000.00 annually was exchanged in this business.

The Agent's house was a three-story building,—a spacious house with an inviting entrance. A great front door closing with interesting old bolts and locks (with the original fan lights above) opens into a hospitable hall. On each side are spacious rooms and at the rear, the beautiful walnut railed and spindled staircase rises to the second floor.

"The Store" was a low ceilinged room with hand hewn beams on one of which is chiseled in rude sprawling characters "417 Pines used in this frame." Here the actual business was carried on.

Attached to the store was a two and one half story warehouse where furs were stored. A quaint whitewashed stairway leads to the upper floors where still hangs the old windlass used to lift bales of furs to the second and third floors to await shipping time. A slight touch of the hand-still turns this 10 foot diameter, white pine wheel.

From an architectural standpoint, the old buildings are

MACKINAC ISLAND FESTIVAL

Work of beautifying the approaches to the island and creating further recreation facilities for Summer festivities was speeded by the municipal park and harbor commission in preparation for the Mackinac Island Festival July 25-26-27, and the Architects' Convention next week.

The commission's program includes preserving and restoring historic buildings and proper marking of sites, which played a part in the early settlement of the historic island. Included in this portion of the project is the restoration of the John Jacob Astor House, first headquarters of the American Fur company, where the Astor fortune had its foundation. This old building, following the liquidation of the Astor fur empire, was used for a number of years as a hotel. It is now being used as a community center and contains a valuable museum of the fur-trading days.

The landing pier in the harbor, over which many thousands of passengers from tour ships and ferries from the mainland have entered the city of Mackinac Island, has been acquired by the Park and Harbor commission. It is being converted into a modern wharf. The concrete has been practically completed. The warehouses and dock offices will be put into repair and repainted to be in readiness for the special events.

well worth studying,—great hand hewn white pine beams held together with wooden dowel pins; wide boards still showing the marks of the whipsaw; immense hand made hinges; square headed nails; two beautiful hand made mantels and a mysterious opening from the basement where a secret stair or lift came through.

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THE OLD MISSION CHURCH

The historic Old Mission Church on Mackinac Island, still standing in its original dimensions and appearance, was built in 1829-30. Mackinac, in those days, shared with Detroit in distinction,—the two towns being almost the only places of note in the State of Michigan.

The Fur Company's business, together with the general trading interests which centered in Mackinac Island brought a considerable population. Besides the teachers and their families and the population of the Mission School, there were many families of the village, officers and clerks, of the company, traders, native Indians, converts and others who were members in regular attendance at the old church. The Military Post too, used to be represented—officers and men coming down the street on Sunday mornings in martial step. The soldiers would stack their guns outside in front of the church; one of the men would be detailed to stand guard over the arms while the others would file into the pews set apart for their accommodation.

As a pioneer church on the wilderness frontier, it was remarkable in having on its membership roll and among its office bearers as "Ruling Elders" two men of such standing and public name as Robert Stuart and Henry R. Schoolcraft. The whole number of members enrolled during the history of the church was about eighty, exclusive of the Mission family.

Mr. Astor retired from the Fur Company and that business lost its magnitude. This involved the loss of many families

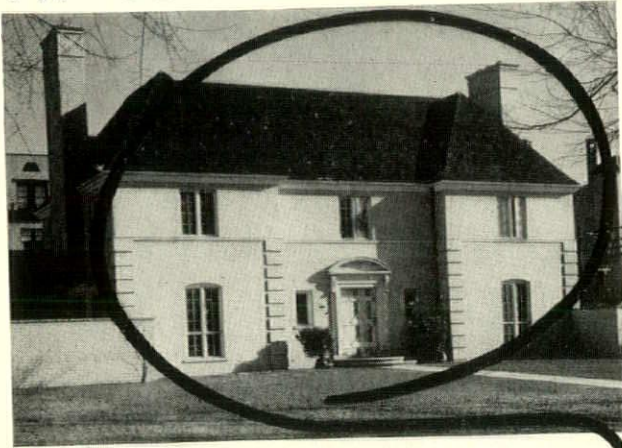
and a change in social conditions. In 1834, Mr. Ferry who had been the Presbyterian Minister in charge of the Mission House and later of the Old Mission Church and who had been a worker on the Island since 1822, removed from the Island as did Mr. Stuart in the same year. Mr. Ferry settled in what became Grand Haven, himself founding the city and also its Presbyterian church. He continued to reside there until his death in 1867.

The Old Mission Church was built 111 years ago and is as simple and unassuming in its architecture as the religious beliefs of its founders. It is the oldest Protestant church in the Northwest, and while the building may not be considered remarkable because of its age, it has nevertheless gained countrywide fame because of the excellent preservation of its interior furnishings. The high pulpit, the box-like pews with their little doors and the quaint choir loft, today appear as they did a century ago. The same bell that once called soldier, fur trader, Island resident and native Indian to the first service in the little whitewashed church, rings each year for a special service held each summer in July.

