ARCHITECTS CLAMP DOWN ON “CUTE” KITCHENS AND PASTEL BATHROOMS; NEW HOMES TO BE MODERNISTIC

A woman’s place may be in the kitchen but her ideas of its arrangement are “crazy,” Architect R. C. Hall of St. Louis states in a discussion of style trends in houses.

“The men—God bless them—are the saving grace,” he said. “They tell their wives they’re crazy—which they are.

“Women always want some silly little arrangement they’ve seen before. Usually it’s the sink-stove-table-in-a-row of a two-by-four apartment which they thought was ‘cute’ and you can’t explain there is such a thing as a handy arrangement which would leave wall and window space.

“Easy to Clean!”

“However, you can sell a woman anything if you tell her it’s easy to clean. That’s why metal surfaces in kitchen furnishings are coming into extensive use.”

Hall’s outburst against feminine architectural idiosyncrasies is matched by another St. Louis architect, William B. Ittner, who tells how women are going in for gaudy furnishings in other rooms.

“Modern woman often wants tinted bathrooms in similar or harmonizing colors,” he says.

Both architects agree there is a trend toward a living-dining room, with a screened recess for meals; more natural light, and a desire to utilize every inch of space in the generally small rooms to the best possible advantage.

Recreation rooms? A passing fad, says Hall.

No, a necessity as a place for a bar, replies Ittner.

As for the exterior design, it also will eventually go modern. There is a gradual swing from the traditional type of architecture.

Although many Americans are old-fashioned and sentimental in building a home, Hall said he believes strong salesmanship will win them over to newer designs.

Ittner advances the argument in favor of the more modernistic houses that many economies can be effected by doing away with exterior adornment.

Chicago Wants New Things

In Chicago people are the most open minded, according to Hall.

“They want new things there and that’s what the architects want to give them.”

The south and west can lean toward the new mass effect of unadorned planes, probably because of more favorable climatic conditions, the architects said. In this type of house roof terraces are an attractive feature.

RAPS HOCUS POCUS FOR ARCHITECTURE

Joseph Hudnut, dean of architecture at Harvard, pointed an accusing finger recently at what he called “hocus pocus” in architectural education.

“Students of architecture should not design buildings which they cannot build,” he said.

“Our architecture has lost its vitality, its power to command our imagination and to interpret our civilization. What is needed is some integration of these two elements in our art.”

He blamed the Paris influence in a paper prepared for the American Institute of Architects.

“Hocus pocus is especially prevalent in that quaint activity which we call architectural education.”

(Continued on Page 3)
Get Somewhere Bunch
88-8 Steaks (last time)
Detroit, Michigan

Gentlemen: By all means let none of us miss the next golf outing of the Architects, Builders and Traders which will be at Clinton Valley on September 9. That's on a Wednesday, and we hope you will be out there by one thirty.

Don't get lost. Drive Van Dyke to Utica Road and hence right to club. Meet us in the locker room or anywhere, but be sure and meet us.

If you can't or won't or don't play golf meet us out there for dinner. About fifty did that at the last tournament at Tam-O-Shanter. Golf, dinner and prizes all for $2.75, and dinner alone much less.

Yours for more golf and less care,

MR. Y. I. GOBLACES.
FUTURE FUEL OIL SUPPLY ASSURED

“A number of domestic fuel oil users have recently asked us to reveal the status of the present and future supply of fuel oil,” according to Mr. Logan Wood, vice-president and general manager of Gar Wood Industries, Inc. “In our contacts with home owners and home builders, we have met some who seem to have the opinion that there will be a scarcity of fuel oil. This mental attitude on the part of these people must be corrected.

“This question of scarcity is not a new one by any means. As far back as 1859, the discovery well was drilled in Pennsylvania. Within the ten years that followed, many of the investors disposed of their holdings because they believed that the oil would soon be exhausted. They didn’t believe that oil would be found anywhere else. Since that time oil has been produced in larger quantities in some twenty-one other states.

“The president of the American Petroleum Institute, in a radio broadcast, mentioned that in 1889, Dr. David T. Day, Chief of the United States Geological Survey, predicted a shortage of oil. That was more than four and one-half decades ago. Since then, some eleven official surveys of oil reserves have been made. Usually, each later oil supply survey exceeded earlier estimates, despite heavy withdrawals in the interim.

“According to the American Petroleum Institute, a recent survey recorded a reserve of more than twelve billion barrels, while a 1925 survey indicated only five billion barrels. The American Petroleum Institute states that there are still some one billion acres of unexplored geographical formation where oil might be found.

“If it were true that there is an impending oil scarcity, this country would then find itself in a disastrous state,” continued Mr. Wood. “Luckily, we have enough facts and figures to prove that we do not have to worry about the supply of oil for at least several generations to come.

“Our business is not that of selling gas or fuel oil. We sell equipment which uses these domestic fuels. And, as we offer both an oil-fired and a gas-fired heating and air conditioning system, we leave the matter of choice entirely in the hands of the purchasers,” concluded Mr. Wood.

“Gar Wood, holder of the famous Harmsworth Trophy and the world’s official hydroplane record of 124.91 miles per hour, is president of Gar Wood Industries, Inc. The company manufactures a complete line of heating and air conditioning units, hydraulic hoists and bodies, truck tanks, cranes, winches and derricks, road-building machinery, streamlined rear-driven motor coaches and automotive products.

RAPS HOCUS POCUS FOR ARCHITECTS

(Continued from Page 1)

“For example, in New York City, the processes of architectural education are controlled by a most enthusiastic society of architects who have imported from Paris a collection of ingenious conceits and from these have constructed a facade of convention so formidable that no one has ever dared to ask what it is all about.

“And yet the actual educational technic of this group consists in eating a good dinner once every six weeks. After this dinner, between cognac at 9 and a glass of beer at midnight, 400 architectural awards are made.

“These awards are made for what are called ‘designs for buildings’ but which have been developed under a set of rules so written as to divorce the designer as far as possible from any conditions that conceivably might govern the practice of architecture;... it occasions not the least surprise to learn that scarcely one of the competitors could build even a part of the structure that he has designed.”

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Richard Dix in “The Devil’s Squadron”

SUN.—MON. —TUES. SEPT. 6—7—8
Jean Hersholt in “Sins of Man”
plus “The March of Time”
GOVERNOR URGES SECOND PAYMENT ON 10-YEAR PLAN
Cites Benefits Accruing to Property Owners and Local Government

Governor Frank D. Fitzgerald issued a statement reminding taxpayers that they must act at once, if they wish to take advantage of the savings offered by the 10-year installment plan of paying delinquent taxes.

"September 1 is the deadline," the governor declared. "Those who paid their first installment last year, and those who wish to come under the plan by making two payments at once, will find it to their advantage. I am sure, to visit their county treasurer."

While the state is standing the expenses of the tax-collection drive, Governor Fitzgerald declared it was acting merely as a collection agent. Ninety per cent of the delinquent taxes collected remain in the local community where they originate. They are used for the support of city, township, school district, or county government.

"The state is deeply interested," he explained, "for the reason that a self-supporting local government is the best kind of a government. It is managed by its own people. It is not subject to evils of remote control. Likewise, when a local community handles its own affairs, it does not become an additional financial burden to the state. The local unit of government, the state, and the people in general profit when taxes are paid."

It was Governor Fitzgerald who championed the advertising campaign for tax collection last year, which resulted in the payment of $15,000,000 in first installments, of which $13,500,000 went directly for the upkeep of local governments.

MALPRACTICES IN ARCHITECTURE

The Editor: Much has been said on the merits of the Illinois Architectural Act. From the point of view of enforcement, the following cases may be of interest. They are from the records of the north shore municipality with whose building department I have been associated for several years. Each is a variant among the evasions of the spirit and letter of the Act.
1. (a) Mail order company furnished plans for a dwelling, bearing the seal of the architectural firm which handles their factory work. Quite apparently a plan stamping job, without supervision. (b) Cooperative organization regularly engaged in contracting furnished their own plans bearing seal of one of the large Chicago firms. May be a case of (3) below.

2. Contractor left plans with application, plan bearing architect’s seal. Trouble developed as building proceeded. When called by telephone, architect did not even remember the job but said he would “be right out.”

3. Notice was filed by architect that if any plans were received bearing his seal, he should be notified at once, since he had found one of his draftsmen using his seal without permission.

4. Draftsman without certificate of registration incorporated in his own name. He submits plans bearing architect’s seal. Latter permits and condones this.

5. Son of architect attempts to continue use of father’s seal upon the decease of latter. Son not registered. Later associates himself with an architect who has retired from active practice because of illness.

These cases are distinctly out of keeping with the principle of registration. Of course, the result is permitting unqualified persons to practice a profession without necessary ability and in competition with able men who are duly registered. The persons so engaging in practice must be unskilled if they cannot pass the examination. The examination is but a preliminary step along the way.

It pleased me to learn that Mr. Pond was opposed to all architects’ license laws. The impossibility of enforcing them has forced me to a similar conclusion.

There must be a solution to the problem. I have heard of no good one. An extensive general educational campaign by the Society or Institute would, of course, be of some use.

The operation of the law of survival of the fittest seems to me to be the ultimate answer. I have been recently engaged in practice of a profession other than architecture, in which the former state law was invalidated. Anyone can hang out a shingle. This experience has called the following to my attention:

**FEES:** The novice cuts his fees and learns that he has a basic charge. If he earns a living on a cut rate, his quality of service must suffer. If he maintains first quality service, he is obliged to raise his charges.

**CLIENTS:** He soon learns to look at the situation with a detached viewpoint. If the client wishes to employ him, he is eager to serve his client. If the client wishes to cut a fee, let him employ other grades of service. Energetic solicitation of work has undesirable consequences. If the client is unsatisfied with the work, the practitioner is “on the spot.”

**COMPETITORS:** Ethical cooperation between competitors is desirable. A practitioner who strives to render high grade service and be accurate builds up a clientele who come to him again and again. The practitioner is pleased to have them try his competitors occasionally, for the merits of the service he offers are then more clearly shown.

The old idea of hanging out a shingle and waiting for clients may be good after all. Those who cannot afford to do this will not prove to be lasting competition.

I trust that my remarks may not be out of order at this time.—**Dana Dodge Corrough**, in Monthly Bulletin, Illinois Society of Architects.

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AGREE. CHAS. N., 1149 Book Tower, CA. 9263.—
Davidson Building: Bids on lighting fixtures and
floor covering closed Aug. 21.
Same.—Remodeling store at 13731 Woodward
Ave., H. P., for Boston Boot Shop. Bids closed
Aug. 21.
Same.—Preparing plans for Mercantile building,
Same.—Contracts awarded on Weineman Bldg.,
7 Mile Road and Lappin: Masonry, Builders’ Con­
struction Co. (J. E. Polk); Carpentry, Abe De Bal­
bier; Iron and Steel, J. L. Peters Co.; Lathing and
Plastering, Berti Plastering Co.; Electrical, M. Feld­
Same.—Preparing plans for one story market
building, 9 Mile Road near Woodward. King Howe
Co., owners.
Same.—West Town Theatre—contracts awarded:
Awnings, Stark Awnings Co.; Sign, General Elec­
tric Co.
Bennett & Straight, 13526 Michigan Ave., OR.
7750.—Remodeling of Gladwin Theatre, Detroit.
Bids closed.
Same.—Completing plans for 2 story building,
80x45. shop, display room and apartments on sec­
ond floor for County Electric Co., Dearborn, MICH.
Crane, Howard C., Inc., 112 Madison, RA. 2750.—
Plans for theatre, East Jefferson and Lakepointe,
ready Sept. 1.

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De Rosiers, Arthur, 1418 Macabees Bldg., CO.
2178.—Bids closed Aug. 21 on 6 room addition to
St. Frances de Sales School.
Same.—Plans for auditorium, bet. Belton and
Tireman ready about Sept. 19.
Derrick & Gamber, Inc., CA. 3715.—Residence,
Giffels & Vallet, Inc., l. Rossetti, Associate, 1000
Marquette Bldg., CA. 3535.—Preparing preliminary
plans for parking structure downtown Detroit.
Owner’s name withheld.
Same.—Preparing plans for four story brick and
concrete structure for toilet rooms. Owner’s name
withheld.
Same.—Preparing plans for wirepickling instal­
lation in Steel Mill at Rouge Plant of Ford Motor
Company.
Same.—Preparing plans for switch gear installa­
tions to serve foundry at Rouge Plant of Ford
Motor Company.
Same.—Taking bids on structural steel and archi­
tectural trades for addition to Power House at Mc­
Graw Avenue Plant of Kelsey-Hayes Wheel Co.
Same.—Taking bids on structural steel for altera­
tions and additions to Foundry at Military Avenue
Plant of Kelsey-Hayes Wheel Co.
Same.—Preparing plans for alterations to Press­
ed Steel Building at Rouge Plant for Ford Motor
Company.
Same.—Preparing plans for new steel mill foun­
dations, motor rooms, building alterations, etc., for
local manufacturer.
Same.—Preparing plans for new factory and of­
fice building for local manufacturer.
Same.—Preparing plans for new boiler installa­
tion for local steel company.
Same.—Completed plans for removable roof struc­
ture over Floating Dry Dock at Rouge Plant, Ford
Motor Company. Owner constructing.
Same.—Completed plans for extension to foun­
dry building at Sandusky, Ohio. Owner taking local
bids.
Same.—Preliminary plans completed for proposed
paper storage and pulp grinding plant for manu­
facturer in southern Ohio.
Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—
Bids closed Aug. 31 on residence, Bloomfield
Village.
Herman, Aloys Frank, 710 Macabees Bldg., RA. 8788.

