Sometime ago, as you may remember, many of us received a little blue card, sponsored by our friend, Jim Rollinson, on the message side of which I was startled to find a mention of the Do do bird. With combined relief and disappointment, I found, according to the conclusion reached by the message, that the architect was not a dodo bird, though he must be many other things.

I have had this bird described to me with all its ornithological interest, the which is not in its plumage. And—an acute situation in which it demonstrated its chief capability.

It was in this wise—some few years ago, a friend of mine visited the aquarium in New York City—that which stands or "ice stood near the point of the battery." Perhaps you remember that a wide pool occupied the main hall under the glass dome. A lot of water has gone over the dam since then, but knowing the two be good scouts we venture to say that A. B. was the first to congratulate Chute. Congratulations, Jack, we'll be with you soon.

In an exclusive interview with a Bulletin representative Jack says, "You can imagine how it feels to be back in the harness again after taking it on three park comfort stations, with the possibility of other civic improvements to be constructed there under the CWA.

In his interview Jack revealed plans to attend the Michigan State Board of Examiners for the Registration of Architects, Engineers, and Surveyors to be given at the University of Michigan, at Michigan State College and at Ironwood in the Upper Peninsula on December 29th and 30th, 1933.

The Bulletin might here pat the Bulletin on the back by saying that some years ago our placement representative Jack says, "You can imagine how it feels to be back in the harness again after taking it on the chin for a prolonged period, or can you?"

HAPPY DAYS ARE HERE AGAIN

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Bedtime Stories For Constructionists

Once upon a time there was a secretary (honest there was). His association was formed for the purpose of keeping rain off his members' cabbage patches. The secretary worked hard and reduced the rainfall in one year fifty per cent and the next year 90 per cent. After he had reduced it ninety per cent, his members most all stopped paying their dues.

So this secretary looking around and seeing the drought of rain and also the drought of dues called on the rain makers and arranged with them to increase the rain off and on thirty per cent. Then the members began paying dues again. Well shall we say the secretary was to blame or the members. It never was fully decided.

Once upon a time there was a meeting of tooth fillers and they all decided they would charge exactly three times what they could see in the patient's pockets by using their X-ray. Immediately after the meeting one of them decided to tell his patients to remove half their money before he looked. Another decided to give each patient a baby alligator as a prize. Another decided to put fifty per cent more mud in his fillings. Another without any imagination decided to do exactly as the others did. The others took all the business away from him and he finally went broke at about the same time all the rest did.

Once upon a time there was a wise ruler who discovered that honest effort merely made him poorer, decided upon a bold stroke. He had some resources and started a bevy of alluring damsels to work individually upon prospective clients. At the proper time they brought influence for him into the picture. He had one hundred one profitable jobs almost in the bag when luck turned. One of the damsels chanced to mistake another architect for a client, and he a bold brave man wheedled the whole story from her.

We Do Like Our Home Cooking

Dear Tal:

We haven't anything against the Robert W. Hunt Co. of Chicago. It is a splendid company and all of that, but it does embarrass us to have the two inch announcement about them on "our page" in your splendid bulletin. You see they are not members of the Builders' and Traders' Exchange, and we have lots of members to give publicity to.

For instance we have two members in the same way. We have two members in the same general contractor, but they are a pain in the neck because they get their money out of responsibility built jobs to finance dambly let jobs.

And then he passed a simple law which read, "If any man contract to build either a beauty parlor, a beauty shop, or a beauty salon and fail except for his men striking or an act of God, he and all his company shall spend sixty days in jail. And wise as he was it came about that there were henceforth many unexplainable strikes.

Once upon a time there was a big lazy contractor who by accident got a good job to build. He was a regular beau Brummel but one day somebody stole his pants and he borrowed an old pair and went for the first time to his job. While he was stumbling around the owner came and never before having seen a contractor on one of his jobs he was highly pleased and told some influential friends. These friends wanted to build and sought to employ this contractor. Fortunately for the contractor they explained why they wanted him to build for them. The contractor took the tip and forever afterward he went around in old clothes and hired an inspector to tip him off whenever the COWP was expected to visit the job.

Once upon a time an architect who, discovering that honest effort merely made him poorer, decided upon a bold stroke. He had some resources and started a bevy of alluring damsels to work individually upon prospective clients. At the proper time they brought influence for him into the picture. He had one hundred one profitable jobs almost in the bag when luck turned. One of the damsels chanced to mistake another architect for a client, and he a bold brave man wheedled the whole story from her.
line as the Robert Hunt Company. These two companies, the Detroit Testing Laboratory and the Pittsburgh Testing Laboratory have both been established in our city for a long time, and have been identified with the Exchange for a long time.

The Detroit Testing Laboratory has furnished Jess Stoddard to the presidency of the Exchange two times, and there are mighty few things of importance to either the architects or the builders which he does not take an active interest in. The Pittsburgh Laboratory is represented by Carl Danbrum who is well known to the local industry, being constantly in circulation.

If possible we should like to have you publish this letter. It is not written in a critical vein, but we must be lax in our duty to our members if we do not remonstrate with having articles appear on our page advertising editorially our non-member competitors. Of course there is no objection to paid advertising by non-members appearing on the page.

Dear Talmage:—

One of my many operatives has reported to me that there is a plot on foot to re-open the Century of Progress next year and I wish to state this is an idea behind which we can hew to the line shoulder to shoulder in the proud consciousness that East is East, but West is West, and why'n't ya come up sometime? I am in favor of re-opening the Century of Progress next year. I am also in favor of having the 1893 fair over again, as I missed it the last time it was here as one of my grandchildren was getting married, and when one of we mad Aliens gets, married the police don't get a chance to get their clothes off for months at a time.

