ALDEN B. DOW DESIGNS IN THE SPIRIT OF THE TIMES

"So you call that a house? Well it looks kind of peculiar to me! The things they will do now-a-days. Well!"

Some have spoken these very words as they studied pictures and blueprints with Alden B. Dow, an architect who dares to be modern, and can give reasons—good, solid reasons—for every departure from the old order.

The son of the man who founded a great scientific laboratory at Midland, Mich., naturally prefers to give the scientific approach to his subject. He claims that architecture should merely give form to the social philosophy of a given era. In an age of stream-lined automobiles and airplanes it seems logical that our homes should be scaled to include only essentials of active living.

In Midland Mr. Dow has built homes for families one would expect to find living in conventional colonial or English type houses. They are not youngsters with an irrepressible desire to do something good enough for my father and my grandfather—but that has been said at first of everything that has ever been tried."

But when Mr. Dow built the club, he gave the townspeople something of which they had never dreamed. Sharply he set the angles of his building against the conventional landscape, they could like it or not. And they love it.

AN UNUSUAL OPPORTUNITY

For architects to hear two outstanding speakers.

MR. WARD HARRISON, Director of Engineering, Incandescent Lamp Department, General Electric Co., Nela Park, Cleveland, and

MR. W. M. POTTER, Illuminating Engineer and a Nationally Famous Authority on Luminous Structures.

Joint meeting of the American Institute of Architects and the Michigan Society of Architects, December 16th, in the Detroit Edison Auditorium, 2000 Second Avenue, Detroit. Complimentary dinner served at 6:30 p. m. All Architects Invited

Architects' Luncheon

Tuesday, December 1—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCT BLDG.

From the front entrance one sees a clear sweep of purple carpet the color of purple Canterbury bells. Mr. Dow explains the psychological reason for choice of this color. "Golfers spend several hours on the course where they see large color areas of blue, green, yellow and browns. When they step inside, the dominant color should be entirely different from that at which they have been looking. Purple gives the change of pace." Anyone who has made the experiment will say that Mr. Dow struck it right. That particular color is most restful to the (Continued on Page 8)

MEETING

M. S. A. Board of Directors

Tuesday, December 1, 11:30 A. M.

Intercollegiate Alumni Club

This meeting of the Board of Directors of the Michigan Society of Architects has been called by President Andrew R. Morison. He desires as full a representation of the Board as is possible.
TAXES APPLICABLE TO CORPORATIONS

By CARL M. DOEREN

Editor's Note: This is the third of a series of articles on the subject of taxation written by Carl M. Doeren, C. P. A., auditor for the Builders' and Traders' Exchange upon the request of the Exchange. Subsequent articles will continue the explanation of the various taxes.

For the taxable years on and after January 1, 1936, corporations are subject to the following taxes based on their income:

1. Graduated normal tax.
2. Surtax on undistributed profits.
3. Excess profits tax (Capital Stock).
4. Surtax on corporations improperly accumulating surplus.
5. Sur tax on personal holding companies.
6. Tax on banks and trust companies.
7. Tax on foreign corporations.
8. Tax on unjust enrichments.

The above corporation taxes numbered 1, 2, 3 and 4, and designated by an asterisk will be explained in this article and subsequent articles. Numbers 1 and 2 are explained in this article. Numbers 3 and 4 will be explained in future articles.

Graduated Normal Tax

For taxable years beginning on and after January 1, 1936, the income of corporations is subject to a normal tax imposed at graduated rates by the 1935 Revenue Act.

Fiscal years beginning in 1935 and ending in 1936 are subject to the normal tax at the flat rate of 13 1/2% imposed under the Revenue Act of 1934.

The table below shows the rates of tax for taxable years beginning January 1, 1936 and thereafter:

<table>
<thead>
<tr>
<th>Normal Tax</th>
<th>Net Income Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0—$2,000</td>
<td>8%</td>
</tr>
<tr>
<td>2,000—15,000</td>
<td>11%</td>
</tr>
<tr>
<td>15,000—40,000</td>
<td>13%</td>
</tr>
<tr>
<td>Over 40,000</td>
<td>15%</td>
</tr>
</tbody>
</table>

Credits To Normal Tax

The normal tax rates are based on normal tax net income. This means the net income of the corporation, less the following normal tax credits:

(a) Interest on obligations of the U. S. and its instrumentalities, which has previously been included in gross income.
(b) 85% of the amount received as dividends from a domestic corporation subject to income tax.
(c) Excess profits tax.
(d) Dividends paid by mutual investment companies.