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—Bids due Sept. 1 on addition and alteration to Faculty Bldg., Central Catholic High School, Toledo, Ohio.

Hughes, Talmage C., 120 Madison, CH. 7660.—Sub-contract bids on 6-room, B. V. 2-story residence, 25x26 and 2-car frame garage—N. W. Section close Aug. 26.

Same.—Revising plans on 24 apartment building, Merrill-Palmer Sub. To be fireproof, duplex type, air conditioning, no elevator, Ready about Sept. 1.


Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Plans for 3 stories, recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave. completed.


Same.—Plans for residence for Max Gillman ready about Sept. 12.

Same.—Preparing plans for residence for Dr. John Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 145x70.


Lynden & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcolmson & Higginbotham, Inc.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing preliminary drawings for new Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing plans and specifications for Church of Christ at Dearborn, Mich. 80x50, brick.


Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Addition to Evangelical Deaconess Hospital, 124x44, five stories. Contract let.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

Schley, Cyril Edward, 605 Lafayette Bldg., MA. 8499.—Taking bids on residence, Grosse Pointe Shores, 3 stories, 3 car garage attached, air conditioning, 105x36.

125x44, five stories. Contract let.

Smith, Hinchman & Grylls, RA. 8825.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Wrecking of building, Columbia and Woodward (L. K. Butler Estate), let to Federal Wrecking Co.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Temporarily held over.

Same.—Taking figures on summer residence near Rochester, Mich. Bids by invitation only.


Same.—Taking figures on store front for Tick-Tock Frocks, River Rouge.

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MICHIGAN SOCIETY OF ARCHITECTS

MINORITY REPORT

Forum:

Assertion No. 1—Properly planned kitchens reduce the number of steps taken by the housewife in preparing a meal. In many cases, redesigning an inefficiently arranged kitchen into one in which the three major centers—Food Storage, Food Preparation and Cleaning—are properly correlated, has resulted in a saving of steps each day equal to a distance of two miles.

Rebuttal—So then after the housewife has saved all those steps, amounting to two miles, what does she do? She puts on her hat and a couple of licks of fresh lipstick and goes out and walks two miles in an attempt to reduce. Naturally this makes her hungry so when she gets home she goes out into the kitchen and makes herself a toasted cheese sandwich and some tea and eats what was left of the rice pudding. So when her husband comes home and wants to talk to her about her opinion of inflation, and will the Giants win another pennant, she interrupts to tell him that she walked six miles that afternoon because she is getting perfectly enormous and it doesn't make any difference if he does hate thin women, he has to admit that she weighed only 108 pounds when they were married and now she weighs 126 although she has grave doubts of the accuracy of that scale, and does he want her to look like Kate Smith? and her husband wishes he was down at the Elks' club playing billiards but he doesn't say so out loud. He's no fool. So a really bright architect would design a kitchen that ran entirely around the house, like the promenade deck of the Ile de France, with the refrigerator, the stove and the sink spaced at regular intervals around it. Then when the housewife had to prepare a meal she would have to walk so far that she would reduce the exact number of pounds she wanted to reduce, and there would be some living with her.

Assertion No. 2—The House of the Future will contain no wood at all.

Rebuttal—What engineers forget is that wood has an emotional appeal that metal lacks. Wood is made out of trees and everybody likes trees; not “Trees” uprooted by an adenaoidal tenor via the radio as part of a selling campaign to popularize Waxy Snax, the breakfast porridge with the Ropefort aroma, but lower case trees, in a forest.

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man taking the girl friend to sit in the shelter of a
blast furnace? That just shows you why people
will keep on using wood.

Assertion No. 1—According to life insurance man­
uals, architects are preferred risks because there
is no exceptional hazard connected with their occu­
pation.

Rebuttal—Is that so? How about the time that
fellow came into my office to demonstrate insula­
tion? He had some loose insulation wrapped in
tissue paper and held the wad of insulation in one
hand, and then held a pocket blow torch in the
other hand with the flame directed against the
insulation to prove that the insulation really in­
sulated. Then he wanted me to try it but in the
confusion I picked up the tissue paper instead of
the insulation and with the assistance of the pocket
blow torch managed to set fire both to the tissue
paper and my coat sleeve and very narrowly es­
caped burning to the ground.

Assertion No. 4—The House of the Future will
have no basement.

Rebuttal—All right, then; where are you going
to put the baby carriage when Junior gets too big
for it? Do not attempt to evade the issue by call­
ing the baby carriage a “perambulator,” or even
a “pram.” Baby carriages, perambulators and
prams all have the same number of wheels, and
none of them can be hung up in a closet off the
Powder Room. Well, says you, they can give the
baby carriage away. I am not one to gossip, but
the question of when the proper time has arrived
to give away the baby carriage is not to be solved
offhand. And suppose that some young couple built
a house with no basement and it turned out that
they were the pair destined by Providence to bring
the championship back to the United States by fa­
thering and mothering sextuplets? (This could be
the Dionne of a better day, if you could trust people
to pronounce Dionne “dawn,” but I wouldn’t count
on it.) Picture this couple with six baby carriages
on their hands, after the sextuplets grew up! Only
chaos could result. Of course I realize that in buck­
ing the basementless house I will incur criticism.
I can hear the Functionalists muttering now. Let
them mutter. A man’s best friend is his mutter.—

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reinforced concrete hospital was moved 112 feet
to make room for a new dental building. The
project was carried out successfully due to the un­
usual care that was exercised in providing smooth
roller paths. The foundations being on compres­
sible material it was found necessary to employ
45-ft. piles driven to reach a sufficiently firm
stratum. The building had been similarly sup­
ported when constructed but an increase of 15 per cent
was made in the number of piles on the new site
in order to make provision for the effects of a
suddenly applied load.

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In preparing the building for its transfer to the new site 18-inch steel beam sills were placed on each side of the longitudinal column rows. On these were set up short steel columns carrying the 18-inch runway beams. The column loads were transferred to 24-inch beams in pairs on either side of the columns which were bolted and grouted to the columns. In place of plain rollers steel reels 6 inches in net diameter were turned out of lengths of 7-inch shafting leaving bevelled flanges at each end. These reels were inserted between the 24-inch cradle beams and the runway beams, a total of 600 being required, the building being supported on 342 rollers at any one time. Transverse beams and diagonal bracing were added above the cradle beams. To transfer the column loads to the cradle beams, steel wedges were driven under the sill beams thus forcing the runway beams and rollers up against the upper beams. The columns were then cut away and the runway outside the building brought up to the level of the runway beams inside.

In all there were four pairs of runways. For motive power a steam driven winch exerted a pull through a pair of 8 sheave blocks, one block being secured to the cradle near the rear end, and the other to the continuous footings on the new site. A pull of 615,000 lbs. was required to start the building rolling and afterwards a pull of 338,000 lbs. The new runway structure was observed to subside about one eighth of an inch. The footings on the new site settled a total of three-quarters of an inch before coming to rest after ten days. The old foundations also rose a quarter of an inch when relieved of their load. The total time occupied in moving was 1 hour 58 minutes, the actual travelling time being about 20 minutes.—The Architect and Engineer, Los Angeles.

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Detroit
WIDER WOODWARD

As Wider Woodward becomes a more and more organized reality, many observers are wondering whether the type of architecture which is appearing along our historically famous main stem has any permanent values or is merely a passing fancy. To many old timers, the unusual appearance of the street is rather shocking. All their lives they have been accustomed to a different view which has largely disappeared forever. Naturally they miss it. Others get a thrill out of the picture because it is new and looks young. Those financially concerned, of course, are aware of the economic factors which have forced the transformation. In this connection, there are a couple of facts worth considering.

To begin with, economic changes have come so rapidly that the period of obsolescence of business structures has been materially shortened. Necessity, therefore, has ruled out expensive designs embodying brown stone fronts, historical and archeological motifs. The result is a new and more economical type of architecture which, with improvements, will undoubtedly remain as long as it proves efficient.

This movement away from imitating the old masters began several years ago, but we did not become fully conscious of it till the Century of Progress Exposition in Chicago. Since then we have been going modern, architecturally speaking, at a very rapid rate. As it happened, Woodward Avenue began to be widened at about the same time and many buildings had to be remodeled or rebuilt. A striking display of the new touch in design and the use of color has resulted. The suddenness of it all has left us a little breathless and doubtful about its soundness, but time probably will remove many of our misgivings.

Protests, of course, will be made against the development, but they will not change the situation very much. They could not even keep stockings on the legs of chorus girls.—The Adcrafters.

STINGY LIVING

Dr. Leicester B. Holland of the Division of Fine Arts of the Library of Congress told the American Institute of Architects recently that the present method of building homes and apartments was too efficient. In fact, it was stingy. It's all right to plan for efficient housework, Dr. Holland said, but there should be something more than that considered in planning homes.

A bedroom ought not be merely a place big enough to lie down in with no waste space, a dining room barely big enough to eat in, a library simply a place where books are stored and there's a chair or two for performing the physical act of reading. Dr. Holland wants a little liberality. He asks for rooms "which will induce psychological states in accord with their use."

In other words, the pendulum has swung too far from the old-fashioned houses which broke the backs of the women who tried to keep them up, which were all full of different levels and waste spaces never used but needing labor to keep them clean and warm. It has swung now to the tiny efficiency suite which offers the minimum of physical living with the minimum of work and space. This type of suite does for temporary use by the young couple, the single people, the people whose work calls them from town to town.

But such an apartment is no place for a family. There's no elbow room for the body nor thinking room for the mind. A little "waste space" may not be wasted—it may be the factor which allows for restfulness and hospitality, room for the mind to grow in. Homes too tiny for improvement are apt to be stunting the character, too. The muscles and backbones both of mind and of body are the better for a little definite physical effort at making this year's home better than last.
GENTLEMEN:

Please note the following quotation from the Plumbing Laws of Michigan Public Acts of 1933, Act 260:

"An Act to provide for the licensing of plumbers, the supervision and inspection of plumbing and the adoption and enforcement of minimum standards therefor by a plumbing board.

Sec. 1. In this act, plumbing means and includes:

(a) All piping, fixtures, appliances and appurtenances in connection with the drainage, ventilation of the same or water supply systems within a building, residence or structure and to a point from three to five feet outside of the same;

(b) The construction and connection of any drain or waste pipe carrying domestic sewage from a point within three to five feet outside of the foundation walls of any building, residence or structure with the sewer service lateral at the curb or other disposal terminal, and the alteration of any such system, drain or waste pipe.

Also please note the quotation from the Rules and Regulations governing Plumbing and Drainage work in the City of Detroit:

"Title 11, Sec. 1. No person other than duly licensed master or journeyman plumber shall undertake to install, alter, or repair any system of plumbing or drainage, or any part thereof, in any structure within the limits of the City of Detroit."

Inasmuch as our State Law so defines plumbing, and our City Code states that it is illegal for anyone but the Plumber to install plumbing and drainage systems, this Department believes that the Architects and General Builders have failed to realize the responsibility of the plumbers as stated in the Law.

ARCHITECTS—You are invited to attend a dinner, Wednesday, September 23rd. Your host will be the DETROIT-MICHIGAN STOVE COMPANY. Further information will be given in next week's Bulletin.

We have been led to believe there is a misunderstanding because the laying of sewers, crock drains and house traps have been generally included in the masonry specifications. Furthermore our inspectional records show too great percentage of violations pertaining to the installation of sewers and inside drains.

Therefore, we believe it is the plumbers responsibility to either install or supervise the installation of all basement drainage

(Continued on Page 5)
Get Somewhere Bunch
88-8 Steaks (last time)
Detroit, Michigan

Gentlemen: By all means let none of us miss the next golf outing of the Architects, Builders and Traders which will be at Clinton Valley on September 9. That's on a Wednesday, and we hope you will be out there by one thirty.

Don't get lost. Drive Van Dyke to Utica Road and hence right to club. Meet us in the locker room or anywhere, but be sure and meet us.

If you can't or won't or don't play golf meet us out there for dinner. About fifty did that at the last tournament at Tam-O-Shanter. Golf, dinner and prizes all for $2.75, and dinner alone much less.

Yours for more golf and less care,

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Sept. 1, 1936

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TO OUR READERS

It is with a great deal of pleasure that we are able to announce that Robert W. Tebbs, the well-known architects' and decorators' photographer of New York and Plainfield, N. J. is arranging his second visit to Detroit, arriving here Wednesday, September 9th for a two weeks visit to complete assignments for various architects in the vicinity of Detroit.

The Weekly Bulletin of the Michigan Society of Architects feels highly gratified in the fact that Mr. Tebbs' work on his first trip here was so satisfactory to the members of our organization. In fact, the Bulletin is seriously considering holding an exhibition of the work of our members to be held some time during the winter at the Intercollegiate Alumni Club in the Penobscot Building. At this exhibition all members of our organization will be permitted to exhibit their outstanding work done in the past, that is, work that has been done up to the present time, if they so desire.