However, one thing at a time. If the Century of Progress is to be opened again next year it will provide work for thousands of sign painters, as naturally they will have to change all the signs that now read “Century of Progress” to “Century and One-Hundredths of Progress” and this is only one of the problems that will have to be surmounted by we problem surmounters. Miss Rand, for instance, the foremost exponent of the Nude

| PUNCH and JUDY THEATRE |
| KERCHEVAL AT FISHER ROAD |
| WEDNESDAY. THURSDAY. | DECEMBER 6, 7 |
| Houen Twelvetrees in “My Woman” |
| FRIDAY. SATURDAY. | DECEMBER 8, 9 |
| Belle Davis—Lewis Stone “Bureau Of Missing Persons” |
| SUNDAY. MONDAY. TUESDAY. | DECEMBER 10, 11, 12 |
| Jean Harlow—Lee Tracy in “Bombshell” |

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Deal, will be present, as I have just interviewed her.

"Will you be with us again next year, Miss Rand?" I asked.

"Grab loose of that fan, mug," she says back to me. Now that that's settled we can pass on to do something about the time Sukert was over there and thought he was in the Belchin' Village because he had the hiccups all the time. Speaking of the Belgian Village reminds me that they will have to repair one of those massive masonry buildings that collapsed somewhat when my 8 year old daughter brushed against it.

I hope that immediate steps will be taken to see that the same young man will be there to explain, as he laughingly calls it, the construction of the Rostone house to one and all. I certainly learned a lot from that young fellow and it would brighten my declining years to watch somebody try to build a house according to his directions. The result would probably be something that would make the Brick Association's house look like Mount Vernon.

Probably the next big difficulty to surmount will be that the fellow who wrestles alligators in the Seminole village will have to have a new alligator, or else get the carbon removed from the present model, inasmuch as the time I saw him his principal difficulty in performing his hazardous feat was to keep the alligator from going to sleep on him. And not only the alligator but the more intelligent part of the audience.

I am strongly of the opinion that some of the Midway attractions should be replaced. The baby with two heads, for instance, is nothing much; in my younger days I knew a baby (she worked for Max Grylls when I did) that had two stomachs, judging from her appetite. Next year of course, petrified men will be a dime a dozen, with Bacardi again a legal beverage.

To sum it all up, I think that the Century of Progress officials were right in taking for their motto, "What this country needs is a good five-cent toilet." In conclusion I know you will be interested in reading the little verse that my grandson, little Eddie Guest Allen, gave me for a birthday present:

An artist who wishes to dance a lot
Like Miss Rand must be ready to chance a lot,
And he willing to bare
Quite a bit to the air —
For I notice they seldom wear pance a lot.

Roger Allen.

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THE NEW GOODWIN STORE

By George F. Diehl, Architect

Pictured herewith is the completed alteration to the Liggett Building at Farmer street and Gratiot avenue, for the Goodwin Stores, Inc.

In the midst of the downtown department store district, this store has just been completed and opened to the public.

To the Architect every job is a problem. In this case the problem was to transform one section of an existing combination building into a self-contained unit, which was to function as a modern store for women's and children's apparel. The portion of the first floor to be altered consisted of a store, an office entrance and lobby and a section of another store. The basement contained a restaurant with its kitchen and cold storage equipment, and the upper floor occupancy consisted of a variety of stores, offices and light manufacturing establishments. All of the stairways and elevators were in this portion of the building but were laid out so as to function for the combination of two structures, as were also the heating, plumbing, wiring, etc.

Having obtained a 20 year old set of plans of the existing building, it looked as though this problem would prove interesting, but not difficult, until it was discovered that some one had unwittingly played a mean trick by revising the whole plans before the building was built, and further by losing the revised drawings.

The alterations involved the moving of three elevators, new stairways for the lower stories, putting in three mezzanine floors, removing about 500 loads of old masonry walls, concrete slabs, piping, plumbing fixtures and other equipment, and, of course, the altering of the front. It required practically all new plumbing and heating as well as an air conditioning system in the basement. Downtown store jobs are generally in a rush, and this...
The CWA Outlook

It is hard for anyone to realize the significance of the CWA. It is governmental action cutting through more red tape than most private business action does in very unusual situations. A few days ago it was not dreamed of. Today the men are at work. No one will quarrel with the principle of putting men to work to eliminate dole. There is as yet no voiced opposition to this movement. Yet the move is in itself a “new deal” of sweeping proportions. The word “sweeping” is used advisedly, for the reason that the CWA in one fell swoop cuts through city, village, township, county, and state authority and RESPONSIBILITY.

It makes the Federal Government reach down directly and grab Mr. Private Citizen and put him on a payroll of the Federal Government. It is not a draft such as a war draft, yet in what respects does it differ?

It was set in motion because under PWA not enough men were being put to work. Witness Michigan. We in this state dugged up over $600,000,000 of projects from sources interested enough to put in applications, but in every ease existing laws wrapped the project in RED TAPE and laid it on the shelf. CWA cuts through all of that.

Now, this page naturally looks at CWA through the eyes of the construction industry, and this page finds plenty about which to complain. We find that CWA not only cuts the Red Tape but it also cuts right through the contractual part of the construction industry.

So far as we can see, CWA ignores the fact that there is a construction industry. It, of course, buys construction materials as a raw product, but it does all of the fashioning without recognition of the fact that there are hundreds of thousands of contracting firms, paying taxes and being cheated out of jobs which for the most part would have been theirs had there not been a CWA.

It would possibly not be so bad, if it were not for the fact that CWA is one of those things which once started has no terminal facilities. Can you imagine municipalities, counties, states, or other governmental units rushing to get PWA projects while they can get CWA money for nothing? PWA work becomes a 70 per cent obligation. CWA apparently comes out of the general chest. Therefore, how is CWA going to be stopped without throwing us all in the ditch? This page is not criticizing CWA for the purpose of obstructing it. In fact, if it should be stopped tomorrow by anyone’s criticism it would be just too bad for all of us. There would be hell popping all over. But this page does think that the construction industry should act nationally to try to get its just treatment. And this should be done before CWA gets into the field of building construction as this page predicts it will.