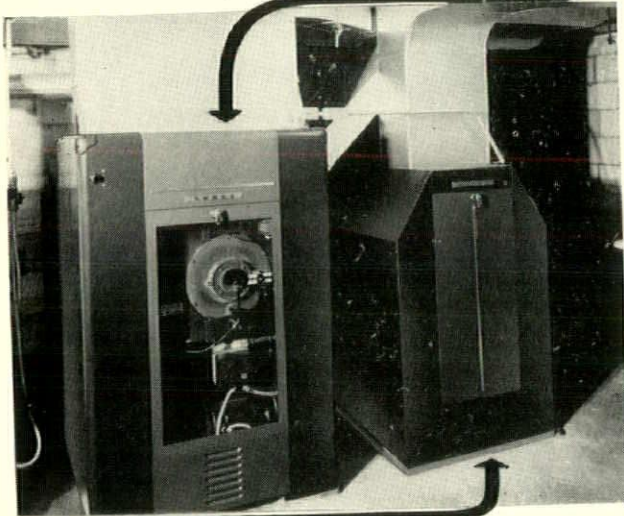
The exterior of the church with its shutters, many-paned windows, square tower surmounted by a belfry and weather-vane has the charm of New England. Large windows at the sides of the church have 60 panes of glass; the belfry is covered with its original tin roof, which glistens in the sun; wide clapboarding covers the exterior, once whitewashed but now painted.

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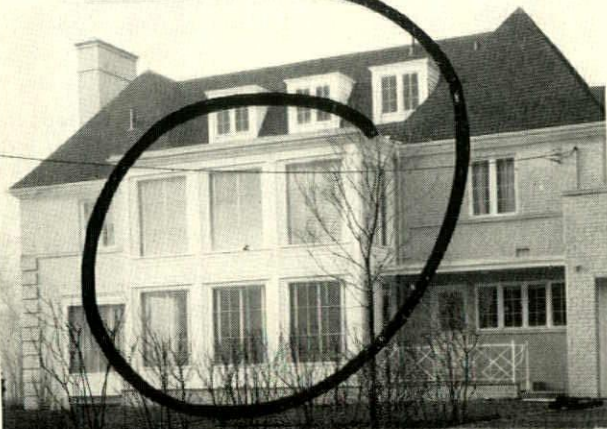
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The porches are heated through separate system of ducts and heat for the porch system is supplied by a Norge model 90, rated at 90,000 B.T.U. per hour. Both models are of the oil-fired pressure type and are virtually identical except in size and capacity.

Two separate thermostats control the units. Control for the house unit is inside the first vestibule. Control for the porches is on the wall of the downstairs porch.

When it is not desired to heat the porches, the smaller unit may be shut off or set to maintain a relatively low temperature. Such efficiency would be impossible with a single unit even through the expedient of closing porch registers, since the unit would then produce an excess of conditioned air which would have to be "spilled" in the basement. With spiral ramp economizers giving 17-foot flue gas travel, efficiency of heat transfer in the units assures operating economy; stack temperatures run in the low range of 290 to 325° F., with corresponding increase in effective heat available for use.

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Grand Hotel, Mackinac Island, Michigan

THE GRAND HOTEL

In the Grand Manner

Life at the Grand Hotel is truly in the grand manner from the moment you first glimpse the great colonnade. You are greeted by an avenue of flags flying from majestic mast-heads over the approach to the hotel. At the porte cochere you alight from your carriage to enter in the manner of royalty on richly tufted red carpet. You pause to look upon the commanding vista to be seen from the longest porch in the world. At your elbow are white-spatted bellboys and liveried attendants waiting to serve and escort you to your rooms.

Here amidst beautiful surroundings in the cool, invigorating atmosphere of Mackinac you may rest and relax, or enter into the gayety and many activities of this famed resort. Sports, historic spots, floor shows, sun bathing, swimming, shopping, carriage rides and a thousand other things will make your visit the most memorable you have ever had.

Bicycle chairs are fun. The same bicycle chairs and negro attendants that serve you at Palm Beach in the winter season.

The cocktail lounge at the Grand Hotel, smart and colorful, Hors d'oeuvres are served during the cocktail hour and there is music and entertainment.

The longest dining room in the world at the Grand Hotel is not only famous for its size but, more importantly, for its menus. The menus are the most elaborate you have ever seen.

The main dining room at the Grand Hotel, there is nothing to equal dining in this colorful room with its bounteous service and guests beautifully attired. There is delightful music at dinner every evening.

After dinner a turn or two about the veranda, with the concert orchestra playing from a balcony or on the porch, and the strolling troubadours, entertaining in the garden. Yachts and steamers glide slowly through the Straits in the moonlight, a never-to-be-forgotten scene.

Floor shows every night, gay reviews, talented artists and singers, all for your entertainment nightly, supper dancing in the Blue Room and Casino.

Pine-scented bridle paths will draw you on . . . to ride ride for miles above the silvery water. In tonic, pollen-free air, tennis takes on a tournament edge . . . golf is a sportier game—and an unforgettable scenic thrill! Every mood finds happy fulfilment here . . . the outdoor pool is gay with music . . . the terraced lawns are perfect for repose. You'll like the food . . . the people you meet . . . the brilliant cool Casino nights. Come, discover Mackinac's vacation magic. Drive up . . . on fine roads . . . take the train, or combine it with a delightful steamer trip.

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of MSA Divisions

Emil G. Zillmer, West Michigan.
Ernest S. Batterson, Southwestern Michigan.
Barry L. Frost, Central Michigan.
Alden B. Dow, Saginaw Valley.
David E. Anderson, Upper Peninsula.
L. L. Woodworth, Ann Arbor.
Aloys Frank Herman, Detroit.

To you and to the divisional directors president Palmer says, "The Mackinac Island meeting is for your benefit, truly statewide. We want to hear what you are doing, what your problems are and how the Society can help to solve them—and so the air is yours."