Corporations Exempt From Normal Tax

Section 101 of the Revenue Act of 1930 exempts from the normal tax such organizations as mutual, charitable, religious, co-operative and similar type corporations.

Method of Computing Normal Tax

As an illustration, let us suppose that X Corporation had a net income of $100,000.00, including interest received on U. S. obligations of $3,500.00 and dividends of $10,000.00 received from a domestic corporation. For the year 1936, the X Corporation paid $1,500.00 excess profits tax.

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F. M. SIBLEY LUMBER CO.—4601 Kercheval Ave., Ft. 5100.
WALLICH LUMBER CO.—3741 St Aubin Ave., Temple 2-6660.
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410 Murphy Bldg., Cadillac 5646.

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Example A

Net Income $100,000.00
Less: Normal Tax Credits:
(a) Interest on U.S. Obligations $3,500.00
(b) 85% of dividends received from a domestic corporation 8,500.00
(c) Excess profits tax 1,500.00 13,500.00

Normal Tax Net Income $86,500.00

Computation of Normal Tax
First $2,000.00 @ 8% $160.00
Next $13,000.00 @ 11% 1,430.00
Next $25,000.00 @ 13% 3,250.00
Balance 46,500.00 @ 15% 6,975.00

Total Normal Tax $11,815.00

Example B
Suppose Y Corporation had a net income of $10,000.00 and no credits as illustrated in Example A:

Net Income $10,000.00
Computations of Normal Tax
First $2,000.00 @ 8% $160.00
Balance 8,000.00 @ 11% 880.00

Total Normal Tax $1,040.00

Surtax On Undistributed Profits
This tax is designed to force corporations to make a distribution of dividends. For taxable years beginning on and after January 1, 1936, corporations are subject to a surtax on undistributed profits. The tax is imposed on the adjusted net income of corporations but is measured by the undistributed net income. The rates of tax are as follows:

<table>
<thead>
<tr>
<th>Percentage of Adjusted Net Income</th>
<th>Rate of Surtax on Undistributed Profits</th>
</tr>
</thead>
<tbody>
<tr>
<td>0—10% of adjusted income</td>
<td>7%</td>
</tr>
<tr>
<td>10—20%</td>
<td>12%</td>
</tr>
<tr>
<td>20—40%</td>
<td>17%</td>
</tr>
<tr>
<td>40—60%</td>
<td>22%</td>
</tr>
<tr>
<td>60—100%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Credits To Arrive At Undistributed Net Income
The "undistributed net income" is the adjusted net income less the following credits:
(a) Dividends paid pro rata to stockholders.
(1) Dividends paid in cash
(2) Dividends carried over (after December 31, 1935).
   (a) From second preceding year in excess of income of first preceding year.
   (b) From first preceding year.
(3) Dividends in property at the Lower of:
   (a) Adjusted basis
   (b) Fair market value
(4) Dividends paid in obligations of corporations at lower of:
   (a) face value
   (b) Fair market value
(5) Redemption of obligations (excess of face value over fair market value)
(6) Taxable stock dividends or issue of rights
   (a) Under right to elect to take stock or cash.
   (7) Liquidating dividends from earnings.
(b) Profits withheld under contracts.
(1) Written contracts
(2) Entered into prior to May 1, 1936
(3) Dealing only with dividends.
(c) Profits disposed of by contract:
(1) Prior to May 1, 1936
(2) To pay debts out of profits.

The credits to arrive at the "adjusted net income" are self explanatory. The credits to arrive at the "undistributed net income" are new to corporate taxation and will be explained below.

In order to obtain a dividend credit, the dividend must be paid to the stockholder in proportion to the stock held.

The dividend can be paid in cash, property or obligations of the corporation, stock or stock rights.

