SAARINEN PLANS CITY BEAUTIFUL AND PRACTICAL
Architect and Students at Cranbrook Plan Decentralization of Detroit of the Future
From The Detroit Times

Blue prints for a new Detroit—infinitely more practical, safe and beautiful than the present city—are emerging under the pencils of Eliel Saarinen and his city planning students at the Cranbrook Academy of Art in Bloomfield Hills.

It is a city which can be built "50 per cent cheaper than the unplanned city which may otherwise be erected in the next 40 years," according to the famous Finnish architect.

It is a city in which most workers will walk to work, or if they drive, speed along pleasant parkways with no fear of accidents because of frequent intersections or heedless school children.

It is a city of pleasant residential districts, containing no architectural discords, with parks and playgrounds for every neighborhood.

Organic Unit Planned

It is a city in which untold hours will be saved through elimination of slow traffic, a city of beauty because it will be planned as an organic unit instead of haphazardly laid out.

Saarinen, whose architectural reputation is international, explained the plan as portrayed by a series of drawings, in the spacious, well-lit drafting room at Cranbrook.

"The City Planning Commission is greatly handicapped since it has no authority over existing laws or lands that are not the city's," he said in preface.

"But we, as city planners, are not bound by these restrictions—for laws and land values change greatly with the years. And city planning, which is for the future, should establish the legislation, rather than the existing legislation governing the planning.

Detroit of Future

"So we tried to plan a Detroit of the future—for in any case the work of the future will be to rebuild the city of today.

"What is the situation today? Streets crowded with noisy cars, with frequent accidents resulting, concentration of much of the populace in the downtown area, causing untold waste of time in getting to and from work, constantly shifting land values because of a lack of proper regulation and zoning.

"We would decentralize the downtown area, then, as a few business men have done already in the General Motors Building and Fisher Building development at West Grand and Second boulevards.

"We would establish business districts at various points around the city and high speed thoroughfares would link these but not pass through them, as they do at the present time. Business streets would be entirely different from traffic thoroughfares, and both from residential streets. Second boulevard, today, for instance, is both a residential and traffic thoroughfare—and so is practical for neither.

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, December 4th, 12:30 p. m.

"These high speed thoroughfares would wind around the business areas and be connected with them by occasional intersecting streets. This, of course, means a "radical redesigning of the city's entire street system."

He pointed to a large map of the metropolitan area, showing the main business districts of Detroit, Royal Oak, and other surrounding communities in red. Yellow lines indicated the new thoroughfares. Two ran up from the downtown area parallel with Woodward avenue, but four or five blocks east and west of it, angled off in each direction to avoid the General Motors-Fisher Building business area and continued on toward other business districts.

(Continued on page 4)
"Facts and Action"

The "facts and action" meeting announced in this Bulletin last week to be held at the Statler Hotel Tuesday, November 27 by the Builders' and Traders' Exchange was successful beyond expectations.

In spite of the unfavorable proximity of the holiday which brings on a crop of pre-feather parties we had approximately two hundred present and the meeting ran as had been very definitely planned. Herewith is the sequence.

Edwin Kriephoff, president of the Builders' and Traders' Exchange opened the meeting with a concise picture of how many men could be put back to work if we could shove building volume to within fifty per cent of pre-depression levels.

He introduced Edwin Brunner secretary of the Exchange who engineered the plan of the meeting by calling first on Charles D. Kelley deputy administrator of the F. H. A. for Michigan. Kelley put before the audience the exact picture of the aid the government can be to builders and suppliers.

Frank Morrison followed explaining the work and intended goal of the big Detroit Committee of which he is chairman. He was followed by Edward Heckel who explained exactly what the Bureau at 17 Cadillac Square is doing. He is the manager of that bureau.

Branson Camber then explained the architect's position in the picture and told of the plans of the model house committee. It was the work in this committee which lead directly to this meeting.

Mason P. Rumney on this background then presented the plan of an advertising campaign which will be in nature of a contest campaign carried to be three powerful newspapers and on the radio. The contest will feature rewards for the best story submitted according to certain rules and for the best slogan submitted according to certain rules both stores and slogans dealing with modernization.

The contest will be open only to home owners and each contestant must check what modernization he wants done on his home. The rewards will be certain amounts of modernization done on the home of the winner. The contest campaign will be supported by those who wish to receive for their own business benefit prospects as will be turned in as a result of the campaign. Pledge cards were circulated and the meeting resulted in $. of pledges.

It is estimated that there will be plenty of prospects, and it is known that some firms not represented at the meeting will want to participate. That chance is still open and will be for a few days.

A pledge card identical to those used at the meeting is printed on this page and we suggest that you give the matter your careful consideration.

If you elect to pledge your firm, please direct your pledge to the Builders' and Traders Exchange, 429 Penobscot Building. Get it in at your earliest convenience.

Gentlemen:

Being interested in the contest campaign to secure prospects for modernization, we hereby agree to underwrite this campaign for the sum of $ with the specific understanding that we shall participate in the distribution of those prospects pro rata according to the relation of the amount of our subscription to the total subscription until at the rate of a 25c value for each prospect we shall have received value equaling our subscription or in case a total number insufficient is received our pro rata share of these received.

We agree to pick up these prospects at the Better Housing Program committee.

Signed:

Firm

MEETING TO DISCUSS MORTAR

A meeting will be held at the Detroit Bldg. Trades School, Sixth and Abbott Sts., Thursday, Dec. 6th, at 8 P. M. The National Lime Association will offer a paper by Mr. L. S. Trainor, Engineer of Construction Division. Local Associations interested are being requested to contribute to the discussion. There will be pictures. Much data recently released by the U. S. Bureau of Commerce. Bureau of Standards will be made available for the first time. Every one interested is invited to attend.

THUMB TACK CLUB ATELIER

In the recent open competition for a cover design for the “Catholic Women's Magazine,” sponsored by the “League of Catholic Women,” the Thumb Tack Club came off top honors. The first three prizes and an honorable mention were won by Robert Blakeslee, Malcolm Stirton, and George Golchert. The winning design will appear as the cover of the new January publication.

The Thumb Tack Club is organizing a class to study the best methods of perspective drawing and architectural presentation. The instructor will be Mr. Frederick Crowther.

Anyone desiring such instruction should report Monday, Dec. 10th, at 8:00 P. M. in the Club's room, 1100 American Radiator Bldg.
“Would it not cause a great deal of confusion throughout the city while these changes were being made?”

“No more confusion than now exists under the present system. It would be done a piece at a time, of course—not all at once. But all these changes must be planned ahead of time. All details must be considered.

“That is the trouble with the plans of the Housing Commission for the areas they have under consideration. They are not planning in relation to the rest of the city.

“And consider the present street-widening that is going on. Why not build entirely new highways, through the backyards of present properties, which would be much cheaper than taking a little off the front, which is costly. But there again politics enters.

“Decentralize the downtown area—then, when that is done, you can begin to rebuild that area.

“Have you presented this plan to city officials?”

“No, although they have seen it. The City Planning Commission visited us last Thursday and we went over our plans. However, this is primarily a classroom problem. It may not be completely solved for several years. Instead of giving my students hypothetical problems to work out, I give them practical ones.

“We are not trying to impose our plans on anyone. We are just making them. Then, when they are needed they will be ready.

“People talk about the cost of planning a city. But the cost is slight. Merely the price of paper to figure on—which is cheap—and brain-work—which is even cheaper.

“But this is a problem in which everyone is interested. Stop any man on the street and ask him if he is content with the present city and he'll tell you 'No.'

“A city should be a work of art—for it houses all human activities, contains everything.

Walter H. Blucher, secretary of the City Planning Commission, said:

“We are very glad to work with Mr. Saarinen, and we were greatly impressed with the plans he showed us at Cranbrook.

“Of course, his plans ignore existing laws, and would make changes in existing land ownership over which we have no control. His work represents the idealistic side of planning while we must combine the ideal with the practical.

“Thus, I am not so sanguine as to believe that so many industrial centers will want to change their locations in 50 years as he believes.”

NOTICE TO ALL ARCHITECTS

The following letter has been received:

Clair W. Ditchy, President,
Michigan Society of Architects,
Fisher Building,
Detroit, Michigan.

Dear Sir:

At a recent meeting of Regional Group No. 6 of this Industry, comprising all the elevator manufacturers operating in northern Ohio and southern Michigan, the writer was instructed to request your consideration in always allowing a reasonable time for submitting elevator bids after request by mem-

bers of your Association.