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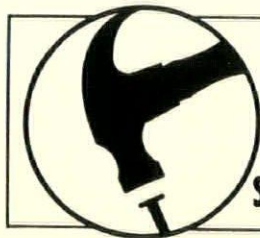
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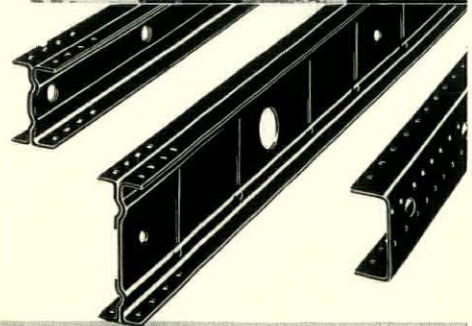
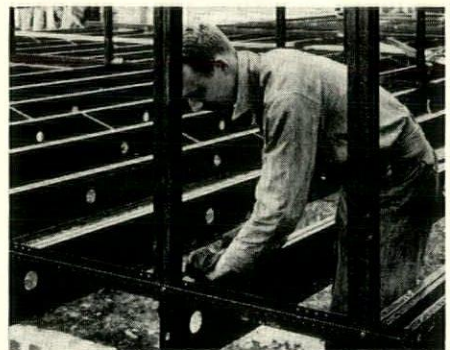
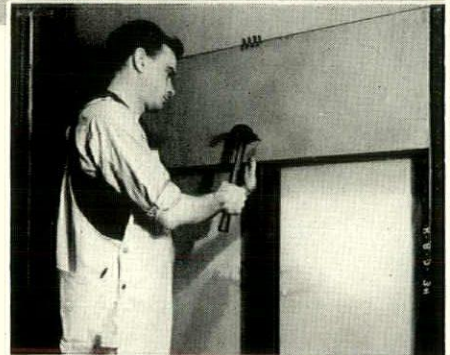
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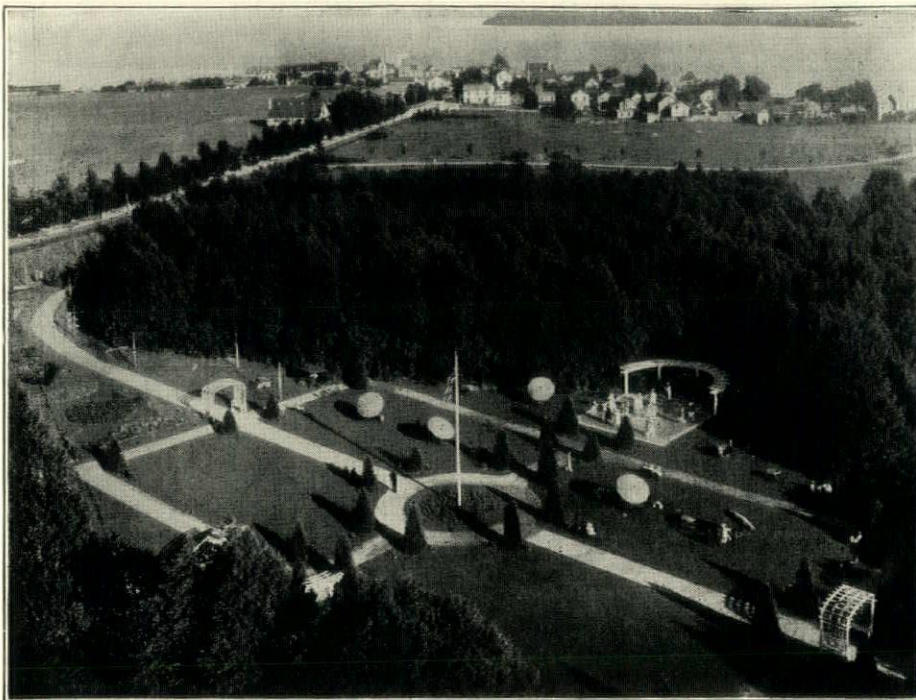


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Grand Hotel Tea Garden

Nature made the most of the picturesque beauty of the Island, but here are the equally beautiful Formal Gardens, man made and kept fastidiously. A splendid view of them is to be had from the veranda! Gay cocktail parties, too, at the Tea Dansant are exciting, as cool afternoon shadows lengthen to form patterns across aristocratic, formal gardens. The hour for these parties is from 4-5 daily.

GET A HORSE

Dobbin is still king of the road on Mackinac Island, the one place in Michigan where the automobile is outlawed.

From June 1 to mid-September some 300 horses provide the only means of transportation at the famed resort, once the playground of the Swift, Armours and Cudahy's, and widely known as the "Palm Beach of the North." The motor car is considered a threat to the island's romantic charm.

Driven by veteran "cabbies," who keep their roans, sorrels, chestnuts, bays and piebalds on the mainland in the winter, visitors do their errands by phaeton and surrey. They utilize these graceful vehicles of the past, some of which are trimmed with silver and precious woods, to visit historic spots along 35 miles of roadways.

Long lines of horses and carriages greet each boat from Mackinaw City and St. Ignace, and the big lake steamers. Some of the "cabbies" wear top hats and faded livery. The flicking of buggy whips and the clatter of hoofs bring a nostalgic yearning to older generations as the tourists roll away on sightseeing expeditions.

When the automobile came into prominence, the islanders were forced to take their choice between speedy traffic and the plodding horse. They couldn't reconcile gas fumes, signal lights and the blating of horns with the antiquity of the trading post where John Jacob Astor obtained his start in the fur business, and old Fort Mackinac, once the "Gibraltar of the Great Lakes."

