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INSTITUTE OF ARCHITECTS
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DETROIT, MICHIGAN, AUGUST 5, 1941

No. 31

"THE VOICE OF THE ARCHITECT" RADIO PROGRAM OF SOUTHERN CALIFORNIA ARCHITECTS

By Walter R. Hagedohm

In January of 1940, in response to the request of President Baird for suggestions as to methods for aiding the profession, I presented a public relations program, the keystone of which was a radio broadcast devoted to educating the public as to the necessity of the architect, the services he performed, and his real status in regard to building.

The theory was, that in using radio, we would be using a medium which was most popular with the public, and would also have the effect of arousing the interest of the architects. After a great deal of persuasion the Executive Board of the Southern District voted to try the program for a period of thirteen weeks. On the 20th of April, we completed one year of continuous broadcasting. The program consists of a commentator broadcast of fifteen minutes every Sunday. We first started at 10:00 A.M., but during the winter months changed to afternoon, 2:30 to 2:45. The program is an educational feature, and is so considered by the Columbia Broadcasting System, over whose station KNX, we broadcast. Since the inception I have written the scripts, and the bulletins which we give to the public requesting them. To date we have distributed over 70,000 copies of these bulletins, and have a weekly mailing list of over 1200. Results may be tabulated as follows:

First, the general awakening of the members of the entire profession in Southern California to the fact that there is more of a need for the architect in the small house field than was anticipated. The realization that now that the public knows about him, he must be better equipped and ready to perform a real service to that public.

Secondly the awakening of the public to the fact, that the architect can be of service, even in the small home work, and the realization that an architect's service is an economy. We find that the public is anxious to secure proper service and information.

Thirdly, architects when interviewing prospective clients have found that they better understand the services to be rendered. It is also easier to obtain the proper fees for the work.

Fourth: tabulations for forty-six broadcasts show the fact, that over \$2,000,000 worth of leads have been distributed among the architects.

Fifth, the radio work has lead to other public relations and publicity work. We have a speakers bureau from which speakers are sent to address service clubs, schools, and other organizations. For instance, in one week, members have appeared as guest speakers at two Lions Clubs, one Rotary club, one Junior College, two evening high school groups, one interior decorating class at Woodbury college, and one general meeting held at a large store in Los Angeles. We have been asked by the newspapers to submit articles and photographs of architects' work. The bulletins are used in two of the Junior Colleges for the classes in art and art appreciation. The radio program has been listed in the County Schools Monthly Bulletin as an Adult Learning feature.

Sixth, it has improved our relations with the various manufacturers of building materials, local and national, and the other units of the construction industry.

Seventh, it has improved the relations of our Association with financial institutions, and the Federal Housing Administration, because we have championed the cause of quality material and sound construction. You will find in the windows of the banks in and about Los Angeles, picture exhibits of the work of architects. The Security-First National Bank has issued an illustrated booklet containing homes designed by architects and by architects only.

Eighth, we are receiving more cooperation and consideration from the city and county governing bodies.

See HAGEDOHH—Page 4

ARCHITECTS

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POST WAR BOOM HELD PROBABLE

Rebuilding of Cities Seen as Changeover From Armament To Peacetime Production

Paradoxical as it may seem, American industry is likely to find itself in the greatest boom of all time immediately following the Armament program, C. William Palmer, President of the Michigan Society of Architects, said Saturday, in announcing that the subject would be up for discussion at the Society's second annual mid-summer meeting at the Grand Hotel on Mackinac Island, August 8 to 10.

"With the whole nation aware of the importance of planning, it is unthinkable that the time for changeover to peacetime production would arrive without finding us ready. City planning, zoning, housing and slum clearance are but a few of the problems that go to make up the complete program of rehabilitating our cities," Palmer said, in emphasizing that no other activity offers equal opportunity to engage the nation's manpower and machines immediately on constructive work that is much needed.

"There may even be the possibility, according to some of the best authorities, that the men released from the armed forces and defense work may not be sufficient to meet the demands for labor, as well as architects, engineers and city planners. We hope to see after the war, a minimum of flimsy construction and more attention given by owners to the needs of modern city or regional planning. "Rebuilding of our cities must be done in the best public interest, regardless of present property lines. Decentralization of present congested industrial areas and striking a balance between factory and agricultural districts—both have their part in the present discussions."

While Palmer said that nothing had progressed beyond the tentative stage, he referred to the proposed master plan for Detroit, now being studied by the City Plan Commission, as a step in this direction. Palmer for some years was interested in the proposed river front development for Detroit and lectured on the subject before many clubs and civic groups, as representative of the Detroit Chapter of The American Institute of Architects. This is another project he would like to see consummated.

"The solution of Detroit's traffic conditions is another problem for which there is a crying need," he said, "but all of these things, together with the beautification of our city, constitute a work program as big and important as to stagger the imagination of even the experts."

AUGUST 5, 1941

LAST CALL—Be Sure and 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

Dear Jim,

Certainly glad to git your leter and postscript and to no your not so tite as you used to be and don't mind spendin a nickel or to for a little fun. The way everybody is talkin about it the hole gang is comin.

Did you git one of those reservation cards that says about the gardenview and lake view for rooms. Well let me give you a tip, you old sport, you might as well get the cheapest cause by the time you tumble into bed the lakeview will look like the babylon gardens to you and the gardenview will look like a dish of spagetti after them tom colins you like so well.

Dont blame you for sayin things about my grammer cause after I red your leter I could see the diference in spellin in mine but I gess you got the idea O.K. any way. You remember back in grade school I wasnt so hot on grammer and the like but you also no that when we was in the eighth grade I was the only guy that could take the teacher to a church supper—maybe that will sort of even things with you—corse I'll admit I was big for my age but I must have the "it" too.

I herd that Clare is worin on his speech already—that feller certinly is the silver tonged orator of our bunch. I herd him at one time barkin for the Community Fund and he had em all cryin. If some one was playin "Harts and Flowers" in the back ground I no they would have gone over there quoto right there—hope Bernice will let him go and come along to keep him straight.

You spoke about water in the elephants and Bill Palmer

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HAGEDOHN—(Continued from page 1)

When the public knows what the architect really does, what service he can render, and the position he actually should hold in the construction industry, it places the governing bodies in the position of having to recognize the profession.

One of the most important things in this whole program, is the rapid follow-up of the leads. In this we have found the architect very negligent. That necessitated instituting a system of checking up to see that the work was done. That in turn, made it necessary to appoint a Co-ordinating Committee, who had the difficult task of hearing complaints against architects from owners. Our committee is held in such esteem in that regard, that a Superior Court Judge asked them to render the decision in a case, to which the attorneys on both sides stipulated that they would be bound by the findings.

We have listed all the architects according to the work they specialize in, in various districts. They are listed alphabetically, and the jobs, or leads as they come are distributed according to the location, the type of job, and to the architect alphabetically next on the list. In this way there is no favor shown any particular architect. Sometimes we receive more leads in one district than in another, but over the long route it all balances.

Originally the program was entitled "What! No Architect?"—but since December 15th, we have another commentator known as "The Voice of the Architect," presenting the broadcast as "The Architect's Program."

The cost of the program started with a budget of \$200.00 per week, but as the demands grew, and our mail increased, we are now budgeting \$250.00 per week. This includes broadcast time, talent, supplies, typing and mailing.

Originally the budget for our broadcasts, covering a fifteen minute period, was \$192.00. After some fourteen broadcasts the mailing lists became much larger, and the added cost required a budget of \$250.00 per week. At first this amount was available from funds the Association had on hand. Then as it became apparent that we could not expect immediate returns from the jobs we gave out from the radio leads, we turned to the sponsorship method of raising funds. This method consisted of getting different representative material firms to advertise in our weekly bulletin, the cost of this advertising was ten dollars per week, and for a thirteen week period. This period represented a series of broadcasts. In other words, it required 25 sponsors to carry on our program. We now assess a fee of ten percent on the fee the architect receives from the work secured from this radio program. This will build up a fund, which after a period of time should allow us to dispense with the sponsorship method. Our bulletin allowed the sponsors to present their story to the architects at a very low cost, as we have 750 architects in the southern section.

Radio officials call this program's story, one of the most amazing successes in radio, and needless to say we here in Southern California are proud of this effort.

PRODUCERS' BOAT RIDE

Annual boat ride of Producers and Architects took place Wednesday afternoon, sailing on the goodship, Belle Isle from Waterworks Park dock at 1:30 and returning at 5:30.

The brand of catering was quite up to standard, with a wide variety of buffet luncheon delicacies, liquid and otherwise, and even the backward architects didn't hesitate to step up and say, "It's A & P for me," or something equally silly. To show that Producers think of everything, they even had soft drinks—Imagine!

The Harmony Four got going early and stayed late, and only needed Branson Gamber to make it complete (flop). Frank Eurich, the new liaison officer, was on deck, and upright most of the time. He says it just goes to show that it pays to be seen with the right people.

Games of chance, too, were in evidence here and there about the deck and Paul Marshall was seen to toss in an occasional aluminum spoon. Oh, well, we may think it's tough but Paul says we ain't seen nothing yet.

PRODUCERS OFFER NEW EQUIPMENT

A portable air-conditioning unit, incorporating in a styled wood cabinet all the equipment necessary for the cleaning, cooling, dehumidifying, and circulating of air, is described in the current bulletin of the Producers' Council, edited by the department of technical services of the American Institute of Architects.

The self-contained unit may readily be moved from room to room, since it requires only a window to supply air, and an electrical plug-in connection. It is especially suitable for use in large homes, apartments, offices and small stores for cooling, cleaning, and ventilating in summer, and for cleaning, ventilating, and circulating air all year around.

The walnut cabinet with hand-rubbed finish is designed to harmonize with normal home and office furnishings, and contains a modern plastic inlet grille and an adjustable discharge grille. All control knobs are easily accessible.

A thermostat automatically controls the room temperature. A "summer ventilation" damper admits a normal amount of outside air for ventilation, and a "winter ventilation" damper admits all outside air to cool the room in spring or fall seasons. The winter ventilation damper may also be used to remove smoke or odors from the room when the compressor is running.

One position on a sequence switch operates the unit as a complete air conditioner; another, as a ventilator alone, and a third position shuts the unit off. The entire unit is sound and heat-insulated with fireproof insulating material.

A new cabinet type of radiant radiator is another improvement for the home. From the top grille comes convected heat, while from the front, sides and top, radiant sun-like heat issues. A bottom grille is optional. Pipe connections and control valve are underneath, out of the way and out of sight. Fins back of the top grille are at an angle which deflects the heat out into the room and away from curtains, preventing their soiling. The radiator can stand free, on the wall, or be recessed.

A series of boilers for small homes widens the usage of radiator heating, according to the bulletin. It can be coal, coke, or oil fired, and is efficient in either steam or hot water systems. A low return inlet permits use of gravity hot water system with boiler on the same floor level as radiators, while a wet base allows installation on wood floor without special insulation. The boilers are compactly built, the largest being 29 inches front-to-back, 21.5 inches wide, and 54 inches high.

A gas hot water heater made of copper features a new development. Instead of a cylinder with a long vertical seam and separate top and bottom parts which are welded into place, the top and bottom are seamless and joined with a horizontal weld to form a more nearly integral unit.

"This results not only in a stronger unit but makes possible an entirely new compactness in water heater design," it is stated. "Since the tank is elliptical in shape it makes heating easier; water inside circulates more freely, heat from the burner is absorbed faster, and quicker recovery and higher heating efficiency are obtained."

For large residences, a rugged water heater combines storage and big input. It is constructed of either galvanized steel or copper, and uses liquefied petroleum gas.

A new kitchen sink with modern low panel back for continuous counter installations is made of porcelain enameled cast iron with two compartments. The 4-inch panel back allows placement beneath low windows, while its flat rim and square-cut panel edge permits neat joints with counter top and wall covering. Another model for tile counters has a raised tiling bead on the outer edges of the front and end rims, permitting a rigid and sanitary connection with the tile counter top.

All exposed metal is chromium plated in a sink for deck type supply fixtures which can be used with linoleum, tile, and any other counter top. The fixture ledge is 3 inches wide and is depressed below the top of the rim to provide proper drainage into the basin; it also serves as a resting place for sink accessories.

The bulletin has initiated a service listing reports on materials and appliances of interest to the architect and engineer.

OHIO ARCHITECTS TO CONVENE IN TOLEDO

Toledo architects will be hosts in October to the convention of the Architects Society of Ohio.

The three-day meeting will be held in Toledo Oct. 2, 3 and 4, with headquarters in the Commodore Perry Hotel, Willis A. Vogel, 1212 Edison Building, chairman of the convention committee, has announced.

Plans for this meeting, which will attract outstanding members of the architectural profession in Ohio, are being made by state officers of the society and the local convention committee including George B. Mayer, Cleveland, president of the Architects Society of Ohio; Ralph Kempton, Columbus, secretary; G. E. O'Brien, Cincinnati, publisher of the Society's official organ, *The Architect*, and who also will be in charge of the convention exhibits.

Members of the local convention committee, in addition to Chairman Vogel, are Charles A. Langdon, president of the Toledo Section, Architects Society; Harold Munger, president of the local chapter, A.I.A.; Horace Wachter, local treasurer; William Fernald, chairman of the publicity committee; Carl Britsch, John N. Richards, A. A. Hahn and Mark B. Stophlet.

One of the highlights of the convention will be a public exhibit of building materials. Unification of the profession, registration of architects and architectural education are among the more important topics to be discussed.

A special invitation from Willis A. Vogel, general chairman of the Convention Committee, is issued to all Michigan architects.

RADIO PUBLICITY

From Empire State Architect

Since William Lescaze has been putting forth so much good effort to initiate a worthwhile radio program in the interest of the architectural profession, the Buffalo Chapter felt that Western New York ought to get into the spirit of the times and go along with him.

Accordingly the writer, who appears amiable when off his guard, found himself with a mandate to call upon all Western New York architects to interest themselves in a radio publicity program. Without more ado, the writer and his committee of himself, drafted an appeal calling together on May 6th all those interested to (1) meet in Buffalo's University Club to listen to transcripts of California's successful program and (2) to be moved to the subscription point by the Committee's appeals.

Our turnout was disappointingly small, only twelve out of a possible seventy-five appearing. What the meeting lacked in numbers it made up in enthusiasm. 'Ere the evening was over two hundred sixty-five dollars had been subscribed, with a goal of five hundred set. This sum is sufficient to pay for transcripts of "Bill" Lescaze's original program, purchase local radio time and cover a reasonable clerical charge.

Since that meeting intensive work has been done to bring the subscription total up to scratch. The score to date (May 29, 1941) is as follows:

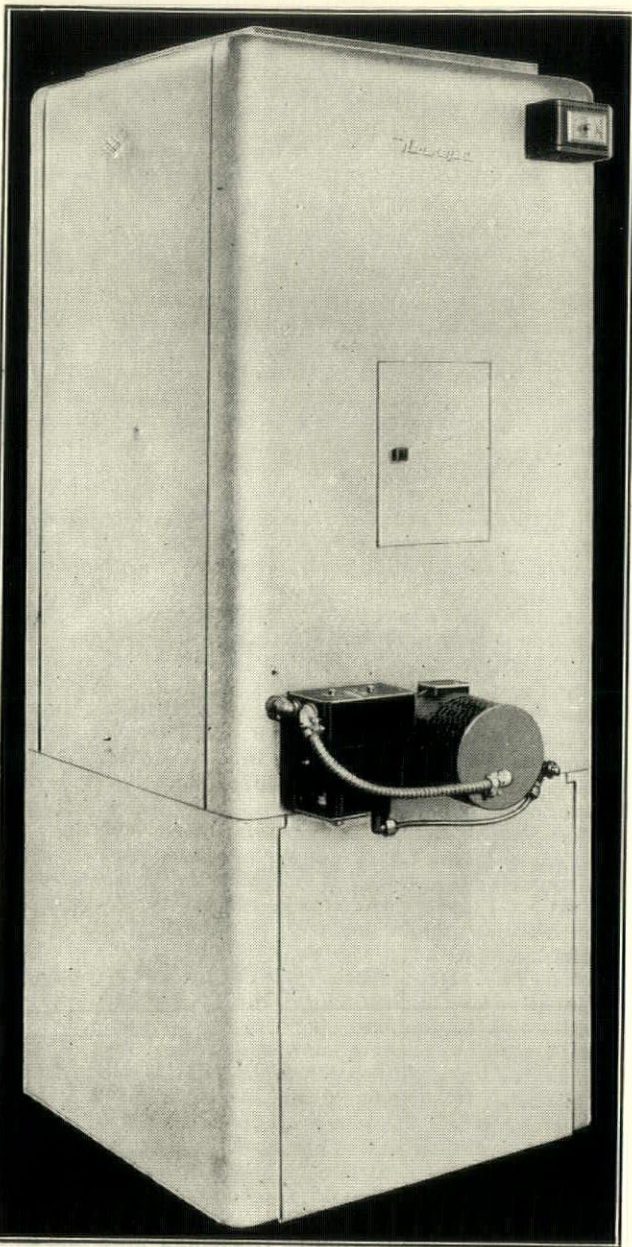
Total Number of Subscribers out of a possible 75...	20
Total Amount Subscribed.....	\$425.00
Total cash received on subscriptions	112.50

If twenty architects, some of them juniors, can raise \$425.00 for a program designed to benefit the profession as a whole, the fifty-five or more around these diggings who have not yet responded should be able to raise that \$75.00 necessary to underwrite the proposed program for Western New York.