There have been instances where the time allowed has been too short to permit the elevator manufacturer to accumulate the figures, particularly those whose headquarters are not in the immediate territory.

We are requesting you allow at least five working days for submission of bids after the elevator manufacturer has been notified and that this time be extended proportionately, if the particular specifications are complicated or if it is necessary to accumulate bids from sub-contractors for cabs, enclosure, door operators, etc.

We believe you will see the sense of this request and appreciate that you will get more intelligent bids on a more accurate basis by so doing.

We would appreciate it if you would advise your members accordingly. We are also sending this letter to the American Institute of Architects and the General Builders Association.

Yours very truly,

I. N. Haughton
By: Chairman, Regional Group No. 6
C/o Haughton Elevator and Machine Co.,
Toledo, O.

SAGER METAL WEATHERSTRIP
AND SEALING CO.

A Spring Bronze, Two Member Interlocking Weatherstrip For Your Gutters, Windows, Doors At No Greater Cost Than A One Member Zinc Strip
WE HAVE A WONDERFUL ADJUSTABLE WEATHERSTRIP FOR STEEL WINDOWS

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SAAKINEN PLANS CITY BEAUTIFUL
AND PRACTICAL

(Continued from page 1)

Others, one following Warren avenue, criss-crossed the city.

Handy for Workers

"The modern city has about 40 per cent too many streets, you know," he said. "We'd eliminate the nearest speed highway by a road, connecting in turn with driveways, to each group of residences. Each residential area would have its own park and school—children could go to and from school with- out crossing dangerous streets.

"Parkways would line each high-speed thoroughfare so that none of them would come so close to the residential districts their noise would bother residents.

Includes Civic Center

"There would be a riverside drive along the river front, and in that part of it in the downtown area, a civic center, flanked by airplane landing fields. Included in it would be a railroad terminal—we'd move both the Michigan Central and the Grand Trunk stations from the present positions into one large building, eliminating crossing the city with too many sets of tracks as at present.

"Does your plan involve the use of skyscrapers?"

"No. A skyscraper concentrates many people in one small area and the rest of the surrounding land goes for parking lots, and so on. Skyscrapers are very disturbing elements in a well planned city.

"They are good for effect, and we would use some for this purpose. At the end of a long street, for example, a tall tower looks well. But, when you cluster a number of them together, you lose the effect."

"This is a fine plan," it was pointed out, "but is it possible to accomplish such changes?"

Rebuild in 40 Years

"Detroit has been entirely rebuilt in the past 40 years," he answered. "It will be rebuilt again in the next 40. This is a matter of planning over a long period—40 or 50 years. If this plan were adopted it could be carried out through the exchange of privately-owned property. All civic centers would be similarly decentral- ized. Why should most of the department stores, doctors and theatres be downtown? Why couldn't the stores gradually move up here?"—his pencil pointed to the Six- and Seven-mile road areas along Woodward.

"Connected by fast highways, they would be just as accessible and we wouldn't have to drive through congested areas to reach them, any more than the blood in one's body flows through the lungs to get to the stomach.

"But how much would such changes, carried on over this 50-year period, cost?" he was asked.

Points to Economy

"The best answer," he replied, "is that of Semitor Morrow to a similar question—"It costs less to plan a city than not to plan it.' I am certain it would be at least 50 per cent cheaper to build the city in this way over the next 40 or 50 years than to build it as it may otherwise be built."

"Do you think it might actually be accomplished?"

"Yes, if politics could be left out of it."

FACTORIES DOWN RIVER

"Again, look at the Packard plant, which, when it was built, was on the city's outskirts. Now it is on a residential boulevard. Why not begin to put the factories down river, as the need arises, through the years, to rebuild them?"

"Placed there, the factories could be surrounded by residential districts where their employees would live. There would be land enough to afford them little gardens where they could grow things in their spare time. This is now being done in Europe.

"Permitting them to live near their work would save them many hours. We, here at Cranbrook, who live and work here, go into Detroit but once a week, perhaps. Others, who work there, spend two hours a day going and coming from work— they spend a month of each year on Woodward avenue.

DECENTRALIZING INCLUDING

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POINTS TO ECONOMY

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PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NIAGARA 3808

WED. THURS. FRI.—SAT. DECEMBER 5, 6, 7 AND 8

Will Rogers in Irving S. Cobb's "JUDGE PRIEST"

Sat. 11 PM—Adolphe Menjou in "West Women in Paris"

SUN.—MON. TUES. WED. DECEMBER 9, 10 11 AND 12

Charles Laughton—Norma Shearer—Frederic March in "THE BARRETS OF WIMPOLLE STREET"

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Bennett & Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—Taking figures on plumbing, heating, metal partitions, lockers, for school building for Board of Education, Carson City, Mich.

Same.—General contract on alteration to Majestic Theatre let to Burnett-Henige Co. Taking competitive figures on all sub-contracts except ventilation. Plans may be seen at contractor's offices or architect's office.

Burrows, Marcus R., 415 Brainard, TE. 1-0890.—Contract on Sales and Service Station, Woodward and Antoinette, to Joseph Martin.

Crane, C. Howard, Inc., 112 Madison, RA. 2750.—Taking figures on two storefronts, 3500 Woodward.


Diehl, George F., 120 Madison Ave., CH. 7268.—Trenton Valley Distillers Corp. Preliminary plans for revised layout. Plans ready in about 30 days.

Dried, I. M., Inc., 816 Ford Bldg., RA. 4724.—Contract on masonry for alteration to building at Woodward and Royena let to Alex Dickman; Plumbing and Heating, Max Greenberg; Carpentry, Wayne County Construction Co.

REPORT OF THE LIAISON OFFICER
BETWEEN THE DETROIT CHAPTER,
A. I. A. AND THE PRODUCERS' COUNCIL CLUB OF DETROIT

During the last year there have been several meetings of the Producers' Council of Detroit all of which have been attended by the writer. A number of members of the Detroit Chapter A. I. A. have attended these meetings, and have felt very well repaid for doing so.

Some of our Producer friends have shown their liking and regard for the architects, by attending Chapter meetings, the Tuesday luncheons and the occasional outings. We are glad to see some of them here tonight.

During the A. I. A. Convention at Washington in May which was also the occasion for the Annual Meeting of the Producers' Council, the Architects and Producers fraternized at every opportunity, which was quite often.

In the building industry, and as active agents of the Construction League of the United States, the Producers' Council is making its influence felt. In its own organization and activities the Council stands for the finest quality materials in construction, and for the best practises in building. In this they deserve and are receiving the steadily increasing support of the architectural profession. The Producers and the Architects are getting together to solve their mutual problems now, and that augurs well for the cooperation which both will give when times are better, and building construction is resumed and the architects are busy, along with the Producers.

The following joint meetings were held during the last year:

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<td>October 5, 1934</td>
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The meetings which are designed to give necessary and valuable information to the Architects have been more successful than we had anticipated. It has proved that the formation of the Producers' Council Club in Detroit, and the continuation of its activities has been of benefit to the architectural profession. It has also provided a pleasant and interesting method of improving acquaintance and understanding between the profession and the producers of high grade building materials and equipment.

Respectfully submitted,
H. V. Gamber
Liaison Officer.

Birthday: Herbert G. Wenzell, December 7th.
Everyday that the art of automobile design is one of scrapers and other buildings, there arc those studying, sculpture, architecture, and all the rest.

Detroit's "personality" is of course what distinguishes it from other cities. While Detroit has been known as a city in the middle west, it has long been known as a city in which industrialism in its broader sense means something. The automobile has brought a new meaninK- We have been looking upon it as a frontier town—very middle west. While there may have been some justification for this assumption a few short years ago, those few short years have made a great difference. Most of the buildings that today mean Detroit's architectural expression have come into being within the last decade; therefore, it is modern. And so, whether we like it or not, it can probably be truly said, with slight qualification, that Detroit's "personality" is no better than its industrial architecture.

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, December 11th, 12:30 p. m.

But, after all is said and done, is it not a fact that industrialism in its broader sense means functionalism, the keynote of modern architecture? While the factory has been the forerunner of this movement, its principles are being applied to the newspaper plant, the office building, the church, the school, and every sort of structure. It means attacking the problem in the most direct manner, not striving for beauty, but keeping in mind a fine building first, with practicality, serviceability, and utility. Beauty follows as an insensible result. Quite naturally, the design of the automobile itself has led the way. The late Raymond M. Hood, speaking before the Society of Automotive Engineers in Detroit, stated that it was his personal opinion that the art of automobile design is one of the highest arts in the world today, even to painting, sculpture, architecture, and all the rest.