Did you ever hear of the government ignoring the shoe industry and manufacturing shoes for the army? Not on your life. Why is it a bit different about construction? We are in business just as deeply as is the shoe industry.

Would the government save money or waste money by putting the CWA through the construction industry? Well walk to any point in Detroit and open your eyes and look at what is being done. This page has heard it estimated that possibly there is twenty per cent efficiency in what the CWA is doing. Men are falling over each other on jobs.

Can you imagine a contractor in charge of a job not saving money for the government? This page KNOWS IT COULD BE DONE.

A while ago a public servant of the City of Detroit made a statement in a newspaper that around thirty per cent could be saved by not having contractors on the works. And any man in the construction industry gasps with surprise in reading such a statement. But why talk about that? Why? Because if some men in positions of public responsibility honestly entertain such dizzily erroneous views, what can we expect until we offer to them the miniaturizations of knowledge? All one would have to do would be to take such an official for a ride. Well, heck, that sounds bad. doesn’t it? Someone in or out of the industry will probably put this page on the statement. So I will explain the obvious. I mean take him on a short inspection trip to observe what is being done.

This government of the United States is going to collect the money spent for CWA from you and from the butcher, baker, brewer, automobile manufacturer, and the child who buys a stick of candy. Then it becomes the duty of the construction industry to get busy and offer to CWA honest proof that the industry could save perhaps fifty per cent of what is being spent. Twice as much improvement for the same expenditure.

To do this in the right way would help the CWA. The more efficient CWA can be made the more stable it becomes. That is obvious. And so-o-o, as they say over the radio, this page becomes a voice crying out in a big black wilderness, and YOU are expected not merely to read this, but to subscribe for the magazine. This is the first squeak. The squeaking wheel gets the grease. Address us at 439 Penobscot Building.
THE NEW GOODWIN STORE

(Continued from Page 1)

was no exception. The concrete busters were started on the job before plans were beyond the sketch stage. The process resolved itself into taking it apart to see what it was made of, and then devising ways of reconstructing it. It developed that slabs were spanning at right angles to the way they were indicated, that the one and only location for the elevators necessitated the cutting away most of 5 feet thick cantilever footings. The proper place to start the main stairs was at the bottom of a pipe shaft, and the only way to get the required entrance and show window space was to remove the first story of a concrete column, which carried a load of 250,000 pounds. With the able assistance of W. H. Adams, structural engineer, who devised the ways and means, these structural tricks were accomplished without any mishap, and practically no shoring.

The job was complete, ready for occupancy ten weeks after sketches were approved. This meant working days, nights and Sundays.

The Fullerton Construction Company were general contractors, and did their own reinforced concrete, gypsum block and mason work, as well as general painting. Much credit is due them for the expeditious manner in which they removed the old work, and when it comes to laying up hollow tile and gypsum block they have no "peers." To save time sub contracts were awarded for portions of

A WELL LIGHTED RECREATION ROOM

Recreation rooms, because of the low ceiling height, should receive special consideration in lighting. Recessed fixtures, planned to conform to the ceiling patterns, are excellent for general illumination. These may be supplemented by indirect lamps for greater intensities, when more light is required for such games as ping pong or billiards. Bare lamps should never be used because of the glare.

Lighting details for this room were supervised by the Detroit Edison Home Lighting Advisor. Her services are at your disposal (without charge) on all home lighting problems. Call Randolph 2165.

The DETROIT EDISON Co.
the work as soon as plans had been drawn for the trade involved, and so it came to pass that we had four different steel and iron contractors on the job. It might seem that it would require an "iron hand" to handle such an arrangement, but they all seemed to view it from the proper angle, and went about their work with a beam in their eyes.

The plate girders and the columns on the front were provided and erected by the Concrete Steel Fireproofing Company. The difficult jobs of the elevator shaft framing and suspended steel frame for the entrance and show window ceiling were done by the Acorn Iron Works, and the steel stairways, as well as elevator doors and frames were provided by the Vulcan Iron Works, while the Mueth Iron Works did a very nice job of the stair railings and aluminum doors and frames.

Michigan Sash and Door Company furnished the lumber and millwork and the Triangle Construction Company provided the carpenter labor, and did it in a very efficient way.

H. Gus did the plastering. He knows how to speed up a job, and yet do it well. B. Barnhard did the metal furring and lathing, and went at it like the old timer that he is.

U. S. Gypsum Company's steel deck was used for the mezzanine floor construction. This was handled by the John L. Mitchell Company.

Max Kogan did the wiring, and he did a good job. I'm told Max even "pulled wires" before he got on the job.

Warner Plumbing and Heating Company did the plumbing, and the heating was done by A. T. Kriseley, who calls himself the Flat Rate Plumbing and Heating Company. He did a good job and kept up with the procession.

To move three elevators and extend one of them three stories was no small job, but it was done very efficiently by the Elevator Construction and Service Company. The Venetian Marble and Mosaic Art Company did the terrazzo work in toilet rooms, as well as the large entrance floor, and they did a good job, as they always do. George Cossaboom provided them with about 1200 feet of aluminum dividing strips for the entrance floor. George also furnished and installed the "Mills" steel toilet stall partitions, and got them in on schedule. Lovett Engineering Company did the "Iron Method" in the elevator pits and under the front walk. When they get through with a job it's water tight.

The building has a frontage of 60 feet but there are 165 lineal feet of show windows. All of the place glass, mirrors and metal sash were furnished by the Schroeder Paint and Glass Company. The show window sash and corner bars are the Desco patent, manufactured by the Detroit Show Case Company. These bars are of aluminum and have been treated with the new "Alumilite" finish, which assures a permanent lustre. The exposed columns in the entrance rotunda are finished with Verde Antique Scagliola. This work was done by the Michigan Composition Company. There were more than 10,000 feet of asphalt tile flooring and stair treads used on the job. Nichols Floor and Tile Company did this job and they certainly know how to expedite their work, even under difficult circumstances.