May all fifty-five read this informal report and become inspired to help us make a go of it.

In times like these, with a national emergency declared, it becomes more than ever necessary to uphold and advance the public's attitude towards the profession.

PAUL H. HARBACH



NORGE ANNOUNCES NEW OIL FURNACE

Evidence of the rising importance of defense housing with its special heating problems is indicated in the announcement of the new Norge Model OD-70 Oil-Burning Furnace, "designed especially for defense homes."

According to S. J. McCarthy, general sales manager of Norge Heating and Conditioning Division, Borg-Warner Corporation, there are many territories in which defense homes can be equipped with modern oil heating, without any possibility of them being affected by rumored oil transportation shortages. Features that especially commend the Norge OD-70 for defense homes are its compactness, its economy in operation, its low first cost and its ease and speed of installation.

Particularly important is the two-stage, mechanical draft, pressure vaporizing oil burner which eliminates unfavorable chimney conditions as a factor in combustion efficiency and assures clean, efficient fuel consumption under all conditions, including those which normally would be considered adverse.

Model OD-70 is only 26" square and 67" high, and, being equipped for forced air circulation, is equally suited to basement or utility room installation. It develops 70,000 B.T.U. at the bonnet and delivers 800 C.F.M. Inlet is at the bottom or side, discharge at the top. It is completely

See NORGE—Page 8

JIM—(Continued from page 3)

puttin on a top performance—that is a pretty good one. Funny thing he nows he looks like an elephant of late but wont admit it so thats good medicin for him. I no his wif will bet a big laugh out of that.

Walt Torbit wont go cause thats his birthday and hes afrard he'll get paddled all over the lot. I told him to come on and put a steel sash in his seat and then it wouldnt hurt. Herd Rog Allen was going to fly over—fly over what I dont now—maybe he thinks there Indins there, turn himself into a Black Hawk fly over and land on a totem pole. If you haven't paid your dues you better bring them along for John Thorton is going to be there with his six shooter—hes the worlds best treasurer and yet people like him—funny aint it.

Paul Marshall told me he was going to raffle off a stick of aluminum to pay for his expenses and then finish his new house with the rest if F. D. R. dont catch him at it.

Tals got a humdinger of a "Little Conventin" number out—that guy must rite in his sleep as he seems to have fresh news all the time. I'll tell you a secret about that magazine—it says "Bill Palmer says" and "Neil Gabler says" and all the time Tal rites it hisself—aint that good but dont tell any body cause lots of people like to see their name in print and I'm one of them—a little publicity dont hurt any one—you no us architects can't advertize.

Ken Black cant go cause hes going roughin it with his wif—sorry cause Ken is a high toned fellow and can mix with Grand Hotel swells just like he was at home.

Well so-long Jim—I got my \$3.00 room with board all picked out (will send you cousin a card with an X over the window when I get there)

Suppose youre going classy via boat but I gotta cut expenses and Branson Gamber said he would put his baggage in the back seat so I could ride in the trunk space—you no thats a fine place if it aint rainin and you strap yourself in like an aeroplane.

So long agin—see you on the wharf (gee dont that sound sporty).

Your

TIM

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PUBLIC RELATIONS PROGRAM

By Philip L. Soljak, Public Relations Representatives,
The State Association of California Architects,
Northern Section

Definition: By "public relations" is meant the cultivation of appreciation by official and public groups of the *mutuality of interest* arising from the utilization or interchange of goods and services.

A public relations program for the architectural profession should aim at (1) impressing public and official groups of the value to be derived through employment of architectural services; and (2) emphasizing the importance of the architect, as designer, planner and coordinator (i. e. as "layout" expert) to the community, state and nation.

FUNDS may be raised from architects, allied groups and building material associations, locally or nationally. Under a *national* program, separate budgets could be established for state or regional organizations. Each group would thus carry out a localized version of the national program, with the A. I. A. as national coordinator. *Suggested media:*

1. PUBLIC ACTIVITY PROGRAM, whereby each group's members would participate as architectural representatives on civic and industrial planning committees, housing associations, civil defense councils, Chambers of Commerce, art associations, building industry councils, etc. Wives of architects could form auxiliaries to assist this work.

2. NEWSPAPERS, MAGAZINES, etc. Professional publicity for these activities and give A. I. A. news releases wider "coverage" by reserving them, with localized "tie-ins", in each program area. Feature articles, signed by architects, for newspapers, etc., in each district. Advertisements for "special events" (exhibits, forums, etc.) if funds permit.

3. RADIO. Publicists to service news releases to radio stations also, and to arrange for architects as guest speakers in round table and women's sessions, etc. No paid radio funds are substantial. Also broadcasts for "special events" and architectural tie-ins with programs sponsored by material manufacturers.

4. FILMS. Newsreels to be invited to cover special events, demonstrations of new materials, etc. Utilization of "Documentary" films on housing, architecture, etc. The A. I. A. might present an annual award, or "oscar" to Hollywood producers for architectural excellence in movie settings.

5. EXHIBITS, national and local, to cover all phases of architecture (residential, civic, industrial and commercial buildings, city planning, public works, national defense projects, civil defense), and so illustrate the architect's *complete* function in the community.

6. BOOKLETS, BROCHURES, etc., to cover industrial and public architecture as well as residential work and so make clear the architect's function vis-a-vis that of the engineer and contractor. Material groups, banks, utilities, telephone companies could carry "tie-ins" in their booklets, directories, etc. Blueprints to carry seal of chapter or association as well as name of architect. Similar seals or plaques on buildings, bridges, etc. (Associated General Contractors use their "A. G. C." sign in this way).

7. TALKS, FORUMS, CLASSES. Architects as speakers for business men's and women's groups, trade associations, defense councils, adult education groups.

8. A BUILDING AND PLANNING CENTER in each district to house association offices, exhibits, accommodation for publicity, library, research, allied professions and industrial groups. This center could be a *focal point* for building industry.

9. LEGISLATIVE PROGRAM to tie-in closely with public relations, and acquire strength from public opinion so cultivated.

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Sat. Eve. Post, July 12, 1941

Architect, architect, make me a plan,
A neat little, sweet little home if you can,
A doll house, a tiny apartment for two—
But on its own hillside complete with a view
And a 'dobe-bricked loggia, a sunroom and deck,
With glass by the acre and tile by the peck.
Just make it compact as a sailor's snug harbor,
But squeeze in a summerhouse under an arbor.

Architect, architect, draw me a dream.
A modest and simple and stark little scheme.
By a smart bit of juggling with T-square and rule
You can crowd in a terrace, a turquoise-lined pool,
A court for badminton, a port for the car,
A wing for the help and a lock for the bar.
Of gadgets and trim be an adamant scorners,
But just air-condition each dormer and corner.

Architect, architect, figure and plot:
A castle in Spain for a two-by-four lot.
Criss it and cross it with symbol and sign
And in twenty short years every stick will be mine:
The circular staircase, the studio L,
The wing for the guest whom we've dined overwell,
The kitchen so chrome-plated nothing can smudge it—
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Architect, architect, miracle man,
Get it on paper as fast as you can.
Where's the little man who'll add a new gable?
He's cutting out paper dolls under the table.
—Ethel Jacobson.

WE HAD OUR OWN IDEAS —
AND THE ARCHITECT HAD HIS

by William H. Reid, Jr., A. I. A.

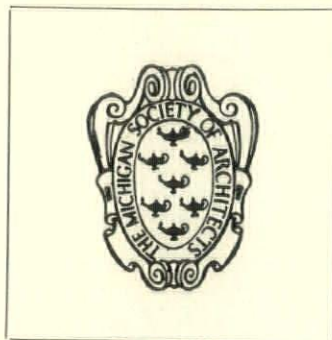
Yes, m'lady, yes, m'lady, here is your plan,
A neat little, sweet little home for your man,
A doll house, a tiny apartment for two—
Ready for its hillside with your choice of view.
There's the 'dobe-bricked loggia, the sunroom and deck,
With glass by the acre and tile at your beck.
As compact as a trailer-house built for Dionne,
I squeeze in a summerhouse with moon on the lawn.

Yes, m'lady, yes, m'lady, this is my scheme,
As modest and simple and stark as ice-cream.
By a smart bit of juggling with T-square and scale,
I crowded in a terrace, without pooling in a pail.
The court for badminton is not under the car,
And the wing for the help is away out and afar.
Gadgets and trim went the way of the corner,
Air-conditioning came in and I glass-blocked the dormer.

Yes, m'lady, yes, m'lady, with figures I've wrought:
A castle in Spain for your two by four plot.
I've cussed and discussed it, 'til with symbol and sign,
You have a house that will last years beyond thine.
The circular staircase, the studio L,
Will still be circular when you are — well,
Your chrome-plated kitchen has gone for defense—
If costs get any higher, we'll dispense with a fence.

Yes, m'lady, yes, m'lady, I've done what I can,
So buy up a lot and we'll build for that man.
That little man who would add a new gable
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NORGE—(Continued from page 5)

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Commercial Bldg. Conant & 7 Mile Rd., J. P. Frazer
Land Co., Owners. Bids closed.
Store front & Modernization. Federal Dept.—Con. let to
Rubin Bassin.
Stores—7731-5 West Vernor Hwy. Bids closed.
Prep. plans—2 story & basement bldg.—L. Black & Co.,
Woodward & Washington Blvd.
BRANDT, CHRISTIAN W., 3408 Eaton Tower
Modernization of Bldg. 11410 E. Jeff.
DEHL, GEO. F., 120 Madison
Photo Studio, Ferndale, Mich., figures closed.
School, Howell, Mich., fig closed.
Rectory—St. Ambrose Parish. Taking fig.
Preliminary drgs. Auditorium—Myers Road.
DONALDSON & MEIR, 161 Wash. Bl. Bldg.
Temporary Church & Social Hall, St. John Viennay Par-
ish, Flint. Bids due Aug. 11.
**GIFFELS & VALLET, INC. & L. ROSSETTI ASSOC. ENG.
& ARCHITECTS**, 1000 Marquette Bldg.
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HABERMAS, CARL R., 415 Brainard.
Residence, Touraine Rd. fig. closed.
Residence, Edgemere Rd., G.P.E. Con. let.
Res., Lochmoor Rd.; Res., Stephens Rd. Con. let.
Plans. Add. G.P.S.
HERMAN & SIMONS, 712 Owen Bldg.
Prep. plans for Defense Housing Project, 200 Units,
No. 20042X. Ready for bids about July 24.
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., July 24.
MERRITT & COLE, 1111 Collingwood.
Plans for Zion Lutheran Church, Ferndale.
Mt. Zion Lutheran Church, 7-Mile Rd. Bids closed.
Resurrection Lutheran Church. Con. let to H. Amsbarry
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MORISON, ANDREW R., 920 Fox Theatre Bldg.
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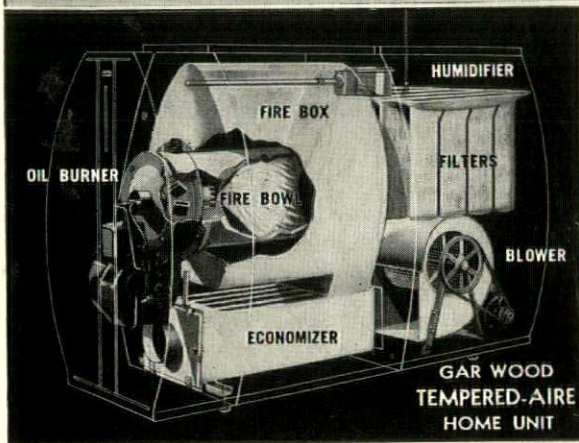
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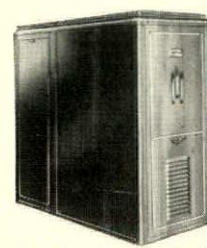


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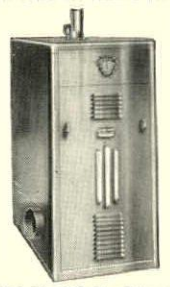
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WEEKLY



BULLETIN

347
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INSTITUTE OF ARCHITECTS
1941 AUG 12 AM 9.31

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Volume 15

DETROIT, MICHIGAN, AUGUST 12, 1941

No. 32

MICHIGAN ARCHITECTS, PRODUCERS SEE CONTINUED UPSWING IN BUILDING PLAN COORDINATED SURVEY OF MATERIALS MARKET

EFFECT OF PRIORITIES ON FUTURE DELIVERIES OF BUILDING PRODUCTS STUDIED AT MACKINAC MEETING

Believing that, while the building industry is being affected by priority rulings with respect to certain materials, the situation can be kept in hand by means of various conservation practices and adjustments, the Michigan Society of Architects meeting together with the Producers' Council at Mackinac Island, August 7 to 10, laid the ground work for a comprehensive survey to determine future policies.

"In most instances it is believed that architects will need only some official guidance to put them on the right track," C. William Palmer, Society President, said. "As matters now stand, they are apt to become completely befuddled in trying to make sense of all the statements and reports from various defense agencies concerning supplies to be conserved and shortages that are impending. Actually, the Office of Production Management has not yet clamped any priorities on building materials as such and is not expected to do so in the immediate future."

To help the building industry over possible snags in the flow of materials and equipment, Defense Housing Coordinator Charles F. Palmer is setting up a special division that will not only offer advice but will also go to bat for deserving cases. General theory behind this move is that housing for the great hordes of workers flocking to defense centers should rank second only to primary military and naval requirements.

Best guess of informed officials is that no national shortage of the main building materials is likely, although later on transportation may become tight in spots. "Defense is moving in on all fronts; The kitchen must give up old aluminum now and forego new for the duration," Paul R. Marshall of the Aluminum Company and member of the Producers' Council, told the meeting, in pointing out that construction is in the pincers of National Emergency priorities whether for metal for lunch boxes or tool boxes; copper for ordinary electrical work, zinc and sheet metal for roofing, fire brick for steel mills—so on for hundreds of items.

"Contractors don't know what they can get; material and specialty suppliers are 'cagey' on deliveries, and workmen are losing time here and there more often. It's going to take team work!", Marshall said.

New Materials

Asserting that emergencies such as we now face are productive of progress in new materials and methods, Alden B. Dow, Midland architect cited instances of changing conditions.

"A product developed by a chemical company and used as a quick-drying agent in paints is the base for a new ex-

plosive, five times as powerful as TNT," Dow said, "while on the other hand a lumber company is killing two birds with one stone by disposing of its sawmill waste and invading the plastic market at the same time with its development of a low-cost saw-dust plastic. A secret process turns ordinary sawdust into a transparent plastic material which blends well with color pigments, possesses high tensile strength, low water absorption, good moulding qualities."

More and more plastics will be used in building, Dow said, not only because of the scarcity of other materials but because of advantages in durability, weight and color. "I believe that if we have authoritative information on what we can have and what we can't it will go a long way to eliminate the bottleneck forming in the building industry," Dow continued. "My reason is my belief that even our entry into war should not precipitate a panic."