While Detroit is not without its grandeur in skyscrapers and other buildings, there are those students of contemporary art who honestly believe that five hundred years from now, when the history of the architecture of this day is written, we will be known for the distinction which we have given the American factory buildings, newspaper plants, hangars and laboratories, rather than for our more monumental undertakings. Because these things, after all, are visible expressions of the vital concerns of this age, and make possible the existence of other buildings.

Sooner or later, then, the most important activities of a period must be expressed in its art; and the art, in spite of the frills and furbelows which remain from a past age, must eventually become the most authentic expression of the period.

In designing these plants, Detroit architects have provided buildings of unaffected beauty, which not only are efficient for their purposes, but worthy to denote the civic importance of the great institutions they house, bespeaking intellectual and civic functions, simple, appropriate, and dignified with a richness that is suitable modern in detail and decoration; yet in feeling essentially classic.

Behind this movement in Detroit today to make this a city beautiful—a community of architectural magnificence combined with industrial, commercial, and civic activity—stands the architect of Detroit, that personality who works so quietly. He has been too much occupied with the work in hand to seek glory for himself, but so well has he done that work that glory seeks him out. Many of our architects are world famed for their contributions to contemporary art and architecture, but there is one designer who has been most intimately connected with our development whose name is not so well known to the public, perhaps, because for many years he did not practice under his own name. When the history of Detroit's present architecture is written, the name of Wirt C. Rowland will be near the top. (Continued on Page 4)
We Got It

The Builders' and Traders' Exchange has obtained a definite ruling regarding payment of sales tax relating to asphalt tile floors. The ruling is that the tax applies to the materials at their source. In other words, a manufacturer and contractor of this type flooring pays the tax on his raw materials to the supplier who supplies them. The supplier, of course, makes the return to the state.

This is merely one definite example of how, day in and day out, the Builders' and Traders' is doing things to the direct advantage of its members.

In this case a member handling this type of flooring came in last August after reading one of our regular membership bulletins which touched upon the sales tax warning members that some were paying on a basis that they were not obliged by the law to pay upon. This member stated that field agents had convinced him that he should pay a tax on the complete contract.

Then we took his specific case up with the agency and obtained an unfavorable ruling which we promptly took exception to.

As a result of our exception, we, as of this week, have obtained a ruling as follows:

"Re: Builders' and Traders' Exchange, E. J. Brunner, Secretary, Detroit, Michigan.

"The above party's letter has been read and reviewed by Mr. Morgan and myself, and we feel in the case of asphalt tile floor material, the same as on any other building material which we ruled that the tax applies to the user and consumer thereof, which in the case of a lump sum contract is the contractor. Therefore the tax would apply to the material at its source."

That settles the matter. The point we now want to drive home is that if this certain contractor had never been a member of the Builders' and Traders' he would still be paying a tax on his contracts which he was not lawfully called upon to pay. This bulletin may help others in the industry to save some money, but in general our work on such things is confined in publication to our membership bulletins for it is right that only those who are members of the Exchange should receive the direct benefits of its efforts.

It would not be a far guess to suppose that a large number of firms in the industry are paying uncalled for sales tax. There should be no violation of the law, but equally there should be no payments where the law does not call for them.

Let us see how much we might have saved this contractor on just one $1000 contract. If he paid three per cent on entire contract the tax would be $30. If he pays only on the raw materials he uses for that contract, his tax may very well be only $10. Therefore, on one such contract he saves one-third of an entire year's dues.

There are countless ways in which the Exchange helps its members. You see it in an association of individual firms and we are directly bound to give them service. We do not proceed with a multiplicity of committee meetings. We get action. The entire tax problem outlined above was handled by our sales tax advisory department (C'est moi). The entire action cost the Exchange two-three cent stamps; writing two letters; two hours of investigation; one telephone call; BUT IT TOOK AN ASSOCIATION TO DO IT. There was no delay—no fuss—it was part of the day's work.

Another member wanted a set of plans and specifications on a job so far away that it takes an electric impulse seven days to get there. We got them. It was part of the day's work.

Daily our members call for various kinds of information. We have no "no" in our vocabulary. When we do not know, we try to find out. Consequently from long "finding out" we have available quite a fund of ready information. In fact we have big information files covering every product and every firm. They are for the benefit of our members and architects.

We furnish our members building reports on all operations in the metropolitan area (and in the state for those who want them). Belonging to the Exchange is like retaining a facts and action service for your business.

And then there is the ceaseless co-operation. We went into action for the F. H. A. as was recited in the last bulletin. We went into action on the problems of H. O. L. C. contractors. And it is well-known that we have given our members ceaseless service upon the codes and matters relating thereto.
finest, and most beautiful Masonic temples in the world. There are many buildings of every class which are worthy of mention such as the J. L. Hudson Company's department store, the third largest and in which Smith, Hinchman and Grylls have made a distinct contribution; there are streets such as Washington Boulevard, resplendent with magnificent shop fronts; there are apartment buildings, homes and many other structures that are bringing Detroit to a better understanding of good architecture.

We may not have the tallest, the largest, or the greatest, but we are beginning to realize that architecture need not always deal with these superlatives. We hope we are making "architectural progress".

If the neighbors would only borrow eggs from us when they're cheap and return them when they were high it would be a lot better than the way they are doing now.

So far as prices are concerned, you had better prepare yourself for a late fall.

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DYNAMIC DETROIT
(Continued from Page 1)

His designs for the Union Trust Building and the Greater Penobscot Building, to mention only two, are as different as night and day and yet are for essentially the same purpose. These buildings were both by Smith, Hineman, and Gyllis, architects, and the firm of Donaldson and Meier were associated. In the Greater Penobscot Building, Rowland has departed from designing a mere elevation. He has discarded “paper architecture” and designed a building from the standpoint of pure mass. In the Union Trust Building the use of color came prominently into play, and there are those who believe it is many years ahead of its time. The name of Albert Kahn is inseparable from architecture, not only in Detroit but in the world as well. He has been a pioneer in this new functionalism. He has applied it to all types of buildings, and they are entirely human and beautiful.

Some years ago Mr. Kahn was commissioned by the General Motors Corporation to design their office building at Second and Grand Boulevards. At the time of its completion it was one of the largest buildings in the world, and today one of the finest. In 1927 the Fisher Brothers called in Mr. Kahn to design the first unit of the Fisher Building which was to be another step in their development of this “New Centre”, some thirty families from the downtown section. It was to be the finest building that money could buy. That he succeeded well is attested by the fact that in 1928 the Fisher Building won the silver medal of The Architectural League of New York for the most noteworthy piece of architecture contributed to the American public that year.

There was later in this section another of Mr. Kahn’s designs for the Fishers, the New Centre Building. All of these buildings in the New Centre group are connected by underground passages and are serviced by their own central heating plant.

This decentralization movement is to be found in other sections of Detroit, as for instance, the Art Centre at Woodward Avenue and Putnam Street. The first unit in this group was the Detroit Public Library of which the late Cass Gilbert was the architect. In 1927 the Detroit Institute of Arts was added by Paul P. Cret and Zantzinger, Borie and Medary, associated architects, and the building won the American Institute of Architects’ gold medal for the most outstanding contribution to art and architecture in 1928.

Around these centers have sprung up numerous other noteworthy designs such as Webster Hall by Baxter, O’Dell and Halpin, Macabbee Building by Albert Kahn, The Wardell by Weston and Ellington (now Harley and Ellington), and the Scarab Club by Lancelot Sukert.

And so, Detroit is no longer only the “big town” of the mid-west, the mushroom settlement along the Detroit River. Its youthful days are fast fading into history, and present years find here a city outgrowing in character its “big town” aspects and assuming the proportions of a truly metropolitan community. Today finds beauty, aesthetic development, growth, and industrial activity hand in hand, gaining for Detroit a distinction hitherto undreamed of.

Because of Detroit’s phenomenal growth within years and because her people are becoming more and more art conscious, we have attracted to our shores the best talent the world affords—such men as Eliel Saarinen, noted Finnish architect. For some years he has been engaged in carrying out the extensive program at Cranbrook Academy of Arts. His work is receiving world-wide praise because of its intimate character, in spite of the magnitude of the project. A few years ago the Detroit Chapter of the American Institute of Architects employed Mr. Saarinen to make studies for Detroit’s proposed Water Front Development. This scheme, while held in abeyance at present, is the hope of Detroit architects for the future.