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WED.—THURS.—FRI.—SAT DECEMBER 2—3—4—5
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Sat. 11 P.M.—Roger Pryor in "Sitting on the Moon"

SUN.—MON.—TUES. DECEMBER 6—7—8
Joan Crawford—Robert Taylor in "The Gorgeous Hussy"
with Lionel Barrymore—Franckoff Tone
If a dividend is paid in property of the corporation, the credit is based on the lower of the cost of the property, less depreciation, or its fair market value. Thus if a corporation has $50,000.00 adjusted net income and pays a dividend in property which it owns costing $25,000.00, the market value being $15,000.00, it is distributing only $15,000.00 and the balance of $35,000.00 is considered as undistributed.

If a dividend is paid in obligations of the corporation, the credit is based on the lower of face value or fair market value.

If the dividend is paid through an issuance of stock or stock rights, the stockholder must have the privilege of electing to take either stock or cash, at his option.

A dividend carry over can be best illustrated as follows:

If a corporation pays dividends in excess of its income during the years 1936 and 1937 the excess paid in 1936 can be applied as a dividend in 1938 and the excess paid in 1937 can be applied as a dividend in 1939.

If a written contract was entered into prior to May 1, 1936, prohibiting the payment of dividends or to pay debts out of profits, this contract can be used as a credit to arrive at the undistributed net income.

The general rule on the payment of dividends is that the dividend must actually be paid by the corporation and taxable to the stockholder in the year in which it is to be taken as a credit to arrive at undistributed net income.

A dividend declared and paid on December 2, 1936, is a credit against undistributed net income for the year 1936. If however, a dividend was declared on December 2, 1936, but not paid until January 2, 1937, the credit would not be allowable against undistributed net income for the year 1936.

Example A.
The following illustration is based on a corporation that has an adjusted net income in excess of year 1936 a net income of $100,000.00, including $5,000.00. The X corporation has, for the calendar interest on U. S. obligations in the amount of $3,500.00 and dividends received from domestic corporations of $10,000.00.

The normal tax on the X Corporation amounts to $11,815.00 and the excess profits tax is $1,500.00. The X Corporation paid out during the taxable year 1936 $20,000.00 in dividends and $5,000.00 was prohibited from being distributed as dividends by contracts entered into prior to May 1, 1936.

Method of Computing Surtax on Undistributed Profits

<table>
<thead>
<tr>
<th>Net Income</th>
<th>$100,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less:</td>
<td></td>
</tr>
<tr>
<td>Normal Tax</td>
<td>$11,815.00</td>
</tr>
<tr>
<td>Excess Profits Tax</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Interest on U. S. obligations</td>
<td>3,500.00</td>
</tr>
<tr>
<td><strong>Adjusted Net Income</strong></td>
<td>$ 83,185.00</td>
</tr>
<tr>
<td>Less:</td>
<td></td>
</tr>
<tr>
<td>Dividends Paid</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Credit relating to contract entered into prior to 5/1/36</td>
<td>5,000.00</td>
</tr>
<tr>
<td><strong>Undistributed Net Income</strong></td>
<td>$ 53,185.00</td>
</tr>
</tbody>
</table>

Computation of Tax:
First 10% of adjusted net income: $ 8,318.50 @ 7% $ 582.00
Next 10% of adjusted net income: $ 8,318.50 @ 12% 998.22
Next 20% of adjusted net income: 16,637.00 @ 17% 2,828.21
Next 20% of adjusted net income: 16,637.00 @ 22% 3,660.14
Balance of Undistributed net income: 3,274.00 @ 27% 883.98
Total Surtax on Undistributed Profits $8,952.93
Example B.

A corporation is granted a specific credit of $5,000.00, which, however, is taxable at 7%, provided its adjusted net income is less than $50,000.00.

The Y Corporation has a net income of $10,000.00 and has no credits other than the normal tax of $1,040.00.

<table>
<thead>
<tr>
<th>Net Income</th>
<th>$10,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less:</td>
<td></td>
</tr>
<tr>
<td>Normal Tax</td>
<td>1,040.00</td>
</tr>
<tr>
<td>Adjusted Net Income</td>
<td>$8,960.00</td>
</tr>
</tbody>
</table>

Less:

| No dividends paid   |            |
| Undistributed Net Income | $8,960.00 |

Computation of tax:

First 10% of adjusted net income $896.00 increased to $5,000.00 under specific exemption $5,000.00 @ 7% $ 350.00

Next 10% of adjusted net income $896.00 @ 12% 107.52

Next 20% of adjusted net income $1,792.00 @ 17% 304.64

Balance of Undistributed Net Income $1,272.00 @ 22% 279.84

Total Surtax on Undistributed Profits $1,042.00

---

ERNEST R. GRAHAM

Ernest Robert Graham, 68, nationally famous architect, died November 22 at his home in Chicago, after being in poor health for several months, the Associated Press reported.