Regarding simplification of consumer lives, David E. Anderson of Marquette, who conducted the session on this subject stated that changes in styles, models and colors are under way. "It is a move to put more speed into defense production, as such simplification would allow many machines, men and materials to be shifted from peace to defense production," he said. "Leading manufacturers, retailers and consumer representatives are undertaking this work together with the Producers' Council." As an example Anderson cited a survey of projects under the USHA program which revealed that 53 different types of steel casement windows and 75 different types and sizes of wood double-hung windows were used. Recognizing that economies would be possible through the standardization of windows on its projects, and that certain relationships between room sizes and window areas are desirable from a health standpoint, manufacturers were asked to assist in establishing a limited number of sizes and types suitable for low-rent housing. Through cooperative effort, five sizes of steel casement windows and seven sizes of wood double-hung windows, with standard design details for economical construction, were agreed upon and are now being recom-

See MACKINAC—Page 4

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COMMITTEE ON PRESS RECOGNITION

From Empire State Architect

There was a meeting of this Committee on May 3, 1941, at the Architectural League, N. Y., from 11 a. m. to 1:30 p. m., to which Messrs. Harmon, Briggs, Koch, Boyd, McCarthy, Hayner, Strauss and Mertin responded to the call of Chairman Mertin.

After a thorough discussion in which every one took part our thoughts crystallized into two main divisions, the Downstate or Metropolitan and the Upstate Division.

The Downstate Division presents similar and in addition unique problems, so that it was decided to consider them at our reconvened meeting on May 19, 1941.

This adjourned meeting was attended by Briggs, Strauss, Koch, Hayner, McCarthy, Boyd, Farrell, Erichson, Dodge, Uslan, and Mertin. Mr. Harmon was excused.

For the Upstate solution we suggest:—That the meetings of our Member Bodies be made interesting and that they be definitely pointed to the correction or improvement of some local need; that constructive suggestions be made to the local officials, and that their reactions be secured, and their endorsement, and that their thoughts be embodied in the corrective scheme, giving due credit to all. The local newshawk should be kept informed (as well as entertained) by the Architects, so that these items of local NEWS will be published.

After such items have appeared once or twice, then your Member Body should hold an open meeting to which the Public would be invited to express their sentiments, suggestions, and particularly their criticisms. It would be the duty of some member Architect to have one or two leading Citizens attend and talk. Also another should see that the newshawk is there to report NEWS of what happens. The Public must be made Architect Minded.

Your Architect should do active service as Architect, on Committees of Chambers of Commerce, Churches, Lodges, and all other business or civic organizations which foster the trade or welfare of the community. He should serve particularly where his training and skill befits him to be an expert. NEWS of these activities should be given to our good Hawk friend, and they should contain constructive ideas, interesting and of value to the Public.

To help you here are some suggested TOPICS, but doubtless you will think of better ones yourselves.

Building Code Modernization, Zoning Modernization, Main Street Beautification, Park making or improvement, Rehabilitation of business or residential areas so that they can become paying, tax roll members.

Chairman Mertin asks that you write him your progress. Please do so for your results will have bearing and point for us all.

It is suggested that Architects copyright all drawings issued for possible publication, and properly note same thereon so that when they are used in print, permission can be granted by the copyright owner for such use, which will assure recognition of Architect's name in print.

The members agreed unanimously that the Secretary should direct a letter to all newspapers and periodicals, couched in firm but diplomatic language, requesting that the Architect's name be printed wherever the picture of any building is used, and also that the name be mentioned in text in connection with any new or altered buildings.

Some of the New York papers, such as the N. Y. Times and others, have already agreed to cooperate with the aims of this Committee.

JOHN T. BRIGGS, *Secretary*

UPJOHN GIVEN BRUNNER AWARD

Hobart B. Upjohn, of New York, nationally known for his work in ecclesiastical architecture, has been awarded the 1941 Arnold W. Brunner Scholarship of the New York Chapter of the American Institute of Architects, it is announced by Harvey Stevenson, president of the chapter.

Upjohn, whose grandfather, Richard Upjohn, was president of the institute from its founding in 1857 until his death in 1876, plans to write a history of the institute up

to 1900. The institute has its national headquarters in the Octagon, 1741 New York Avenue Northwest.

The Brunner Scholarship, established in 1939 by the late Emma Brunner in memory of her husband, carries a stipend of \$1,200 to be used in "the pursuit of advanced study in some special field of architectural investigation to be selected by the candidate." "A substantial beginning," the announcement says, "has already been made by Mr. Upjohn, who has the documents, the personal interest and the ability to make a valuable contribution to the chapter and to the institute.

TO THE PRESIDENT

Dear Mr. Shreve:

We heartily indorse the view, expressed by our public relations committees meeting here in joint conference, that a concerted and unprecedented effort must be made by the profession to insure survival of the architect during the present national emergency and the post-defense period.

Representations to government or other official groups will be futile unless they are accompanied by forceful, dramatic action to impress upon the public the architect's vitally important function in the national scene. This the profession has so far failed even to attempt by any effective plan.

The Royal Institute of British Architects, recognizing a similar situation in Britain, is taking concerted action despite the stress of war conditions and has appealed to us to do likewise. The R.I.B.A. is devoting special attention to modern exhibit techniques as a potent weapon of public information to this end.

In the United States, architectural groups have presented various highly interesting exhibits which, however, deal in the main with only one phase of architecture—residential work. We consider that the time is ripe for the presentation of exhibitions illustrating the architect's *complete function*.

An exhibition of this type should portray the architects function in relation to city, regional and national planning, immediate and post-defense; national defense projects, defense housing and civilian defense; public works and industrial structures; public and commercial buildings; civic housing projects and private residential work. The basic objective being to emphasize the little appreciated importance of the architect as "layout" expert, designer, planner and coordinator under immediate and post-defense conditions.

We consider that a national exhibition, to be named "America Today and Tomorrow," should be presented by the A.I.A. in cooperation with the Producers' Council say in Washington, New York or other appropriate center. Concurrently, regional exhibitions on a smaller scale, but following the same plan, should be circulated in smaller centers.

For exhibitions of such public interest and impersonal character, an admission charge might appropriately be made. Proceeds to be devoted to the public relations funds of architectural organizations participating and to approved community betterment projects.

We would appreciate learning of your reaction to our proposal and assure you of our fullest cooperation.

Very sincerely yours,

A. Appleton, President A.I.A. Northern California Chapter
Frederick H. Reimers, Pres., State Ass'n. Cal. Arch., No. Sec.

DAVERMAN FIRM IN LARGER OFFICES

Offices of J. & G. Daverman, Grand Rapids architects, have been moved to new and larger quarters in the Keeler building. The firm was organized in 1905 and has designed many important buildings in Grand Rapids and in other Michigan cities.

The business was reorganized a few years ago and enlarged to a partnership of four individuals, George Daverman being joined by Robert J. Daverman, Joseph T. Daverman and Herbert G. Daverman. The firm's scope of work was increased because of training of some of the younger members in engineering as well as architecture.

The firm now employs 25 persons. In the fiscal year it was responsible for design and supervision of \$1,500,000 worth of construction.

MACKINAC—(Continued from Page 1)

mended to local housing authorities for use on their projects. Where used they have proved to be very attractive in appearance.

"Substitutions for certain materials less necessary for defense production will at once suggest themselves, but this is, unfortunately not true of certain other materials for which substitutes can only be found in materials equally essential to defense requirements," Anderson continued.

"There can be no completely coordinated determination of the ways and means of conserving the use of materials essential to defense production other than the application of governmental control and a system of rationing, but it is incumbent on those interested in the continuance of private construction during the duration of the emergency to give all possible aid in conserving the materials essential to defense construction.

"Conservation of a most essential material can be accomplished through the use of the highest authoritatively recognized stresses for structural and reinforcing steel, as yet adopted in only a few building codes. Suggestions affecting another important branch of the industry are contained in the 'Plumbing Manual' and the Report on 'Methods of Estimating Leads in Plumbing Systems', recently issued by the National Bureau of Standards.

"These are examples of the direction the study of conservation may take if attention is directed to the subject of conserving the materials which private construction will need and defense production must have.

"No outstanding savings in individual buildings are to be expected but small savings multiplied many times will, quite possibly, insure the surplus above defense production requirements necessary to meet the needs of private construction."

"While the agencies of government are, quite properly, giving first consideration to the requirements of defense, they are also interested in the needs of private construction and desirous of avoiding unnecessary curtailment of its activities."

Mechanical Advances

Recent improvements in heating and lighting of the home were explained by John C. Thornton, member of the Committee on Technical Service, The American Institute of Architects. He sees air conditioning for every man with the introduction of a revolutionary principle of conditioning multi-room buildings. "Instead of the present square duct method, which takes up lots of space and cannot be individually controlled by room occupant, the new method has a central apparatus system which holds the heating, cooling, ventilating, cleaning, humidifying and air circulation equipment," Thornton said. "Each room in an office building, apartment houses, hospital, etc., has its own individually controlled unit which receives air under pressure through steel conduits from the central apparatus room. Noiseless and smokeless, the conduit system is said to save from 85% to 95% of space taken up by the present square duct system, resulting in a saving of 20% to 30% in installation cost."

"Fluorescent lighting has made great progress, but up until now the distribution and concentration of this lighting has depended upon location of the lamps and their power. However, the introduction of three types of fluorescent lenses (intensive, concentrating, extensive) marks a new step in the art of controlling fluorescent light. The intensive lens confines lighting to the working zone and is suggested for all general lighting. The concentrating lens, which receives direct rays from the lamps and pulls them down into exact parallel beams through the entire width of the plate, is designed for precision work. The extensive lens distributes fluorescent light over a wide area and is particularly suited for low ceiling areas and industrial operations. Lenses are 11 x 12 inches in size and may be used flush or exposed in continuous or unit construction."

"The exterior distribution of electrical energy throughout a large housing project with a relatively small number of dwellings per acre has brought with it many problems, particularly in view of the desire for an attractive development void of pole structures and the need for keeping

costs low. An underground method of distribution would have solved the problem of appearance, but the cost of such a system is generally prohibitive. Through the cooperation of a specialty manufacturer, a system of distribution using the building structures rather than poles to carry electric lines has been developed. This system necessitated a terminal connection box designed to avoid cumbersome splicing of 'service type cables.' The result has been improved appearance with costs at a reasonable minimum."

"Improvements in the design of lighting fixtures for use in low-rent housing projects are the result of cooperative effort on the part of manufacturers and architects. The objective has been to minimize the possibility of breakage, reduce initial costs, and incorporate all possible safety features through simplification of designs. Manufacturers are now producing several new designs specifically adapted to low-rent housing needs."

Sees Shortage of Draftsmen

Speaking on the employment situation, Branson V. Gamber, past president of the Society, said that with the draft and defense taking the cream of younger men a growing number of architects' offices are faced with a shortage of help.

"Reports are that many draftsmen will skip vacations this summer and take pay for the vacation period in addition to their regular pay, and it may be that, as during the last war, we will see an increasing number of women in these positions," Gamber said. He stated that a recent survey showed six Detroit firms engaged on defense work, now employ 775 draftsmen in their Detroit offices and 515 in branch offices in other states.

"The future supply of draftsmen is very limited and most of the recent graduates are subject to the draft. The solution would seem to be for individual small offices to organize into groups to handle defense contracts.

"Steps may be taken to secure draft deferment for key men necessary to defense. In order to secure deferment for six months or an indefinite time, the employer must prove the employee necessary for defense work or essential civilian work.

"There are essentially three times when such deferment may be requested by the employer, if agreed to by the employee. One is by a statement attached to the employee's draft questionnaire when it is returned to the local draft board. Second is by an appeal to the local appeals board through a government appeals agent after the employee has been classified. Third is after the employee has been inducted, by a sworn statement by the employer sent directly to the Under Secretary of War."

Detroit Arsenal Center

Reporting on Civilian defense measures, Aloys Frank Herman, president of the Society's Detroit Division, called Detroit one of democracy's arsenals, sure to be bombed in wartime.

"Radio amateurs and others there are getting in form by intensive training," he said. "Lacking actual wartime conditions, the Michigan Amateur Radio Emergency Council and the Red Cross have combined to practice emergency activity designed to be used in bombings. Working on the promise that other communication systems were knocked out, the hams notified key attendants at Red Cross stations of supplies needed and of conditions in their areas. The Red Cross got in its training by dispatching the supplies as called for."

Herman sees skyscrapers as safer places during bombing attacks than the lower buildings close by them. Citing the fact that walls and even some columns and beams of a skeleton frame could be wrecked without causing complete failure of the building, Herman said: "The floors of the skyscraper and most all fireproof 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. 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."

Reports on Conventions

Emil Lorch, president of the Detroit Chapter of The American Institute of Architects, called upon Clair W. Ditchy

for a report on the Institute's 74th Annual Convention to be held in Detroit next Spring. Ditchy, just retired as Institute director and recently elected chairman of a special convention committee, said the dates had tentatively been set for the fourth week in June.

"The theme of the convention will probably center around Detroit's industrial leadership, with visits to the automobile plants and a lecture by Albert Kahn open to the public," Ditchy said. Alvin E. Harley, whose firm, Harley and Ellington, are architects and engineers for the Horace H. Rackham Educational Memorial, new home of the Engineering Society of Detroit, said the building would be completed in time for the Convention.

Palmer, president of the State Society, said its convention would be held in Lansing next March.

Talmage C. Hughes, chairman of the Institute's Committee on Public Information, submitted a report, emphasizing the growing appreciation of the need for publicity of the architectural profession.

He mentioned particularly the success in some localities with radio, newspapers and other mediums. The committee has assembled material for a manual, outlining the best procedures for securing and writing news items for the public press. "The need for such a manual, which will greatly simplify the task of developing architectural news, has been generally felt," Hughes said, in announcing that the Institute board had directed the preparation of the manual for ultimate adoption by the national body for subsequent use by the Chapters and state associations.

Architectural exhibitions and lectures were also commended as valuable sources of public information. The report closes with a significant reference to the present critical situation, and the necessity of giving the public reliable information concerning the architect's function in this changing world.

NEW CONSUMER BOOK ON NU-WOOD INTERIOR FINISH

The Nu-Wood Color Harmonizer designed to aid in the selection of exact colors, patterns and combinations for Nu-Wood interiors is now available through the Wood Conversion Company, Saint Paul, Minnesota.

The often difficult problem of helping the consumer select proper design and colors as possible has always confronted the lumber dealer, contractor and architect. The Color Harmonizer was created to help overcome this difficulty as practically and inexpensively as possible. Because of the valuable assistance this book can give, frequently special costly plans or drawings may be eliminated.

The Color Harmonizer has a special six page center section with actual Nu-Wood interiors illustrated in full color. The pages are cut in such a manner that by interchanging the wall and ceiling sections fifty-four different interior treatments are possible. New patterns and color combinations to suit individual tastes may be easily worked out. This gives the prospective builder or home remodeler a good picture of what the completed job will look like before work is even begun.

The book also has many pages of photographs showing all types of Nu-Wood jobs. Special pages are devoted to pictures of completed church auditoriums and schoolrooms. Other pages depict different examples of restaurants, stores, bowling alleys and theatres done in the many color combinations and designs which are possible with Nu-Wood Kolor-Fast and Sta-Lite Insulating Interior Finishes.

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A CORECTION

Dear Mr. Hughes:

I was concerned to note that in an article published in the Weekly Bulletin of the Michigan Society of Architects of June 24, Mr. Jack Little, publicist for the Southern California Chapter, A.I.A., advocated the utilization of billboards as a medium for an Architects' public relations program.

The State Association of California Architects has, over a period of years, supported and cooperated with the California Roadside Council in its movement to restrict billboard advertising, and we feel it our duty to voice our objection both to Mr. Little's suggestion and to its publication in an architectural bulletin. Failure to do this would indicate at least a partial retreat from our opposition to billboard advertising.

There is the added danger that the billboard interests might utilize the article (as they justifiably could) as a weapon against our legislative efforts to restrain their activities.

We are also doubtful whether it is indeed essential, or professionally correct, for architectural organizations to employ advertising or other paid media to promote the employment of architectural services. Our experience in Northern California indicates that press and radio are prepared to accept architectural material on its public interest value. They apparently agree with us that architecture and the architectural profession are of sufficient public interest to merit this recognition. An occasional paid press or radio announcement to aid publicity for an exhibit or lecture would, of course, be in a different category and our public relations committee plans to utilize this medium at different times.

Trusting that you will be able to correct the above situation, I remain,

Very sincerely yours,

Frederick H. Reimers, President
*The State Association of California
Architects, Northern Section.*

NEW METHOD SAVES LABOR AND MATERIAL IN INSTALLATION OF HOT WATER HEATING

The challenge to the heating industry presented by the basement-less low-cost house has been met by the development of a new method of installation which offers substantial economies in material and labor, according to the Plumbing and Heating Industries Bureau.