One of Detroit’s most recent developments is the New Federal Building, a most splendid modern design by Robert O. Derrick, architect. An interesting bit of tradition in connection with this present building is the so-called “million dollar court room” now occupied by Federal Judge Arthur J. Tuttle. This room as well as some others were reconstructed in the new building.

This court room was built in the old days before we had the Circuit Court of Appeals, and at a time when the circuit judges went from one District to another, hearing cases appealed from the District Court. This particular court room was intended and built for the use of the circuit judge while he was here in Detroit hearing cases. The walls are of solid marble. Tradition has it that the marble in

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ARCHITECTS' REPORTS


Same.—General contract on alteration to Majestic Theatre let to Burnett-Henige Co. Taking competitive figures on all sub-contracts except ventilating. Plans may be seen at contractor’s offices or architect’s office.

Burrows, Marcus R., 415 Brainard, TE. 1-6860.—Plumbing and heating contract on Sales & Service Station, Woodward and Antoinette, let to Glanz & Killian; electrical work, N. L. Edwards.

Crane, C. Howard, Inc., 112 Madison, RA. 2750.—Bids closed on two store fronts, 3766 Woodward.


Diehl, George F., 120 Madison Ave., CH. 7268.—Trenton Valley Distillers Corp. Preliminary plans for revised layout. Plans ready in about 30 days.


Same.—Contract for masonry on residence for George W. Mason, Fairway Drive, let to Harold Redfield, Inc.

Same.—Contracts on Kelvinator Experimental House, Mark Twain and Plymouth Road to be let soon.


Same.—Newburgh plant. Plans completed, owner doing his own work.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—General contract on machine shop and garage for Ditzler Color Co. let to Walbridge, Aldinger Co.

Hughes, T. C., 120 Madison Ave., CH. 7660.—Warehouse and garage, 50x100, Toledo, O. Bids taken week of Dec. 10 at Toledo.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—General contract for addition to Vickers factory building for the Senior Investment Co. let to J. A. Utley Co.


Merrit & Cole, 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaera, Mich. held over for about a month.

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Mary Chase Stratton is so well known for her artistic creations that she needs no introduction here, but lest you forget let us suggest that you go in and see what she has to offer. Her galleries are filled with vases, bowls and other items fresh from the kilns.

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CHAPTER SOCIETY MEETING

On Wednesday evening, December 19 at the Chatham, 600 Pingree Ave., near Second Blvd. will be held a joint dinner meeting of the Detroit Chapter of American Institute of Architects and Michigan Society of Architects, which all men have been invited to attend, who have been acting as Fee Architects or Fee Inspectors in the Detroit District on Home Owners’ Loan Corporation Work. Dinner at 6:30 P. M.—50c.

Important questions relating to the activity of the Corporation will be discussed.

Albert Kahn, HOLC State Architect Adviser for Michigan, and L. R. Hoffman, Regional Reconditioning Supervisor for Michigan and Indiana, will attend to participate in the discussion. Frank Eurch, Jr., State Reconditioning Supervisor for Michigan, will preside over this section of the meeting of interest to all members.

Members of both organizations, as well as all Fee Architects qualified, are urged to attend.

Please make reservations with Arthur K. Hyde, 3105 E. Grand Blvd., MA. 0803, or at least come at 8 o’clock.

CONSTRUCTION LEAGUE TO MEET IN LANSING

A Construction Industry Meeting will be held at Hotel Olds, Lansing, Tuesday, December 18, 1934, from 10:00 A. M. until 4:30 P. M.

This meeting is sponsored by the Michigan Construction League and representatives of the Architects, Engineers, General and Sub-contractors, Producers and Material Dealers, together with the Code Authorities for the Construction Industry and Material Groups for the State of Michigan will participate.

The Code Groups will meet from 10:00 to 12:30 with a luncheon and afternoon session devoted to problems of work relief. Public Works Programs and Code Enforcement will be discussed.

Mr. Raymond M. Foley, State Director of F. H. A., will discuss the question of reconditioning and new mortgage money under the National Housing Act.

This will be a very important meeting to everyone in the building industry, and we urge that the constituent groups be well represented.

PAUL R. MARSHALL, Secretary.
Michigan Detroit Exhibition

More than 500,000 persons may reasonably be expected to enter the gates to the Michigan Detroit Exhibition which will open Convention Hall from March 9 to 17.

Of particular interest to the construction industry are two facts: (1) there will be adequate space devoted to the construction industry; (2) the profits from the building part of the exhibit will be turned over to the Detroit Better Housing Program Committee to be used in publicity to bring about greater building activity.

Here, then, is offered an opportunity for firms in the industry to take space in a great civic undertaking, and have the profits used through proper channels to increase the building business. The project is worthy of utmost consideration on the part of every member of the Builders' and Traders' Exchange.

The committee appointed by the Detroit Better Housing Program Committee to assist the Michigan and Detroit Exhibition to work out plans for the construction industry part of the exhibition consists of Frank A. Morrison of Kelvinator Corporation, chairman of the Executive Committee of the Better Housing Committee; Mason P. Runney of Detroit Steel Products Co., chairman of the building products division of the committee and vice-president of the Builders' and Traders' Exchange; Branson V. Gamber of Robert O. Derrick, architects, chairman of the Exhibit Committee of the Detroit Better Housing Program; Harold M. Hastings, secretary-manager of the Acdraft Club which engineers the publicity for the D. B. H. P. C.; and Edward G. Heckel, general manager of the D. B. H. P. C.

The Detroit and Michigan Exposition, under the auspices of the Detroit Convention and Tourist Bureau, is going to receive such a vast amount of publicity within the next few weeks, that in this article we are not going to go into explanations concerning it beyond saying it is going to be a wonderful happenening for the state and for Detroit.

We shall direct all our attention to the building part of the exhibit. The motif will be modernization.

The "Building and Home Construction" part of the great show is estimated to cover 22,000 square feet. It will be one of nine divisions. The others will be as follows: Travel and transportation, industrial, general, art and education, science and research, food and agriculture, home and furnishings, and city and state.

The Builders' and Traders' Exchange, is, this week, conducting a referendum among its members relating to Michigan legislation concerning the codes.

The Michigan Construction League is holding a meeting at Olds Hotel, Lansing, Tuesday, December 18th. All interested in codes or the housing act are invited.

The Carpenter Contractors' Association of Detroit has elected Otto Sauer president and Walter Trowell vice-president. Otto succeeds Fred Auch.

The nominating committee of the Builders' and Traders' Exchange meets the day this issue goes to press to nominate candidates for the directorship. Ten nominees for five directorships are to be voted upon at the annual election held the third Tuesday in January. Mason P. Runney is chairman of the nominating committee, and besides him on the committee are William C. Restrict and Albert Aldinger.

The Builders' and Traders' has succeeded in getting changed a very recent policy of one branch of the H. O. L. C. to award contracts to the lowest of the two first bidders. This branch had experienced delay because contractors did not get the bids in within the three-day period. But, obviously, their new procedure was unfair to contractors and it has been changed.

Edwin Krieghoff, president of the Builders' and Traders' Exchange, is a man of action. He looked over a membership list and noted the absence of a certain firm, and promptly said, "They will be in here before tomorrow." They were. That's what we interpret as total absence of inertia.

The Builders' and Traders' Exchange handles the fifteen-day Lien Notice to Owners for its members. The work consists of securing title record and legal description of property, mailing notices to all interested owners registered mail return receipt demanded, and affidavited correspondence. The charge for this is actual cost of the operation.

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PATRONIZE OUR ADVERTISERS
Crane, C. Howard, Inc., 112 Madison, RA. 2750.—Bids closed on two store fronts, 3766 Woodward.


Diehl, George F., 120 Madison Ave., CH. 7268.—New show room and addition to service station, S. W. corner of Dexter and Glendale for Krause Brothers. General contract let to Detroit Engineering & Design Service.

Disse, J. Ivan, 2631 Woodward, CA. 4789.—Plans for Iron Mountain Post Office approved.

Same.—Contracts on Kelevitor Experimental House, Mark Twain and Plymouth Road let to Elder-Gadd.


Same.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roof­ ing and sheet metal work, marble and terrazzo.


Herman, Aloys Frank, 710 Owen Bldg., RA. 8788. Taking figures on alteration to 420 E. Jefferson Ave. Owner—Briggs Commercial Development Co. 