On this forthcoming trip of Mr. Tebbs he has commissions to do work for the following architects: Albert Kahn, Leo M. Bauer, J. Ivan Dise, Geo. F. Diehl, Robert O. Derrick, Malcomson & Higginbotham, Herman & Simons. A recent letter from Mr. Tebbs to the editor contains the information that Mr. Tebbs has arranged publication in various architectural magazines of the Kelvinator air-conditioned homes designed by J. Ivan Dise of Detroit, the modernistic residence of Harvey B. Green designed by Giffels & Vallet, Inc., L. Rossetti, Associate, and various gardens from the homes of well-known Grosse Pointers designed by Helen Shipman of New York.

Because of the fact that Mr. Tebbs makes these periodic visits to Detroit many of our friends are agreeably surprised at the exceptionally low cost of his outstanding photographic efforts. We feel positive that all of the members would like to have a pictorial record of their achievements. A call to Mr. Tebbs' Detroit representative, Belle LaRose, 6611 Maxwell, phone Plaza 7277 will bring you samples and price quotations that will surprise you.

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WED—THURS—FRI— SEPT. 9—10—11
Kay Francis in "The White Angel"
SATURDAY SEPTEMBER 12
Charles Butterworth—Hugh Herbert in
"We Went To College"
SUN.—MON.—TUE.—WED. SEPTEMBER 13—14—15—16
Jeanette MacDonald—Clark Gable in
"San Francisco"

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MICHIGAN SOCIETY OF ARCHITECTS

MORGAN HOUSE—19191 WARRINGTON DRIVE

Richard H. Mart, Architect

This charming home just completed at 19191 Warrington Drive, Sherwood Forest, is a delightful adaptation of a Cape Cod Colonial. The exterior is of painted white brick, relieved by gray trim, shutters and weathered shingles, surmounted by a black shingled roof. The extensive use on the interior has been made of replicas of early Colonial papers. The living room has a typical early treatment of knotty pine facing on the entire side of the room enframing the fireplace. The blue ceiling library opens directly from the hall with a captivating bay window in it. The dining room with decorative paper and corner cupboards looks out on an exten-

**MEET THE “Meter-Miser”**

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sive garden view. The breakfast room opens through French doors to a paved terrace and is also done with a quaint paper. The maid's room and bath are conveniently adjacent to the kitchen on the first floor.

The second floor has three large corner bedrooms, two tiled baths, one with shower and one with tub, with fixtures harmonizing with the colorful tile. The linen room with window and large cases opens into a spacious cedar closet.

The basement has hall and recreation room paved with red and black tiling with decorations in gray and silver.

The house is completely insulated with 4" of rock wool and equipped with latest model Scott-Newcomb air conditioning plant.

CITY OF DETROIT
DEPARTMENT OF BUILDING AND SERVICE ENGINEERING
(Continued from Page 1)

except the unglazed tile for foundation drainage purposes, only.

Furthermore, if specifications and sub-contracts indicate the plumbers responsibility for the installation of the drainage system as stated above, confusion over inspection should be materially reduced.

Very truly yours,
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Jos. P. Wolff,
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MAKERS OF THE FAMOUS DETROIT JEWEL AND GARLAND HEATING AND COOKING APPLIANCES.
De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Sales School.

Same.—Plans for auditorium, bet. Belton and Tireman ready about Sept. 19.


Same.—Alteration to offices of Universal Products Co. awarded to Gallagher Construction Co.


Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner’s name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at Mc-Graw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

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HOGARTH 2492 13215 ROSELAWN AVE.
Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed Aug. 31 on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—Four story 34 apartment building, lot 452 Merrill Palmer Sub. Reinforced concrete structure, masonry, carpentry, plastering and painting let to Ralph C. Vokes; Plumbing, Allan G. Wood.

Same.—Two story B. V., 6 room residence and 2-car garage, lot 76 Canterbury Sub., Prairie Ave., between 7 Mile and Clarita—Sub-contracts let as follows: Masonry, Vincent Digioianni; Carpentry, I. H. Williams; Plastering, Michael McGrath; Painting, J. H. Armstrong; Glazing, Schroeder Paint & Glass Co.; Electrical, J. H. Watson, Sheet Metal, Dogendorf Sheet Metal Works; Tile, Aldino Fabbrl.


Same.—Eight stores, Miller and Van Dyke, ready for figures Sept. 8.


Same.—Plans for residence for Max Gillman ready about Sept. 12.

Same.—Preparing plans for residence for Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 145x70.


Lydon & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing preliminary drawings for new Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing plans and specifications for Church of Christ at Dearborn, Mich. 80x50, brick.


Merritt & Cole, 1111 Collingwood, LO. 2483.—Salem Evangelical Church—General contract awarded to Arthur Misch Co.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Addition to Evangelical Deaconness Hospital, 124x44, five stories. Contract let to George Auch Co.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.


Smith, Hinchen & Grylls, RA. 8825.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Temporarily held over.

Same.—Taking figures on summer residence near Rochester, Mich. Bids by invitation only.


Same.—Taking figures on store front for Tick-Tock Frocks, River Rouge.

Concrete units are permanent and fire safe. That's why more architects and builders are recommending them. The better manufacturers of concrete units use

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In scores of different kinds of buildings from machine shops to churches, concrete is giving architects a new design freedom and owners a new set of building values. You and your specification writer will be interested in the practical manual, "Forms for Architectural Concrete". Write for free copy.

BUILDING SPEEDS LUMBER BUSINESS

Horning Reports Big Sales Increase

Continued activity in construction work and home renovating has brought a decided increase to the late summer and early fall business of the Detroit Lumber Co., announces Edward Horning, Vice-President and Secretary of the Company. This organization offers contractors, individual builders and home owners complete stocks of lumber, millwork, paint and other building material and supplies.

"Ideally located on the Detroit River at 5601 West Jefferson Avenue and covering 16 acres, all devoted to wholesale and retail business, our company carries full lines of all varieties, sizes and grades of materials for building and other industrial purposes," says Mr. Horning. "We have ample dock facilities and are equipped with a complete powerhouse containing boilers and engines generating over 1000 horsepower, supplying light, power and heat for our dry-kilns, planing mill, finishing factory, storage sheds and office building. We have a complete Grand Rapids dry kiln with a capacity of 150,000 square feet and instruments and scales for testing and weighing lumber during the drying process.

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National Pride

It is inherent with the character of the American people to be a home-loving, family-loving folk, whose pride comes in home ownership. That is why the National Housing Act is meeting with such overwhelming response. That is why the great men who made possible the National Housing Act were willing to go to such great measures to make possible the advantages it offered to the average home owner.

Why Delay?

True enough, it is a human failing that we are inclined to procrastinate, but now that Fall is coming and cold days will follow one upon the other, it is an ideal time for every home owner to decide that he is ready to make the proper improvements to comfortably house his loved ones.

AN APPRECIATION OF BRICK

Much discussion during the last few years has revolved about the need for new materials, improved building methods and mass production in residential construction. Few of the advocates of a new order of things, outside the industries directly concerned in evolving new products, have advanced any really constructive suggestions. Experiments have been and are being made but nothing better than the old materials have been produced.

Regarding brick, the time-worn wheeze that bricks must still be laid as the Babylonians laid them has been most used as an argument for the abandonment of this age-old material. Discussing brick in the July number of The American Architect, its editor, Henry H. Saylor, says of this particular objection, "unless mankind loses or deliberately abandons his search for beauty, we shall be laying brick on brick some thousands of years in the future."

(Continued on Page 12)

To Further Your Own Interests

Now you can further your own interests by offering your prospects and clients houses equipped with the modern, completely automatic heat—NATURAL GAS.

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AN APPRECIATION OF BRICK
(Continued from Page 10)

Sketching the development of ancient brick making and brickwork, he continues: "It is quite likely that some progressive of that dim past wagered with his fellows that some material far better than clay would soon supplant it. Nevertheless when the Tower of Babel came to be built it was brick that made it—brick which by that time were burned hard by fire rather than merely dried in the sun."

Reviewing brick's advance from the sun-dried temple walls on the Mesopotamian plains to England's Hampton Court and Holland's Guild Halls, he wrote: "When one country after another found brick as used by a neighbor, it found something more than a piece of clay; it found an art. How that art was borrowed, developed to greater and greater heights, and passed on to other men and other lands for further development, is one of the great sagas of architecture.

"Brick, it should be remembered, is also one of the very few building materials that have brought into being a distinctive style... If you should doubt that architectural style has been achieved through the use of brick—a style in which no other form of masonry would have sufficed—consider the Midi of Southern France, centering about Toulouse and Albi. Possibly brick has been used here with greater skill and more taste than anywhere else in the world... Brick in the Midi transcends the merely utilitarian role and achieves—as in the Cathedral of Albi—an architectural quality that could not have been attained in marble or stone.

"Brick is perhaps the most widely adaptable of our wall materials. For the poor man it will accept the humblest utilitarian role. From that it responds, all the way up the scale, to every demand for higher degrees of quality in materials, workmanship and design, lacking no merits that may be required of a material in the class of unlimited cost. It does not compete with stone and marble for the designer's favor, nor does it brook competition from them. At its best it stands alone, no more to be compared with other materials than an iris can be compared with a peony."—Building Economy and the Modern Brickbuilder.

MARQUETTE CATHEDRAL REBUILDING IS PLANNED

The Most Rev. Joseph C. Plagens, Roman Catholic Bishop of Marquette, announced that the work of rebuilding St. Peter's Cathedral at Marquette will be started at once. The cathedral was destroyed by fire a few months before Bishop Plagens, then auxiliary bishop of the Detroit diocese, was appointed Bishop of Marquette. The new cathedral will be 25 feet longer than the old building, and will contain a bishop's chapel. The bishops of the diocese will be entombed in a crypt beneath this chapel. The new cathedral was designed by Edward A. Schilling, Detroit architect.

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Is an architect necessary for a small-house job? Is he an extravagance?

A good architect is always worth his pay, not only from the viewpoint of getting into your plan what you want in the most logical and compact way but also in giving your house an appeal through good designing that will enhance its market value when and if the time comes when you or your heirs and assigns want to dispose of it. Just as Paris styles have something about them that adds dollars to their worth, so a house designed by a good architect stands out.

His fee may seem large— he should charge at least 8 per cent of the building costs, and it would be better to pay him 10 per cent—but he earns every cent of it; in fact, in small houses he will do well to break even on his expenses. He not only draws the floor plans to suit your needs and the elevations in the style you want and writes careful specifications of all parts of the work but he makes sheets of details of interior and exterior parts of the house. He also acts for you in taking bids and selecting contractors. And then he stays with the house during its construction in a supervisory capacity, advising the owner and builder on the hundred and one little things that always come up during the construction of any house. He decides on what materials are most suitable and appropriate for each item of the work; he helps the owner select colors; he decides on grades; locates lighting outlets; selects hardware; and generally supervises the building operation. He is trained for that; he can see the house as a finished product; he looks beyond each step of the construction and can picture the effect of each on the completed house. It will be a better house if the architect plans it and supervises the construction.

As to extravagance, in actual dollars and cents, the house should cost no more than if you get along without him, because he can get all you need into the smallest possible space with the least possible waste. Of course, if you can find a ready-made plan that exactly fits your needs, you might save part of his fee, but you would not get the proper details or finishes, because, after all, your builder, no matter how expert, has not been trained along the lines that fit him to decide these things. And if you start to make changes in ready-made plans, no matter how slight these changes may seem, there is no telling where you will end up. The adding of a window or a partition, the change of a door (Continued on Page 12)
LET YOUR CONSCIENCE BE YOUR GUIDE

One of our specifications on the Brewster project is missing. In our Wednesday bulletin we said that if the party in possession would return it, we would cheerfully forgive and forget.

It has not been returned.

We would still cheerfully forgive and forget. In fact we would be tickled pink to do that because if we do not find it, we are penalized not only through great inconvenience to our members but the United States will keep our check for $100.

We do not know who has this. Maybe no one has. Maybe it just disappeared, though we try to keep a check on every plan and spec and this one is quite a big book.

But we do want to say a word right here and now about the matter of persons removing plans and specifications from our office.

We grant it is possible to get away with either one. One can come in with a plan and wrap another in it and depart. One can come in with a brief case and slip a specification in it and walk out. We do not for a moment think that one of our member firms would do this or countenance it.

But we do want to say a word right here and now about the matter of persons removing plans and specifications from our office.

We do not want to mean any of what we have said as an imputation that 99 per cent of the individuals who use our service do anything but the right thing. One time, however, we found a plan with a big square sliced out and missing. Some thoughtless person wanted that more than the retention of quite ordinary business honesty. He may not have been affiliated with any of our members.

APPRENTICESHIP

This matter is not such an easy nut to crack. The Exchange has held several committee meetings and have advised with different trades on this important matter, but inasmuch as the plunge involves it does not register, that is just too bad.

The Builders' and Traders' Exchange has a lot of money tied up in plans and specifications which we obtain for service to such of our members as desire to use such service. We have a salaried employee taking care of the plans, but he has also other work to do. Every one of our members should cooperate by bringing to our attention anything funny going on in regard to the plan room service.