Fr. Marquette visited the island in the old days, the "horse minded" residents pointed out. Pontiac beached his canoe there on many occasions. British soldiers guarded the straits from its peaks, and the sprawling frontier community contained Indians, voyageurs, woodsmen, sailors from the coastwise schooners, and turbulent characters, who contributed many a page to early annals. The Goulds and Vanderbilts anchored their sailing yachts at the waterfront, drawn by scenery and the fame of the Grand Hotel, biggest wooden structure in the world.

"And now the automobile? Never! We'll stay old-fash-

ioned and preserve our history," said the majority of the 600 year-round residents.

The ban was imposed by the city of Mackinac Island, originally incorporated as a fortified village in 1780, and by the Mackinac Island State Park Commission, which has 1,800 of a total of 2,400 acres under its jurisdiction. A resident, who had a shiny new car waiting at the dock, sued for its dissolution, but the courts held against him.

To make the restriction legal, the city opened French Lane and Bogan's Lane to motor traffic. There is a joker in this generosity, however, for one can't reach the two narrow thoroughfares without driving where automobiles are prohibited.



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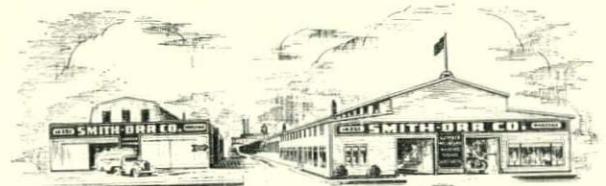
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Equestrians at Grand Hotel Annex

WE MUST HAVE PUBLICITY

From Northwest Architect,

Published by Minnesota Association of Architects

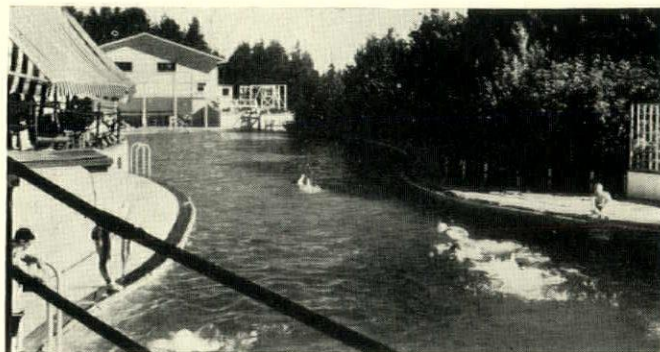
There has been a lot of talk about the need of architects getting publicity and the need of advising the public as to what an architect is, what he does, and how he can be of value in *any* building project. The trouble is that mostly all we have done about it is TALK. And this talking has been going on for 10 or 20 years. At that time it was chiefly the feeble cry of the small office or the individual practitioner complaining about competition chiefly by lumber companies, carpitects and others. At that time the larger offices (who were concerned only with "important" commissions) paid little attention to the little fellow. Furthermore, they never bothered with small houses—in fact even today (and this may be hard to believe but it is true)—we know of a firm of architects who suggested to a prospective client for a \$6,500 house that he have Mr. So and So (who is a contractor) not only build his house but "make the plans."

Lately, however, the larger offices have finally begun to worry and wonder a bit and are raising a cry to the Institute—"Why doesn't the Institute do something." They are finally becoming aware of the engineering-contracting-architect firms, many of prominence, who furnish architectural service along with the building—minus of course the important factor of impartial supervision and inspection and also too often minus those two essential ingredients of good architecture—beauty and practicability. They have begun to worry somewhat too at the constant encroachment by government bureaus and what is worse the all too apparent indications that many people in high places who should know better, still consider the architects merely as someone who makes pretty pictures or who puts "architecture" on the building.

Now we might as well stop fooling ourselves—it's very much our own fault. Recently in an architectural publication, Travis Gower Walsh, A.I.A., stated "The actual benefits which accrue by the employment of an architect are so manifold that the telling would take more space than is available." Sure—fine—great, but let's start telling the facts to Mr. and Mrs. America instead of to ourselves.

Apparently the Institute, which is perhaps the logical national organization to promote a proper advertising, or must we say, "public relations" campaign, is waiting for demands from its chapters and members before it plans any such campaign or considers the ways and means whereby a successful campaign might be financed.

May we suggest that the Institute take a cross section poll of its chapter and State Association members and find out



Grand Hotel Swimming Pool

the attitude as of today in reference to a national program of paid public relations.

Let the Institute assert and evidence its national leadership by bringing into unity the many plans and ideas being talked about and by analyzing the work which *has* been done locally by various groups (notably California State Association, southern section) and then coming forward with a plan of action to be submitted, not at convention time when only a comparative handful can be present, but to the organized and functioning State Associations and Chapters representing the 12,000 architects of America. (24 States have associations, of which 21 are affiliated with the Institute, representing 85% of the architects of America).

Incidental to all the above, it is this writer's opinion that a national magazine published by the Architects, similar to *Hygea Magazine* published by the Doctors, would not only provide an excellent medium but would be supported in an advertising way by the reputable manufacturers who in the final analysis would like to see the architect in his rightful position as leader of the building industry rather than what he too often is now—one to be coddled and put up with to a certain extent while the manufacturer actually "goes to work" on the operative builders, lumber yards and last, but not least, owners, to the end that while we don't always realize it we as architects are often circumvented and minimized.

To the few great leaders in the building industry who have been speaking our pieces for us in their consumer advertising, we say, "Thank You"—keep it up—we appreciate it—and one of these days we're going to start telling the people of America *ourselves* because we know that we *must* do so for our own preservation and we know we *should* do so as a duty to society and to our country.