Hughes, T. C., 120 Madison Ave., CH. 7636.—Warehouse and garage, 50x100, Toledo, O. Bids taken at Toledo by owner, Lloyd L. Lawless, 316 Floyd St.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Plumbing contract for addition to Vickers factory building for the Senior Investment Co. let to Donald Miller.

Lewis, I. M., Inc., 816 Ford Bldg., RA. 4724.—Plans for alteration to four story building, corner Michigan and Park Place. No contractors let yet.

Merritt & Cole, 1111 Collingwood, LO. 2463.—Work on gymnasium and auditorium, Ithaca, Mich. held over for about a month.

Same.—Preparing plans for grade school, Mt. Pleasant, Mich., estimated cost $94,000. Preliminary drawings approved by Board, application made to P. W. A.

Mueller, G. A., 1346 Broadway, RA. 3763.—Contract on American Malt Co.building let to J. Mahell.

Same.—Contract on cellars for Voigt Brewing Co. let to Shibbard Construction Co.

O’Deal & Rowland, 90 Stimson Place, TE. 1-4060—Alterations, moving and raising, 3408 Woodward Ave., for Harry L. Pierson Estate, Detroit Trust Co., trustees. Contracts not yet awarded.


Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 4899.—New theatre and store alteration. Plans will mature in December.


Same.—Contract on electrical work on building at Woodward and Orchestra Place let to Busby Electric Co., plumbing let to Harrigan & Reid.

Tilts, Paul, 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, IA.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in January.

Same.—Plans for 3 store building, 60x60, Wood­ ward Ave.


Same.—Plans for Dormitory C of Michigan Home and Training School completed. Starting plans on alteration to superintendent’s residence and alteration to dining hall.

Wright, Frank H., 418 Fox Building, CH. 7414.— Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. taking figures. Also plans at office of architect.

TO ARCHITECTS

Your co-operation in Architects’ Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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JACK CINNAMON'S MARKET
By Albert Kahn

The facade of Jack Cinnamon’s Market—illustrated herewith—is a combination of show windows, stainless steel and black glass. The pilasters are of Macotta faced with stainless steel with black glass inlay. The frieze immediately above the show windows is treated as a sign with skeleton letters of porcelain enameled steel, backed up with flashed opalite glass in a stainless steel frame. At night, electric lamps concealed back of the glass illuminate the sign. The parapet is faced completely with black structural glass on which are mounted stainless steel letters and horizontal lines, all illuminated with Neon tubes. The base of the show windows is of black enameled Macotta surmounted with stainless steel, which latter is also used for show window settings and entrance doorways.

The interior of the building is equipped with modern show cases and counters faced with structural glass. The walls above the shelvings are covered with the same material. The floor is of composition tile, the ceiling of plaster. While all goods are splendidly displayed, particularly striking is the meat display in a refrigerator extending from the south show window the full depth of the store. This refrigerator has a double glazed front giving a full view of the entire interior of the room. The sections of meat are suspended in an orderly manner, much as meat is displayed in French butcher shops. The interior of the store is brilliantly lighted at night with suspended units, while the signs of the exterior, which, for once, are designed as part of the architectural treatment, add to the night effect.

The amount of business enjoyed by the owner since the opening of the establishment is proof positive of the value of a store attractive both on the inside and the outside.

Lancelot Sukert, Detroit architect, has just been appointed architectural supervisor for the Federal Housing Administration. He is one of 58 architects and real estate men from all over the country who after an intensive course in real estate valuating, received their appointments with the approval and on the recommendation of State and regional directors. These appointments make possible the completion of organizations for the handling of applications for insurance of mortgages on new homes and the refinancing of old mortgages under Titles II and III of the National Housing Act.

...And, as George Diehl says, when Queen Mary changes the style of her hats, it’s about time that America recognizes the architect. George states that he has already received his first Christmas card. He always had to be first at something. No doubt he has seen the first robin.

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DETROIT'S FINEST MARKET

The Cinnamon Market at Woodward and Glen-dale Avenues in Highland Park, combines the most modern features in present-day retail merchandising of food products, according to Jack Cinnamon, owner.

Twelve pages of rotogravure advertising in the Detroit News were used to announce the opening of the new building and on the opening day, October 22, thousands entered the store. Many more were not able to inspect the new store because of the tremendous crowds. Mr. Cinnamon announces that he is very much gratified by the acceptance of his market by the people of northern Detroit. They stopped to admire and they stayed to buy.

The popularity of the Cinnamon store on east Jefferson necessitated the doubling of its space this year. When Mr. Cinnamon decided to extend his service to the north Woodward district, he called in Mr. Kahn and told him that he wanted the finest market building in the country. The results speak for themselves.

Starting in a small way a few years ago, the success of this progressive merchant in reaching his present high place can be definitely traced in the business growth of this city. Today, not "just groceries" but every article of food that goes to appease man's inner-longing, may be found attractively displayed in this new and modern store.

Mr. Cinnamon is to be congratulated upon his recognition of the fact that good architecture plays a most important part in reaching the public—and selling them.

CONSTRUCTION CODE AUTHORITY

Explanation No. 13—5/31/34

For the Code of Fair Competition for the Construction Industry—Chapter I

ARTICLE VII, Section 10—Competitive Bidding Practices: Time Limit on awards.

Under the Code the General Contractor having rejected all bids is not required to invite the sub-contractors who had submitted the previous bids, and may invite additional or fewer sub-contract bids in his own discretion.

Advice is requested relative to whether a General Contractor having rejected all bids on particular work is required to invite the sub-contractors who had submitted the previous bids.

When a situation arises whereby new bids may be invited or submitted under Section 10 of Article VII, the particular work is restored to its original status and the previous actions of the parties are not binding.

CONSTRUCTION CODE AUTHORITY, INC. S. F. VOORHEES, Chairman.

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THE NATIONAL HOUSING ACT, THE OWNER AND THE ARCHITECT

Radio talk given over WJR. Detroit. University of Michigan Hour. Nov. 29, 1934, 10:15 P. M.

By Ralph W. Farnett, Assoc. Prof. in Arch.

On June 27th, 1934, the Senate and House of Representatives of the United States enacted the National Housing Act. It was passed to encourage improvement in housing standards and to provide a system of mutual mortgage insurance to individuals for building of homes. The National Housing Act must not be confused with the Home Owners Loan Corporation (the HOLC). That act was passed to refinance old mortgages. The National Housing Act is to encourage home improvement and to stimulate building of new homes. The Act is divided into four parts called titles in order to take care of different types of loans and to provide machinery for its administration. The public in general is only interested in Titles I and II. Title I has been very well publicized, and is that part of the act that has to do with short term loans. It was designed to promote repairs, alterations and improvements upon all types of real property. It has been in force now for a few weeks and is already showing results.

Title II is for mortgage financing of new homes. This part of the act has not been put into action yet, but Banks and Building and Loan Companies will probably be in a position to make loans within a very few weeks. People in a position to own a home will now under Title II of the National Housing Act be able to finance that long dreamed-for house more reasonably and under safer terms than ever before. However, the government is not loaning money. Loans are to be made as they have always been made through banking institutions. It is not emergency, distress, nor relief. The government undertakes no construction work. All the government does by this act is to set up machinery and regulations for banking institutions for the discharge and insurance of home mortgages. Title II provides for a rate of interest not to exceed 5% per annum of the unpaid amount of the mortgage. It provides for financing up to 80% of the appraised value of the property, though no mortgage shall exceed $16,000. It further provides that each mortgage shall have a maturity date satisfactory to the parties concerned, but not to exceed 20 years, and to contain complete amortization provisions requiring periodic payments by the owner. It is a great law, and should cause many prospective home owners to start thinking of that new home. Here is an act of the government designed to do away with the old evils of the land contract, high interest rates, mortgage fees and other ills that often have cost the owner 30% additional to the purchase price. Everything was on the side of the money lender until the American home builder and owner went on a strike. Since that time most financial institutions themselves have been holding the bag.