Of course, we cannot kick on the cooperation we now receive in regard to the use of the plans and specifications. Many of our members lean over backwards to cooperate so that all who want to use them may do so.

And in ending, we do not wish to mean any of what we have said as an imputation that 99 per cent of the individuals who use our service do anything but the right thing. One time, however, we found a plan with a big square sliced out and missing. Some thoughtless person wanted that more than the retention of quite ordinary business honesty. He may not have been affiliated with any of our members.
actual indenture agreements by firms in the industry, the matter seems to be slow in working out. It is entirely obvious that we must replenish the skilled trades of our industry. If five per cent of a trade retires each year and there is only a one per cent replacement, the matter is one which will rest exceedingly heavy on our shoulders in a few years, if we do not do something about it now.

Of course, we do not assert that we are as yet on the right track in this matter. Maybe after all we must have technical schools which go so far as to turn out men with degrees for our skilled trades, just as our law schools turn out lawyers with big diplomas. But we must remember that even so the lawyers are quite green around the ears when they are turned out, and doubtless our tradesmen would be the same.

It is a rather discouraging task to get any industry to look at this problem in a LONG RANGE manner from the INDUSTRY STANDPOINT. Men are entirely wrapped up in their own problems and who can blame them for not hastening into the matter of taking on a new task for the benefit of the industry.

On the other hand, this is not a one man job, nor even a one association job. But the bigness of the job must not prevent enlisting YOUR attention.

CIVIC CENTERS

There is much confusion in the public mind regarding civic centers; confusion regarding their meaning, purpose, and relationships.

A civic center is the result of influences that have attracted more than local interest and attention. There are many types of civic centers; the commercial or general shopping center is the most commonly recognized by the public. Other important civic centers are as follows: cultural, educational, institutional, recreational, industrial, transportation, amusement, waterfront, etc.

Most municipal centers began in the central activity district in the early days and then developed along the lines of least resistance where the natural environment, transportation facilities, and public conveniences seemed favorable. These results develop so very slowly and have added to public congestion, confusion, and inconvenience. These centers can be planned so as to be continuously and increasingly valuable as civic assets, rather than discouraging, uneconomic liabilities. The various types of civic centers should not occupy a common central site, because needless congestion, confusion and inconvenience results. These different types of centers appeal to different human characteristics, to varied environments, and to more adequate facilities. In large cities, therefore, the interests of the public are best conserved when the varied civic centers are comprehensively planned over broader distribution, at such sites as are most adaptable, fitting, and economical for their proposed use rather than all united in one central district. No complete study has yet been made of the cost of civic congestion. The partial studies, however, have proved conclusively that the cost is excessive and alarming. Such a study is greatly needed.

There are comparatively few cities that have definitely planned real pretentious attempts at municipal civic centers. Most of these have been by and subtly that by the time the public is conscious of the troublesome consequences, any plans for corrective or betterment changes are quite sure to be prohibitive in cost. This emphasizes the great importance of long-term keen foresight in planning such centers.

There is vital need for more city planning study, thought, and attention directed to civic centers. These centers can be planned so as to be continuously and increasingly valuable as civic assets, rather than discouraging, uneconomic liabilities. The various types of civic centers should not occupy a common central site, because needless congestion, confusion and inconvenience results. These different types of centers appeal to different human characteristics, to varied environments, and to more adequate facilities. In large cities, therefore, the interests of the public are best conserved when the varied civic centers are comprehensively planned over broader distribution, at such sites as are most adaptable, fitting, and economical for their proposed use rather than all united in one central district. No complete study has yet been made of the cost of civic congestion. The partial studies, however, have proved conclusively that the cost is excessive and alarming. Such a study is greatly needed.

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carefully considered plans for grouping a few or
more municipal buildings in harmony with some
well-devised planning concept. Sites with the ar-
chitectural effects and grouping more dominant
than the public utilitarian and convenience objec-
tives have characterized some of these centers.
Utility and convenience should have priority be-
cause the real function of architectural adornment
is to add beauty to utility. Detroit can and should
profit by the experiences of others. Many impor-
tant factors are involved and very important gen-
eral principles must be well considered. All of the
important factors and principles must be taken into
account and given the consideration that their
relative importance warrants and justifies.
In general terms, the main essentials required in
the selection of a civic center site for a municipai-
ity may be briefly expressed as follows: “A
civic center should be located with reasonable ref-
ereuce to present conditions but more particularly
to future adaptations: by adequate consideration
of the area, topography, environment, adaptability,
utility, permanency and aggrandizement of such a
site; by keen foresight as to its convenience, serv-
iceability, opportunities and potentialities to or for
the ultimate greatest number of residents and pat-
rons; in due accord with the major civic interests;
and in full compliance with the economic and finan-
cial outlook.”—The Planner.

“IT believe no one knows better than the
architect how essential planting is to a proper
setting for his building.”
WILLIAM G. BAXTER
LANDSCAPE ARCHITECT
GARDEN DESIGNER
26 Peterboro Temple 2-7000
May I cooperate with you on your next project?

This Sight Meter measures light
as accurately as a thermometer
measures heat

A well-planned building today must have
good lighting. If decorative fixtures are used, it
is important that they furnish LIGHT as
well as decoration. Too often, such fixtures are
chosen chiefly because they are ornamental or
attractive, instead of being considered as what
they were originally intended—as sources of
light. If you are in doubt as to the quality of
the lighting in a building, a Sight Meter will
quickly check the adequacy of illumination at
any place in a room—as accurately as a ther-
mometer measures heat. You are invited to
use one at any time, without charge or obli-
gation. Call Randolph 6800 and ask for the
Lighting Division.

There are no substitutes for the services of an ophthalmologist, but proper lighting helps to protect eyes, good and bad, young and old.

THE DETROIT EDISON COMPANY

AIR CONDITIONING HAS THREE
DIVISIONS

Gar Wood Official Explains Their Functions

“Many people think that the term ‘air conditioning’ means cooling exclusively, and that air condition-
ing is necessary only during hot, sultry, sum-
mer days,” averred Mr. Frank H. Dewey, manager
of the air conditioning division, Gar Wood Indus-
tries, Inc. “Perhaps this belief is a survival of ear-
lier days when we saw those summer-time signs in
front of theaters which read: ‘Twenty degrees
cooler inside.’

“In reality, there are three clearly-defined classes
of air conditioning. First, there is summer air
conditioning which means that the air should be
cooled, dehumidified, and circulated. Second, for
winter air conditioning, the air should be heated,
humidified and circulated. Third, for year round
air conditioning the air should be cooled and de-
humidified in the summer, heated and humidified
in the winter. The air, either warmed or cooled,
must be circulated throughout the home. And it is
highly important that the air is thoroughly filtered
and cleaned for all classifications of air conditioning.
“Sales records show that the requirements for
today’s modern home, call mostly for the winter
air conditioning system. Taking moisture out of
the air in summer and cooling by mechanical re-
frigeration are quite expensive in both initial and
operating costs. An ingenious and economical meth-
od has been devised to give summer cooling effects
without this extra refrigerating equipment.

“Our air conditioning equipment filters and cleans
the air in summer by removing dust, dirt and pol-
en, and cools the home by scientific, economical,
power-blower circulation.

“Between sunset and dawn, the outside air is
cooler. Statistics show that night temperatures are
from fifteen to twenty degrees lower than day tem-
peratures. Now, by drawing this cooler air into the
air conditioning unit, a pleasant, healthful, condi-
tioned air is circulated throughout the home at
night. During the day, the cool basement air is
used. Basement air is usually ten degrees cooler
than outside air. In this manner, a winter auto-
matic heating and air conditioning unit provides
the necessary home comfort the year round at the
lowest possible operating cost,” remarked Mr.
Dewey.

MEET THE "Meter-Miser"
The Simplest Refrigerating Mechanism Ever Built

IT CUTS CURRENT COST
TO THE BONE

The New Frigidaire’s spectacu-
lar cold-making unit. Gives
more cold for much less cost,
because of outstanding de-
sign with only three moving
parts! Permanently oiled, pre-
cision built, completely sealed
against moisture and dirt.

FRIGIDAIRE CORPORATION
4584 Maybury Grand
Tityler 5-1542
HOUSE-TRAILERS

Rolling-homes and home-on-wheels have been quite fanciful expressions for many years past. The fancy is strangely, but surely, becoming more and more a fact. Housing researchers in Washington seem dismayed at their discovery that more trailers than homes were built last year. By the questionable method of projecting trend-curves, it can be shown that by about 1950, half of the population would be living on wheels. Municipal stability would become floundering insolvent and better citizenship would be lost in the vagaries of a floating population.

Even though such a grim spectacle is greatly discounted it still is important that very careful consideration be given to the potentialities and possible consequences of the rapid advent of the Nomadic-home. What are the dominant factors contributing to this trend? To what extent has unemployment, taxation, municipal costs, social insecurity, etc., exerted their influences? The answers should be definitely known and not guessed at.

Undoubtedly there is a logical and proper demand, place and service for trailer coaches and house trailers. For the vacation outing or extended trip the trailer coach offers exceptional opportunities to the family group. It provides a reasonable, convenient, recreational and educational means of transportation for the whole family. For the more extended vacation at one place, or for a temporary stay, or for an uncertain time-duration at otherwise unlivable or undesirable places, the trailer home is particularly adaptable.

But attractive, convenient and useful as they are, their best use is temporary, and one would tire of their advantages over too extended a time interval. They cannot and should not take the place of the permanent home. There is still need for the cities, municipalities, and dependable stabilized citizenship. The Nomadic-home is not consistent with the better home requisites, nor is it conducive to best citizenship. In its proper sphere, the trailer coach or home may be most useful and serviceable, but beyond that there appears a real and substantial danger that can well awaken us to take every precaution and make every effort to encourage and provide better homes, more attractive home environment and conditions; more serviceable, efficient, economic municipalities, and more interested, dependable citizenship.—The Planner.

MORTGAGE FUNDS

For construction or refinancing on Federal Savings and FHA plans. Applications handled by experienced personnel.

Wayne County Federal Savings & Loan Assoc.
Wayne and Detroit, Mich. Tel. Wayne 530

Detroit-Michigan Air Conditioner

for
Gas, Oil or Coal

Developed in our own plant and backed by an experience of nearly three-quarters of a century, the new Detroit-Michigan Air Conditioner embodies the quality, design and engineering skill for which this company has long been famous.

Tests indicate performance, economy and durability heretofore unknown in the air conditioning field.

A group of competent engineers are at your service. We do the complete job from layout to installation and, of course, our reputation is your guarantee.

A full and complete display may be seen at our factory show room.

DETOUR-MICHIGAN STOVE COMPANY

6900 East Jefferson Avenue

Telephone Fitzroy 0800

MAKERS OF THE FAMOUS DETROIT JEWEL
AND GARLAND HEATING AND COOKING APPLIANCES.
MICHIGAN SOCIETY OF ARCHITECTS
ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—
Davidson Building: Floor covering awarded to
Nichols Floor & Tile Co.

Same.—Preparing plans for Mercantile building,

Bennett & Straight, 13526 Michigan Ave., OR.
7750.—Preparing plans for remodeling of theater,
Utica, Mich. New structural glass front, new in­
terior, 450 seats.

Same.—Preparing plans for addition to Detroit
Osteopathic Hospital, Third and Highland, H. P.
Two stories and basement, designed for two future
stories, 120x43 with L connecting present 61x43.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—
Plans for theatre, East Jefferson and Lakepointe,
ready soon.

De Rosiers, Arthur, 1418 Macabees Bldg., CO.
2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Plans for auditorium, bet. Belton and
Tireman ready about Sept. 19.

Derrick & Gamber, Inc., CA. 3175.—Revision of
plans on residence for Mr. Reed completed soon.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000
Marquette Bldg., CA. 3353.—Preparing preliminary
plans for parking structure downtown Detroit.
Owner's name withheld.

Glanz & Killian Co.
CONTRACTORS
Plumbing - Heating - Sheet Metal
Engineering and Installing
FIRE PROTECTION SPRINKLER
SYSTEMS
1751 W. Forest TEMple 1-7820

Specify
Reg. U. S. Patent Office

Paints
Enamels
Varnishes
Lacquers

RINSHED-MASON CO.
MANUFACTURERS
5935 Milford St. Detroit GARfield 5161

Same.—Preparing plans for four story brick and
concrete structure for toilet rooms. Owner's name
withheld.

Same.—Preparing plans for wirepickling instal­
alation in Steel Mill at Rouge Plant of Ford Motor
Company.

Same.—Preparing plans for switch gear installa­
tions to serve foundry at Rouge Plant of Ford
Motor Company.

Same.—Taking bids on structural steel and archi­
tectural trades for addition to Power House at Mc­
Graw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for altera­
tions and additions to Foundry at Military Avenue
Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed
Steel Building at Rouge Plant for Ford Motor
Company.

Same.—Preparing plans for new steel mill founda­
tions, motor rooms, building alterations, etc., for
local manufacturer.

Same.—Preparing plans for new factory and of­
fice building for local manufacturer.

Same.—Preparing plans for new boiler installa­
tion for local steel company.

Same.—Completed plans for removable roof struc­
ture over Floating Dry Dock at Rouge Plant, Ford
Motor Company. Owner constructing.