An indefatigable worker since his youth, Mr. Graham was said to have built more buildings than any man since the time of Sir Christopher Wren, famed English architect. Overwork might have contributed to his death, doctors said.

A good share of the most imposing buildings in many large cities were designed by Mr. Graham.

Planned Buildings Worth Billion.

Especially famed for his ability to conceive immense structures and at the same time carry through plans for their development.

At times it was said he had more than $100,000,000 worth of construction going on under his hand and employed more than 500 architects.

Many landmarks in cities throughout the United States are monuments to his architectural and engineering genius. The total worth of buildings conceived by him is said to approach a billion dollars.

Structures he designed include the Merchandise Mart of Chicago, called the world's largest building; the Union Station at Washington, the Flatiron Building in New York, other department store buildings such as Wanamaker's in Philadelphia, Gimbel's in New York, Selfridge's in London and Marshall Field's in Chicago and Federal Reserve Bank Buildings in practically every mid-western reserve district.

Mr. Graham was started on his career by studies under another famous Chicago architect, D. H. Burnham, whom he helped draw plans for the World's Columbian Exposition of 1893.

He was born at Lowell, Mich., Aug. 22, 1868, and studied at Coe College, Iowa, and Notre Dame University. Surviving are his divorced wife, Mrs. Ruby Leffingwell White, and a son, William Graham.

---

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ARCHITECT'S SUPERINTENDENT

Experienced as building inspector for U. S. Government—architect's superintendent on P.W.A. construction and registered architect in general practice for many years. References furnished with interview.

---

VISITOR

Mr. Henry H. Saylor, one of the editors of American Architect and Architecture, was in Detroit recently on a swing around the country.

Among other features, Mr. Saylor conducts “The Editor’s Diary” in his publication and we may look forward with added interest to his reports in future issues.
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Hughes, Talmage C., 120 Madison, CH. 7660.—Preparing plans for alterations to "Page House," 936 E. Jefferson Ave. Owner, Marriner’s Church.

Same.—Bids closed on remodeling bank building at Grand River and 14th for Michigan Floral Co.


Same.—Plans for 50x80 factory building for Socony-Vacuum Oil Co.


Jogerst, Joseph Peter, 90 Seward, MA. 3013.—Drawing plans. One story addition to filling station, Grand River and Blackstone Aves. Dr. John H. Cobane, owner.

Same.—Alterations to building, S. W. cor. Woodward and Temple for Detroit Trust Co. Sam Rosenfeld, Grand River and Wabash Aves., lessee. Contracts to be let immediately.

Same.—English residence, Cotswold type, about 40’x60’, 2-car attached garage, to be erected on Chandler Park Drive. Owner temporarily withheld.


Same.—Home for the Aged. Owners, Kings Daughters and Sons, Detroit. Taking bids by invitation.

Same.—Preparing sketches for residence for Dr. Earl McKenzie.


Same.—Bids closed on residence for Ray Spitz­ley, 26 Renaud Road, Grosse Pointe.

Weidmeir & Gay, 112 Madison, RA. 1047.—Bids on block of nine stores, Fenkel Ave., corner Wy­oming and Washburn—Tile, brick Macotta, closed.

Same.—Taking figures on store and flat, 6 Mile Road and Littlefield. Masonry and carpentry fig­ures closed.


Wright, Frank H., 418 Fox Bldg., CH. 7414.—Plans for remodeling restaurant for Joe Batke, Second Blvd., completed.

GEO. DIEHL’S OFFICE LUCKY

The office of George F. Diehl has again come to the front.

Last week it was announced that Miss Gertrude Woodard, Diehl's secretary, had won a new Pontiac automobile. Miss Woodard was adjudged winner in a national slogan contest held by the Kellogg Company of Battle Creek.

Miss Woodard's slogan was,

"Kellogg's Corn Flakes, crisp and light, satisfy the appetite."

Not bad, but I'm sorry I had too much else to do, or had something else on my mind at the time. 