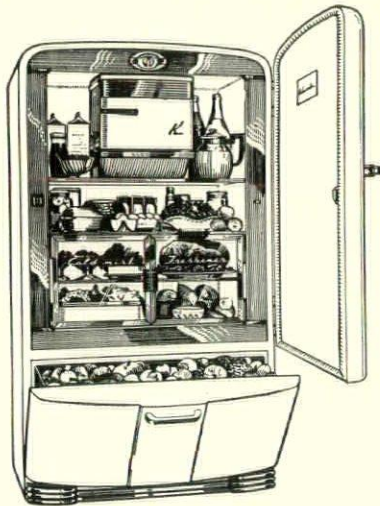
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THE MICHIGAN SOCIETY OF ARCHITECTS

Schedule of Recommended Charges

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

Ratified and adopted at the
14th Annual Convention,
M. S. A., 1928



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

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

1. The architect's professional services consist of:

(a) Preliminary studies, including the necessary conferences and the preparation of preliminary sketches, the least compensation of which is one-fifth on the hereinafter mentioned fees.

(b) Working Drawings and Specifications, complete ready for taking bids, the least compensation for which is an additional 2/5 of the hereinafter recommended fees.

(c) Supervision, including the taking of bids, the preparation of full size and large scale details, the general direction of the work, the checking of contractors' monthly statements, the checking of shop drawings for various trades, and the issuance of certificates of payment, the least compensation for which is an additional 2/5 of the hereinafter recommended fee.

2. The proper minimum charge for professional services on the average type of work, when let under a general contract, is 6% of the total cost of the work. When the major portion of the work is let under a general contract and a minor portion is let separately to individual contractors, then 6% shall govern for the entire work, plus an additional 4% upon that portion let separately.

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

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

4. In the hands of architects best qualified to design them, churches and ecclesiastical buildings generally bear

a commission of from 8% to 10% on work under \$50,000.00, and 7½% on work over that amount. Designing of or assisting in the selection of or purchasing of church furniture and fixtures, depending on the amount of detail work necessary and the time required, bears a commission of from 10% to 20%.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

UNETHICAL PRACTICE

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

SUBMITTING SKETCHES

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

REQUIREMENTS ARCHITECTURAL PRACTICE — STATE OF MICHIGAN

Adopted at M.S.A. 24th Convention, 1938

Professional Architectural Practice is any service of an advisory character, which requires architectural knowledge, experience and skill, for which a charge is made, when such service is not influenced by prejudicial interest in the pertinent project.

When the project is of such character as to require that the advice of the architect be recorded in the form of documents, professional architectural service is interpreted as including the preparation of drawings and specifications, either or both. These, as instruments of service, are the property of the architect and may not be reproduced or used without his knowledge and consent.

When the drawings and specifications are intended to become the documents upon which to base a contract, they shall be sufficiently complete to determine the amount, kind and quality of workmanship, materials and equipment to be furnished, and shall be so prepared that the work shall comply with all governing codes, ordinances and regulations, and with sound architectural practice.

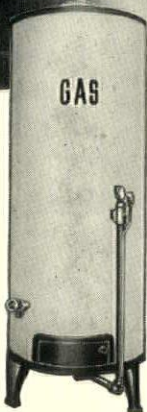
Complete architectural service is interpreted as including the necessary conferences, the preparation of preliminary studies, working drawings and specifications, the drafting of proposal forms, the taking of bids, the drafting of the contract and the supervision of the construction, also the preparation of large scale and full size details and such bulletins as are necessary to explain and amplify the contract documents, the keeping of records of inspections and issuing certificates of payment and the keeping of records of all transactions and correspondence relating to the work.

The architect's supervision is held to refer to the enforcement of the terms of the contract documents and is distinguished from the superintendence furnished by the contractor or continuous inspection of the part of a clerk of the works employed by the owner and selected by the architect.

As advisor to the owner, the architect cannot guarantee estimates of cost or the satisfactory performance of the work but can only endeavor to obtain compliance with the contract documents. The architect is the owner's agent with respect only to work covered by the contract documents.

The architect may contract with an owner for complete or partial service but he may not contract to furnish supervisory service to enforce the documents prepared by another architect without the latter's consent and approval.

If the architect contracts with an owner to furnish less than complete architectural services, he shall indicate on all documents pertaining to that particular work, the extent of the service which he is performing. All incomplete documents shall be labeled "Not to be used for construction purposes."



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THE ARCHITECTURE OF MACKINAC ISLAND

It Holds a Special Interest for Members Attending the
Summer Convention

By Warren L. Rindge

Member A.I.A. Committee on Historic Buildings

Of greatest interest to Architects at Mackinac Island are not the lobbies and casinos of the Grand Hotel nor its beautiful sunken gardens and beach pool, intriguing and lovely as these are; nor yet the carriage drives through virgin timber accented by curious and unrivalled rock formations; nor still the matchless purity of the air or the supreme beauty of the Straits viewed from Fort Holmes at the 'top of the Island'; but it is the buildings, the architecture, steeped in the earliest history of the Northwest, that stirs the interest and catches the imagination.

Mackinac was a thriving community when the remainder of Michigan, except the settlement at Detroit, was a howling wilderness. It was, moreover, a factor in the diplomacy of nations. Its furs were bartered in the markets of Europe and the control of its forests was contested by three nations over a period of 180 years. Though decreed by the Treaty of 1783 following the Revolutionary War to lie within the boundary of the United States, the English continued to occupy Fort Michilimackinac until 1796. They regained it on July 12, 1812, by surprising the small American garrison—who thus gained their first knowledge that a state of war between the two countries existed.