The new method was developed in Chicago where 300 out of 400 houses in one subdivision are being heated with hot water. Some of the houses were built to sell for \$4,000. Ninety per cent are manually-fired.

Here is a brief summary of the distinctive features of the new method of installing hot water heating plants in low-cost houses.

The boiler is placed in a utility room. A single main is run from the boiler under the house to a convenient point underneath the approximate center of the house.

The end of the main is fitted with a manifold from which branch lines are run to the radiators. Similarly the return lines from the radiators enter a second manifold which is attached to a return main leading to the boiler.

The manifolds are prefabricated with connections for ten branch lines. There is an economy in piping as well as labor over the conventional method of installation which involves the running of longer supply and return mains. Circulation of the water is mechanically forced by a pump in the utility room.

Economies in piping are particularly important at this time when steel, copper, and iron are vital to national defense.

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MERRITT & COLE, 1111 Collingwood.
Plans for Zion Lutheran Church, Ferndale.
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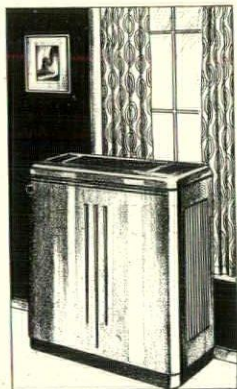
SORENSEN, N. CHESTER & CO., 2nd fl., Industrial Bk.
Bldg. Plans, Redford High School.

STAHL, JNO. C.—820 Francis Palms Bldg.
Bids closed Aug. 12—Redeemer Lutheran Church, Bir-
mingham, Mich.

G. L. RAPP

George L. Rapp, 67, retired Chicago architect, died at his home on his estate at Mellen, Wisconsin on July 17. He had been suffering from an injury in the head, received in a fall about two weeks before. He had been in ill health for two years.

Mr. Rapp was born in Carbondale, Illinois, the son of an architect, and educated at the University of Illinois. He traveled extensively in Europe. When Architect Edmund Krause was planning the Majestic Theater, Chicago, George L. Rapp was his first assistant. Soon after this came the sudden expansion from the nickelodeon, housed in stores, to ambitious moving picture theatres. George Rapp and his older brother, C. W. Rapp, formed the architectural firm of Rapp & Rapp in 1906. Their growth and expansion as picture theater architects was coincident with the rise of Balaban & Katz as theater promoters and managers. Their first ambitious movie house was the Central Park theater on Roosevelt Road in Chicago. Soon there followed in the same city the Tivoli, Riviera, Chicago, Uptown, Palace theater with Bismarck Hotel block, Oriental theater with Masonic Temple. In New York City they were architects for the Paramount theater. Likewise, they planned and built theaters in Washington, St. Louis, Kansas City, Detroit; in fact, their picture houses were sprinkled from Portland, Maine to the Pacific Coast. They built movie theaters in Europe, and Brussels, Paris, Edinburgh, Glasgow are represented in their list. George Rapp was consultant on Radio City, N. Y.



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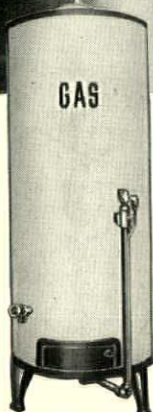
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Volume 15

DETROIT, MICHIGAN, AUGUST 19, 1941

No. 33

MID-SUMMER MEETING, GRAND HOTEL, MACKINAC ISLAND

President Palmer and some of the directors arrived on the Island Thursday afternoon, completed arrangements with the hotel management, and following dinner a most enjoyable time was had by all dancing and viewing the floor show in the Casino.

Thirty-four attended the opening luncheon in the Pontiac room at 12:30 P. M. Friday. Following lunch the Board of Directors went into session in the same room, with Directors Spence, Pellerin, Allen, Palmer, Hughes, Batterson, Anderson, Herman, Langius, Thornton and Gamber present.

President Palmer, said that he had asked Louis C. Kingscott to attend and report on activities of the Registration Board.

Mr. Kingscott stated that architects have more problems in this connection than do engineers. He mentioned that since the new law went into effect on January 1, 1938, the Board had been criticized for not enforcing it. He pointed out that within a year and a half the exemption clause will have expired.

He divided the problem into two parts, theoretical or examinations, and enforcement. The engineers feel that examinations are too technical but Mr. Kingscott believes the Board is now in a position to correct this.

At every meeting the board considers 50 or 60 "grandfather" cases, some on the borderline and others ranging the full scale. This entails a great deal of work as some cases are reconsidered several times. He admitted that the Board had made some mistakes of registering some who perhaps should not have been, likewise of not registering some who should be. Some cases are very difficult to decide, he said.

When the present board took office the annual budget was \$3750, with \$1700 unexpended. The following year this was increased to \$8000, and now it is \$12,500. They had asked for \$18,500 and if it had been granted a better job could be done.

Mr. Kingscott stressed the importance of a full-time executive to make investigations, collect evidence, and prepare material for an attorney. He also said the services of a part-time examiner were needed. An office secretary and her assistant would complete the personnel.

At the last meeting it was suggested that an assistant attorney general give part time to enforcement but this suggestion was opposed by most members. A committee was appointed to consider the employment of a full-time executive. It now appears that \$5000 could be allotted toward his salary and expenses, divided \$3500 and \$1500. The right man for such a salary is not easy to find.

Kingscott outlined the duties as those of a public relations representative who could negotiate successfully with prosecuting attorneys and get their cooperation and action. He believes that in a few years it would be possible to get the Legislature to increase the renewal fee. Such an executive should have the viewpoint of the architects and engineers, be a credit to them and put them in a favorable light. He should also be able to work with attorneys in preparing cases, and be a good writer, and diplomatic.

Gamber stated that the M.S.A. Board has an obligation to the profession in Michigan and he believed could learn something from the Ohio architects experiences. He mentioned Mr. Ralph C. Kempton of Columbus as a very able executive who is doing an excellent job for the Examining Board and for the profession. He said we owe much to Messrs. Steinbaugh and Nowicki for accomplishing what we have gained at Lansing. He said Leo Bauer as the Society's Practice Committee Chairman was doing good work and that a number of cases would be ready for presentation as soon as the law is squarely behind us.

Gamber felt that more contributions could be obtained if some action were indicated.

Treasurer Thornton, asked regarding the special fund,
See GRAND HOTEL—Page 4

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*General Electric Engineers and
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Convenience. Each Type Has Been Carefully Planned So
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AMERICAN DESIGNERS' ASSOCIATION FORMED

Detroit is First Unit in National Organization

Plans for a national organization of architectural and engineering employees were completed at a meeting of Detroit designers and draftsmen at Hotel Fort Shelby, August 12th, it was announced Saturday by Charles F. Parkinson, newly elected president of the Detroit chapter.

Parkinson, a mechanical engineer in the office of Smith, Hinchman & Grylls, received his Bachelor's Degree from Cambridge University in 1922 and his Master's Degree from Victoria University in 1923. For five years he was a teacher in the speech department at the University of Michigan and at Wayne University. He became registered as an architect in Michigan in 1941.

Explaining the purposes of the new group Parkinson said that for some years there had been a need for such organization along professional lines aimed to unite in co-operative effort the architectural and engineering designers and draftsmen for the enhancement of their fields and for closer relationship between employer and employee. Activities will also include educational features for the advancement of its members, Parkinson said.

"Collectivism and individualism, when properly coordinated, are not opposed to each other," he stated in pointing out that the proper type of collectivism is today essential to the individual.

Other officers elected are Frederick W. Rhines of the office of Giffels & Vallet, vice-president and chairman; Mrs. Helen White of Smith, Hinchman & Grylls, secretary and treasurer.

Detroit divisional officials include the following from the office of Giffels & Vallet: Frank Sharrow, Lloyd T. Miller, Harry C. Harris, Harry R. Stihler, Carl J. Schroeder, Clyde L. Baker and Charles M. Sharp.

The office of Smith, Hinchman & Grylls is represented on the board by Fred Sevald, Jr., Robert F. Hastings, Mrs. Helen C. White, Fred G. Strauss, John F. Grant, Chester E. Brown and Robert M. Hare.

Phillip D. Dexter, legal counsel, has made application to the National Labor Relations Board for certification.

FOURTH GOLF OUTING

Architects -- Builders & Traders
TAM-O-SHANTER COUNTRY CLUB

Tuesday, August 19, 1941

To reach club, drive out Northwestern Highway to intersection with Orchard Lake Road—turn right 1½ Mile to Club.

CHARGES - GOLF - DINNER - PRIZES.....\$3.00

For those who missed the June outing at this club and for those who didn't but want revenge, we offer a return engagement. BIG COURSE - BIG SCENES - BIG STEAKS AND BIG TIMES. 71 here last time. Let's make it 100 now.

Thanks for coming—

BILL SEELEY, Golf Chairman.

DENTAL LAW UPHELD

Circuit Judge Leonard D. Verdier of Grand Rapids, a visiting judge on the Wayne County bench, has upheld the constitutionality of the Michigan dental law prohibiting dentists to use large display signs, to operate branch offices and to advertise themselves as specialists without having a special license.

Judge Verdier dismissed the complaint brought by Dr. John C. Toole and 31 other dentists against the state board of dentistry and the state dental society and set aside the temporary injunction which has restrained the enforcement of the act since December, 1940.

The dental act was passed by the state Legislature in 1939 and approved by an overwhelming vote at a referendum last November.

Edward N. Barnard, attorney for the complaining dentists, said that he will appeal to the Michigan Supreme Court.

DUES in the M.S.A.—only \$5 per year to March 1, 1942. Every registered architect should be an active member.

DAVID L. STINE

David Leander Stine, 84, widely known Toledo architect and dean of that profession in Toledo, died August 3 at his home in Toledo.

Designer of the Lucas County Courthouse, County Jail, County Library, Scott and Waite High School buildings and others there and throughout the country, including the state capital building at Cheyenne, Wyo., Mr. Stine had been retired from active practice of his profession for the last 12 years.

Mr. Stine was one of the seven men who, with the late E. D. Libbey, incorporated the Toledo Museum of Art and for several years he was a member of the board of trustees of that organization. In addition to his work as an architect, Mr. Stine was a painter of distinction and had served for several years as president of the Toledo Water Color Society and also as a member of the Tile Club since it was organized.

The deceased was born in Crestline, O., Jan. 4, 1857. He spent his early years in Crestline, leaving there to study architecture in Chicago. He went to Toledo in 1877 and entered the office of Gibbs & Moser, eventually succeeding to the business in his own name.

In later years Mr. Stine was associated with his son, Sidney L. Stine, under the firm name of David L. Stine & Son. He was a fellow of the American Institute of Architects and only this year was made a member emeritus of the organization.

He was widely known in Masonic circles, a 32nd degree Mason. He also was a member of Trinity Episcopal Church and for years was a member of the vestry.

Mr. Stine is survived by his son, and by a sister, Miss Sarah Stine of Redlands, Calif.

POSITIONS IN HOUSING FIELD OPEN IN GOVERNMENT

Preparedness in a time of national emergency involves not only building barracks for military forces, but building houses for civilian workers as well. In connection with the need for enlarged housing facilities, an examination under the title of "Housing Management Supervisor" has been announced by the Civil Service Commission to fill housing management and housing manager positions. Appointments will be made in several Government agencies, both in Washington, D.C. and in the field, including the Defense Housing Division of the U. S. Housing Authority, the Farm Security Administration of the Department of Agriculture, and the Office for Emergency Management. Salaries will range from \$2,600 to \$6,500 a year.

Persons appointed as *housing management supervisors* will be responsible for the various phases of management in a large number of public housing projects. This will include production according to schedule, determination of priority in work, and recommendations on staff and budgetary requirements. Integrating recommendations of technicians and specialists, studying and reporting on housing management policy, and supervising the more vital phases of the management program will also be a part of the work. *Housing managers* will take charge of the management of a public housing project. This will include over-all responsibility for such functions as: Tenant selection, rental management, public relations, operation and maintenance.

To qualify for these positions, a part of the prescribed experience must have been in the field of housing.

Although the age limit for the three highest positions is 60 years and for the other positions 55 years, persons above the age limit may also apply if they meet physical and other requirements. Such persons will not be certified for permanent appointment but their qualifications will be classified and their names listed for filling defense needs which could not be satisfied by normal civil-service means. Applications must be filed with the Commission's Washington office not later than August 14, 1941. Further information and application forms may be obtained from any first- or second-class post office or from the Civil Service Commission in Washington.

GRAND HOTEL—Continued from Page 1

stated \$2265.50 had been paid in with \$320 additional pledges not paid.

Gamber suggested the M. S. A. agree to support the State Board with "What we can afford." Mr. Herman mentioned a young man to be trained in the duties. Gamber said we might enter into another campaign for funds, perhaps annually, and also inform members we are doing something. Langius and Thornton felt this would be a mistake until a more definite report was made to members on the proceeds of the first campaign. It was agreed that an effort should be made in the Fall to collect unpaid pledges.

Treasurer Thornton submitted a most creditable report. His report was accepted and he was highly commended.

Letter from Leo M. Bauer concerning the Standards of Practice not being included in the recent amendments to the Registration Act was read and President Palmer explained that the Board of Examiners felt they had power to adopt it as a rule without its being written into the law.

Talmage C. Hughes reported on Spot Announcements stating that he had investigated costs but had waited for consummation of a national radio program for which he had for some time been negotiating. The profession would have to pay incidental costs for script and putting it into form for a dramatic production, for actors and for printing and mailing announcements and booklets. Spot announcements following such a program, Hughes believes, would be effective, otherwise they would not.

Gamber agreed to such recommendations and the meeting went on record favoring the national program.

The Board voted to hold the Society's 28th Annual Convention separate from the A. I. A. convention, that it be a two-day convention in Lansing, in March as usual.

Mr. Langius reported that the Convention Auditing Committee had held one meeting and that another would be held soon to consider bills of the last convention and make recommendations for the future.

The president announced that the next board meeting would be held in Grand Rapids with the West Michigan Society in September.

Hughes reported a long distance call from the Detroit Free Press Real Estate Editor informing him of the Government's priority ruling excluding all building except defense work and residences of \$6000 or under. The editor requested an expression from the meeting and Hughes was authorized to wire that this would mean cessation of practically all private building resulting in a serious unemployment problem, and that steps should be taken immediately to try and modify the proposed ruling. A resolution was framed after the general meeting on Saturday and sent to Governor Van Wagoner, who was on the Island, by Mr. Langius. Mr. Hughes so wired the Free Press but the statement was not used. Instead they featured a statement from the home builders' group picturing the ruling as a good thing for the building industry.

The board meeting adjourned at 5:00 P. M. when President Palmer held a cocktail party for board members.

During the board meeting Mrs. Palmer was hostess to the ladies of the convention at a tea on the veranda.

Forty-three attended the dinner dance in the Blue Room Friday evening. Roger Allen made a brief but humorous talk. At 10:30 P. M. the meeting merged with that of the dance and floor show of the hotel.

SATURDAY, AUGUST 9

The general meeting in the Blue Room began at 10:30 A. M. and was attended by a goodly number of architects, producers and their families. President Palmer opened and turned the meeting over to David E. Anderson, president of the Upper Peninsula Division, hosts to the Mid-Summer Meeting. Branson V. Gamber offered a warm welcome and stressed the importance of the Producers' Council and their informational meetings.

Lawrence E. Caldwell reported on membership, giving the present enrollment as 456. The total at the end of the past year was 425. He asked all divisions to exert concerted effort in the Fall toward still further gains.

Talmage Hughes spoke on Public Information and a copy of his talk is herewith included.

Mr. Gamber next took the chair and conducted a discussion on the subject of priorities resulting from the national defense program and their effects on private building. The results were as stated in the accompanying resolution and it was considered serious enough to warrant immediate action of the joint priorities committee in Detroit.

Mr. Langius brought greetings from Governor Van Wagoner and it was decided to appeal to him to use his influence through his coordinator at Washington toward a modification.

This subject led to a discussion of how architects should organize into groups to do defense work. The Board was instructed by a motion to meet immediately and consider this and the priorities matter and to act.

Roger Allen responded to an invitation to make a brief talk.

A resolution of thanks was extended the Grand Hotel for making our stay so pleasant.

Mr. Palmer thanked those who attended and especially "the ladies for bringing their husbands."

The Board reconvened in Mr. Palmer's suite at 2:00 P. M. Present were Messrs. Thornton, Anderson, Herman, Palmer, Hughes and Gamber.