Same.—Completed plans for extension to found­
dry building at Sandusky, Ohio. Owner taking local
bids.

Same.—Preliminary plans completed for proposed
paper storage and pulp grinding plant for manu­
facturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9630.
—Bids closed on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—
Temporary boxes, Michigan Air Races, Wayne
County Airport, for the Detroit Times let to Peter
A. Kockx & Sons.

Jameson, L. B., 8580 Jes. Campau, MA. 9146.—
Eight stores, Miller and Van Dyke, ready for fig­
tures Sept. 8.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—
Residence for Max Gillman. Taking figures.

Same.—Preparing plans for residence for Dr. J.
Stewart Hudson, Lothrop Ave., Grosse Pointe
Farms, Lot 145x70.

Chemical Dehydration of Air
FOR AIR CONDITIONING, DRY ROOMS,
AND MANUFACTURING PROCESSES

H. J. KAUFMAN
HoGarth 2492 13215 Roselawn Ave.

M. Den Braven & Co.
AIR CONDITIONING
HEATING CONTRACTORS
Garfield 5600 9080 Alpine

Moynahan Ornamental Metals Co.
THE FINEST ORNAMENTAL ALUMINUM,
BRONZE, AND IRON WORK

2658 Porter St. LAfayette 1310
MICHIGAN SOCIETY OF ARCHITECTS


Lyndon & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Receiving bids by invitation on Church of Christ at Dearborn, Mich. 80x50, brick.


O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking bids on residence, Grosse Pointe Shores, 3 stories, 3 car garage attached, air conditioning, 105x36.

Smith, Hinchman & Grylls, RA. 8825.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.

Wright, D. Allen, CA. 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Temporarily held over.

Same.—Taking figures on summer residence near Rochester, Mich. Bids by invitation only.


Same.—Store front for Tick-Tock Frocks, River Rouge, let to B. Geltman.

ADVERTISING THE ARCHITECT

Forum:

After listening to two political conventions and a large number of the succeeding campaign speeches via the radio, I have come to the conclusion that what this country needs is more burnt-out radio tubes. However, in the intervals between country-savings it is still possible to hear a wide variety of programs.

What do you hear when you turn on your radio? I know what I hear. It is generally my fate to hear the Adventures of Buck Rogers in the Twenty-fifth Century. Mr. Rogers could do me a real favor by postponing his adventures until the Twenty-fifth century actually arrives, at which time I shall doubtless be engaged in tearing some pretty slick swing music out of a harp and will have no time to fret over whether Buck and Wilma get their de-energizing rocket working. Personally I am sufficiently de-energized already, without using a rocket. If I were any more de-energized than I am right now I would be practically paralyzed.

But regardless of what you hear on the radio, there is one thing that you do NOT hear. You do not hear any programs plugging the architectural profession. Almost alone of all the professions we are without benefit of crooners. Even the American Medical Association has capitulated and now fills

INSULUX GLASS BLOCKS

Manufactured by the

OWENS ILLINOIS GLASS CO.

Now Carried In Stock

Call Us for Information and Prices

CADILLAC GLASS CO.

2570 Hart Ave. Detroit

PHONE LEnox 4940

KELVINATOR WATER COOLERS

Efficient and Dependable

Kelvinator water coolers are outstanding for their ability to meet any demands put upon them. They are unusually economical to operate. Beautiful in appearance. Maintain drinking water at 50 degrees regardless of room temperature.

KELVINATOR CORP.

FACTORY BRANCH

2845 W. Grand Blvd. MA. 9840

QUALITY STAIR, CABINET and MILLWORK

Along with a complete line of construction lumber—flooring, sash and glass—cement, sand and plaster. Ask us about our new NEVER STICK WINDOW on display in our showrooms.

Currier Lumber Company

17507 Van Dyke Ave. Detroit, Michigan

PHONE PLAZA 1400
TAX-PAYERS

October 1st
Is Last Day to
File Application
to Save 2% to 53%
on Back Taxes

Redeem Your Property by Paying
5 Per Cent Above the “City Bid”

By making application for payment IN FULL on
or before October first, you will effect substantial
savings.

Save 53% on delinquent 1928 taxes! Save 45% on
delinquent 1929 taxes! Save 37% on delinquent 1930
taxes! Save proportionately smaller sums on more re­
cent delinquencies.

If you have an interest in any Detroit property, you
will want to take advantage of this plan of payment
offered you by your city officials.

You pay only five per cent more than the “city bid.”
This applies to all real estate, and includes special
assessments, but does not apply to personal taxes.

Act now—and save!

NOTE: Application Must Be Made
On or Before October 1

Sincerely Yours,

[Signature]
CITY TREASURER
the air waves with good sound reasons why you should drop in at some medical service station and let the boys see if your chassis is developing any squeaks. But no rich, resonant voice comes out of the loud-speaker urging 20,000,000 listeners to See Your Architect Twice a Year.

Why should this be true? The only reason I can think of is that the profession has been waiting for some sensitive artist to write a brilliant, thoughtful script for such a radio presentation; one replete with profound wisdom, extraordinary persuasiveness and running 20 minutes and 30 seconds Bulova watch time.

So I wrote one.

The program opens with the vested choir of the Second M. E. Church singing:

"Don't bungle over your bungalow
Till your dream of a home is wrecked
For a plan send no buck to Sears-Roebuck—
Consult your architect!"

Then the voice of Graham McNamee: "I wonder how many of you know how to pronounce the word 'architect.' It is pronounced ARK-itect. Think of Noah when you think of an architect. Do not think of Jonah, however."

Then follows seventeen minutes of music by electrical transcription; not that anyone wishes to hear any music by electrical transcription, but it cuts the cost down. In between selections, Mr. McNamee announces breathlessly, "They're up! They're down! Wait until later in the program to hear the details of the Grand Prize offer. You may be the one to win $1,000 a year for life."

The prize offer is really the whole secret. What is a radio program without a prize offer? As far as that goes, what is a radio program WITH a prize offer?

Finally, Mr. McNamee announces, "And now for the details of our Great Prize Offer. The First Prize is an annuity of $1,000 a year for life. The Second Prize is an annuity of $500 a year for life. All you have to do is this: tear the top off your house, write your name and address on it and mail to the station to which you are listening, together with a fifty-word letter on 'Why I should consult an architect at the first sign of spring'."

This is probably the brightest idea for a prize offer in the history of the radio industry. I amaze myself, sometimes. You see what will happen, don't you?

---

Recommended by the Architects of America

ROBERT W. TEBBS

PHOTOGRAPHER TO ARCHITECTS and DECORATORS

Studios: New York and Plainfield, N. J.

BELLE LA ROSE 6611 Maxwell Ave. Plaza 7277

Returning for a two weeks visit Wednesday, September 9th.

---

Announcing The opening of the new

MONEL METAL STORE

Monel Metal Sinks

Monel Metal Cabinet Tops

Whitehead Automatic Water Heaters

Electric and Gas Ranges with Monel Tops

Our kitchen planning service is for your convenience. Investigate our life-time kitchen. Bring your clients in to see our display.

Whitehead Metal Products Co., of N. Y. Inc.

4461 Woodward Avenue (Convention Hall Building)

Tel. TEmple 1-8494

Detroit, Michigan
you? Millions of people will tear the roofs off their houses, write their names on them and mail them in. What happens then? Well, the first time it rains the water comes right down into the dining room in such torrents that father can't tell if he's eating bomegglacee or asparagus soup. Irritated by this, he says to the little woman, "Nuts to this house. We either gotta get a new roof or a new house. Let's get a new house as I am sick of the people next door anyway."

What is the result? More than 1,000,000 new houses are built within six months after the program goes on the air; prosperity returns; Braddock beats Schmeling and the band plays Dixie.

Ah, but you say, the expense! What expense? All you have to do is to be careful to award the first prize to someone 96 years old and the second prize to an employe of a powder mill who has never been able to break himself of the habit of smoking cigarettes while at work. The cost would be negligible.

A SIGN SERVICE THAT EVERY ARCHITECT REQUIRES

Our Creative Art and Engineering Departments Are Always At Your Service

Walker & Co.

NEON SIGNS--ELECTRIC SIGNS

88 Custer Avenue TRinity 2-6030

Of course, the fellow who wrote this script ought to get something. Thirty seconds start, perhaps.—Roger Allen in The Architectural Forum.

OUTDOOR CIVIC MEMORIALS

CITY OF DETROIT

List Prepared by the Detroit City Plan Commission—July, 1936

RUSSELL A. ALGER FOUNTAIN
Architect—Daniel Chester French.

JOHN JUDSON BAGLEY DRINKING FOUNTAIN
Architect—H. H. Richardson.
Campus Martius. Dedicated to City in 1887. Approximate cost—$5,000; provided for in Mr. Bagley's will.

LEV L. BARBOUR FOUNTAIN
Sculptor—Marshall Fredericks.
Belle Isle—center of Rose Garden Court. Approximate cost—$26,000; bequest of Mr. Barbour. (Now under construction.)

JAMES J. BRADY
Sculptor—Samuel A. Cashwan.
(Continued on Page 12)

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE PROPERLY SERVICED

Architects' Bldg. TEmple 1-6760

"SURE IT WILL SELL - it's equipped with Gas Heat"

Real estate men, contractors and architects all over Detroit have already discovered that one simple statement works like magic in selling a house—"It is equipped with natural gas heat!"

Gas heat saves basement space. It's fully automatic. And it's convenient, healthful and clean. Telephone or write the home-heating division and get the facts about this modern method of adding extra sales appeal to any house.

THE DETROIT CITY GAS COMPANY

BRANCHES:
CLIFFORD AT BAGLEY—PHONE CHERRY 3500
Boulevard—Gen. Motors Bldg.
Hamtramack—11601 Jos. Campau

BRANCHES:
Wyandotte—3013 Biddle Ave.
Dearborn—22113 Michigan Ave.
In winter air conditioning, the fuel should be suited to the system. If the fuel is dirty, inadequate, or inefficient, the system will either fall short of requirements or operate at a distinct handicap...

Gas is the ideal air conditioning fuel. It is clean, silent, and automatic in delivery and supply. It is, in fact, the complete service for winter living comfort and health that modern winter air conditioning demands.

In the Bryant Winter Air Conditioner the system is designed solely for Gas... the fuel it uses. It is eminently able to create that clean, vitalized, wholesome climate that winter air conditioning by gas makes possible...

EACH OF THESE CONSTRUCTION FEATURES IS AN AIR CONDITIONING ADVANCE....

**Durability and Efficiency**
1. Cast iron heating sections insure long life and efficient performance.

**Uniform Warmth**
2. Exclusive staggered and ribbed design of heating sections to provide abundant heat absorbing surface.
3. Silent, slow-speed, large-capacity blower fan which delivers large quantities of fresh, warmed air to every room.

**Automatic Operation**
4. Exclusive Bryant gas-actuated controls, simple yet perfect in design, sensitive and trouble-free in performance.

5. Automatic humidification.

**Silence**
6. Large wear-resist fan bearings... time-tested in performance.
7. Special type motor, lastingly smooth and quiet in operation.

**Cleanliness**
8. New improved filters of low air-resistance and high filtering capacity plus natural cleanliness of gas keep dust and dirt from the home.

**Attractiveness**
9. Equipment is finished in handsome and enduring blue Bryant-crackle finish.

BRYANT AIR CONDITIONING CORP.
ARCHITECTS BUILDING
Detroit

GAS
HEATING

TEmple 1-4546
OUTDOOR CIVIC MEMORIALS
CITY OF DETROIT

(Continued from Page 10)

Architect—Fred C. O'Dell.
Belle Isle—Central Avenue. Unveiled June 23, 1928. Approximate cost—$7,000; Old Newsboys Goodfellow Fund and friends.

ROBERT BURNS

CADILLAC
Sculptor—Julius Melchers.
Niche in northeast corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—$1,000.

CADILLAC'S CHAIR
Architect—Unknown.
West End of Cadillac Square. Dedicated July 24, 1901. Estimated cost—$1,500; Bi-Centennial Committee.


CHILDREN'S TEMPERANCE FOUNTAIN
Sculptor—Unknown.
Belle Isle—near playground. Estimated cost—$2,500. Obtained through the efforts of Mrs. Elizabeth Stocking and presented to the City June 14, 1910.

CHRISTOPHER COLUMBUS (BUST)
Sculptor—Augusto Rivalto of Italy.

COUNTY BUILDING SCULPTURAL GROUP
Sculptor—John Massey Rhind.
Roof of County Building—facing Cadillac Square. Erected in 1903. Approximate cost—$50,000.

DANTE (BUST)
Sculptor—Raffaello Romanelli of Italy.

EDISON FOUNTAIN (Illuminated)
Various designers,
West Grand Circus Park, near Adams. Dedicated October 21, 1929. Approximate cost—$25,000; Detroit Board of Commerce and Allied Electrical Industries.