Andrew Maglia Company are doing the decorative painting on the ceiling of the entrance rotunda. Mr. Maglia is an artist and is fast making a name for himself on this type of work. Theodore Bargeman furnished and installed the lighting fixtures and show window reflection. Ted

### MICHIGAN SOCIETY OF ARCHITECTS

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The Sign and The Building

Architects today are giving greater consideration to the SIGN as an important part in the design of a modern building.

We wish to work with the architect from the very start and render any service necessary in determining the type of sign to be used.

Recent Installations

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**DOWNTOWN CHEVROLET**

**BRIGG'S BODIES FORD EXHIBIT**

**Flasher Neon Sign Co.**

1333 E. Milwaukee Ave. MA. 0760
knows lighting fixtures and he has made this store one of the "bright spots" of Detroit.

Wyandotte Paint Company furnished the paint for the whole interior of the building and all we have to say is that if that man Schermerhorn knows as much about mixing drinks as he does of paints he'll be needed at the next convention. The blue sign over the entrance, which was designed to harmonize with the decorative "Macotta" trimming proved to be a rather difficult task because the porcelain enamel had to be done over cast iron instead of steel, but the task was mastered by E. A. Long Company and we feel the results speak for themselves. Hubbard and Wagshall did the mechanical engineering for the job. The basement and first floor have been air conditioned by the Universal Cooler Company. Trane units were used, and, of course, Rayl's furnished the hardware, and Cadillac Show Cases. Parker Rust Proof re-enamelled the elevators and made them look like new.

LIGHTING THE RETAIL STORE

When the new Goodwin store was first planned the subject of proper lighting in a modern way was given serious consideration.

Theodore Bargman, an illuminating engineer with headquarters in Detroit, was engaged to survey the job and make a proper lighting layout.

A number of important problems had to be taken into consideration as the owners demanded that their new store be the best illuminated retail store in this part of the country.

Accordingly, a survey was made of the lighting of the largest retail establishments for comparative purposes.

The selection of Kayline fixtures manufactured by the Kayline Co. of Cleveland, Ohio for the interior lighting and Chesler reflectors manufactured by J. Chesler & Sons Co. of Brooklyn, N. Y. for the window lighting successfully solved the lighting problem and satisfied the demands of the owner and the architect.

The main floor with a 19½ foot ceiling is getting between 15 and 20 foot candles; the other sales floors are getting from 10 to 15 foot candles.

The show windows, built in the modern trend without valances, are, because of Chesler reflectors, without glare. They are more brightly illuminated than any other store window in the district.

Kayline and Chesler lighting units are known nationally among the architectural profession and their installation in the Goodwin Store is further proof of the efficiency and quality of these products.
THE EXTERIOR FACING OF THE GOODWIN STORES

By George F. Dickl, Architect

After diagnosing the client's requirements in the way of a store front, they seemed to resolve themselves into something like this: Not being on a corner, something had to be done to make it attractive enough to draw attention from the main thoroughfares, hence, color was indicated. The need for show window space and an inviting entrance prohibited exposed masonry below the head of the windows, except the end piers. There was, however, considerable space between the tops of show windows and the second story window sills, but there was nothing symmetrical about the spacing of piers and windows of the upper stories. Furthermore, the cost of altering the upper piers and windows was prohibitive, so there was little left to do, except to divorce it by means of a different color. No narrow band of color would do this, and the broad band of color suggested a curtain, especially, inasmuch as there were no visible supports at the center, but rather an exceptionally wide entrance, over which the "curtain" could be slightly raised. This curtain idea seemed to be supported by the fact that it was necessary to suspend the facing material from above, as well as by the idea that there is something akin between this show window display and a huge stage.

To sum up then, everything seemed to indicate to the designer, that "Glasiron Macotta" was best adapted to the requirements for the wall facing. By the use of stenciled trim in contrasting colors the "curtain" idea was enlarged upon. The reason for stencilling the typical blocks (I would rather say tiles) was two-fold. First, to provide a relief from the flatness of one color and one surface over such a large area and secondly to defeat the slight wavy appearance that is characteristic of all such highly enamelled surfaces.

The job is now completed and it looks as good to us as we expected it would, which is saying a lot. The color scheme is two shades of green with the ornamental stencil work and trim in blue.

The Maul Macotta Company and the Wolverine Porcelain Enamelling Company, joint manufacturers, are to be commended upon their splendid cooperation with the architects.

ELECTRICAL WORK IN

GOODWIN'S DEPARTMENT STORE

DONE BY

MAX J. KOGAN ELECTRIC CO.
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We would appreciate the opportunity of discussing your floor, wall or ceiling problems with you.

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CADillac 1006-7
NEW KITCHENETTE BY GENERAL ELECTRIC

The General Electric Co. announces a new modern compact Kitchenette which should prove of great interest to the building industry. It is complete in every detail and combines Refrigerator—Range with a Stainless Steel Sink Top and Working Surface. Being only 60" wide, 22½" deep and 86½" high it will be especially adaptable where the element of saving space arises. G.-E. the manufacturer is a recommendation by itself.

SIGN SOMETHING TO BE CONSIDERED

The giant neon electric sign on the new Goodwin's department store adds much to the beauty of this modern store. This is due largely to the fact, that the architect gave a great deal of consideration as to what type of sign would be most appropriate—when plans were drawn for the building instead of just making the sign an afterthought. The Flasher Neon Sign Co. who made the sign are to be commended for their services and work on this particular job.