On motion of Mr. Gamber, seconded by Langius, the president was authorized to appoint a member to deal with other groups with the view to appealing to authorities, possibly through the Washington office of the A.G.C., as well as through Governor Van Wagoner and his coordinator in Washington.

Another motion passed authorized writing or wiring the proper authority urging a more equitable distribution of architectural work for the defense program, with possibly copies to other state societies. Mr. Gamber agreed to confer with Mr. Hughes on this.

Following adjournment of this last business session delegates enjoyed swimming, speed boating, carriage rides and other recreational features.

And so the Second Mid-Summer Meeting became history, with most attendants remaining over Sunday to further enjoy the beauty and delights of Mackinac Island and its justly famous GRAND HOTEL.

REGISTRATIONS**GRAND HOTEL****Mackinac Island, Michigan**

Thurs., Fri., Sat., Sun., Aug. 7, 8, 9, 10, 1941

Mr. and Mrs. Roger Allen, Mr. and Mrs. David E. Anderson.

Mr. and Mrs. E. S. Batterson, Mr. and Mrs. B. N. Blakeslee, Mr. and Mrs. L. Robert Blakeslee.

Mr. and Mrs. Lawrence E. Caldwell and son, Neil; George Cossaboom.

A. M. Davis, Mr. and Mrs. George F. Diehl, daughters Alice Therice and Janice, sons Gerald and Robert; Mrs. Douglass.

Miss Helen Esling.

Branson V. Gamber, Harry W. Gjelsteen.

Mr. and Mrs. Charlie Hanzie, Mr. and Mrs. W. T. Harms, Mr. and Mrs. A. F. Herman, Mr. and Mrs. Derrick Hubert, Mr. and Mrs. Talmage C. Hughes and daughter Mary.

Mr. and Mrs. R. J. Jones.

Mr. and Mrs. Louis C. Kingscott, John Kasurin, Mr. and Mrs. Paul Kasurin, Dr. and Mrs. Raymond J. Kokowicz.

Mr. and Mrs. Adrian N. Langius and daughter.

Mr. and Mrs. Paul R. Marshall, Mr. and Mrs. J. G. Martin, Harry L. Mead, Arthur H. Messing, Mr. and Mrs. Frank A. Miles and son, Butler, Mr. and Mrs. Kenneth Michel, Mr. and Mrs. Wayne Mohr.

R. W. North.

Rankin Peck, Earl W. Pellerin.

Mr. and Mrs. J. R. Radford, R. B. Richardson, Mr. and Mrs. H. H. Robinson, Mr. and Mrs. Walter J. Rozycki.

James A. Spence.

Mr. and Mrs. John C. Thornton.

Mr. and Mrs. Frank H. Wright, Mrs. Williams.



Guess Who



Dorothy Langius--Bill Palmer

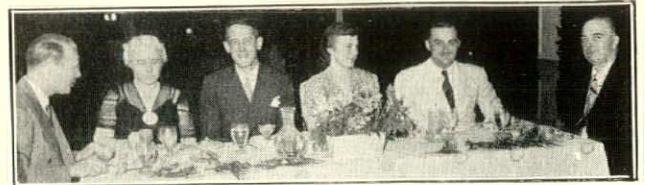
Dancing--with floor show, in the Casino

ZE GRAND TIME AT ZE GRAND HOTEL



Top Row, left to right: Mrs. Kingscott, Jones, Kasurin, Hughes, Miss Hughes, Mrs. Thornton, Miss Esling, Mrs. Marshall, Batterson, Herman. Bottom Row, left to right; Mrs. Wright, Langius, Allen, Palmer, Hubert, Anderson.

AUGUST 19, 1941



Cossaboom, the Mohrs, the Harms, Richardson.



Hughes, Mrs. Palmer, P. Kasurin, Langius, Palmer, Mrs. Kasurin, Allen, Mrs. Langius, Mrs. Allen.



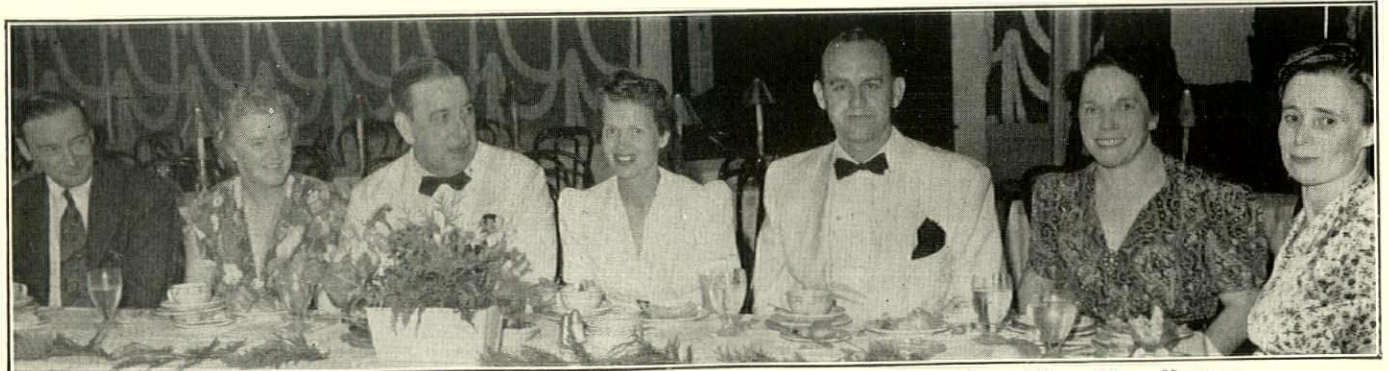
At Dinner--and a lot of fun it was.



"Bride's Maid" and "Best Man", Bill Palmer at floor Show's Mock Wedding.



Margaret Allen--Gus Langius



From left to right: Hughes, Mrs. Palmer, Allen, Mrs. Langius--Gus, Mrs. Allen, Mrs. Herman.

MACKINAC HIGHLIGHTS

What the well dressed architects, producers and their families will wear . . . Governor Van Wagoner on the Island, and very much interested in the architects' deliberations, especially with regard to priorities—and a resolution submitted to him on the spot, through our Lansing liaison, Gus Langius, who had been on the Island with him for a month.

Fortune telling by the Grand Hotel's medium, and Al Herman's character reading.

John Kasurin, the bachelor . . . as Nina Palmer says, "Like cleaning fluid, works like magic and leaves no ring." And the real highlight, Nina's tea party for the ladies, on the veranda . . . only one corner of it . . . It's 880 feet long. The hotel is 54 years old, built in 1887 . . . Architects dancing the bumpsie daisy with the chorus in the Casino . . . and the mock wedding in the Blue Room with our president as best man and Jim Spence next best. And our printers were so impressed with pictures, etc., in the Grand number that they attended the convention . . . and a pleasant time was had with them Saturday evening.

Roger Allen says everybody of importance was on the Island so there couldn't have been much going on in the outside world . . . Says it wouldn't do Churchill and Roosevelt any good to meet anyway . . . he's not going back into the Navy and that's final . . . The memorable bicycle rides of Gamber and Spence . . . the bicycles were lost for three days, finally discovered behind the post office . . . Cameras clicking day and night.

Below and on facing page, Fun and more fun at Mackinac



Marshall, the Hermans and the Thorntons.



In the Night Club--you identify them.

BAERMANN JOINS CRANBROOK STAFF

Cranbrook Academy of Art wishes to announce the appointment of Walter Baermann as the head of its new department of Industrial Design. Mr. Baermann was the founder in 1937 and director until this summer of the California Graduate School of Design at Pasadena. Born in Germany and since 1928 a resident of this country. He is a graduate of the University of Munich. He will arrive at Cranbrook in September to take up residence.



Baermann

His American experience includes work with the design organizations of Joseph Urban, Norman Bel Geddes, Henry Dreyfuss, Howe and Lescaze, 1929-32; Independent industrial design practice, New York, New England, etc., 1932-37; Educational director Springfield (Mass.) Museum of Fine Arts, 1933-36; consultant to Boston and Worcester (Mass.) Art Museums 1936-37; private practice Los Angeles and Pasadena since 1937.

WHITING ELECTED A.I.A. MEMBER

Edmund Jay Whiting has been elected to membership in The American Institute of Architects and assigned to the Detroit Chapter it was announced Saturday by Emil Lorch, Chapter president.



Whiting

Whiting, a designer in the office of Albert Kahn, Associated Architects and Engineers, Inc., was graduated from Columbia University with a Master's Degree in 1934 and the recipient of its endowed fellowship. He practiced in San Juan De Leran, Mexico doing the General Motors Assembly Plant and offices there before coming to the Kahn office. He was registered in Michigan by examination in 1941.



The Marshalls, Thorntons, Redfords, Michels.



The Paul Kasurins, Andersons and Battersons.



From left to right: Herman, Mary Hughes, Pellerin, Miss Esling, Anderson, Mrs. Hughes, Palmer, Mrs. Anderson.

PUBLIC INFORMATION

A report to the Mackinac Meeting of the M.S.A.
TALMAGE C. HUGHES, Chairman

At the last convention no definite resolutions were offered by our committee. We preferred to continue our work for another year with a view to presenting a definite plan and request for increased budget at the next convention.

What should be the nature of these recommendations and what would we do with the budget?

Perhaps a statement of the committee's aims and purposes, how it is formed and how it is supposed to function would serve to answer this question. The committee is composed of one member from each of the Institute's ten regions and in addition there is a local representative in each chapter and affiliated state association.

The work of the committee is like a master plan. Its aims are not so much "To inform the public of the beneficial services that the profession of architecture can render to society," as it is "To devise ways and means" of doing so, and to inform local committees of these means to the end that they be effectively used.

This cannot be satisfactorily accomplished by correspondence. There should first be a general meeting of the committee with members' traveling expenses paid. Then members should visit the chapters and societies in their districts, as regional directors do, forming a closely knit organization. This would give the needed impetus and the movement would spread as did unification. In the meantime we may look to the local groups to "carry the ball."

As an example, last week I attended a meeting of the New York Chapter's committee at the office of William Lescaze, chairman. Members of the committee are Messrs. Alfred Fellheimer, J. Andre Fouilhou, T. Merrill Prencice, Kenneth Reid and Lorimer Rich. Big things can be expected of them for, in the first place, it is a good committee. The New York Chapter had voted the committee a budget of \$4000. One thousand dollars was spent for a survey by a public relations counsel. The committee will recommend to the New York Chapter that the next step be to send speakers to other chapters throughout the country to interest them in joining together in one big national program of public information for the profession. They have reached the conclusion that what the profession needs is a Fishbein, and one strong organization, instead of fifteen, as in New York state.

To me this was the most significant meeting on the subject I have ever attended—and I really believe the most important ever held, for it is, to my knowledge, the first time that a local committee has shown a thorough understanding of the subject and recognized it as a national problem, and that the solution of it must proceed from the bottom up, that is through the chapters and finally to the Institute's board. And so you will hear more about this in the months to come.

Negotiations are in progress for a national radio program in the field of architecture. If consummated it would include announcements mailed out before and booklets offered for sale following each broadcast, and local stations would arrange for spot announcements following each broadcast, referring listeners to a local source.

In this way I am sure spot announcements would be effective. Otherwise I have not felt that alone they would do the job. That is one reason I had not completed any such arrangements. An announcement of 100 words would cost \$70 and trailing a one-half hour program on the subject of architecture I believe would be well worth it.

It is important to refer listeners to a central office. It is not sufficient to say, "consult your architect," for that leaves one in doubt as to how to make a selection. There are good and bad architects, and perhaps that is one of the most difficult problems. Suppose we do sell the public on architects and the some don't deliver as they are expected to do. But that is a problem we will have to solve within our own ranks.

There have been many local programs, and more are becoming interested all the time, but nothing national in scope has been attempted. What is needed most is bring-

ing together all these efforts into some unified program. A rather typical request from a group just starting a program is, "Will you please send all of the information you have on the subject."

The profession of architecture now faces an emergency, just as does the nation, and it seems to me serious enough to justify our best efforts, and even our funds.

I would like to report that Michigan was very much in evidence at the Institute convention. No state society sent more delegates and no chapter more than Detroit. The fact that the six delegates represented both the Society and the Chapter showed unity and made a good impression. Through all of the reports ran a common thought that we need a more adequate program of public information and greater unification. The feeling seemed to be prevalent that the Institute in its present form is not adequate. There was evident a feeling in favor of a more representative organization, with "every architect a member and every member an architect." State societies are exerting more and more influence and it is to them that we may look for leadership, but their connection with the Institute is still too remote.

STEEL SQUARE POCKET BOOK

By DWIGHT L. STODDARD

Sixth Edition, Revised and Enlarged

Scientific Book Corporation, 15 E, 26th St., New York. \$1.

More than forty years ago, to answer a correspondent, the author wrote a short article on the square for *Carpentry and Building*, later known as *The Building Age* and now *American Builder and Building Age*. Since then he has been requested to write articles on the subject and many have been printed by leading publications.

Carpenters then requested these articles in book form, but little was available in plain and practical language, with illustrations to suit, for the carpenter and mechanic.

It is thirty-two years since the first edition of this work appeared. The demand has been so satisfactory that five revisions and enlargements were justified. The original idea, that of a convenient and handy reference on the use of the square, has been adhered to throughout.

It is not possible in this small book to tell of all of the possibilities of the square, but a great deal will be found on the use of this tool or calculating appliance which answers almost at once nearly every problem that comes before the practical carpenter.

An important feature of the illustrations is the absence of reference letters. Instead, and exact engraving is given of the square itself laid on the work and showing all points, lengths, and quantities sought. This eliminates the reading of long descriptions, because in many cases the illustration shows the solution of the problem. This should commend itself to all carpenters.

Numbers that appear at the beginning of the paragraphs throughout the book indicate the number of the problem of which the paragraph treats and corresponds with the illustration bearing the same number.

In this new sixth edition many changes have been made to make the explanations clearer and simpler. Several new illustrations and descriptive text have been added with the hope of making this little book, more than ever, a practical and reliable reference guide for the progressive carpenter.

KOHLER OFFERS MATCHED SETS

"Matched Sets for Small Homes", a new selling aid from the Kohler Co., Kohler, Wis., is a 16 page, 8½x11" catalog planned especially for operative builders and contractors.

Nine of the most popular Kohler matched sets in the low-cost home price range and two matched sets for lavettes as well as sinks and laundry trays are shown.

Spaces have been provided throughout the book for retail prices obtained from local master plumbers applying to fixtures as well as sets, thus enabling the builder to make comparisons in the presence of prospective buyers.

Minimum floor plans for bathrooms and lavettes are shown as well as suggestions for kitchen planning.

THE ENGLISH COTTAGE

By MARY CROSBIE, in Britain Today

An English exile, looking homeward, sees the easy slope of fields, green in springtime or reddening to harvest ripeness, and, beyond the hedge, a whitewashed cottage whose thatched roof sits closely over its little windows as a hen spreads her wings over her chickens. If he is from the North, he will see, against dark hills, the dark stone of walls that face harsh winds and a low slate roof the color of driving rain. But thatched or slated, or stone-tiled and flecked with lichen, it is a cottage he sees, the little home of obstinate privacy and dogged independence that is the Englishman's castle.

It is almost the simplest form of home. Emerging from the cave, man built his hut of mud—wattle and daub or stone is the material of many of our oldest cottages. In a Berkshire village there was one of them, long uninhabited. It was falling to pieces from sheer neglect. You could see its very fabric, as it slowly and mournfully decayed. Osiers cut from the riverside three or four centuries ago were still woven into the wattle walls, and mud that had clung to them since a contemporary of Shakespeare slapped it on wet, showed traces of the horsehair and straw with which it was mixed by a man who remembered the Spanish Armada. The timber framing was worm-eaten and mostly destroyed, but you could see the marks of the axe that roughly shaped it before planes were invented. It was queer to look at the ruins and think, "Those willows were growing by the river when Elizabeth was queen." Across the village street are cottages whose timber is filled in with brick in a beautiful herring-bone pattern. In the next village we are in the stone country and the cottages are built of unhewn stone, their walls two feet thick, but it does not seem that they are warmer or longer lasting.