(To Be Continued)

ADVISE ARCHITECT for SMALL HOME
(Continued from Page 1)

location or even the swing of a door, the addition of a dormer, the widening or lessening of a projection of a cornice, or any other change may set up a string of changes that will alter entirely the whole character of the design or plan, and you are apt to get a misfit that will be most unsatisfactory when it is completed. So from the point of view of value received, you are pretty sure to get more for your dollar if an architect is in charge.
ILLUSTRATING THE ARCHITECT'S WORK SUPPORTED BY ADVERTISING FROM ETHICAL STANDPOINT

By Robert H. Orr

It takes perhaps years for a young architect to produce enough completed work to command the attention of an architectural publication to devote an issue to "The Works of . . . Architect." This was a favorite way for publicity in former years, generally accepted in the beginning, later frowned upon as below the dignity of the profession and finally ruled against as extremely unethical if supported by advertising.

It is not discreditable to produce in a publication illustrations featuring the works of an architect; in fact, it is to be commended. Any architect who aspires and so shapes his life's work to produce works of art worthy of being published should have our approbation. And if any architectural magazine will accept such material at its face value for the benefit of the profession without commercialism, that architectural magazine should be a worthy medium for the advancement of the science of architecture.

However, it is quite difficult for any fine architectural work to be illustrated without consideration being given to the material that went into the building and the opportunity that comes to the producer to advertise. The prominence of the architect, the character and magnitude of the work enhance the advertising value. This kind of advertising should not, nor can it be duly considered as supporting the architect's publicity but rather the architect lends support to the advertised material, for it is to be expected that that particular material was selected because of its fineness, durability and qualifications compared with other materials perhaps equal or nearly equal in all respects.

In contradistinction to this consider the advertising material solicited to support an issue aided and abetted by the desire of some one seeking to proclaim his mastery in his chosen profession. It is this latter kind of advertising that is objectionable to the producer, through whose channels, if his work be quite diversified, brings forth a response the value of which may be questionable.

We already proclaim the great waste in advertising material. Our waste baskets stand hungry and gaunt at the beginning of the day only to be stuffed and gorged by its close. Much of it receives a mere glance and although all of it is not read, it never was intended to be, for no sane advertiser of the architect's appeal, to what they believe and know to be sheer waste of effort and money. These upstarts do not have and cannot expect to have the approach that justifies support, so the appeal is made to the architect, through whose channels, if his work is quite diversified, brings forth a response the value of which may be quite questionable.

We already proclaim the great waste in advertising material. Our waste baskets stand hungry and gaunt at the beginning of the day only to be stuffed and gorged by its close. Much of it receives a mere glance and although all of it is not read, it never was intended to be, for no sane advertiser

(Continued on Page 3)
ONE LEFT

The fifth Architects—Builders and Traders Golf Outing was a complete success at Clinton Valley, September 9th. Fifty-one played a perfectly conditioned course and sixty-six sat down to a perfect golf dinner.

The cup was won by Vic Vallet of Giffels & Vallet with a gross of 88 and a 20 handicap.

Prizes were won as follows:

FIRST FLIGHT—First prize, Wm. F. Seeley; Second prize, C. C. Cadwallader; Third prize, Geo. Cruickshank.
SECOND FLIGHT—First prize, Jess Stoddard; Second prize, E. B. Fauquier; Third prize, Paul Sewell.
THIRD FLIGHT—First prize, Ray Rodwood; Second prize, J. H. Becker; Third prize, Harvey Zens.

The Frigidaire Corporation donated two dozen "Stroke Miser" balls which are claimed to save strokes in the same proportion that their "Meter Miser" Frigidaire saves juice. Well, you fellows who each drew one, please report at the next outing. The "Stroke Miser" balls were won as follows:


Tabulation of scores follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Score</th>
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<tbody>
<tr>
<td>Thos. D. Nolan, Nolan Constr</td>
<td>84</td>
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<td>Larry Hume, Peerless Portland Cemt</td>
<td>86</td>
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<td>E. R. Edge, Sibley Lumber Co</td>
<td>86</td>
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<td>E. Frey, Restrick Lumber Co</td>
<td>87</td>
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<td>V. Vallet, Giffels &amp; Vallet</td>
<td>89</td>
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<tr>
<td>Wm. Jaeger, Giffels &amp; Vallet</td>
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<tr>
<td>Frank M. Hydon, Hydon-Brand Co</td>
<td>90</td>
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<tr>
<td>Chas. Sestok, Jr., Certain-teed Prod.</td>
<td>90</td>
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<tr>
<td>Al Brodine, Huron Portland Cement Co</td>
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<tr>
<td>Bruno Kullen, Kullen Fuel &amp; Supply Co</td>
<td>91</td>
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Economy Blue Print Co.

**Quality and Service**

**BLUE PRINTS—PHOTOSTATS**

317 W. Fort St. Cadillac 1179

DETROIT, MICH.

**Maurice V. Rogers**

General Construction

5737 Second Blvd. MADISON 6884

DETROIT, MICH.

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

3501 W. Jefferson Ave. Vinewood 1-2090

Classification of Building Trades

**LUMBER DEALERS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Wm. F. Seeley, Western Waterproofing Co</td>
<td>98</td>
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<tr>
<td>W. E. Cole, Manufacturers Sales Co</td>
<td>93</td>
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<tr>
<td>H. H. Dickinson, H. H. Dickinson Co</td>
<td>95</td>
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<td>C. C. Cadwallader, Electragists Assoc</td>
<td>95</td>
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<td>Otis Smith, Weldit Acetyleene Co</td>
<td>98</td>
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<td>Jess Stoddard, Detroit Testing Laboratory</td>
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<td>Geo. Cruickshank, Krimmel &amp; Cruickshank</td>
<td>98</td>
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<tr>
<td>W. R. Akitt, Architect</td>
<td>102</td>
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<tr>
<td>A. W. Hardy, Economy Blue Print Co</td>
<td>102</td>
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<tr>
<td>J. Sandor, Seyburn-Schulman Co</td>
<td>102</td>
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<td>F. W. Ring</td>
<td>103</td>
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<td>H. H. Miller, Masonite Corp</td>
<td>103</td>
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<tr>
<td>Dick Bruny, Bruny Bros</td>
<td>104</td>
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<tr>
<td>Paul Sewell, Architect</td>
<td>105</td>
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<tr>
<td>W. C. Restrick, Restrick Lumber Co</td>
<td>106</td>
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<td>Jim Hemstreet, Koenig Fuel &amp; Supply Co</td>
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<tr>
<td>B. A. Capp, Wolverine Marble Co</td>
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<td>W. A. Sabo, American Gypsum Co</td>
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<td>H. O. Nelson, Nelson Co</td>
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<td>A. B. Johnson, N. Y. C. Lines</td>
<td>110</td>
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**ACME METALON COMPANY**

Manufacturers of

**METALON**

THE METALIZED BUILDING UNIT

9630-9690 Greeley Ave. Detroit, Mich.

LARGE LONGFELLOW 5770-1-2-3

**CLASSIFIED BUILDING TRADES**

**GENERAL CONTRACTORS**

<table>
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<th>Name</th>
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<tr>
<td>GEORGE W. AUCH CO.—3644 Mt. Elliott Plaza</td>
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<td>DETROIT BUILDERS INC.—10493 Charlevoix Ave., ENO 9494</td>
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<tr>
<td>PETER A. KOCKX &amp; SONS—4637 Dickerson Ave, MURRAY 3718</td>
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<td>TUXEDO 2-0163</td>
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**INSULATION**

Insulite Products Stocked by:

<table>
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<tr>
<th>Name</th>
<th>Phone</th>
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<tr>
<td>F. M. SIBLEY LUMBER CO.</td>
<td>5100</td>
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<td>DETROIT LUMBER CO.</td>
<td>1-2090</td>
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<td>L. O. NIEUWENHUIS &amp; WEBB LUMBER CO</td>
<td>OR 1111</td>
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**LUMBER DEALERS**

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<th>Name</th>
<th>Phone</th>
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<tr>
<td>DETROIT LUMBER CO.—5601 W. Jefferson Ave., Vinewood 1-2090</td>
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<td>HURD LUMBER CO.—4425 W. Vernor Highway, Vinewood 1-4220</td>
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<tr>
<td>C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave, Fitzeroy 3296</td>
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<td>Established 1884</td>
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<td>C. M. QUINLAN LUMBER CO.—14811 Meyers Rd, HOGARTH 5100</td>
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<tr>
<td>RESTRIKK LUMBER CO.—1000 W. Grand Blvd, LAFAYETTE 0500</td>
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ILLUSTRATING THE ARCHITECT'S WORK SUPPORTED BY ADVERTISING FROM ETHICAL STANDPOINT

(Continued from Page 1)

could ever expect there were days enough, or hours enough in the day, to read all advertising matter received and have any time left to do anything else. Hence it finds its appropriate place without much ado but nevertheless not before some sort of an impression has been made if not more than the name of the product.

Repetition is one of the most convincing arguments proclaimed to man. To assert, and reassert and keep it up is a winsome way of "believe it or not" being convinced where doubt formerly held sway.

There is hardly anything imaginable so indirect in results as building material advertising and yet it is the most fundamental basis for promotion that is in existence. Without it we are lost. With it we are unduly encumbered and mulitdivisously supplied. Unquestionably the source of much valuable information is lightly treated when considered in its proper relation to the architect, the owner and the builder.

It is to circumvent its worthiness and uphold its functional importance that a proclamation decrees that its value is not to be subverted by meaningless appeals to the producer, derogatory in conception to the profession, abusive in principle, and

---

M. Den Braven & Co.
AIR CONDITIONING
HEATING CONTRACTORS

FREDERIC B. STEVENS, INC.
Face Brick, Enamed Brick, Roofing and Floor Tile, Glazed Brick and Tile Representatives for FEDERAL SEABOARD TERRA COTTA
Third and Larned Streets
RANDOLPH 5000 DETROIT, MICH.

MORGAN
QUALITY WOODWORK
COMPLETE LUMBER SERVICE

BUILDER TO YOUR HOME
Architecturally CORRECT

Sutherland & Avery Lumber Co.
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5172 St. Jean Ave.
Plaza 9400

O. W. BURKE COMPANY
GENERAL CONTRACTORS
FISHER BUILDING
Detroit, Michigan
MADISON 0810

NELSON COMPANY
DETROIT — ROYAL OAK — ANN ARBOR
Phone RANDOLPH 4060
R. O. 23701
WHOLESALE PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

H. H. Dickinson Company
Main Office Telephone
5785 Hamilton MADISON 4960

SALUBRA
"The Only Washable Wallpaper"
Try to Wash Others and Then WASH Ours
J. M. CAMPBELL CO.
32 W. Columbia
CHERRY 1696

MARTIN & KRAUSMANN CO.
GENERAL CONTRACTORS
955 East Jefferson RANDOLPH 9865

PATRONIZE OUR ADVERTISERS

PUNCH AND JUDY THEATRE
Kercheval at Fisher Road NIAGARA 3898

WEDNESDAY—THURSDAY SEPTEMBER 23-24
Pat O'Brien—Margaret Lindsay in "Public Enemy's Wife"

FRIDAY—SATURDAY SEPTEMBER 25-26
Joe E. Brown in "Earthworm Tractors"
Saturday 11 P. M.—Otto Kruger in "Dracula's Daughter"

SUN. — MON. — TUE. OCTOBER 27-28-29
Jean Harlow—Francis Tovey in "Suzy"
Latest "March of Time"
Tempered-Aire is the only air conditioning system which is designed and built complete, in one factory, where the entire system, from oil burner to ducts is under one undivided responsibility.

This responsibility eases the architect's task at every stage, from framing the house to final test.

It insures a correct engineering layout. It saves time for builders and sub-contractors. It reduces supervision to a matter of form. And it guarantees a finished job that will please the owner.

Every unit in Tempered-Aire is coordinated with every other unit. Oil burner, furnace, economizer, humidifier, filter and blower are encased in one compact cabinet. The Gar Wood duct system, built to standard building measurements, is installed in one stage and unites with the cabinet without "tailor-made" trunk lines.

Gar Wood field engineers cooperate with architects and builders throughout and Gar Wood service protects the owner when the house is built.

That's why architects prefer Tempered-Aire—because the system and its builders stand behind them.
for success. They feel justified, because of this mutual co-operation, and because these two publications cover practically the building industry in the entire State.

In saying that no longer should the producer and building industry be subject to unwarranted appeals for advertising matter except through recognized and legitimate channels, the Southern Section is endeavoring to place in the hands of every practicing architect their official publications and the Northern Section is trying to do the same thing. The architects should recognize that here are two outstanding publications, each in its own particular field, for the dissemination of knowledge relative to materials, construction and equipment that can apparently meet every want and why should there be any duplication of effort or paralleling necessity in advertising.

To the material men, producer and others this should be a harkening declaration on the part of the architectural profession. No longer should he doubt the value of his effort to advertise in those mediums sanctioned and approved by an organization with state-wide affiliations and purposes that tend toward the best interest of all concerned. In this way we will conserve our resources to the extent that market values will depend upon production, manufacturing and construction without unjustifiable excesses to be carried for complimentary advertising. — Southwest Builder and Contractor.

**MORTGAGE FUNDS**

For construction or refinancing on Federal Savings and FHA plans. Applications handled by experienced personnel.