After 1815, when the Treaty of Ghent had again restored Mackinac to our country, the organized business of the fur trade was rapidly developed. Under John Jacob Astor, there was located on the Island the headquarters of a vast fur gathering enterprise. The American Fur Company in its heyday about 1832, had absolute control of an annual business approaching three millions of dollars. During the spring of the year when the Indians and trappers brought in their winter catch, there was housed and employed at the Island an army of four hundred clerks.

It was during this period of opulence that the civil architecture of the Island was built, and it was the decline of the fur trade after 1935 that stopped all prosperity and all further building. Thus the architecture was preserved to us in its Greek Revival purity—with no taint of the Gothic and little of the Victorian influence. There are columned houses facing old Haldimand Bay that were built before Michigan had gained statehood.

The Old Mission Church, built in 1829-30 by the protestant mission to the Indians, is a dignified example of a simple New England Colonial meeting house. It has never suffered a "remodeling." The pulpit, box pews, balcony and Sunday School room in the lower story are all as first designed and completed by the missionaries. It is regrettable that the sturdy tower, framed as is the church of beautiful white pine timbers, has suffered the loss of its balustrade. The spindles, weakened by a century of buffeting by wind and weather, were blown off during the September storms of 1940. It is one of the plans of the new Park and Harbor Commission to restore this detail as a part of its reconstruction work.

There is preserved on the Island, as the last monument of the great fur industry of the Northwest, the old headquarters buildings of the American Fur Company. It is the hope and dream of those who love Mackinac that this group may be restored while this is still possible. The buildings consist of the ell-shaped warehouse at the left of the group, the central administrative and living quarters, and the clerks' quarters at the right. They have been tied together by regrettable additions to better serve the purpose of a hotel, but now serve the village as space for the library and community hall. The main building was built before 1822 and will bear close inspection as to its entrance, stairway, and moldings. The frame of the great warehouse has been terribly mutilated but so can be better studied as to its joints and bracings.

No discussion of the Island architecture would be complete without mention of the white-washed buildings dominating the town from the heights of Fort Mackinac. Of special interest is the Officers' Stone Quarters with its massive four foot thick walls and arched chimneys. It was

started by the old British Commandant Patrick Sinclair when he transferred Fort Michilimackinac from the main land in 1780-81. The details of its doorways, mantels, and other moldings is deserving of careful study.

Other buildings of interest facing the Parade Ground are the Guard House, built over the original stone dungeon of Patt Sinclair; the Officers' Wood Quarters adjacent, with its fine chimneys and wood mantel; and the Post Hospital facing the green from the west. This building dates from 1828 and contains interesting features of mantels, doors, and sash. It has recently been converted to a modern hospital and serves the purpose for the entire Island during the summer season. Both the hospital and the Wood Quarters building are constructed of logs which have been sided over on the exterior.

Special mention should be made of the three stone block-houses of Fort Mackinac. Although labeled "Built by the British in 1780," they were actually constructed under the American occupation of the Fort during the years 1798 to 1800. The upper story of each is of squared timbers and the framing of the floors with their overhangs is different in each building.

So much for a sketch outline of the architecture of the Island. There is a saying that "To know Mackinac is to love it," and I have learned from repeated visits and study over a period of many years that this is true. So, Architects of Michigan, plan to stay over after the busy convention sessions and give the "Magic Isle" an opportunity to penetrate its lure into your soul.

GRADUATES IN DEMAND

For the first time since 1929, a college degree is paying dividends immediately upon graduation.

During the depression years, when young men went out into the world to seek their fortune after having completed 16 years of education, a vast army of them were faced with a long job hunt, discouragement and low salaries if they did get jobs. Many of them gradually reached the conclusion that a college sheppskin might be decorative but was certainly no "open sesame" to the world of business or industry.

Now all that has changed. This year large companies swamped with defense orders have been combing the college campuses for job applicants. In many of the technical schools particularly the number of openings has far exceeded the number of men available to fill them.

Based on comments from 501 institutions of higher learning, E. E. Crabb, president of Investors Syndicate, which each year makes a survey of the job possibilities for college graduates, said that the colleges have been unable to fill a third of the jobs offered for June graduates.

The only cloud on the brightest job horizon for college graduates in over a decade is the selective service act. Young men with low draft numbers are being avoided by many of the companies which are seeking new men. Not because the companies are being unpatriotic, but because, in many instances, they are seeking men to replace those in their companies who already have been called for military service.

PROGRAM—(Continued from Page 7)

gation, prepared to present their problems from the floor. At least division presidents and directors should be in attendance to bring to the Society reports of conditions in their divisions and to take back reports from all of the others.