The plan of them all is much alike. A flat threshold stone (it may be red-raddled or patterned with arabesques in white chalk by housewives of a decorative fancy) stands before a stout door. The windows formerly had leaded casements, and even now may possess the iron casement-frame and hinges and fastenings made by a local craftsman when the village was self-sustaining, and the smith, the carpenter and the thatcher, the wheelwright and the mason were a necessary part of its economy. The door leads straight into the living-room, which takes up the main part of the house. In distant times, it might be the whole of the house, and the family lived, worked, and fed there, retiring to small box-beds alongside the walls at night. In some parts of England those times are not so very distant. It is something that the cottage nowadays has a second room on the ground floor, called in Berkshire the "backhouse" and in the North the "back-kitchen." It serves for washing, storage, and for cooking in the summer when there is no fire in the big room. There may be, at the other end of the house, a small, damp, and vault-like parlour, but this is not inevitable in the older type of cottage. Upstairs are two bedrooms whose dormer windows peer out of the thatched roof.

These are the homes from which some of the best of our people have sprung: John Bunyan, the tinker of Elstow, whose Pilgrim's Progress has been read by generations of the English-speaking race; James Cook, seaman, explorer, mathematician, astronomer, humane and brave man; John Clare, the peasant poet; that doughty fighter, William Cobbett; John Opie, the painter. Artists, reformers, poets, philosophers, have been nurtured in these English cottages; and countless men and women just as valiant, though unre-membered.

Those thatched roofs have covered poverty and injustice, starvation and unrewarded toil. The rosy children, the respectful curtseying mother, the smock-frocked father, touching his hat to the gentry, who figured in eighteenth-century tales called 'Rural Content,' "The Pious Ploughman," or some such title, were always perhaps rosier and more respectful than the reality. Until very recent years the agricultural laborer—that is to say the cottager—was the least rewarded member of the community. His wage

was low, his hours long, his holidays few or none, when medieval feasts and saints' days ceased to be observed.

We shall lose more than a picturesque relic if the old cottages go. They express something hardy and sound in our people. The low room, with its flagged floor and its oak beams, the wide fireplace filled with a cooking range (highly polished and very wasteful of coal), the red mahogany chest of drawers with a crocheted cover, the china dogs on the mantelshelf, the picture of Queen Victoria over the horsehair-covered sofa. If the young are about there will be picture postcards of film stars and a two-penny journal of Bright Stories and an American alarm-clock. Changes have come and there will be further changes after the war. Meantime, some thousands of Englishmen—in the desert and elsewhere—dispatching a field-service post card to parents or wife at home, know it will be delivered by the post-girl (who has read it) at the door of a thatched cottage.

FREEHOLD

FIRED AT RANDOM

Roger Allen in Grand Rapids Press

From a recent Associated Press dispatch:

Posters that appeared on walls in Rome Tuesday read: "Scratch an American and you will find there a pirate gangster."

"The acts of theft committed by the United States in appropriating Italian and German ships that took refuge in its ports but were protected by international law is explained only by remembering the 'outlaw' origin of the present ruling class in the republic of the United States of America.

"History will punish the 'cousins' as only it knows how to punish."

No doubt by "pirate gangsters" the Romans are referring to the bearers of the fine old American names of Capone, Nitti, Esposito, Torrio, Colisimo, and so on?

SPECIFY—

PLASTI-GLAZE

The most modern product for glazing both steel and wood-sash.



Plasti-Glaze—the long-life glazing compound—contains more oil (and it's heavier-bodied oil!) than you'll find in any putty. The new Chrysler Tank Plant and Hudson Gun Arsenal are among the many large buildings glazed with Plasti-Glaze. It glazes with ease—is moderate in cost—can be painted immediately.

By specifying this satisfactory product, your glazing problems will be forever ended. Guaranteed by America's largest producers of glazing products. Call on us for complete information.

Plasti-Glaze is the glazing compound to specify and use on low maintenance buildings or where the government requests NO Maintenance for 25 years.

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Rectory—St. Ambrose Parish. Fig. closed.
Preliminary drgs. Auditorium—Myers Road.
DONALDSON & MEIR, 161 Wash. Bl. Bldg.
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Refriguring Bids due Aug. 22.

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Plans for factory, West Side, Detroit.

MERRITT & COLE, 1111 Collingwood.

Plans for Zion Lutheran Church, Ferndale.

Mt. Zion Lutheran Church, 7-Mile Rd. Bids closed.

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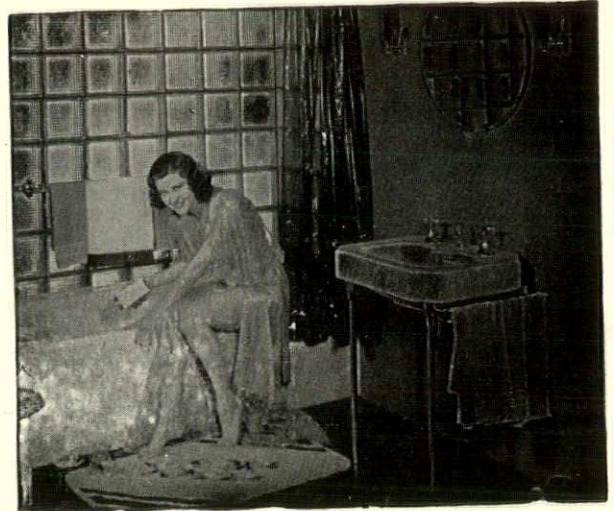
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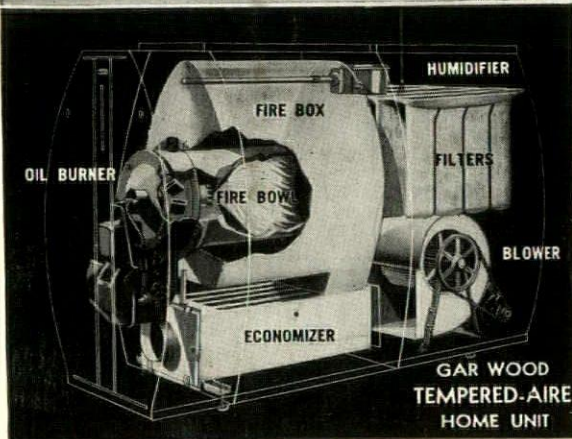
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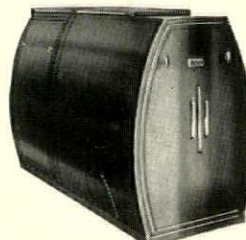
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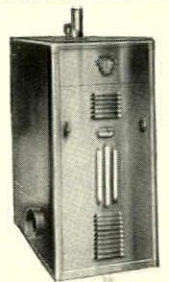
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WEEKLY BULLETIN

NOT TO BE BOUND



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Volume 15

DETROIT, MICHIGAN AUGUST 26, 1941

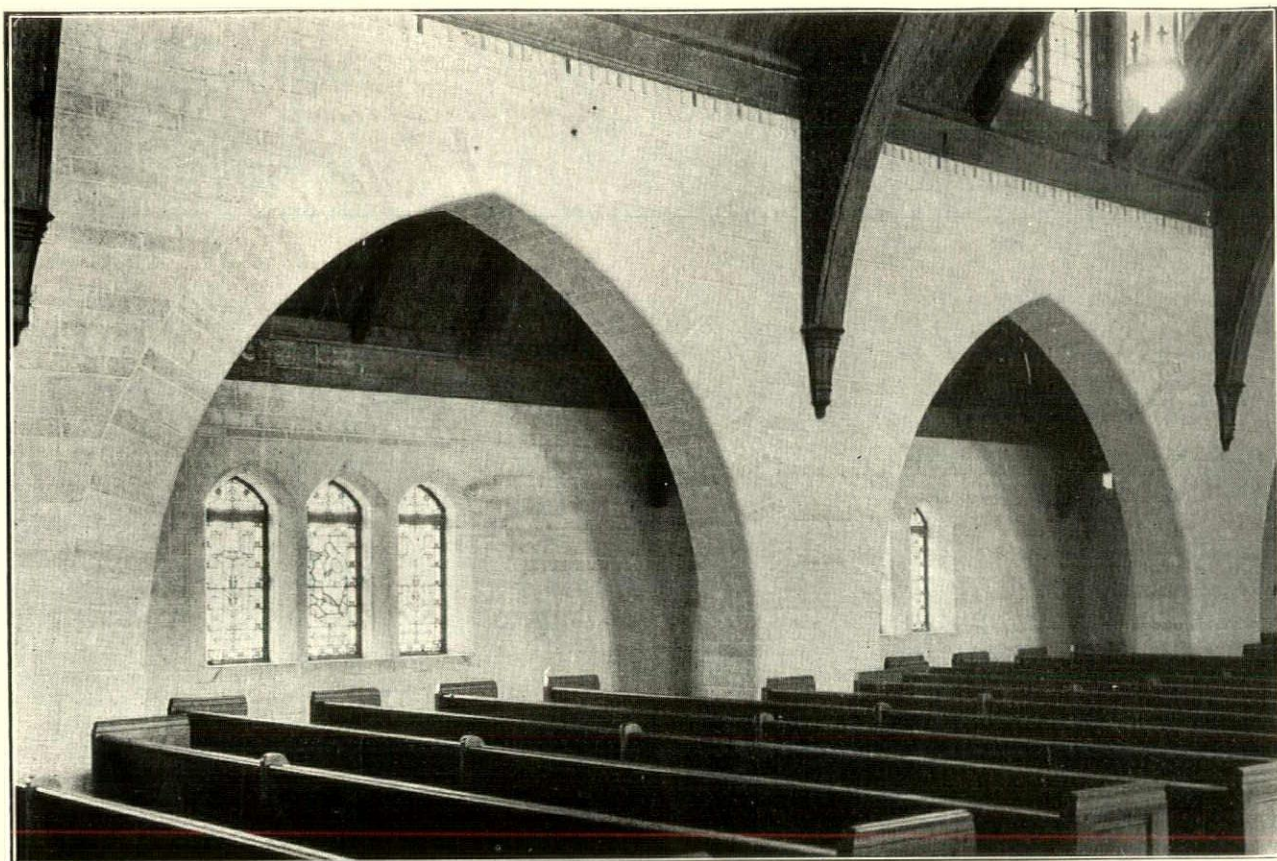
No. 34



PEACE LUTHERAN CHURCH, BALFOUR AND WARREN AVENUES, DETROIT.
N. CHESTER SORENSEN CO., ARCHITECTS & ENGINEERS.

Churchly character here has been achieved without the use of high exterior expensive walls. Note clear story stained glass windows are introduced in small wooden dormers. With the masonry wall surface reduced to a minimum it makes possible the use of high grade materials. In this case Michigan split limestone facing was used, laid in random ashlar, but not in any exact pattern. We were fortunate in having the contractor secure for us some old Scotch stone masons who knew how to lay this type of stone.

The roof is of burnt clay tile with special colors in deep browns, blacks, dark reds, with a tinge of green weaved into the composition. The careful mingling of the colors by an experienced roofer in an artistic way has produced a harmonious character of rich value for the entire roof. All flashings are copper; in fact all exterior materials are gilt edge materials of good quality.



PEACE LUTHERAN CHURCH

N. Chester Sorensen Co. -- Architects & Engineers

H. B. Culbertson -- General Contractor

- Stock BULL-NOSE BLOCK were used for all back-up and interior partitions.
- Large arches were constructed of CINDER BLOCK and decorated with paint.

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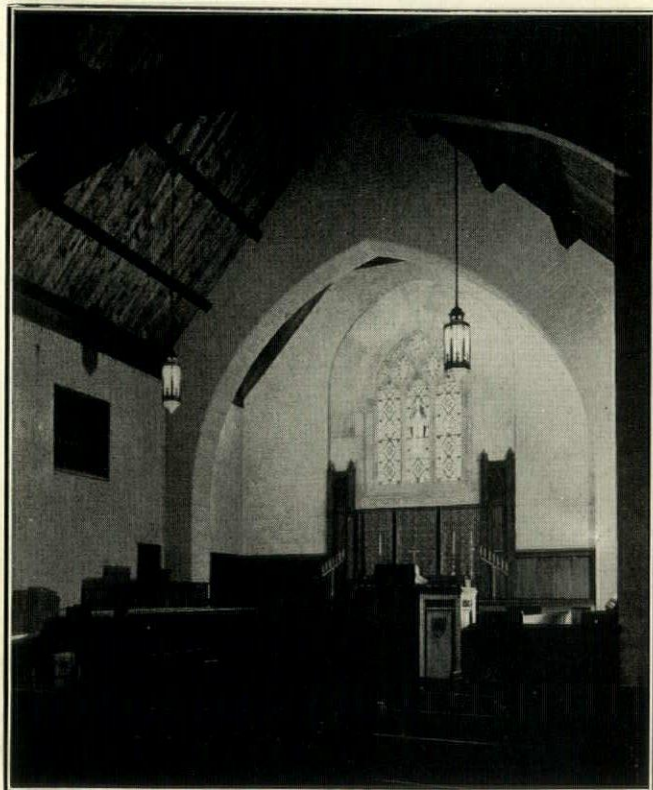
9303 HUBBELL AVENUE

DETROIT, MICH.



ABOVE, GENERAL INTERIOR VIEW

Here is an interior constructed of modest materials, yet a reverent atmosphere has been achieved. It perhaps is so because it is truthful construction and lacks any pretense of being something it is not. The use of a wall block of high absorption has made the use of artificial acoustical material unnecessary.



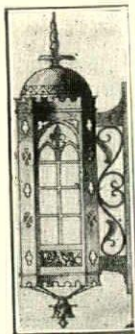
RIGHT, CHANCEL VIEW

This illustrates the harmonious use of stone tracery and arch in conjunction with other cinder block walls and arches where no special shapes were used. The massive cinder block arch between the Sanctuary and Choir section has been carefully executed by the mason, and serves its purpose effectively.

Peace Lutheran Church, N. Chester Sorensen Co., Architects & Engineers

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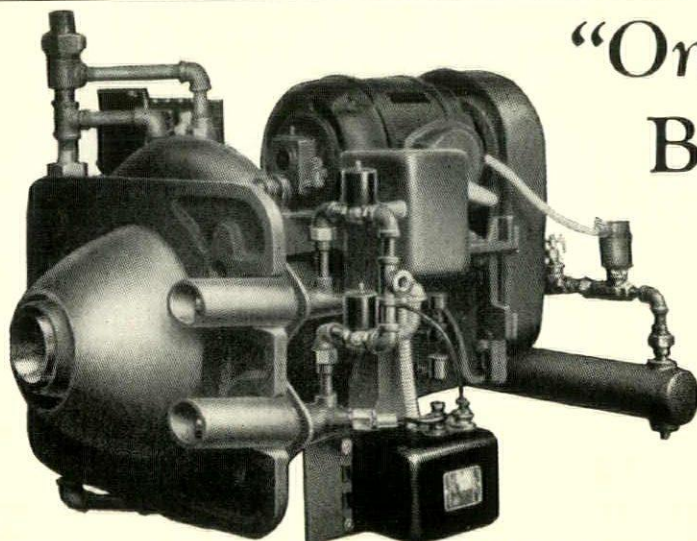
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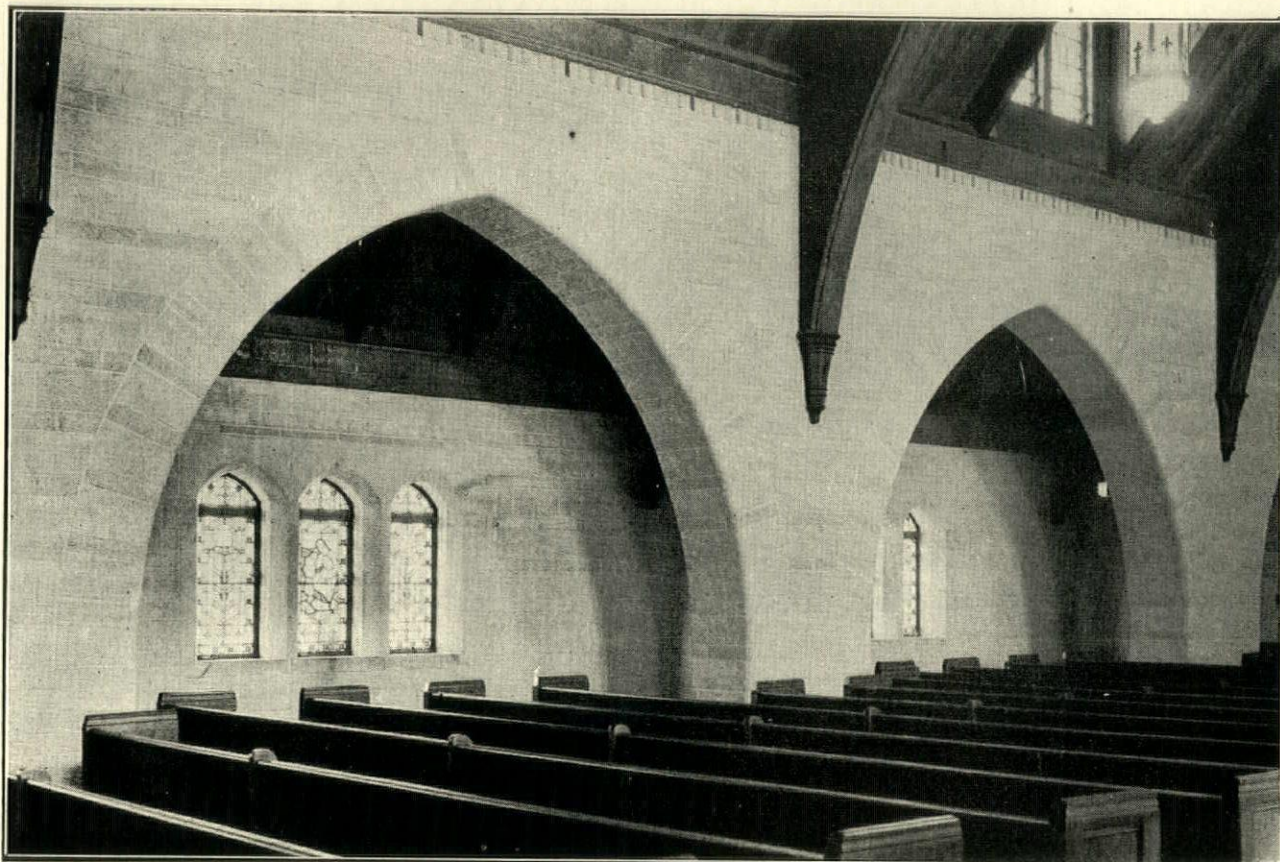
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ABOVE, TYPICAL AISLE AND CLEAR STORY WINDOW COMPOSITION

This illustrates what can be done with the use of cinder block laid in a careful, broken bond in connection with the aisle gothic arches.