Through the HOLC, the government has tried to be the doctor in remedying past ills, now they are entering the field under the Federal Housing Administration with a preventative for the future. Prospective home owners will very soon be able to build their own homes on long term financing at a reasonable rate of interest. Of course this is a free country and just because this form of financing is being set up and sponsored by the United States government is no guarantee against unscrupulous promoters. The wiley real estate builder and "Jerry-building" contractor will no doubt again be on the scene with their land contracts, carefully concealed high financing schemes and misrepresented shoddy houses. However, their field will have been cut down. Most home owners will prefer to build, plan and supervise their own homes, rather than leave them to contractors on the "by-guess" basis. The point that I wish to make is that there have been many abuses in the past both in financing and in...
building. The owner has been the goat. There is a right and a wrong way for every owner to proceed. The government has set up ways and means for the average man to forestall financial complications; it is up to the owner himself to forestall complications in the process of building; and, to see that he gets his money's worth. Of course there are variations in building procedure, and much depends upon the individual owner, his spare time and his training. But before the average person launches into any building project, particularly his home, he should consult an architect. Many people think they can get along without him and some people, the unusual one out of a thousand, can economically do so; but most people loose money by not consulting this type of expert.

So I say, consult an architect. The average potential owner probably has some ideas of the type of house he wishes to build. Perhaps he has a set of plans that he considers quite ideal. Then he should take his ideas or his plans to an architect for analysis. His fee will be small and nine times out of ten the architect can show the owner that for his particular requirements he can save him money; and, he can give him a more saleable, more livable house. The architect will best serve who writes specifications for the project so that before a single spadeful of sod is turned the owner will know exactly the costs and what he is going to get for his money. Why is it that so many people will plunge ahead and try to build without knowing what the result is going to be? Why is it that people will use plans with excess hallways, kitchens too large and living rooms too small, bed rooms without closets or closets too large; all costing money and unchangeable once they are built? Why is it that most of our universities have been training architects in the art of planning and building construction, yet a great many people in building their home will go to a shoddy builder and never stop to inform themselves on the practicability and economy of consulting an architect?

One of the reasons the public is not better informed is because the architect, being a professional man, does not advertise. All because the unscrupulous "Jerry-builder" and house building real estate operator has seen fit to spread propaganda against professional service. They would not be able to function as well with their excessive profits and racketeering methods if an architect were brought into the picture. They usually brush the architect aside with the remark that he is a luxury. They say, "He is alright if the owner has plenty of money. But the architect usually has extravagant ideas, adds expensive fixtures, and runs up the cost of the project." Yet nothing is so far from the truth. What if the individual architect does have extravagant ideas, he has no power to purchase. The architect merely acts as professional adviser to the owner. Maybe there are abuses within the profession, however, with the American Institute of Architects (the national professional society) setting up a code of ethical practice and with most every state in the union admitting to registration only those men able to pass a state board examination, the public is pretty well safeguarded.

So let me admonish every potential owner of a new home, every builder who may be borrowing under the Federal Housing Act to consult an architect. It costs nothing to make a call. Of course if professional advice is asked by the owner, he must expect to pay a small fee. The amount may be determined at the outset of the call. If sketches are needed in order to study the project, the owner must pay for those sketches. All fees have been standardized. If working drawings and specifications are required, there will be an additional charge. If the owner wishes the architect to get prices from all the different contractors and tradesmen and to superintend the construction, there is a fee for that. Yes, there is a fee for everything, but the owner can ask and pay for only as much as he thinks he requires. And, should the owner see fit to take the entire service, the charge by most architects is not over 10% of the total cost.
of the house. Economically the architect is the cheapest man on the job. To begin with he can usually save a 10% fee in planning the home economically. By checking tradesmen, advising on materials and most important of all by eliminating the factor of guesswork, he can further get contractors prices down to a minimum.

Now I do not wish to infer that architects and contractors are not friendly. Admittedly it is the architect's business to check on all contractors, masons, carpenters, electricians, plumbers, heating contractors, painters and nurserymen, any and all as the owner may wish; but most architects and contractors (except the unscrupulous builder) are good building associates.

Probably the architect's greatest asset is his ability to visualize beforehand, so that the building may be studied and not only be well planned but be a beautiful, saleable home of distinction. Whether the house is to cost $4,000 or $20,000, the architect can give it personality at no added expense. He can create something no matter how simple that through its good proportion will be distinctive. Everyone knows of examples of two houses of the same size and cost: one that is architecturally designed and is distinctive, the other just a house that is badly proportioned and to be sold at a loss should it ever go onto the market. Why not avoid these errors by knowing beforehand just what the house is going to be?

Building a house is a great adventure for most people, but since the National Housing Act is to make financing costs cheaper and is about to set up regulations for insuring home mortgages, let us hope that most owners will not spend their money foolishly. It is folly to try to get along without the professional services of the man best trained to help. So if you, who are listening in, are prospective builders, be wise, don't guess, don't experiment, consult an architect.

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1. REGARDING 1934 TAXES: If you have paid the first half of your 1934 Taxes you must pay the second half BEFORE DECEMBER 31, 1934, in order to avoid the 5 per cent interest charge that will otherwise be added immediately to the principal.

2. IF YOUR PROPERTY is on the "7-Year Plan"—and you are up-to-date in your payments—you can get a 5 per cent DISCOUNT ON ORIGINAL TOTAL by paying in full before December 31, 1934. Besides, you will save 5 per cent interest on unpaid balances.

3. REGARDING 1933 TAXES: In accordance with the Law, unpaid 1933 Taxes must be offered for sale. While they may be redeemed during the 2-year period following sale, they should be paid NOW to avoid additional interest which must be added when they are sold.

Sincerely yours,

Charles Willians
City Treasurer

CITY HALL
DETROIT
Ladies and Gentlemen: These remarks of mine tonight are directed particularly to those of you who own your own homes and also to those who own any type of rental building.

Last August when America began a mass movement to modernize homes and business properties under the stimulus of the National Housing Act, the Michigan Society of Architects at once responded to the appeal of the Federal Housing Administration for cooperation.

We recognized at once that here was a constructive measure which would convert the unemployed talent and skill of thousands of workers in the building industry into tangible and highly desirable assets. It would return thousands of these men to normal, useful and efficient employment and thus reduce the burden of relief which the government has had to assume and which must eventually be paid for by the taxpayer.

It would accomplish all this without exacting tribute from anyone. Quite the contrary, it would enrich the home-owner by improving his most important possession, his home, and would reward handsomely any property owner who took full advantage of its provisions.

We made a careful study of the Housing Act and joined with other public spirited bodies in promoting it. Here, indeed, was an unusual proposal in that the Government looks to and co-operates with the employed and thrifty portion of the population to bring back into normal occupations their less fortunate brethren, the idle men of our nation's second largest industry, the building industry.

Here is an Act which offers at once a challenge and an opportunity to all home-owners and all industries. It aims to enlist your voluntary aid, at no personal sacrifice whatever, in a gigantic movement to restore a vast, basic industry to its normal position of usefulness. While this great industry, with its millions of workmen, languishes we cannot hope for a general return to prosperity.

It should, therefore, appeal to you who have longed for the return of prosperity, you who take pride in the appearance and condition of your community, you who are moved by the distress of your fellow-men, and all who are stirred by a patriotic impulse to see America lift herself from this slough of depression.

You may be interested in knowing how well this measure has so far been received in your own community. I am very happy to announce the Detroit Committee's figures.

There is a record of $2,000,000 having been spent in Detroit to date on modernization as a direct result of this campaign. This means already more than one and one-half million man-hours of labor provided in this city. And I am informed that the campaign has provided an equal amount in the remainder of the State of Michigan.

These figures have increased steadily. During the week of September 21, the amount of modernization... (Continued on page 6)

MERRY CHRISTMAS

To our Subscribers—Architects, Engineers, Contractors, Producers and others we take this opportunity to extend season's greetings.

To our Advertisers we extend especially our felicitations, because you have made the Bulletin possible.

In the year to come may we become more intimately acquainted and each realize how he can be more helpful to the others. Here's to you!

THE BULLETIN
BUILDERS' AND TRADERS' EXCHANGE OF DETROIT
Edwin Kreighoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
459 Peninsul Building, Randolph 5500

Edited by E. J. Brunner

BUILDERS’ ELECTION

The Builders’ and Traders’ Exchange has selected its candidates for election to the Board of Directors at the annual election in January.