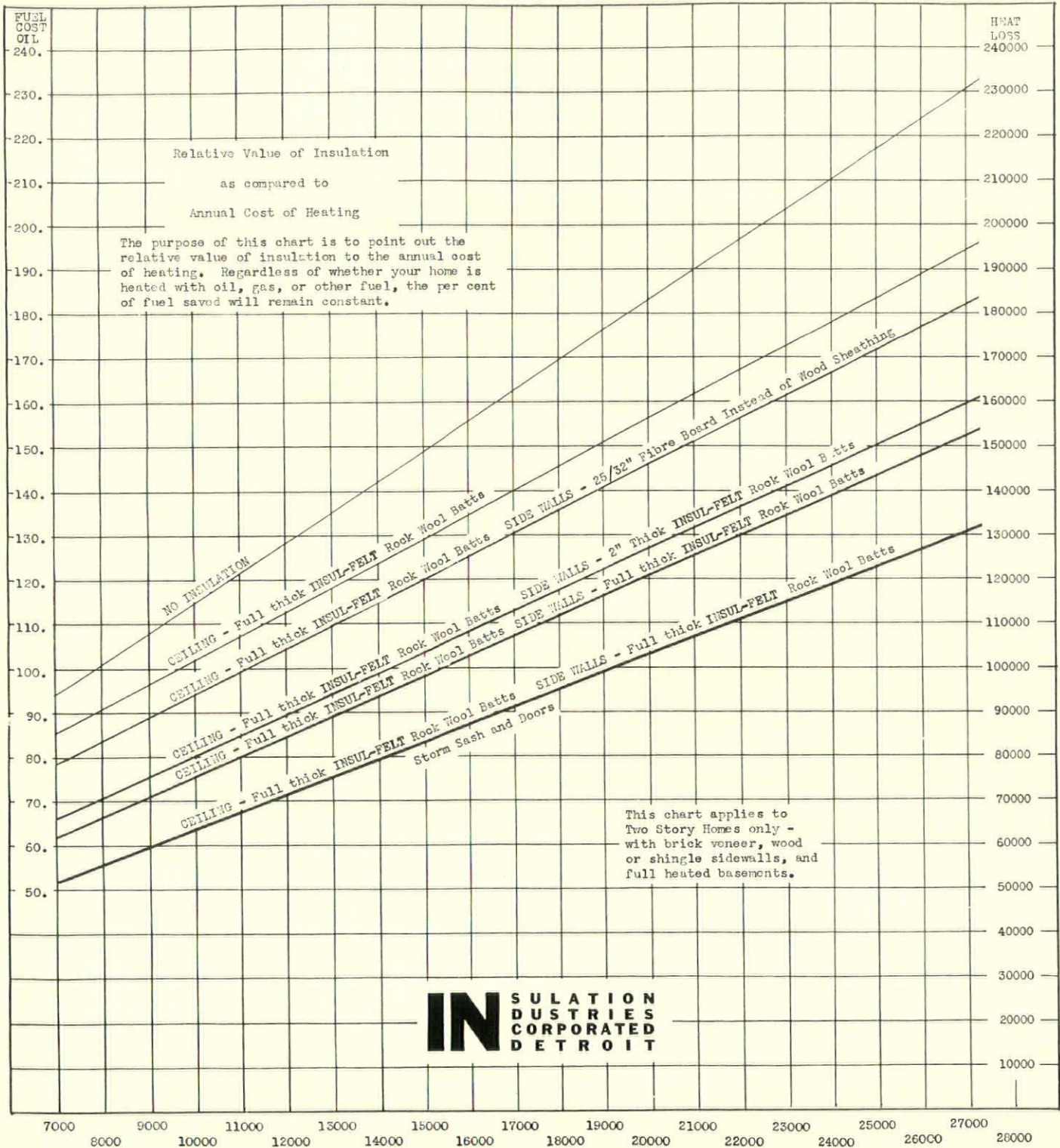
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To find annual cost of heating, first determine "volume" (cubic feet of heated area, excepting basement). Use nearest corresponding "volume" figure at bottom of chart. Follow vertical line up to graph of insulation to be used for ceiling and side walls, then follow horizontal line to left hand column for annual cost of fuel.

These figures are approximate only, and are for oil heat. If gas heat, multiply cost of heating with oil by 1.30. If coal, multiply cost of heating with oil by .70. It may cost you either more or less to heat your home,

depending upon many other factors. This fact, however, does not change the relative values of the different combinations of insulation shown on the chart. "Cost of Heating" estimates are based on the use of automatic heating equipment. Basis of fuel estimates, 6494 Degree Days (Detroit), No. 3 fuel oil at 7c per gallon, gas at 32c per Detroit gas unit of 530,000 btu's, coal at \$8.00 per ton. We suggest that you consult your architect or heating engineer for data concerning your own home. Detailed calculations may show a greater saving than indicated on the chart.

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ARCHITECTURAL PUBLIC INFORMATION IN ILLINOIS

As the following article indicates, Illinois Architects have some very definite ideas and understanding of the importance of Selling the Architect to the Public.

Public Information

The officers of the Illinois Society of Architects have given much thought and study to the possibility of making the public *Architect-minded* by familiarizing it with advantages to be obtained through proper architectural design and supervision of building projects. They are agreed that were the prospective builder fully familiar with the various services performed by the architect, beginning with counsel in the selection of asite and ending with the final payment on the completed project, he would employ an architect immediately upon deciding to build.

The ultimate result would be more practical and better designed buildings, use of materials of greater longevity, and influence towards superiority in later neighboring buildings. All these have an influence toward increasing the permanency of the investment. With these qualities appreciated, architects would profit by an increasing number of commissions.

The Illinois Society stressed publicity in carrying in

the Chicago Daily News Saturday real estate page weekly, and on Monday's financial page, advertisements of the above argument until the appropriation was exhausted.—ISA Bulletin.

The Chicago Tribune says editorially, 'It is probably well within the truth to say that the undertakers of this nation have done more for the preservation of fine examples of American domestic architecture than has been accomplished by the American Institute of Architects.' The Tribune is right when it says that our living today has small use for mansions, and that the word mansions has almost disappeared from the contemporary vocabulary. They survive into our time chiefly to serve the dead, and, thanks to the undertakers, some of the best of our houses suggesting an era of peace, stability, and ease are still to be seen in all their dignity.