Good carpentry workmanship in molding of the wood trusses and truss terminals has made possible a harmonious composition here.

Peace Lutheran Church, N. Chester Sorensen Co., Architects & Engineers

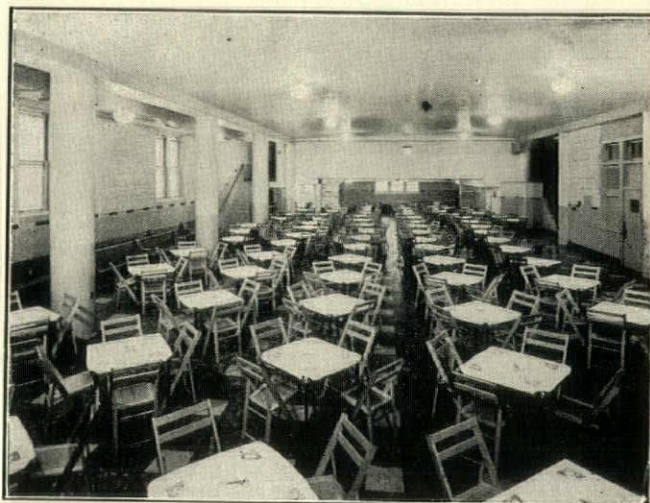
RIGHT, BASEMENT

This illustrates the effective use of a reinforced concrete cantilever slab supporting the main nave of the church. The thickness of the slab in the center slab is only 7", and it cantilevers to a thicker dimension at the supports. This makes possible wide spans and gives a high effect in the basement, without beams. The contractor here used new plywood forms and no plaster was required. Note that the aisle walls (which are the real truss walls above) are not carried directly down on these side columns but rest on the slab outside of them.

HEATING--The building is heated by direct radiation and forced hot air. The boilers are fueled with an automatic oil burner, all automatically controlled. Power plant also heats the school in rear of lot.

CAPACITY--The church seats 680 and has provisions for building an addition to the main nave by enclosing walls over the kitchen and power plant and increasing its capacity by 300.

COST--The total cost of the masonry and mechanical trades and seating equipment was \$84,893.00.



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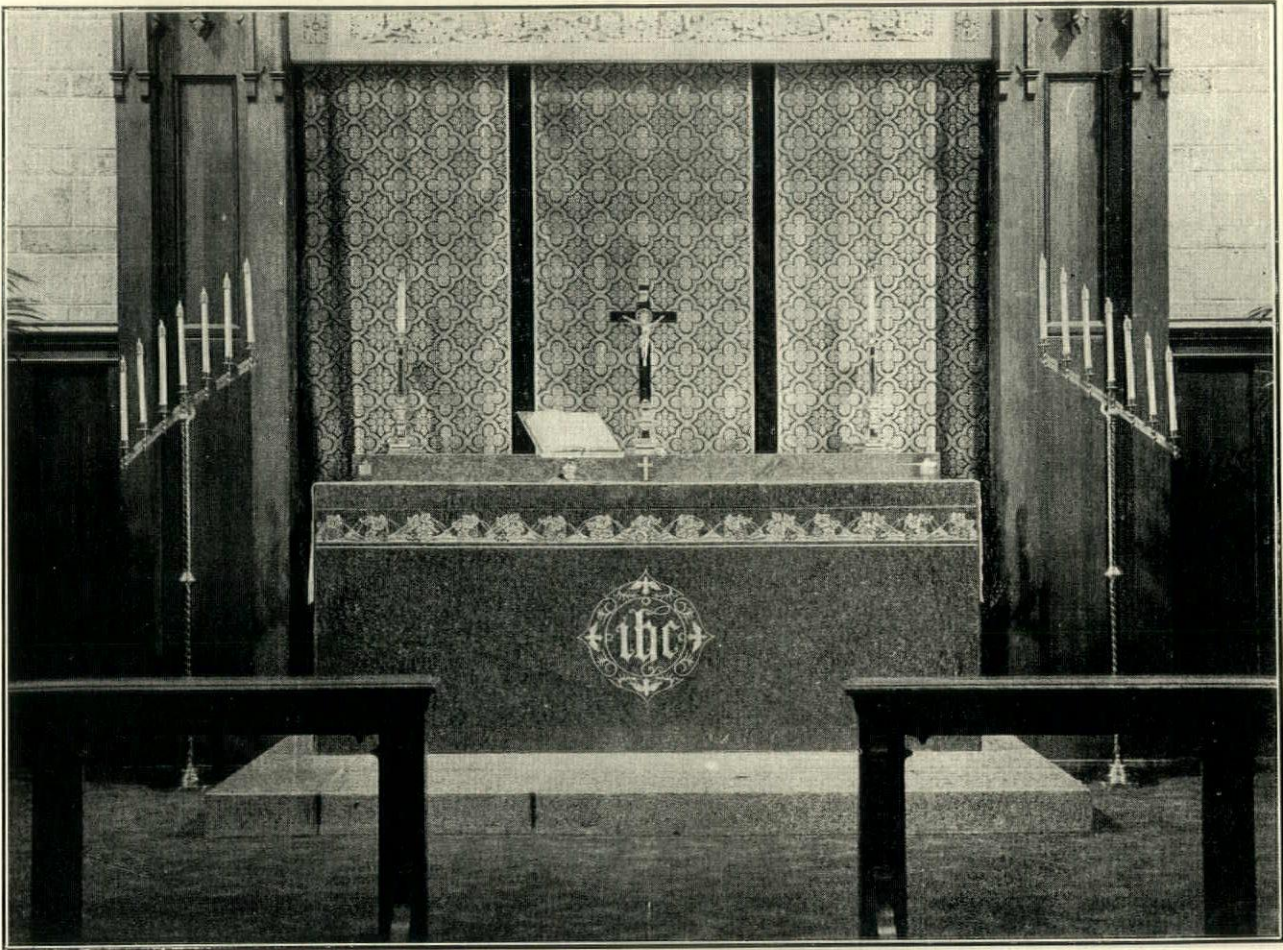
The Detroit Underpinning Co.

is glad to have had a part, in a small way, in "making way" for the splendid new structure now standing where once stood the original Peace Lutheran Church. We join many others in congratulating the designer and the builder in having created a distinctive example of church architecture.

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ABOVE, ALTAR

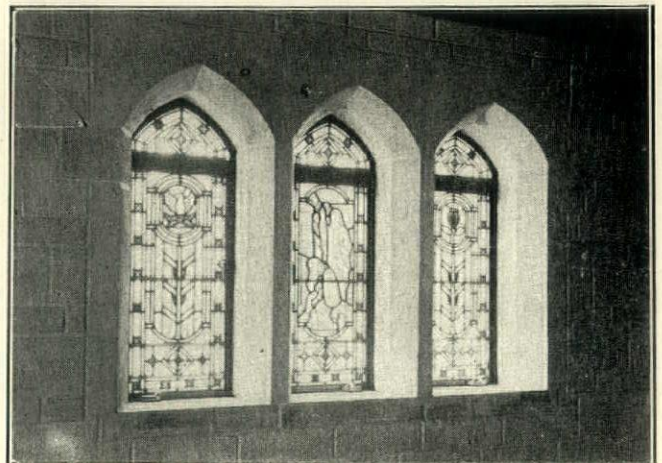
This Altar is constructed of mahogany granite, nature's most permanent of all materials. It was brought from North Dakota and has sand-blasted decorations in the shape of a carefully woven design in wheat and grape-vine composition, including a symbolical center medallion decoration.

The dorsal curtain is in rich red and gold tapestry.

Peace Lutheran Church, N. Chester Sorensen Co., Architects & Engineers

RIGHT, NAVE AISLE WINDOWS

This illustrates how a rich effect can be produced with the use of cinder block laid up carefully with simple cast sections at the head and jamb.



FIRED AT RANDOM

Daily Column of Roger Allen, A. I. A.
in *The Grand Rapids Press*

GRAND HOTEL, Mackinac Island.

The Col. Random expedition to Mackinac Island, sometimes known as "Dobbin's Last Stand or the Home of Giddy-up There," reached its objective without the loss of a single man (I seem to have mislaid a pair of socks somewhere, though). Accompanied only by one wife, a typewriter, four suitcases and a camera, I set forth intrepidly to brave the dangers of northern Michigan, the rigors and hardship of life north of Kent county. And you know, it ain't bad.

Of course, there are some hardships; once in a while you have to cough twice before a bellboy or a waiter leaps to your side. Probably such privations are inseparable from life on the frontier. Then, too, in Traverse City, where we stopped for the night, we had to form a circle with the covered wagons and take turns watching for Indians, who are very insistent on selling you souvenirs at this time of year.

Roughing It In The Grand Hotel

According to Bob Ripley, the Grand Hotel on Mackinac Island has the longest front porch in the world. This may well be, and the claim is likely to go undisputed. Personally I have never met a man whose hobby it was to go around with a steel tape measuring hotel front porches and I hope I never do. I once worked on a paper whose promotion manager conceived the bright—for a promotion manager—idea of offering a prize for the largest tree in Kent county and for some weeks I devoted a lot of time to ascertaining the best measure of a number of oaks, beeches and walnut trees in the vicinity of our fair city, an experience that has soured me on woodcraft to this day.

"This hotel is closed 81 per cent of the year," says a sign on the desk in the hotel. The other 19 per cent it is very open, however. The view is terrific; from my window I can look down at a swimming pool in which beautiful young women are swimming in the blue-green water, or reclining in deck chairs and drinking ice tea. Of course, if you prefer, you can look at the ore boats going up to Duluth. I will look at the ore boats some other time.

Col. Random Indorses The Horse and Buggy

There are no automobiles on the island. There are three methods of transportation; by horse and buggy, via wheel chair propelled a la bicycle by an attendant, or on foot. DuBarry Campau, the demon bicyclist of *The Press* staff, had better come up here; she could make a cool million dollars in no time, riding people around on the handle bars.

I am in favor of the horse and buggy, and why certain politicians continue to use "horse and buggy days" as a term of opprobrium is beyond me. I maintain that there is no more luxurious experience known to man than to occupy a seat in a carriage and be carried dreamily hither and thither to an accompaniment of the clippety-clop of the horses hooves and the musical "giddap" of the driver.

Aside To My Boss

This is an ideal place for me to write columns from and it would be a good idea to send me up here every year for a couple of months, first saying, "Random, spare no expense; charge everything up on your expense account; the best is none too good for you." As I recall it, you neglected to say anything like that to me this time. Probably an oversight. I am convinced that in this environment I could not only write columns that would make any other columns sound like a section of the telephone directory of Dubuque for the year 1926, but in my spare time, when I was not eating, I could write that mystery novel I have been thinking about—"The Corpse in the Percolator" I have tentatively titled it—and no doubt win the Pulitzer prize. Besides, if I were up here and the rest of the staff were down there (when I say "down there" I merely mean Grand Rapids) the rest of the staff would get more done, as they could put to profitable use the time they now spend trying to correct both my punctuation and my taste in hats.

Miscellaneous Notes From The Frontier

Business is so good along the trunklines that tourist

homes, cabin proprietors and other folks catering to tourists frequently have to hang out signs bearing the words "No Vacancies." To me, this would seem to be an ideal name for a summer cottage: "No Vacancies." It might keep Sunday visitors away.

Up at Carp Lake a man named Adams has named his place "Adams Eden." I notice he didn't say anything about Eve.

* * *

Do not look now, but that dancer in a certain floor show here at the island, the one the master of ceremonies says is a celebrated Spanish dancer and formerly premier danseuse of the Metropolitan Opera company, will bear watching. As far as that goes, she gets watching. She is a beautiful dancer, dancing better on her toes alone than I can dance on my entire feet (this sentence seems a little obscure) but just suppose that General Francisco Franco, who is mad at this country, and what European nation ain't?, should have taken it into his head to send someone like her over here to get the plans of the fortifications of Fort Mackinac? Suppose this secret agent should get information about the armament of the Cruiser *Florence J.*, the speed boat on which I crossed from Mackinaw City? Suppose Franco landed secretly on the island, started shooting at St. Ignace and then added the crowning indignity by setting up in business as a hack driver without first joining the Carriage Drivers association? That would be a story, wouldn't it?

I hope that from mistaken ideas of false economy, Mr. Editor, you are not going to hesitate to say to me, "Col. Random, keep on the trail. Spare no expense; take the \$2 tour instead of the \$1.50 one; lurk around the joint that sells frozen malteds and similar dens of iniquity; get your picture taken with a horse (label the horse plainly to avoid errors in captioning the cut) but GET THAT STORY."

I would like to point out that Bill Markland of the *Detroit News* is sitting right at a ringside table surveying this Spanish dancer every night. He SAYS he is up here covering news rising from the presence of the governor and a lot of state officials, but this is no doubt a cunning trick to throw me off the scent.

Send me your blessing and a lot of money. If you are in a hurry, omit the blessing.

* * *

Last week I inspected a building being remodeled in Ionia, where the termites had been at work to such an extent that I could shove a lead pencil right through a 2 by 10-inch joist. The job superintendent, who apparently is still brooding over the result of the last presidential election, finally remarked disgustedly, "I bet that wasn't termites at all, but Republicans. They must have gone somewhere; maybe they crawled into the woodwork."

* * *

Overheard On A Mackinac Ferry

"Is he mean to me? Listen, that man couldn't treat me worse if he'd signed a nonaggression pact with me."

* * *

This hotel, I am informed, contains 5,104,432 cubic feet of space and the entire 5 million plus feet are managed by a former Grand Rapids man, Clifford Taylor, who used to be assistant manager at the Pantlind. Cliff and I fell out of adjoining hammocks frequently at the Great Lakes Naval Training station, back in 1917, during the war which, as you will recall, ended all wars. (That stuff about wars you see on the front page is just something a press agent dreamed up.) Martin Slager, also of Grand Rapids and a shipmate of Cliff's and mine, is also here vacationing. Cliff's offer to hunt up a couple of seagoing hammocks for the use of Mart and myself was received with cold disdain.

Cliff spent 5 years in the Canadian Northwest as inspector of hotels for the Canadian Pacific railroad. When the war broke out and it was suggested to him that he should become a Canadian citizen, he retired in good order to the U. S., where he asserts a man can be a man and have much less trouble getting *The Press*, of which he is a constant reader especially guess what column?