OBERBECK TAKES ON NEW LINE

Ernest Oberbeck, Inc., 2539 Woodward Avenue has taken on the line of ventilators, roof-power and gravity manufactured by Burt Manufacturing Company, Akron, Ohio.

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CWA LUNCHEON TOPIC

Frank Eurich, who has not been seen at our luncheons for some time, appeared last Tuesday and was immediately elected chairman. He showed that he had not forgotten and conducted in a most decorous manner, using such terms as, “The chair will be glad to recognize Mr. MacMullen.”

Mac and Washington Chapman of the Architects’ and Contractors’ Joint Committee brought word of resolutions by that body the previous day had forwarded a letter to President Roosevelt pointing out that under its present plan of operation CWA violates the “New Deal” in eliminating established enterprises in the architectural, engineering and building fields; in fostering communistic tendencies by its approval of the principle of production without profit, etc.

The question created a live discussion by most of those present, with opinion somewhat divided. It was discussed again on Wednesday at the Allied Architects and Engineers meeting with similar results. The action of the architectural groups was to forward a similar resolution to the National A.I.A. office at Washington. This resolution struck a middle ground and was accompanied by a letter asking for their consideration and recommendations looking toward further action. It was thought that this question must have arisen all over the country and national action would be better than local.

There is much to be said on both sides of the question. The CWA was created as an emergency measure to PUT MEN TO WORK, and only after the PWA had failed to do so. The reasons for this failure are largely politics and red tape.

Objectors to the plan point out that, while it was intended for repairs and maintenance, it is being extended to new buildings to be done on a day labor basis. The architect, engineer or contractor is paid no more than a laborer and nothing is allowed for overhead. While it is an emergency limited to February 15th, sizable projects are being started which cannot be completed by that time. This leads to the assumption that already there looms the possibility of extension to an indefinite period, ending perhaps in complete socialism.

It is stated that in Detroit $4,000,000 is being spent for materials, new tools and equipment while contractors have such equipment rusting from disuse, and that inexperienced labor is being drawn while those experienced and long idle are unable to secure work.

Some architects in Detroit have prepared plans for additions to schools. They have been paid for the work done but for lack of financing the projects have never progressed beyond plans, though these architects have contracts for complete services at a standard fee. They are now asked to release their plans so that the buildings may be built under CWA.

The question arises, will this establish a precedent? Will all of the other projects on which architects are employed at $1.50 per hour with no overhead allowed establish a new law for architects’ services?

We are not attempting to answer the question. There is, however, another side to the story.

There are those who believe, and perhaps justly so, that we are in as great an emergency now as during the World War, and that any opposition to (Continued on Page 5)
If you are not registered for CWA work, do so at once, at the State Employment Bureau, First and Abbott Streets, or at any of the Police Stations designated for the purpose. If you are not registered at the D. E. S. office, you should take care of that too. Check up on your present card.

Ten survey parties are being organized under E. M. Walker, as Supervising Engineer under the Coast and Geodetic Survey, to extend work already done in the way of precise leveling, triangulation, establishing horizontal control stations, and relocating bench marks. This is a CWA project. Unemployed engineers and surveyors may enroll for this work at Room 219, Engineering Bldg., University of Detroit.

Civl engineers and surveyors may make application at the State Board office, 1205 Griswold Bldg., for State examination to be held Dec. 28, 29 and 30, at University of Michigan and Michigan State College.

Technical books for Christmas should be ordered NOW. Order through D. E. S.

The possibilities of a closer and more effective organization between local engineering groups and the state group has been studied by a committee of Michigan Engineering Society. The plan was outlined by Mr. Ziegler, president of M. E. S., to the D. E. S. Board of Directors, and it voted to support a movement toward centralization of engineering activity throughout the State by an expansion of the State society.

P. A. Fellows has been appointed Regional Engineer under the PWA with headquarters at Indianapolis. He has projects under his direction in Michigan, Illinois, Indiana, Ohio and West Virginia.

"My instructions are to see to it that local authorities do not lag in getting men to work," Fellows said.

"Director Harry L. Hopkins wants to impress on the states that he means business and that the announcement that 4,000,000 men will be put to work will be carried through.

"I do not presume that Detroit officials will need much urging in getting their share of the Wayne County quota of 45,000 working, but officials everywhere have not acted with the same promptness as Acting Mayor Smith and Lawrence G. Lenhardt, D. P. W. commissioner."

Fellows said that one of the duties of the nine regional engineers would be to devise useful projects on which men might be employed.

"The basis of the CWA program is 'get something for the Government's money,' " he explained. "Anyone can put men to work raking leaves. In some districts, officials are having difficulty in thinking up projects that would be useful and permanent, and which at the same time would not take long to complete. Just when the CWA program will end has not been determined but for the present, no long-time projects can be started."

Major John P. Hallihan has been appointed D. E. S. representative to American Engineering Council to succeed Col. George H. Fenkell, resigned.

The Council of the Associated Technical Societies elected officers for 1934 at its regular meeting on December 4th as follows:

Chairman, Willis P. Thomas, President, Diamond Power Specialty Co., member of A. S. M. E. and D. E. S.

Vice-Chairman, Jos. H. Wasson, Engineer Representative, Peerless Cement Corp. Member of A. S. C. E. and D. E. S.

Treasurer, W. B. Stratton, Architect, member of A. I. A., M. S. A. and D. E. S.

This is the ninth consecutive year for "Bill" Stratton as treasurer. At the October meeting, "Ernie" Brandt was appointed for the tenth consecutive year as secretary.

Following the meeting, Mr. Paul Hickey, president of Detroit Institute of Technology, gave an informal talk on his experiences with "youth" during his 36 years of teaching in high school and college.

At the first regular meeting of the New Year, Vice Chairman Thomas will announce his committee appointments.