**Wayne County Federal Savings & Loan Assoc.**

Wayne and Detroit, Mich. Tel. Wayne 530

**PATRONIZE OUR ADVERTISERS**

Concrete units are permanent and fire safe. That's why more architects and builders are recommending them. The better manufacturers of concrete units use Portland Cement

**PORTLAND CEMENT**

**WHOLESALE DISTRIBUTORS**

**JOHN A. MERCIER BRICK CO.**

VINEWOOD 1-0761 DEARBORN, MICHIGAN

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**Here is EFFICIENCY**

**ON A PAR WITH YOUR OWN GOOD REPUTATION**

“GARLAND-JEWEL” AIR CONDITIONER for Gas, Oil or Coal

Developed in our own plant and backed by an experience of nearly three-quarters of a century, the new “Garland-Jewel” Air Conditioner embodies the quality, design and engineering skill for which this company has long been famous. Tests indicate performance, economy and durability heretofore unknown in the air-conditioning field. A group of competent engineers are at your service. We do the complete job from layout to installation and, of course, our reputation is your guarantee. A full and complete display may be seen at our Jefferson Avenue showroom.

Backed by the 70 Years Experience of the

**DETOIT-MICHIGAN STOVE COMPANY**

6900 East Jefferson Avenue
Telephone Fitzroy 0800

MAKERS OF THE FAMOUS DETROIT JEWEL AND GARLAND HEATING AND COOKING APPLIANCES.
ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for commercial block, Wyoming and Fenkel, 60x215, one story and basement.
Same.—Westown Theatre contracts: Carpets, Sloan, Inc.; decorating, Tagmin, Inc.; seats, American Seating Co.
Same.—Preparing plans for remodeling of Pansy Shop, Woodward Ave., H. P.
Same.—Figures on Mercantile building, 13624-34 Michigan Ave, cor. Heckel, Dearborn, due Sept. 22.
Same.—Taking bids on paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA project 1286. Bids opened Oct. 6—3:00 p. m.
Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:
Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—$50,000.
Residence and Boat House, Southern Florida. Size 40x50; boat house 20x40; one story, concrete construction, three baths, water power outfit—$20,000.
Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—$45,000.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.
Same.—Residence for Dr. P. L. Warner, Lincolnshire and Warwick Roads, Rosedale Park. General contract awarded to Lawrence Keim.
Same.—Remodeling theatre, Rochester, Mich. Structural glass facing—Toledo Plate Glass Co.
Same.—Addition to Center Theatre at Woodward and Grand Blvd. Mason work let to Sam Adler.
De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Sales School.
Same.—Plans for auditorium, bet. Belton and Tremen ready about Sept. 19.
Derrick & Gamber, Inc., CA. 3175.—Revision of plans on residence for Mr. Reed completed soon.
Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.
Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.
Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.
Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.
Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.
Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va. Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidy.
Same.—Preparing preliminary plans for parking structure downtown Detroit. Owner’s name withheld.
Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner’s name withheld.
Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.
Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.
Same.—Taking bids on structural steel and archi-

Glanz & Killian Co.
CONTRACTORS
Plumbing - Heating - Sheet Metal Engineering and Installing
FIRE PROTECTION SPRINKLER SYSTEMS
1761 W. Forest TEmple 1-7820

Specify
Reg. U. S. Patent Office

Paints
Enamels
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RINSHED-MASON CO.
MANUFACTURERS
5935 Milford St. Detroit
GArfield 5161

Moynahan Ornamental Metals Co.
THE FINEST ORNAMENTAL ALUMINUM, BRONZE, AND IRON WORK
2658 Porter St. LAfayette 1316

Where Quality is Desired Specify
Another Installation of
SEASON-AIRE
HEATING SYSTEMS
Pioneers in Air Conditioning
John L. Fuller, Inc.
7621 Woodward MAdison 0980
"A FULLER Measure of Service"
tectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—Heating, ventilating and air conditioning on fireproof duplex 25 apartment building for John B. Terns, Merrill Palmer Sub. let to Apex Air Conditioning Co.


Same.—General contract on residence for F. J. Golden, located at Linwood and Grove, let to Roy Luchenuil, Inc.


Same.—Preparing plans for residence for Dr. J. Stewart Hudson, 6007 Harvard Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.


Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Receiving bids by invitation on Church of Christ at Dearborn, Mich. 80x50, brick.


O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alterations to St. John's Episcopal Church, Woodward and Vernor Highway.


Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking bids on residence, Grosse Pointe Shores, 3 stories, 3 car garage attached, air conditioning, 105x36.

Smith, Hinchman & Grylls, RA. 8825.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.


Wright, Frank H., 418 Fox Bldg., CH. 7414.—Owner taking figures on interior decorations for Club Manhattan, 1040 Wayne St.

QUALITY STAIR, CABINET and MILLWORK
Along with a complete line of construction lumber—flooring, sash and glass—cement, sand and plaster. Ask us about our new NEVER STICK WINDOW
on display in our showroom.
Currier Lumber Company
17507 Van Dyke Ave. Detroit, Michigan
PHONE PLAZA 1400

Fisher Wall Paper Co.
514 Randolph St.
DETROIT, MICH.

Wall Paper, Paints, Window Shades

Recommended by the Architects of America

ROBERT W. TEBBS
PHOTOGRAPHER TO
ARCHITECTS and DECORATORS

Studies: New York and Plainfield, N. J.

BELLE LA ROSE 6611 Maxwell Ave.,
Plaza 7277

Returning for a two weeks visit
Wednesday, September 9th.

PEERLESS MORTAR CEMENT

LET US PLAN AND BUILD WELL

Peerless Cement Corporation
FREE PRESS BLDG.
DETROIT

Telephone Cadilac 6150
She'll never change another fuse if you specify a

MULTI-BREAKER LOAD CENTER

The Multi-breaker takes the place of the fuses in the basement. It is simple, neat, compact. It can be installed in any convenient wall.

It shuts off short circuits or excessive current which might cause serious damage to the wiring of the lights and electrical appliances. By moving the small lever, which has indicated the overloaded circuit, the current is restored. The breaker will trip again if danger still exists.

Do not fail to specify this new and convenient form of electrical protection.

And finally, the cost is little more than switch and fuses — the maintenance is nothing.

Call in a
Square D Man
SQUARE D COMPANY ANNOUNCE
NEW MULTI-BREAKER

With the Following Points of Advantage

1. No fuses or fuse box necessary. The Multi-Breaker takes the place of the fuse box and fuses, doing their work more efficiently and safely. Small excessive currents or those of short-duration, which are not dangerous, will cause a fuse to blow, but will not affect the Multi-Breaker. The Multi-Breaker does disconnect the circuit instantly on dangerous short circuits or overloads.

2. Cannot be tampered with. With fuses which continue to blow, many uninformed persons have placed pennies and other pieces of metal behind the fuse in an effort to remedy the situation. This creates a fire hazard because all protection is removed. This is impossible with the Multi-Breaker. If danger still exists, the Multi-Breaker continues to disconnect the circuit until the trouble is corrected and there is no way to "block" it.

3. The current is restored by flipping a handle. The secret of the Multi-Breaker's convenience lies in the fact that by moving the lever which has indicated the overloaded circuit, the current is restored.

4. Provides switching in all branch circuits. Most fuse boxes do not provide a method of disconnecting circuits except by backing out the fuses. The Multi-Breaker can be operated manually just as you would a wall switch, disconnecting any or all circuits.

5. No danger of shock. At no time is the homeowner exposed to live parts in the Multi-Breaker, as in a fuse box. When a fuse has been removed from a fuse socket, current carrying parts are exposed with the possibility of shock.

6. No upkeep costs. Since there are no fuses or other parts to be replaced there is no upkeep cost. The Multi-Breaker mechanism should last the life of the home.

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of the building in which it is installed.

7. As simple as a light switch. There is nothing more to the operation of the Multi-Breaker than there is to operating the light switches on your walls. To turn it "on" and "off" manually you operate it exactly as you do your wall switch. To reset it after it has gone "off" automatically, is just as simple.

8. Automatically prevents overloading circuits. In this day of electrically equipped homes circuits are often unintentionally overloaded with too many appliances or lights, with the result that a fuse blows. The Multi-Breaker eliminates any dangers which might occur as a result of such practice. Furthermore, no inexperienced person can destroy the protective features of the Multi-Breaker as it is sealed against tampering, such as placing pennies back of fuses.

9. Low initial cost. The cost of the Multi-Breaker is comparable to that of a good switch with the same number of circuits and fuses. It costs no more to install than the ordinary switch—in fact, its ease of wiring usually saves time.

10. Can be installed in a convenient place. The Multi-Breaker is small and attractive, so it can be installed in the kitchen, hallways or other convenient place. It is recommended that it be placed near the center of the load—where most of the appliances and lights are used.

CONTRACT FOR TWO STORY HOUSE AND BARN

Dear Tal:

This might be interesting as an early example of specifications as they should be writ. The buildings were erected and a good job obtained "your to suit the owner," but possibly would not get by Joe Wolff today. This is a copy of a contract found in the old files.

Wm. C. Reiberig.

September 24, 1903

Contract for two story House and Barn and to be finished on November 24-1903 given to Joseph Schmitz one Thousand Eight Hundred $1800 length of house fifty six feet width of house twenty four feet Rums of house Parlor Sitting Rum Dining Rum and Kitchen in the house three bed rooms Chinney Closet Battrum Pantry and a stairway leading doowan Sellar. upstairs the same as doowan stairs Put the walk from the upstairs leading into the seller from the outside the parlor hardwood finich and in sitting rum the sam as Parlor in the Kitchen hardwood flour number one lumber to be youst in the House The rest of the rooms to be Georgia Pine the upstairs to be finich as doown stairs but Oil paper to be youst in the upstairs flour Stringers 6x8 amount to be youst so that the owner of the House to be suited. Joice ol the house 2x10 up end dowon stairs Scantlings 2x4 Hemloch shiplap Hamloch Clapboards Basswood 4 inch wide in front of house 2 inch wide Bill paper

(Continued on Page 12)
The Bryant
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ARCHITECTS BUILDING

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Detroit
CONTRACT FOR TWO STORY HOUSE AND BARN
(Continued from Page 16)

to be usted between clapboards and siding plaster and lathing to be usted to suit the owner of the House and the flours in the House to be usted to suit the Owner of the house. A stairway in the front part of the house and one in the rear part of the building to be suited to the owner of the house one coat of Paint to be put on the outside of the house and the inside to be painted and warnished so to be suited to the owner of the House. Chimney of rear part of House to be built from the basement up to the top of the building. Shingles on the roof to be used Number one Cedar and a Water trow a round the House connecting to the sewer. Galeries Iron. The Water connection to be led in to the Seller Cold and Hot Water to be led from the Seller up and down stairs in the House and to be connected with the Toilet runs and in the windows of the House and doors to be usted steel strong.

The Seller to be buldet 12-20 and a segment flour.
The Barn to be made 20'x29' upright 14 feet scantens an top and a water closet.
I her by abe to do all wat the Contract Kals for Seal
Gust Schmidt.

FOR SALE
1. Mahogany Typewriter Desk, 5'x2'x5" (3 large drawers, 1 center drawer), cost $84.75 ..... $35.00
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1. Desk Card file, 1 Steel waste paper basket, cost $3.50 ..... 1.50
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1. Brass Cupboard (cost $3.50) ..... 1.00
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EXPOSITIONS AND FAIRS

It is now FAIR time and it is also EXPOSITION time. At this time we are forced to wonder if the prevailing tendency toward Expositions and Fairs is not overdone, because even the most meritorious programs can be carried to extreme. But Fairs and Expositions have weathered the depression, which argues that they must have some enduring worth. What are the merits of Fairs and Expositions, and are they really overdone?

An Exposition is a Fair on a large scale, and, as the name implies, purposes to display and compare the best of attainment in the respective exhibits. The general desire at a Fair is to seek the display featuring one's own work, hobby or interest and to compare their own best with the best in the exhibits. Many valuable lessons are absorbed in this way. Besides being particularly helpful in one's own work, Expositions are broadly educational in many other ways. With so many exhibits within such close display, it is almost impossible to keep from expanding out of one's normal sphere and developing new and worthwhile interests.

We discover that COMPARISONS are a most valuable method of impressing our consciousness with progress, improvement and related merits. The fact that there is much sameness to Fairs and Expositions is lost in our keener interest to witness the new, novel and improved features in our own and other lines. Fairs and Expositions are progressive as a result of comparisons. These comparisons register in a clear, convincing manner a detailed measure of progress in the exhibited lines. The modern trend of uniquely featuring methods and principles appears to have won decided public approval. The modern tendency of giving less emphasis to the trifling and superficial, and greater attention to the more practical and substantial requirements of civic need and betterment, is also making sure the continuance of Fairs and Expositions. So, until they cease to be so well publicly patronized, or until they become a public liability by financial deficit or obligation, our Fairs and Expositions seem destined to be a continuing civic asset through their popular influences for improvement and betterment by COMPARISONS.—The Planner.

DETOUR CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

Meeting

Wednesday, September 30th

Intercollegiate Club

DINNER AT 6:30 P. M.

This is an important event, designated by President Alvin Harley at Pre-Annual Meeting. He urges all Chapter members to attend.

Board of Directors

will meet at the same place at 4 P. M.

Arthur K. Hyde, Architect and John A. Williams, Designer, announce their association for the practice of architecture and industrial design under the firm name of Hyde & Williams at 318 Woodward-Boulevard Building, Detroit.
When the Architects, Builders and Traders play golf at Brooklands October 7, they will be playing on Jess Stoddard's home course and it will be "Jess Stoddard Day."