PUBLIC RELATIONS AND RADIO

By Norman K. Blanchard, Chairman
Public Relations Committee
State Association of California Architects,
Northern Section

Editor's Note: We commend Mr. Blanchard for this clear and logical statement and suggest that chapters and state societies make it the subject of discussion at their meetings. It brings out the fact which the Institute's publicist and its committee on public information have dwelt upon, namely, that progress in public information can result only from greater chapter and society activity, that it is not a matter that can be accomplished quickly, or by a sporadic effort that is soon over and forgotten. Rather is it a process of building upon what we have and, like all things worth while, takes time and sustained effort. Mr. Blanchard has shown a thorough understanding of this important problem.

TALMAGE C. HUGHES, Chairman,
A.I.A. Committee on Public Information

A number of architects' organizations throughout the country are working out public relations programs and several programs are now in operation. The question of finance—how much money is required and in what ways it can most beneficially be spent—is in all cases a paramount issue.

Publicity, whether through newspapers, radio, exhibits or bulletins is valuable and all of these media can and should be utilized to insure a well-balanced program of public education. Several architectural groups are concentrating on the use of radio and some of these are undertaking paid programs.

This raises a thorny question of (1) finance and (2) professional policy, as our own experience shows. Last year the State Association of California Architects, Northern Section, undertook a paid radio series with a leading San Francisco station. The series dealt with house design, planning and construction and was named "What, No Architect?" Our original budget for a 15-minute broadcast, given each Sunday, was \$150 (radio time, talent and mailing, but excluding clerical work and stationery). Each of our members was asked to contribute \$3.00 a month to meet operating costs.

As our series developed, costs rose rapidly to a figure of \$180 a broadcast. We found that we could not possibly maintain this rate of expenditure without running into debt. The burden on our contributors was too heavy... and yet to give the program variation, additional expense was inevitable. So before our funds ran out, we cut expenses and concluded the series with an eighth and final broadcast. We had spent a total of over \$1200 in eight weeks.

It is true that a number of inquiries or business "leads" developed. These were "valued" at \$400,000. Unfortunately, several architects to whom these leads were distributed did not follow them up and those who did proceed further failed to achieve any practical result.

At the same time, the series did arouse considerable public interest in a general way and this encouraged us to continue with our public relations work, though along different lines. We now know that paid radio does not suit the budgets of not too affluent professional groups, though it may suit those of commercial sponsors. We also know that we could have achieved a great deal more for that expenditure of \$1200.

Under our present public relations program, we employ a professional publicist who aids us in working out a program of public activity (city planning, civil defense, etc.), secures publicity for our exhibits, meetings and statements on civic and national affairs, and arranges broadcasts in which our members appear as guest speakers on sustaining radio programs.

These radio discussions cost us nothing apart from the effort involved in arranging material, as they are of a strictly educational or "general interest" type. The architect participating is accepted by the station as an expert

in his field. He does not have to pay for the privilege of speaking over the air.

This is as it should be. The radio and press of Northern California have indicated they agree with us that architecture and the architectural profession are of sufficient public interest to merit this recognition.

Other local professional organizations, including the American Institute of Decorators, Northern California chapter, hold the same view and enjoy similar privileges with local radio stations. They consider that it is unprofessional for a non-commercial group to employ paid radio and that the fact that a broadcast is paid for makes it a "commercial" rather than an educational feature. "After all, we're not in the same category as soap and soup manufacturers," said one professional man, "We can expect better consideration than that."

In the past four months our members have participated in 12 general interest broadcasts given over the three major networks. These broadcasts have covered various subjects such as women and architecture, architects and defense, exhibits of residential work (we had four broadcasts for one exhibit), house design and community planning. Women's afternoon sessions are specially utilized.

To secure better representation for architects under the defense and post-defense program, we are laying special stress on the architect's complete function in national preparedness. A few days ago, we were invited by the Office of Emergency Management (U. S. Government) and the California State Council of Defense to aid in presenting an air raid shelter exhibit, first in Sacramento, the State capital, and later in other California cities. Defense officials are arranging a complete radio and press publicity programs for this exhibit, with due credit to our association as co-sponsors. At the same time, we are involved in no expense apart from the contribution of our services as technical experts.

Our present public relations costs, including publicist's fees and office expenses are only one-third of our last year's budget for paid radio and we are getting a far wider spread of activity. At this rate we can continue to pay our way—which after all, is important. We are asking members to contribute a minimum of \$1.00 a month each to the program; present contributions are slightly above this average.

As our funds develop, we plan to spend moderate sums with newspapers and radio in paid announcements for exhibits, forums, etc. But these will be occasional and will come within the category of "special events."

Our experience is paralleled by that of several other professional organizations who have undertaken paid media on a continual basis. Radio is a valuable instrument if utilized in the right way and in accordance with our professional standing. But attempts to achieve the financially impossible will, if persisted in, inevitably lead to disappointment, indebtedness and the discouragement of future effort.

We realize that problems resulting from years of neglect by our profession cannot be solved within a day. We do not expect any staggering immediate results from our activity; our program is not a "sales drive." Our real concern is to build up a long-range public relations program which will be financially solvent, will be of lasting value and will have the confidence of our members, of the building industry and the general public. We are confident that this can be done.

WAYNE U. TO HOLD COMPETITION

The Detroit Board of Education has approved the general policy of open competition among architects for plans of the Wayne University Student Center Building. A special committee and the board's staff was instructed last week to obtain additional information on producer and possible consulting architect's fees.

DUES in the M.S.A.—only \$5 per year to March 1, 1942. Every registered architect should be an active member.



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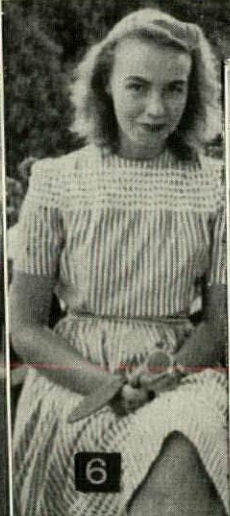
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ON FACING PAGE

Nina Palmer's tea party for ladies of the convention on the veranda of Grand Hotel at Mackinac Island, August 8, 1941. Photographs are by Roger Allen.

1, Nina Palmer, the hostess—2, the ensemble,—3, Nina again—4, Mrs. Paul Kasurin and Miss Helen Esling—5, Mrs. Jones—6, Mary Hughes—7, Mrs. Batterson—8, Nina chatting with her guest, Miss Esling—9, Mrs. Anderson—10, Mrs. Allen—11, Mrs. Hughes—12, Mrs. Herman—13, Mrs. Wright—14, Mrs. Kingscott—15, Mrs. Thornton—16, Mrs. Languis—17, Mrs. Marshall—18, Mrs. Hubert.

IN THE ARCHITECTURAL MAGAZINES

The Architectural Forum for August carries a section of 14 pages featuring, with text and illustrations, Crow Island School, Winetka, Illinois, by Eliel and Eero Saarinen of Cranbrook Architectural Office, associated with Perkins, Wheeler & Will, Architects.

In a comment, Joseph Hudnut says, "It is rather only one of the many affirmations of that liberating spirit which is making the art of teaching (the greatest of all arts) articulate in the art of architecture; but it is an affirmation clear resolute and persuasive. An inward activity has shaped this arresting building. Especially I like the hospitable lobby and that central assembly room which so stealthily gathers the children into its arms; and as for the classrooms, they are, I think, as perfect as they could be made."

In the same issue we find the interesting house "Four Bedrooms, Maid's Room, Four Baths, Breakfast Room" in Grosse Pointe Farms, Michigan, by J. Robert F. Swanson, architect, and "Five Bedrooms, Two Servants' Rooms, Four Baths, Dining Porch" in Montgomery County, Maryland, by Francis Palms, Jr. and Lewis Stevens, associated architects. Mr. Palms, formerly a Detroit, is now practicing in the East.

The Architectural Record for August covers in six pages the Arthur Hill High School of Saginaw, Michigan, by Robert Frantz and James Spence, Architects.

In the Record's section "Architecture Meets Advertising," Kenneth Chapman Black of Lansing, comments as follows: "I much prefer to see advertising shown with models, especially if they are handsomely dressed (?) like the ones used in the Miami-Carey Bathroom Accessory section of Sweet's Catalogue—because in such a case the model is always interesting even if the product isn't—and, besides, models are about the only way I know of to give scale to an illustration, unless you want to lean a yardstick up against something in the picture—and who wants to look at a yardstick?"

The Record also carries a most interesting article entitled "The Firm of Shreve, Lamb & Harmon" by Henry H. Saylor, A.I.A., being a first-hand account of how an outstanding office is organized and how it operates, the first of several similar stories presented to give a behind-the-scenes picture of America's architects in action and to report the personnel, policies and procedure that make for success in day-by-day office operation. In this connection, newly elected president of the A.I.A., Richmond H. Shreve, with a bent for "order, forethought and system," discusses architectural practices and the trend of a changing professional field.

Pencil Points for August carries 21 pages on "A Study In Contrasts" which brings out forcefully the pros and cons of classic and modern architecture for Government buildings in Washington, using as examples the recently completed National Gallery of Art by John Russell Pope, Eggers & Higgins, Architects, and the proposed Smithsonian Gallery of Art, a modern design by Eliel & Eero Saarinen and J. Robert F. Swanson. Of this, Mr. Lorimer Rich says, "I like public architectural progress in less violent form. Perhaps that is impossible. If so, I am content with the Smithsonian rather than the static quality of the recent neo-classic buildings. The future of a strong, courageous American architecture seems to lie in the direction

of the Smithsonian rather than in that of the National Gallery."

Walter R. Hagedohm, president of the State Association of California Architects, Southern Section, offers a good treatise on the use of radio to advance the cause of architecture, giving a rather complete resume of their program in California. And, of course, the Public Relations Section in Pencil Points conducted by Dave Boyd is gaining momentum with each issue. It has now rounded a six months' period and we commend this for the use of all chapters and state associations in their programs of public information for the profession of architecture.

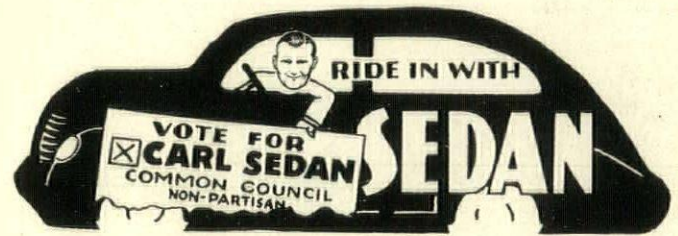
An announcement under "Personals" will interest many architects throughout the nation, it states "Henry H. Saylor, architect, has opened an office for the practice of architecture at 52 Vanderbilt Avenue, New York, N. Y."

COLONEL BENJAMIN ELECTED TO A. I. A.

Notice has been received of the election to membership in The American Institute of Architects of Adrian T. Benjamin, according to Paul E. Flanagan, Secretary of the Grand Rapids Chapter.

Mr. Benjamin was educated in the U. S. Naval Academy and began practice in partnership with his father, Thomas Benjamin in 1906. During the World War he was consultant on portable construction in the War Department.

He was commissioned Major in the Quarter Master Reserve in 1922 and now holds the rank of Colonel. He is the Senior Quarter Master officer in Michigan and the Sixth Corps Area.



SEDAN ISSUES NOVELTY CARD FOR CAMPAIGN

Probably one of the most novel campaign ideas we've seen in many political brawls is the one Carl Sedan of the Detroit Convention Bureau slipped on our doorstep.

We don't mean that Carl slipped on our doorstep because if he did his 275 pounds would still be there and we'd be yelling for someone to lift the blockage. We imagine it would develop into a small "Battle of the Atlantic." Because Carl is in our recollection the heaviest man ever to run for a seat at the City Hall.

We are not prepared to say what seat at the City Hall would be fitting for the gentleman. It would probably be a matter of FITTED to the gentleman, a major engineering problem.

Anyhow we started out to say that Carl has an original idea with that play on his name. We find him riding in a 'sedan' with his hand holding fast to a panel "Ride in with Sedan."

Good luck to a guy who can dig up a sense of humor in these times.

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BRANDT, C. W., 3408 Eaton Tower.
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DES ROSIERS, ARTHUR, 1078 Maccabees Bldg.
Plans, new front & Alt. Powers' Motor Sales Co.,
Mich. Ave.

DEHL, GEO. F., 120 Madison
Photo Studio, Ferndale, Mich.; figures closed.
School, Howell, Mich., fig closed.
Rectory—St. Ambrose Parish. Fig. closed.
Preliminary drgs. Auditorium—Myers Road.

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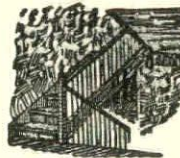
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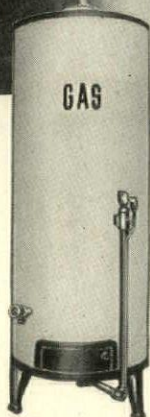
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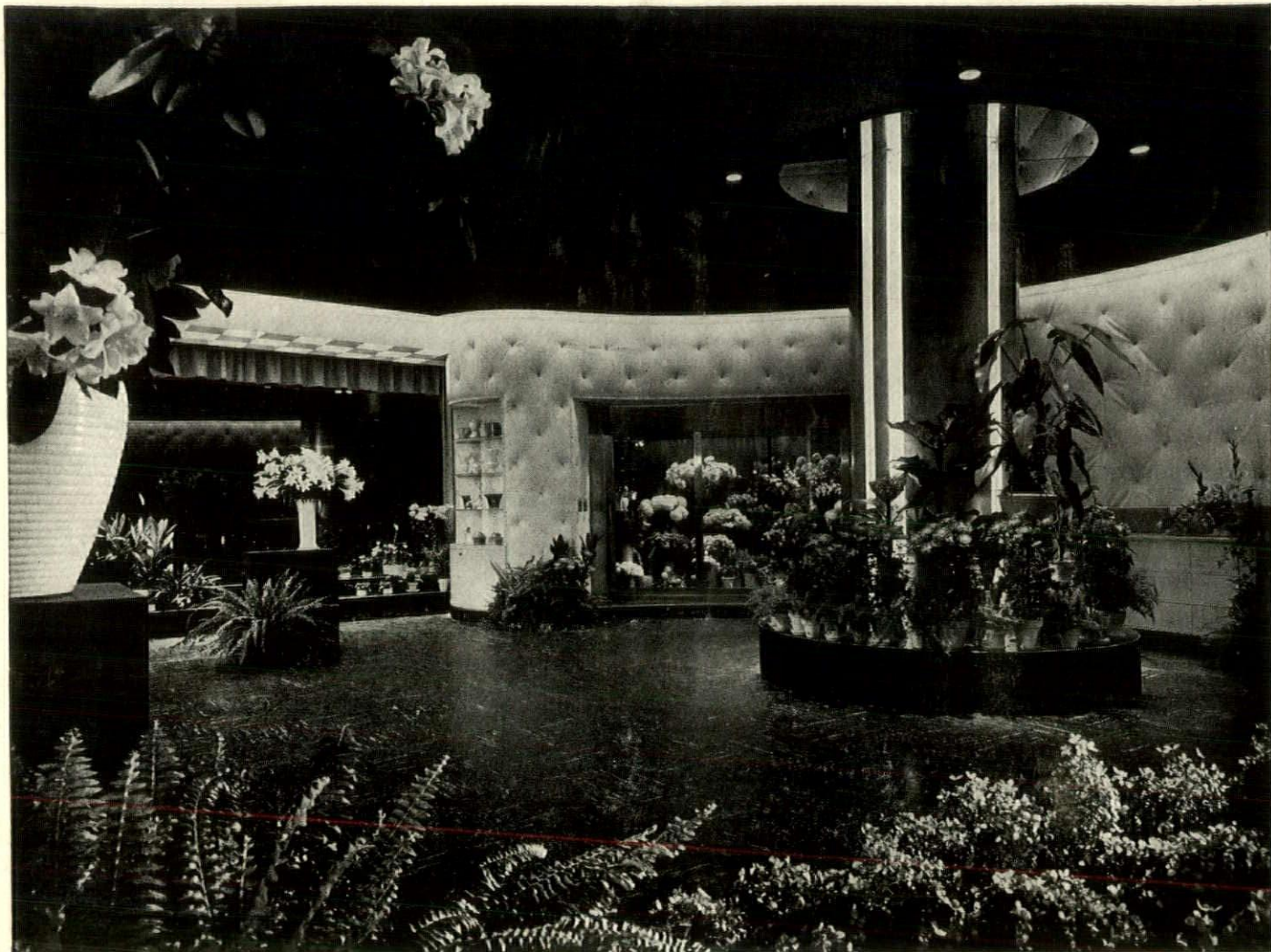
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