The subway project is still in the State Advisory Board office. It is anticipated that it will be sent to Washington this week. The appointment of Messrs. Wallace and Horton, to replace Messrs. Van Wagoner and Nowicki, resigned, should not delay the project. Mr. Henry M. Wallace is a retired attorney. Mr. Bryson D. Horton is a retired engineer, member of A. I. E. E. and D. E. S. No additions to the Subway technical staff will be made until all routine steps have been successfully passed.

Another effort will be made after January 1st, to organize classes in the following courses:

- STRENGTH OF MATERIALS, to be conducted by Prof. H. E. Mayrose, of U. of D.

- PUBLIC SPEAKING, to be conducted by Mr. L. E. Flitt, former professor and teacher in Debate, Oratory and Public Speaking.

- LAW FOR ARCHITECTS AND ENGINEERS, to be conducted by Mr. Ben Cole, former assistant prosecuting attorney.

It is not necessary to be a member of any group to enroll in these classes. They will be sponsored by the Detroit Engineering Society and held in their building at 478 W. Alexandrine Ave. The fees will be $10 for each course. If interested, get in touch with Mr. Brandt, Managing Secretary of D. E. S., telephone Columbia 5320.

Again—Merry Christmas to you and yours!
PRODUCERS MEET

“We can’t build any buildings without materials, hence, the Producers, and the Producers’ Council Club of Michigan.

C. William Palmer, President of the Detroit Chapter, A. I. A., and former Liaison Officer with the Producers’ Club thus spoke on behalf of the architects at the Club meeting at the Fort Shelby Hotel Friday evening, December 8th.

The meeting which was called to discuss a program for the coming year was the first held under their new administration. Officers elected the previous week are as follows: Fred C. Weinert of Chamberlin Metal Weatherstrip Company, President; Paul R. Marshal of the Aluminum Company of America, Vice President; Ray Craig of the Armstrong Cork Company, Secretary; R. B. Richardson of the Spencer Turbine Company, Treasurer.

Palmer spoke of the “Ted Morse” influence, whereby we are enabled to build the finest buildings of the finest materials. The architects should help the producers, he said, in educating the building public to the use of better materials.

Branson Gamber, the newly appointed Liaison Officer of the Chapter, offered helpful suggestions for future joint meetings. Other architects present were Messrs. Ditchy, Wright and Hughes.

Besides the officers other Producers present were Messrs. F. W. Clise of Johns-Manville Company and Richard Bragaw of Otis Elevator Company. Ralph MacMullen, Secretary of the General Builders’ Association also attended.

CWA LUNCHEON TOPIC

(Continued from Page 1)

the plans of our government would only hamper them. No matter what they do they will undoubtedly be besieged by objectors, many of whom are obstructionists. Too much discussion may mean cutting off CWA money from Michigan and diverting it to other states more appreciative. In that case more architects would be on the welfare than at the present time.

Half a loaf is better than none, and if we can’t cooperate, and receive $1.50 per hour, for a time we may find we have none. If not by February 15th, perhaps within a reasonable time PWA will push through the maze and become operative. If so there should be no further problem.

The present act may be liberalized to take cognizance of established agencies.

This article is not to be construed as the opinion of any individual or group, but merely as reporting some of the ideas expressed around the table.

CHAPTER-SOCIETY

JOINT DINNER MEETING

Detroit Engineering Society
478 Alexandrine Ave., West
Wednesday, December 20th,
Dinner at 6:45—75c

A JOB FOR EVERY ARCHITECT

Discussion of many activities of vital interest to architects; Allied Group, HABS (Gamber).

CWA vs. PWA, Schoolwork, etc.

Come to this meeting and find out how you will fit into the picture.

Gamber, the Federal Guy, on Historic American Buildings Survey says you needn’t bring your historic building under your arm as a Christmas present as he will furnish the buildings as well as the jobs.

President Palmer will have a message on registration of architects under CWA.

Come for dinner. If you can’t, be sure and come at 8.

The Chapter Board of Directors will meet at 5:45 P. M.

HOUSING SUBJECT AT U. OF M.

A series of lectures on Housing were held at the College of Architecture on Friday, December 8th and Monday, December 11th.

On Friday Professor Arthur E. Wood of the Department of Sociology spoke on “The Psychological Aspect of Housing,” and Professor Wells I. Bennett gave an illustrated lecture on “The Architect and Housing.”

Monday Ernest M. Fisher, Professor of Real Estate Management of the School of Business Administration spoke on “The Land Problem in Housing”; G. Frank Cordner, Architect, spoke on “The Detroit Housing Project,” and Walter H. Blucher, Secretary of the Detroit City Plan Commission spoke on the city planning aspects of housing.
GAMBER TO RECEIVE APPOINTMENT

Branson V. Gamber, past president of the Detroit Chapter of The American Institute of Architects has just been recommended by the Board of Directors of the Chapter as District Officer in Michigan for The Historic American Buildings Survey.

A request, authorized by the National A. I. A. office, for the recommendation was telegraphed to C. William Palmer, president of the Detroit Chapter by Thomas C. Vint, Chief Architect, office of National Parks, Department of Interior, of which HABS is a branch. The appointment is to be made by the Secretary of the Interior.

The National program contemplates the immediate employment of one thousand architects and draftsmen at ninety cents to one dollar ten cents per hour, thirty hours per week for ten weeks, to prepare measured drawings of selected historic structures, as Civil Works projects.

No definite information has been received as to how many may be employed here but it is expected that Gamber will go to Washington immediately for his instructions.

Applications for architects and draftsmen on this work are being received at the office of the Bulletin, Room 213, 120 Madison Avenue.

Milton Pettibone is with the Prudential Insurance Co. Sam Abraham is doing appraisals for the trust companies. Justice O'Dell is a member of the Democratic Party, and the life of the party. He has all of the information at his fingerprints. Clair Ditchy lives on Houstonia. Frank Wright has been called Gabrilowitch. And the editor is going South for Christmas.