Unquestionably, these fine old houses are a problem. When converted to accommodate tourists, beauty parlors, or tea rooms they are generally unsatisfactory in appearance. But as funeral homes with lawns kept trimmed, porches and other trimmings well painted, the glass in the windows immaculately clean, and windows properly shaded and curtained, they can and do preserve the character originally given them. If only the conspicuous sign "funeral home" could be eliminated!—ISA Bulletin.

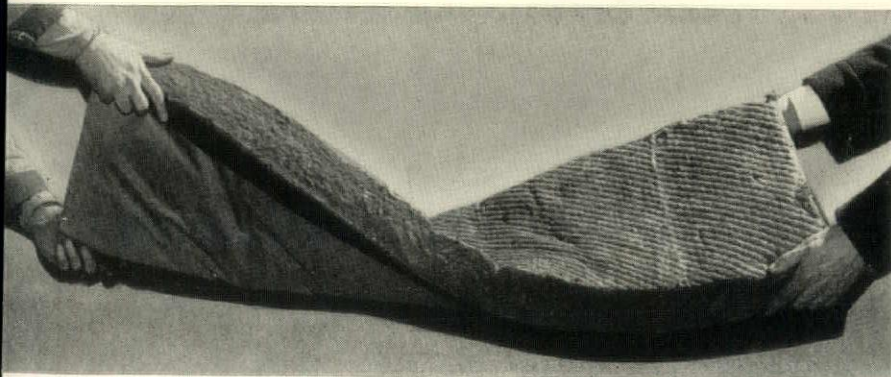
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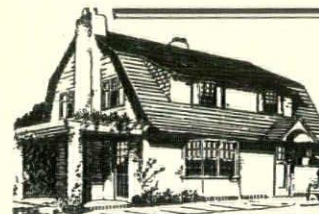
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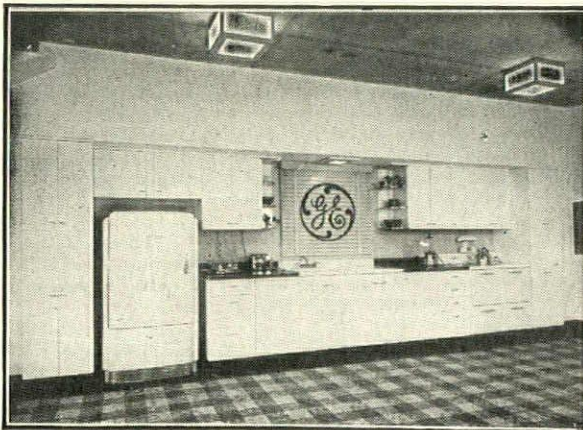
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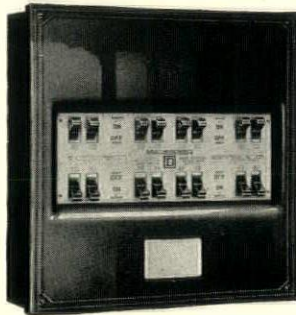
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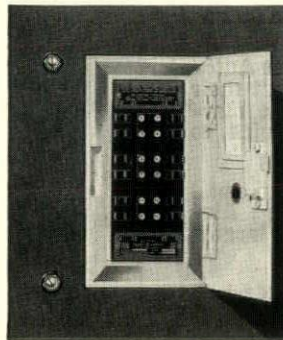
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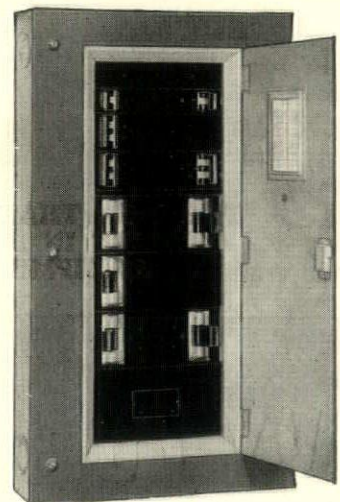
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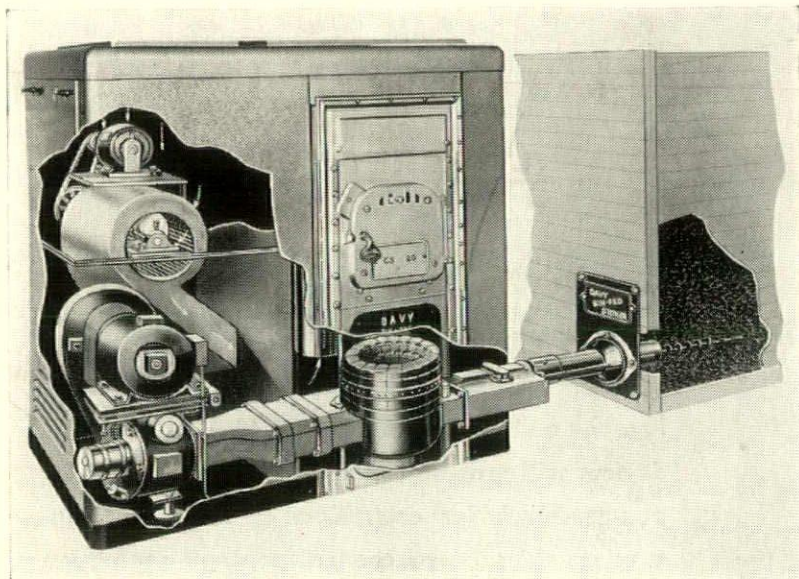
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