The nominating committee headed by Mason P. Rumney and including Albert Aldinger, Sr., William C. Restrick, and Edward Kreighoff (ex-officio), met December 13 and selected the following candidates each of whom has accepted the nomination:

Gage Cooper of Cooper Supply Co., representing builders’ supply dealers; John Kuehne of Kuehne Electrical Co., representing electrical contractors; Herman Banbrook of Banbrook-Gowan, representing general contractors; Wessels of Pittsburgh Plate Glass Co., representing glass; Edward Glanz of Glanz and Killian, representing heating and piping trades; H. E. Webb of Lowrie and Webb, representing lumber dealers; Edward Leavannah of Christa Bachelder, representing marble contractors; Leo Rowley of Leo Rowley Co., representing painting contractors; Thomas Marshall of Robert Hutton Co., representing roofing contractors; Vern Taylor of Concrete Steel Fireproofing Co., representing reinforcing steel, etc.

Five of these candidates will be elected.

Four present members of the board hold over. They are as follows:

Albert Beever of Beever Plastering Co., representing plastering contractors; Claude Filer of J. A. Mererle Face Brick Co., representing brick; Mason P. Rumney of Detroit Steel Products, representing manufacturers of steel sash; Walter Trowell of Trowell Construction Co., representing carpenter contractors.

Five members of the present board finish their terms in January. They are as follows:

Edwin Kreighoff of Kreighoff Co., representing general contractors; Roj Boomer of The Boomer Co., representing builders’ supply dealers; A. E. Pudrith of A. F. Pudrith Co., representing roofing contractors; Fred Anderson of Ingels Wire and Iron Co., representing wire and iron; Edward Schroeder of Schroeder Paint and Glass, representing glass and glazing.

There is every probability that the board of directors will, at its next meeting, cause to be published notice of certain amendments to the by-laws of the Exchange to be voted upon by the members on the day of the annual meeting and election. The effect of the principal amendment will be, if passed, to create a three-year term for directors instead of the present two-year term. With a three-year term there would be an election of three directors each year. Coupled with this amendment will doubtless be one to create two vice-presidents instead of one; one relating to handling the monies of the Exchange and one making it possible to hold a meeting of the corporation (the Exchange) at other place than the office of the Exchange, if so desired.

C. R. McCLELLAN
14805 Faust Blvd., W. Tel. REford 1467
one of our most recent new members, announces that he represents the following lines:

Victor Oolitic Stone Company, Bloomington, Ind., producers of Indiana Limestone of all grades and colors for general building purposes; Lehigh Stone Company, Kankakee, Ill., producers of Rubble Stone for veneer, general building purposes, landscaping and rustic walks. This stone is similar to that produced in Wisconsin; The Taylor Stone Company, McDermott, Ohio, producers of Tavo Baff and Blue Sand Stone for general building purposes, Curb- ing, Flagstone, Steps, and Landscaping, also producers of Harvest Hill Colorfall Sandstone for all purposes; Tennessee Stone Company. 1400 Washington Ave., Knoxville, Tenn., producers of Tennessee Quartzite building stone, and Flagstone sometimes called Crab-Orchard; North Star Granite Corporation, Saint Cloud, Minn., producers of structural granite for all purposes; Vierkky Stone Sales Comp. Any, 1007 Edgemore Road, Philadelphia, Pa., producers of New York and Pennsylvania Blue Stone for general building purposes, and Vico Flagstone similar in texture and color to Robinson Flagstone; Vendor Slate, Nazareth, Pa., producers of Slate Blackboards and partitions, Slate Roofing, Metal and Slate Flagstone, and Slate for all purposes; Security Products Co., 2225 De Kalk Street, St. Louis, Mo., manufacturers of Noverflo Controlled Flush Toilet Combinations, Invisigard and Ventrolite safety Steel Windows, Jail and Prison equipment; Pontiac Architectural Manufacturing Co., Inc., 87 South Perry St., Pontiac, Mich., manufacturers of Paint and Varnishes of all kinds, agents for Painters and Paperhangers’ supplies of all kinds; Direct connections with leading manufacturers on Cinder Block, Cement, Plumbing and Electrical supplies.

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WESTERN WATERPROOFING Co.—416 Market Blvd. Cadieux 3-044.
ARCHITECTS' REPORTS

Crane, C. Howard, Inc., 112 Madison, RA. 2750.—Bids closed on two store fronts, 3766 Woodward.


Disse, J. Ivan, 2631 Woodward, CA. 4789.—Plans for Iron Mountain Post Office approved.

Giffels & Vallet, Engineers, L. Rossetti, Architect. Associate, 660 Marquette Bldg., CA. 3383.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.


Herman, Aloys Frank, 710 Owen Bldg., RA. 8788.—General contracts on alteration to 420 E. Jefferson let to Barton-Malone Co.; elevators, Otis Elevator Co.; electrical, Busby Electric Co.; plumbing and heating, Glanz & Killian.

Hughes, T. C., 120 Madison Ave., CH. 7660.—Warehouse and garage, 50x100, Toledo, O. Bids taken at Toledo by owner, Lloyd L. Lawless, 316 Floyd St.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.


Merritt & Cole, 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaca, Mich. held over for about a month.


Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8495.—New theatre and store alteration. Plans will mature later part of January.

Same.—Contract for marble on Mayfair Theatre let to Christa-Batchelor Co.; glass, Cadillac Glass Co.


Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—General contract on alteration at 4649 Woodward let to Trowell Construction Co.

Same.—Stone work on alteration at Woodward and Orchestra Place let to Wolverine Stone Co.; Macotta, Maui Co.; metal work, Detroit Show Case Co.

Tids, Paul, 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, IA.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in January.

Same.—Plans for 3 store building, 60x60, Woodward Ave., ready January 4.


Same.—Plans for Dormitory C of Michigan Home and Training School completed. Starting plans on alteration to superintendent's residence and alteration to dining hall.

Wright, Frank H., 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberg, corner Joy Road and Dexter Blvd. taking figures. Also plans at office of architect.

The question has been asked—How many turkeys has Mr. Eisen won this year?

MICHIGAN STATE BOARD OF EXAMINERS FOR REGISTRATION OF ARCHITECTS, ENGINEERS AND SURVEYORS

1205 Griswold Bldg., Detroit

The Michigan State Board of Examiners for the Registration of Architects, Engineers, and Surveyors announces the next examinations for architects, civil engineers and surveyors to be given at Michigan State College, on December 27th, 28th and 29th, 1934.

Application blanks and full information may be obtained by writing to the office of the Board, 1205 Griswold Building, Detroit.

TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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MEETING DETROIT CHAPTER, A. I. A.
LaCasa Loma, November 30, 1934

The meeting was preceded by a dinner at 6:30 p.m.
The meeting was called to order at 8:00 o'clock by President Palmer. Those present were Messrs. Palmer, Lorch, Hammett, Bennett, Sorensen, Fairbrother, Hunter, Kebrard, Donaldson, Harley, Eisen, Cordner, Williams, McConkey, Hyde, Wenzel, Sukert, Herman, Haas, and Ditchy.
President Palmer told of the generous gift of much of their time by Messrs. Ditchy, Gamber and several others, toward recognition of the architects in the campaign being waged by the Board of Commerce to get citizens to apply for loans for modernizing their homes.

By action of the directors of the M. S. A. and the A. I. A., it was decided to engage an architect to give full time to the job of advisor to prospective clients, or information seekers, etc.

President Palmer reported that D. J. V. Snyder had accepted the job of interviewing the public in connection with this work.

President Palmer reported that recent action of the Board of Directors of both the Chapter and the M. S. A. was to the effect that the standards of the profession should not be lowered. He then called upon Professor Lorch, the speaker of the evening, to speak regarding the work of the Chapter Committee on Education and the Institute Committee on Education. Palmer asked Professor Lorch to introduce this important subject to the Chapter and invited every member present to participate in the discussion which would follow.

Professor Lorch explained the Mentor System, which the Institute is sponsoring, giving the requirements, etc. for taking the examination given by the N. C. A. R. B. (National Council of Architectural Registration).

The Mentor System was discussed by many members present and various questions were asked Professor Lorch covering practically all of the important phases of this subject. Those present seemed generally to agree that this new method of obtaining registration by the Mentor System, which would provide registration in any state of the union, was highly desirable and should be supported by the Chapter.

President Palmer read a letter from Mr. E. M. Walker, Secretary of the Michigan State Board of Examiners for Architects, Engineers and Surveyors, regarding the appointment of an advisory committee of the Chapter which should work with the State Board.

Mr. Herman moved that a committee be created to be known as the Committee on Relations with the State Board of Examiners of Architects, Engineers and Surveyors, and that the Michigan Society of Architects be requested to appoint a like committee, the two to act jointly in the capacity of all relations with the State Board. Also that the president instruct the committee that the policy of the Chapter is hereby understood to favor the strict enforcement of the Registration Act particularly by regular written examination. Supported by Haas. Carried.