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More About CWA

Quite a wave of reaction to last week's discussion of CWA. Evidence shows up that all do not understand all about it, which is not at all strange because nobody knows all about it, not even Harry L. Hopkins, Federal Civil Works Administrator, Washington, D. C. And to start with, remember that all the authority is delegated from Washington. As we said in last week's issue, CWA cuts right through city, village, township, county, and state authority and RESPONSIBILITY.

One very pertinent part of the rulings governing is as follows: "All Civil Works projects must be carried on by force account (day labor) and not by contract."

No school board, city, or municipal authority can set that aside.

The immediate objective of the CWA is to set 4,000,000 men to work by December 15 (this is written Dec. 13). The objective will be attained. The objective further is to pay these men good wages so money can be put in circulation. Retail merchants say the effect has been very beneficial.

The CWA is designed to be a temporary stop-gap to employ men until the PWA can pick up speed. If it can only be held to that, it will have accomplished its purpose PROVIDING THE P.W.A. picks up speed.

A wasteful temporary stop-gap can be tolerated as to its wastefulness providing it is of short enough duration. But is anyone assured of its short duration? How does anyone know that PWA will be able to step in and take over the 4,000,000 men?

There is no positive assurance.

So let us look at it from the standpoint that perhaps PWA will not get under high speed so soon. CAN THESE 4,000,000 men in whole or perhaps PWA will not get under high speed so fast. Everyone knows it takes time to let work on a contract basis. Why? For the very reason that letting on a contract basis is FIXING RESPONSIBILITY ON A MONEY BASIS. You must have clearly set forth plans and specifications to let work on a contract. AND THEN COMPETITIVE BIDDERS VIE WITH EACH OTHER TO DO THE WORK AT THE LOWEST PRICE. The bidder who gets the job gets THE RESPONSIBILITY FOR THAT JOB, and it is up to him to make good. He stands out where the legal thumb can be placed on his precious neck. He has to know his business and watch his business or it is gone in short order.

The sacrificing of doing work by contract in order to attain speed is in itself a cogent argument for DOING WORK UNDER THE CONTRACT SYSTEM as soon as things can be adjusted so speed is not so infernally important.

Not in the interest of the construction industry alone should steps be taken to put the CWA under the contract system; it should be done in the interest of the taxpayers of the United States. It is hideous to suppose that the CWA can long be run on the basis of ultimate waste. Its good provisions can be performed or at least lengthened out in element of time ONLY IF IT IS PUT ON A SOUND BASIS OF OPERATION. That basis is the contract basis. Lump sum perhaps, not necessarily.

It might be put on a defensible cost and fee basis. There were valuable lessons learned about this basis during the war. The Federal Government knows how to protect itself beautifully in that manner.
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But their fillins—that got me
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They'll rust the machine in the human-attic.

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Slick as the room where they anæsthetize
And when a fellow wants some air
It's a sun-baked roof and a chromium chair.

But I liked the whole darn show
From Paris Streets to Auto Row
Modern tricks that had me wishin'
I could say—To Hell Tradition
(But I can't.)

—Richard Marc

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No. 52

MERRY CHRISTMAS

Since the editor has to have a vacation some time he has gone South, not with the money, but to save money. So, here is a little vacation for you, a few loaded cigars, etc. May you have many more.

Detroit Chapter of The American Institute of Architects, Michigan Society of Architects.

Minutes of Joint Meeting at The Detroit Engineering Society, December 26th, 1933.

Following dinner at the engineering society the two organizations went into joint session with Mr. C. William Palmer, President of the Detroit Chapter presiding.

Those present were Messrs. Palmer, Gamber, Miller, Brigham, Ditchy, Jameson, Wright, Eisen, Eurich, Wenzell, Kuni, W. E. N. Hunter, Don Hunter, Harley, Varney, Beam, Coddern, O'Dell, Conklin, Lorch, Williams, McConkey, Stahl, Bennett, Willike, Madison, Sukert, Funke, Hyde, Morrison, Howe.

President Palmer called on Mr. Hyde for a report on the January meeting of the Chapter and the Michigan Society of Architects. It was decided that we would meet jointly with the Michigan Section of the Illuminating Engineering Society at the Detroit Edison Building to hear Mr. A. F. Dickerson of the General Electric Company talk on the Century of Progress Lighting. In January the Chapter will also meet jointly with the Producers' Council Club for the annual meeting of the two bodies.

Mr. Williams was called upon for a report of the Budget Committee. He presented a plan of discounting back dues as follows: For 1934, $6.00; 1933, $3.00; 1932, $3.75; 1931, $4.50; 1930, $6.25; 1929, $6.00; 1928, $6.75. These amounts to be billed in quarter installments. Thus a member who is back in dues since 1928 will be able to bring his dues up to date by payment of about $50.00 instead of $90.00. Mr. Cordner suggested that the member who had kept his dues paid up should be given some consideration, perhaps in the form of a credit on future dues, but Mr. Harley pointed out that this would mean that many members would be paid up for years in advance and the Chapter would not be able to operate. Mr. Gamber moved for a vote of thanks to the Budget Committee and asked that the meeting instruct them to proceed with the plan and report back to the Chapter. The motion was carried.

Mr. President Palmer spoke on the proposed Port Commission for the City of Detroit and stated that he had written a letter to Councilman Bradley asking that he give consideration to the appointment of architects and engineers. It was decided that the Chapter should foster such a movement but that several names should be proposed for appointment. It was the sense of the meeting that the Chapter and other interested organizations should write Governor Comstock and others who have to do with the appointments stressing the importance of this first commission and suggesting the names of qualified architects and enginers.