Jess Stoddard holds two records in the Builders' and Traders' Exchange, either of which makes him eligible for a "day."

One of these records is being the "golfingest" ex-president of the Builders' Exchange. The other is being the only living president who has served more than one term.

Mr. Stoddard, vice-president of the Detroit Testing Laboratory, is identified with a number of associations outside the construction industry, and for many years has been an ardent booster for the Builders' Exchange.

In 1918 when construction was almost cut off by war measures, he stood at the helm of the Exchange as president and refused to see it quit its services to the industry. Again in 1927 we find him serving as president, this time with construction activity very favorable, but with unfavorable conditions in the Exchange itself which had to be rectified to insure the living of the organization. Considering the fact that presidents are never re-elected and very seldom serve more than one term, it is deemed fitting that he should have his "day."

William F. Seeley, chairman of the Architects', Builders' and Traders' golf outings, thought of the idea in 1934, the coincidence being that Jess Stoddard's birthday is in October and that year fell on the date of the outing which was played on his home course.

That was a day of golf and entertainment long to be remembered, and so it became a custom.

Even down through the darkest days of the business doldrums, the golf outings were never discontinued. One of the regular attenders has always been Jess Stoddard. He shoots a modest game of golf and has the time of his life at any function where men in the industry get together. Now times have changed and whereas an outing two or three years ago brought out possibly forty men, this year a attendance has generally been in the eighties. The Architects', Builders' and Traders' golf outings DO go to town, come Wednesday, October 7th, there will be a big roundup at Brooklands.

Bowling Season Starts

The Builders' and Traders' Bowling League swings into action Wednesday, October 14th, at 3:30 P. M. on Recreation Alleys. Chairman C. J. Geyman has eight teams fully lined up for the "twin" season, the first half of the competition ending around the holidays and the second half with the play-off of the winning teams for the two halves in April.

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WAYNE U OFFERS COURSE ON HOUSING AND ZONING

Wayne University is offering to its evening classes a survey course in City Planning and Housing, with no engineering prerequisites. It will trace the development of cities, both abroad and in America, dwelling particularly on the interesting history of city planning in Detroit. An effort will be made to work out in practical fashion the influences that have operated in our city, and the possibilities of improvement through a study of such questions as the waterfront developments, and the applications of zoning to the future development of the city as a whole.

From a similar approach, the subject of housing will be discussed. A brief survey of the European developments in housing will be given, followed by a study of conditions in our American cities, including an intensive study of the problems Detroit faces in the housing field. The course will be illustrated by lantern slides, and a portion of the period will be open for general discussion.

It is hoped that the course may be made of benefit to all who are interested in the welfare of the city, and particularly to younger architects, engineers, and real estate men who might profit by a broader background in this field. A discussion of the valuable sources of information will be given from time to time for the benefit of those who care to go into the work more extensively.

The course will be given at Wayne University in Room 106 on Monday evenings from seven to nine.

The course will be taught by Mr. Alex L. Trout, a registered architect and engineer of Detroit, who was formerly head of the Department of Realty Management at the University of Michigan. He has been active in the work of the Michigan Housing Association, and other groups interested in city planning and housing. Mr. Trout has had extended experience in the field of subdivision planning. Having been overseas with the engineering corps, he has had opportunity to study housing both in America and Europe.

U. of M. OFFERS EXTENSION COURSES IN DETROIT

The Extension Division of the University of Michigan has recently opened an office at 40 East Ferry Street, Detroit. The Detroit representative of the University Extension Division is Mr. E. J. Soop. The telephone number is Trinity 2-0328. Students who wish to make inquiry regarding University extension classes and other persons who desire information regarding the University are requested to call the above number.

Architecture 15. General Course in the History of Architecture. The aim of this course is to give students seeking a liberal culture a survey of the development of the art of building. The temples, cathedrals, palaces, and other characteristic monuments of the ancient, medieval, renaissance, and modern styles, their design, sculpture, and painted decorations will be studied by means of lectures illustrated by the stereopticon, and collateral reading. Two hours credit.

Associate Professor R. W. Hammett, Women’s City Club. Thursday, September 24, 4 P. M.

Interior Decoration. The Italian, French, English, and American period styles of interiors and furniture with the characteristics of each, the conditions

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influencing its development, and the principles of design employed. The course will be presented as an introduction to the subject and will be followed in the spring by a similar series of eight lectures on the general principles of interior decoration and their application to the problems of decorating and furnishing the home. Illustrated lectures. Noncredit course, eight weeks, $5.

Assistant Professor W. W. J. Gores, Detroit Institute of Arts. Tuesday, October 13, 8 P. M.

Clay Modeling and Ceramics. This course includes: the study in clay of the head and figure from life, considering the fundamentals of construction and anatomy; actual experiences in plaster-casting; the handling of a potter's wheel; reproduction of ceramics in quantity; application of glazes; and stoking and firing a potter's kiln. The course includes two illustrated lectures: (a) An Outline of Sculpture; and (b) A Brief History of Ceramics. Noncredit course, sixteen weeks. $15. (Limited to fifteen students.)

Mr. Beaver Edwards, Studio, 253 East Forest Ave. Thursday, September 24, 7 P. M.

THE DETROIT-MICHIGAN STOVE CO.
HOSTS TO ARCHITECTS

A most representative group of architects were present at a dinner given by the Detroit-Michigan Stove Co. at their East Jefferson plant on Wednesday evening, September 23. The dinner was indeed sumptuous and the company's show room display was a highlight of the evening. Here were shown the different types of heating units manufactured by them. The guests were most enthusiastic over the new heating plants, and very high in their praise. When we say new heating plants, one must not lose sight of the fact that this company has been manufacturing heating equipment for nearly seventy-five years, but delayed in the presentation of the modern units until such time as they considered them perfected. The architects wish to extend their thanks to the Detroit-Michigan Stove Co. for a very enjoyable evening.

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FIRST TERM SEPT. 21, 1936—JAN. 30, 1937
SECOND TERM FEB. 1, 1937—JUNE 5, 1937

Drawing and Painting—Wallace Mitchell, Instructor. The study of Drawing and Painting for the beginning and more advanced student. Six criticisms per week including two evening periods.

Modeling and Ceramics—Marshall Fredericks, Instructor. The study of Clay Modeling, Ceramics and Pottery. Four criticisms per week including two afternoon and two evening periods.


Silver and Metal Work—Charles D. Price, Instructor. Instruction in the design and craftsmanship of Jewelry and Metal Work in the contemporary manner. Three criticisms per week.

Weaving and Textiles—Loja Saarinen, in charge of department, Lilian Holm, Instructor. Instruction to a limited number of students in the principles of the design and weaving of contemporary rugs and textiles. Three afternoon criticisms per week.

The Intermediate School has been established for the purpose of extending the facilities of the Academy to those who are not qualified by training and experience for its graduate and advanced departments.

The courses of study in the Intermediate School will be completely separate from those of the advanced departments.

The students are privileged to devote their full time to one or more of these courses. The studios are at their disposal daily from 9 until 5 Monday through Friday and two evenings. Instructors will be present at regularly scheduled periods.

The charge for tuition for each course is $50 per term payable in advance. This charge does not include materials.

Living accommodations are available in the Academy dormitories for a limited number of students. Resident students are required to submit for approval an application form which will be sent upon request. For further information write to the Executive Secretary.

A catalog describing the work in the advanced departments of Architecture, Sculpture and Painting will be sent upon request.

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LA SALLE
Sculptor—Julius Melchers. Niche in southwest corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—$1,000.

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WED.—THURS.—FRI. SEPT 30—OCT. 1—2
Mevyn Douglas—Mary Astor in
"And So They Were Married"

SATURDAY OCTOBER 3
Robert Taylor—Frank Morgan in
"There's Always Tomorrow"
11 P.M.—May Robson in "3 Kids and a Queen"

SUN.—MON.—TUES. OCT. 4—5—6
Myrna Loy—Warner Baxter in
"To Mary—With Love"
Atree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for commercial block, Wyoming and Fenkel, 60x218, one story and basement.
Same.—Preparing plans for remodeling of Pansy Shop, Woodward Ave., H. P.
Same.—Figures closed on Mercantile building, 130x24-34 Michigan Ave, cor Heckel, Dearborn.
Same.—Taking bids on paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA project 1286. Bids opened Oct. 6-3:00 p. m.
Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:
Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—$50,000.
Residence and Boat House, Southern Florida. Size 40x50; boat house 20x40; one story, concrete construction, three baths, water power outfit—$20,000.
Three houses 30x82, Alpena, Mich. One bath, Brk. Fireplaces—$15,000.
Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—$45,000.
Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P.

Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.
De Rosiers, Arthur, 1418 Macabee Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Sales School.
Same.—Auditorium, bet. Belton and Tireman. Bids closed.
Giffels & Vallet, Inc., L. Rossett, Associate, 1000 Marquette Bldg.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.
Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.
Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.
Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.
Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.
Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidley.
Same.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.
Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.
Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.
Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.
Same.—Taking bids on structural steel and architectural trades for addition to Power House at Mc-Gray Avenue Plant of Kelsey-Hayes Wheel Co.
Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.
Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.
Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.
MICHIGAN SOCIETY OF ARCHITECTS

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7668.—Preparing plans for five room house, Charlevoix, Mich. Owner, Miss Mary O'Leary. Bids on general contract will be taken from Charlevoix contractors.

Same.—Preparing plans for 7-room residence, River Rouge.

Same.—Apartment building for Mr. John B. Terns. Steel sash and screen let to Detroit Steel Products Co.


Same.—General contract on residence for F. J. Golden, located at Linwood and Grove, let to Roy Luchenbill, Inc.


Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Receiving bids by invitation on Church of Christ at Dearborn, Mich. 80x50, brick.


O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble. General construction, plumbing, heating, ventilating and electrical for $200,000 hospital for Battle Creek General Hospital Assoc.

Same.—Complete plans for new boiler installation for local steel company.


Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8498.—Taking figures on residence, Chandler Drive. O. M. Ballicieu, owner.


Same.—Taking figures on all trades, residence, Grand Marais Blvd., L. A. Irion, owner.

Smith, Hinchman & Grylls, RA. 8625.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.


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O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble. General construction, plumbing, heating, ventilating and electrical for $200,000 hospital for Battle Creek General Hospital Assoc.


Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8498.—Taking figures on residence, Chandler Drive. O. M. Ballicieu, owner.


Same.—Taking figures on all trades, residence, Grand Marais Blvd., L. A. Irion, owner.

Smith, Hinchman & Grylls, RA. 8625.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.


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415 Brainard St. (Architects Bldg.) TEmple 1-4
OUTDOOR CIVIC MEMORIALS
CITY OF DETROIT
(Continued from Page 5)

LIVINGSTONE LIGHTHOUSE MEMORIAL
Sculptor—Prof. Gaza Moroti of Budapest.
Architect—Albert Kahn.
Head of Belle Isle. Dedicated in 1930. Approximate cost—$100,000; presented by Lake Carriers
Association and popular subscription.

MAJOR GENERAL ALEXANDER MACOMB
Sculptor—Adolph Alexander Weinman
Washington Boulevard and Michigan. Dedicated September 11, 1908. Approximate cost—$15,000;
Michigan Branch of Daughters of 1812.

FATHER MARQUETTE
Sculptor—Julius Melchers.
Niche in northwest corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated
cost—$1,000.

STEVEN T. MASON
Sculptor—Albert Weinert.

WILLIAM W. MAYBURY
Sculptor—Adolph Alexander Weinman,
East Grand Circus Park. Erected by popular
subscription, 1912. Approximate cost—$22,000.

MERRILL MEMORIAL FOUNTAIN
Designers—Carriere and Hastings.
Palmer Park. Moved to Palmer Park from tri­
gle in Campus Martius in 1925. Estimated cost—$50,000. Gift of Mr. and Mrs. Thomas
Palmer to City of Detroit.

MONASTERY BELL
Palmer Park—near Log Cabin—in rustic frame
near Lake Frances. "This bell was designed and
cast in 1793. It was taken to Mexico more than
100 years ago. Presented to the City of Detroit.

by Senator Palmer who at one time was U. S.
Minister to Spain." Weight—1015 lbs.

W. K. MUIR DRINKING FOUNTAIN
Designers—Harrison Granite Company.
Detroit."

HAZEN S. PINGREE
Sculptor—Rudolph Schwartz.

PIONEER LOG CABIN
Palmer Park—northwest side of Lake Frances. Senator Palmer's mother designed the log cabin

Recommended by the Architects of America

ROBERT W. TEBBS
PHOTOGRAPHER TO
ARCHITECTS AND DECORATORS
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BELLE LA ROSE
6011 Maxwell Ave.
Plan 7227
Mr. Tebbs is in Detroit and will be here
for another week.

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Minister to Spain." Weight—1015 lbs.

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Sculptor—Rudolph Schwartz.
and caused it to be built. Presented by Thomas W. Palmer to City of Detroit, 1893.

FATHER GABRIEL RICHARD
Sculptor—Julius Melchers.
Niche in southeast corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—$1,000.

JOHANN C. F. VON SCHILLER
Sculptor—Herman N. Matzen.

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Architect—Albert Kahn.

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Architects—Malcolmson and Higginbotham.
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