During the discussion of this important question regarding registration of architects, the following points were stressed and the meeting seemed to be unanimous regarding these points.

Regarding the objection often raised by applicants that the examination in architectural design was too difficult and required greater proficiency than was necessary for registration, it was the unanimous opinion by those present, who had served on juries of design examinations given by the Board of Examiners, that the examinations in design were decidedly not too difficult and the standards of judgment not too high.

Professor Lorch contributed some interesting information regarding the comparison of Michigan's examinations and those of other states where registration is by examination. He pointed out that, compared with two other important states, the Michigan standard for the entire examination is more liberal, and also that Michigan allows repetitions of portions of the examinations practically without any restriction whereas in the other states rather rigid restrictions are enforced in connection with the repeating portions of the examinations.

Mr. Sukert, on request of President Palmer,
spoke of his appointment on the Federal Housing Administration. He spoke at some length and gave us much interesting information regarding this work and the possibilities which it possesses for reviving the building industry. He told of the school he attended in Washington for those who had been appointed to serve in the F. H. A. and stressed the important part which the architect is being given.

The meeting adjourned at 11:00 o'clock.

ARTHUR K. HYDE, Acting Secretary.

LUMBER COMPANY HOLDS N. H. A. MEETING

A display of genuine interest and enthusiasm was experienced at a National Housing Act meeting conducted by the Currier Lumber Company during the past week. In anticipation of a large turn-out, the meeting was held at the Veterans of Foreign Wars Hall at Lakepointe and Mack Avenues. Approximately one thousand builders and contractors attended the meeting.

A message of welcome was delivered by Mr. P. J. Currier, president of the Currier Lumber Company, while the mechanics of the National Housing Act were explained by Major Kelly who assists in the administration of the act in Michigan. Colonel Heckel, who is in charge of the Better Housing Program in Michigan, delivered a very interesting talk in which he outlined the work of his office staff. He also pleaded for the support of the contractors and the builders.

Mr. Carrick, vice-president of the Morris Industrial Plan Bank, told the audience that the banks are co-operating with the contractors in advancing loans for modernization work and said that his bank has honored approximately 90 per cent of the applications for N. H. A. loans submitted.

A buffet luncheon and refreshments were served with a promise that another meeting would be held in the near future. Mr. B. A. Chaplow, manager of the Currier Lumber Company, conducted the meeting.

L. H. Goldbright, Jr., Vice-President and Treasurer of the Heating and Plumbing Finance Corporation, a subsidiary of the American Radiator Company, organized in conformity with the National Housing Act, reported to the New York Building Congress recently that his company had made its first loan August 13th, and that two and one-quarter times as much business had been submitted to them since the administration of the Act became effective, as in 1933. 5000 jobs have been submitted to the company, and $3,000,000 in loans have been approved so far, the average period for these loans being thirty months. Mr. Goldbright expected to be able to report, at the end of the year, an increase in business of 500 or 600 per cent. He felt that with all the building industry behind this program it would be a great success, and if it continues as it has started, it will put four million men to work and end the depression.

BIRTHDAYS: Ralph Vervalin, December 30th.
Jean Hebrard, December 31st.

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THE NATIONAL HOUSING ACT

(Continued from page 1)

ization in Michigan due to this Act was only $40,000—yet by the end of October it was $950,000; by the end of November it was $3,250,000; and last week the total figures for the State of Michigan rose to $4,000,000.

All Better Housing Program Committees in Detroit and out-state may well take pride in the record which Michigan has made in this modernization drive.

Michigan ranks high in the list of 48 states of the Union in the volume of response to the National Housing Act. The latest official reports show Michigan to be in eighth place in number of repair loans made by the banks and finance companies under this Act. We are also in eighth place in dollar volume. In ratio of population, in this race of the states, Michigan is ahead of Ohio, Pennsylvania and Illinois.

Let us keep our rank throughout the drive. Let all employed Detroit home-owners participate. As I stated before, this campaign is not a rally of the distressed who have been laid low by their misfortunes, but a rally of the thrifty and the solvent. This means that every employed citizen of good credit standing, however humble or well-to-do, should look over his property to see what improvements he can safely order now to help swell this army of returning labor. A new roof, new linoleum, redecorating, repastering, a new room in the attic, a sun porch, a new heating system—now is the time to acquire these improvements while the costs are down.

The Federal Housing Administration aims to employ for your benefit the idle dollars lying in banks. Under this Act, a new plan of credit insurance has been put into effect by the government. Employed men of good credit who are without cash for the moment need not delay making improvements they find necessary.

Money which banks and other finance companies are loaning to renovize property during this drive is insured by the Government. Therefore, any property owner with a good record can walk into any bank in Detroit and apply for a personal loan for that purpose. The amount of these Government-insured loans may be from $100 to $2,000 and from one to three years, sometimes five years, depending on the applicant's income. These loans are made on personal notes without mortgage, without co-signer—because Uncle Sam is the indirect co-maker himself. This is, indeed, a timely favor to, and recognition of home-ownership.

It is very apparent that the Government desires to popularize these bank loans. Bankers realize, and have said that the finest credit risk in the world is the average American worker with a home and a job.

Indeed, a very important phase of this Better Housing movement is that it places emphasis upon the principles of budget-making in the home—the hand-maiden of good credit. It is also making people “housing minded” which means that they are likely to re-appraise the home at a higher spiritual value.

For your convenience, the Detroit Better Housing Program Committee, sponsored by the Detroit Board of Commerce, is maintaining an office at 17 Cadillac Square. Here you may obtain complete details of the operation of the Act and in addition there will be placed at your disposal the services of the Technical Bureau of the Committee. This Bureau has been established and is maintained by the Detroit Chapter of the American Institute of Architects and the Michigan Society of Architects. You may

———

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Virginia Bruce in “Jane Eye”
FRIDAY—SATURDAY DECEMBER 24—25
Jackie Cooper in “Mrs. Peck’s Bad Boy”
Saturday 11 P. M.—Pat Paterson in “Love Time”
SUNDAY—MONDAY DECEMBER 26—31
Nancy Carroll, Jack Benny in “Transatlantic Merry-Go-Round”
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We are glad to be able to co-operate in this way to not only stimulate this splendid work of recovery but also to afford those who desire it the maximum protection and added value which only the expert professional services of a registered architect can provide.

The National Housing Act embraces more than the repair of property. Hand in hand with the modernization of thousands of existing homes in Detroit will come the building of thousands of new homes—all under the better housing standards of the National Housing Act. You who are contemplating the building of new homes will do well to inform yourselves regarding the details of this epoch-making undertaking.

Let me close with the motto on the seal of our great city—"Let us hope that a finer city will rise from the ashes."

Will you do your part?

Thank you.

Recent announcement by Public Works Administrator Harold L. Ickes of the appointment of architects for the design of one of the Chicago
Low cost Housing and Slum Clearance projects is of interest to Detroit in that the procedure may possibly be reemployed for the appointment of architects in the latter city for the Federal Housing project there.

With a view to spreading the benefits of architectural employment to as many firms as possible, the work has been delegated to ten firms and individuals. There will be a major group consisting of Mundie & Jensen; Armstrong, Furst & Tilton; John Holabird; Ernest A. Grunfeld, Jr., and Philip Maher.

An associate group composed of Ralph Husagh; Chester Walcott; Fred Hodgson; John Merrill; and Melville Chatten will collaborate with the major group, on the so-called Southwest project. Another group of ten firms will be chosen to design the South Side project. Each of these projects will cost approximately $12,500,000.

As the time of their selection, the architects were asked to name from themselves one person to act as chairman to coordinate the work. By unanimous vote, John Holabird was elected to act as director.

In addition to the architectural groups, Mr. Ickes announced that mechanical engineering for the project will be handled by the firm of Rich, Neiler & Rich. Mr. F. J. Thielbar, at present in charge of rewriting the Building Code for the City of Chicago, will be consultant on codes and ordinances.

A site plan consultant, a structural engineer and a landscape architect will be selected for the project. Cooperating with all groups will be a general liaison committee of four members well known in Chicago in the fields of real estate and housing. They are Arthur Bohnen of the Chicago Real Estate Board; John Fugard and Miss Elizabeth Wood, of the Chicago Metropolitan Housing Council; and Coleman Woodbury, secretary of the Illinois State Housing Board.

G. Frank Cordner

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