Mr. Gamber was asked to tell what he knew about the Historic Building Survey, of which he is Michigan Director. Mr. Gamber stated that he had not received any instructions as yet but that he hoped soon to be able to give employment to many architects and draftsmen. He stressed the importance of getting competent men in order to turn out creditable drawings of the historic buildings. He called attention to the fact that registrations are now being taken at the office of the secretary of the Chapter at 120 Madison Avenue.

Mr. Cordner related the unsatisfactory way in which men are being selected under the CWA and stated that the employer is not able to select the men whom he wants. President Palmer stated that this was a very good introduction to the next subject, that of selection of men under the CWA. He spoke of efforts being made to use our own registration lists.

Mr. O'Dell, president of the Michigan Society of Architects spoke of the CWA as against the PWA and stated that we should not condemn the former, although it does not include everything we wish for. He pointed out that mobilizing our army for the World War there were innumerable mistakes made, and inefficiency prevailed, but that in time (Concluded on page 3)
Must Act Nationally On CWA

If architects, engineers, and contractors are not going to be left out in the cold on CWA projects, it is highly necessary that every firm in the industry send a letter to Harry L. Hopkins Federal Civil Works Administrator, Washington, D. C.

Also, as the matter will come up in Congress when it meets in January, it is highly necessary to get the picture before your congressmen.

Much is being done. Every organization in Detroit is stepping right up on the battle line, and important connections have been made and are being made. But what we want to emphasize is that every firm in the United States identified with construction should plead to have CWA construction projects go through the ordinary channels of our business.

The Board of Directors of the Builder's and Traders' Exchange at its regular meeting, Tuesday, December 19 with President Edward Horning, Vice President Edwin Krieghoff, Treasurer Albert Pudrith, and directors Fred Anderson, William Seeley, Otto Sauer, and secretary Brunner present unanimously passed the following resolutions which have been executed.

Whereas:—we are in full accord with the purpose of CWA which we understand as a stopgap to put many men to work, which force account has been the attainment of great results, being done by day labor and not by contract on contract. Its effort should be sustained by all in the construction industry.

There are some points to be taken into consideration.

1. Do not protest what has been done so far. The one big thing was speed to get 4,000,000 men to work by December 15. Unreckoning speed regardless of cost or of waste was necessary. To let work on contract basis takes time because it does fix responsibility.

2. Such great speed is no longer necessary. The program should now be more orderly, less wasteful, and done with due regard to the fact that the CWA work must be done day labor and not by contract. Its effort should be sustained by all in the construction industry.

3. It will safeguard the CWA to put it on economical, systematic, and safe basis. The time tried way can not be lightly cast aside.

4. There can be no lasting prosperity until the construction industry itself is set in motion. CWA hinders its being set in motion so long as work is done force account (day labor).

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MERRY CHRISTMAS

(Concluded from page 1)

these were all remedied. This is a similar situation, he said, and it is hoped that our objections will be overcome. Mr. O’Dell offered a resolution covering these objections and asked for volunteers to contact congressmen and others toward getting the desired results.

Mr. Fred Madison of Royal Oak suggested a small committee to contact service clubs throughout the state and having them contact their congressmen. He pointed out that we might be accused of selfish interests, but that there could be no recovery until the state and nation at large recovered.

Mr. Sukert asked that the resolution include a statement that the CWA makes no provision for competent direction. This, he said, resulted in a great waste.

President Palmer spoke of the proposed employment of architects and draftsmen by the City Plan Commission. He stated that the Chapter had first started this movement but that it was felt by some that it was more properly a matter for the Allied Architects and Engineers to handle. This brought out a great deal of discussion pro and con regarding the Allied Group. They were damned up and down, and just as ably defended. Mr. Wenzell told of the Allied Group’s request to the Common Council of Detroit for a Federal loan of $50,000 for a comprehensive City Plan. He stated that the matter had been brought up at an Allied meeting and that at that meeting the resolution was framed ready to place in the hands of some councilman to introduce, but before doing so volunteers were called for to contact personally each councilman so that they would be familiar with the project. This was accomplished and the resolution was introduced in the council and passed without any difficulty. The only change made was that the resolution read that the money was to be spent by the City Plan Commission, IN CONJUNCTION WITH THE ALLIED ARCHITECTS AND ENGINEERS OF DETROIT. This latter portion was added at the suggestion of the council and not at the suggestion of the Allied Group. This fact alone, Mr. Wenzell believes, is significant enough to justify the existence of the Allied organization.

It was voted that the Chapter recommend that the Allied Group was the proper agency to carry on the City Plan Employment matter, as advisory head.

The meeting adjourned at 10:20 P. M.

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The DETROIT EDISON Co.

ROGER BAILEY'S CLASS

There are certain people in this world who, thru our contact with them, somehow or other, make life's burdens, worries and the like seem to fade away, and you always feel better when you have absorbed some of their magnetizing personality, everytime you are priviledged to be near them; such a congenal gentleman is this wonderful artist and teacher, Roger Bailey.

We favored few, who have had the pleasure of his instructions for the past ten weeks, have profited greatly in the knowledge of architectural renderings, pencil, water color and tempora methods; and this last expression we had on Thursday, Dec. 14th, from this sympathetic individual was an afternoon at his studio and home at Ann Arbor, and an elegant dinner at one of the best eating places in the town.

Our time was well spent and an enjoyable time was had looking over his sketches, finished and unfinished, of all shapes, mediums and sizes; en­joying some well prepared refreshments, discus­sions, a visit from Prof. Lorch and so on and on.

Mr. Bailey intimated that a class in out door sketching Saturday afternoons would be in order early this coming spring, and suggested that we organize for it, so all those interested should communicate with the Bulletin. This will give us an idea of the number to expect.

Those present expressed their appreciation for the time and personal attention Mr. Bailey has given us in the past, and all felt how greatly they were benifited through the instructions we have just had from him. Artist Roger Bailey, we all thank you.

FRANK H. WRIGHT.

Why Not Specify The Best?