Mr. Clair W. Ditchy, past president of the Michigan Society of Architects, will be the speaker at the meeting of the Chicago Chapter of the Producers' Council in Chicago on the evening of December 10.

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eyes and refreshing to the spirit. In the side lounges are rugs of yellow green, while upstairs a special dining room is done in clear, dark red.

You could look about for hours and not discover a single lighting fixture in evidence. But there is plenty of light. How come? The light comes from a deck concealed near the ceiling. In the ballroom the dancers glide over an area of opaque glass through which light is diffused. A mechanism causes the light to change through all the colors of the spectrum; for a while the room will be aglow with rosy light, later it will change through purple to blue, to blue green, then on to yellow. The blue light gives the effect of moonlight.

In summer the gardens show every possible flower, masses of which are brought indoors for decoration. This is in line with Mr. Dow's notion that the house should be a unit; that there should be a "tie-up" between what is outside and what is in.

In the picture of his own studio one can see how Mr. Dow has achieved this unity by using exterior blocks for an interior wall, and in the floors. If the outside of the house is made of brick or stucco, then brick or stucco comes inside, too.

"How are you sure that you are designing the right house for the right family?" is a question the architect from Midland is often asked. His answer is that he invites the whole family to draw up the plans with him. This takes hours and days, for whenever a point of argument comes up, it must be reasoned out for everyone's satisfaction.

One family had three young girls, so he invited the girls to the architect's conference. They started out with nothing but a vacant lot drawn to scale on paper. The first thing they wanted to put into the plans with him. In the evening of December 16th. The Detroit Edison Company is making arrangements for the meeting of architects and others interested in the subject of Lighting, to be held at the Company's Service Building, 2000 Second Avenue on the evening of December 16th.

Larry is doing a thorough job and the meeting bids fair to go over with a bang. Don't miss this rare opportunity to gain some most useful information on the subject of modern lighting trends.
Housing Standards (Continued from Last Issue)

Federal District Courts in Louisville and Cincinnati have held that that National Government has no constitutional right to condemn slum property. Should this contention be upheld by the Supreme Court, city and state authorities will become the sole instruments for slum clearance and low-rent housing. This makes the New York experiment in a municipal housing project of special interest to other parts of the country.

The architects and engineers attached to Uncle Sam's Housing Division have worked out a series of standard plans which can be adapted by local architects to suit local conditions. But whether it be among the palm trees of Puerto Rico or on the site of Old Hull House, Chicago—whether it is a huge project comparable to New York's Ten Eyck Houses, sheltering 1,614 families and costing $12,-153,000, or only a baby project like Highland Homes at Wayne, Pennsylvania, sheltering fifty families at a cost of $300,000—every one of the fifty projects to be completed in 1937 must conform to these standards. Already they have set a new standard for the private building industry.

Comfort Combines With Economy

Uncle Sam as builder and landlord has made a practical effort to combine the tenant's need for comfort and convenience with the landlord's need for economy in first costs and maintenance costs. Only 30 per cent of the lot is covered by these new apartment buildings—sometimes less. Children will be able to play in pleasant open spaces instead of dark alleys or streets made perilous by traffic.

Three stories is the maximum for all structures except in the New York and Cincinnati projects. The high cost of land in these cases necessitated four-story walk-up apartments to keep down rentals. Apartment houses must be only two rooms deep, with light and cross ventilation in each living unit. There will be no long hallways. Building materials must be fire-resistant. Columns, roofs and foundations must be of concrete, walls of brick, tile or cinder concrete block faced with brick. These materials were chosen for proved durability. The sixty-year amortization period on the Government loan of 55 per cent of the housing value, at 3.6 per cent interest, makes it necessary to build houses that will last sixty years.

Lack of privacy in the old slums have proved a prime cause of disease and vice. Uncle Sam's architects have made every effort to bring privacy to these low-rent apartments. Intelligent planning can overcome many of the disadvantages of restricted areas. Living rooms are placed as far as possible from kitchens and it is never necessary to pass through the living room to reach a bedroom or bathroom.

Most of the apartments have no dining rooms. They are regarded as uneconomical in low-rent housing, being utilized only about 20 per cent of the time compared to other rooms. Space is provided for eating in the kitchen. Heating arrangements vary with local conditions. Kitchens include at least a combination sink and laundry tub, refrigeration and range. All bathrooms have hot water.

The apartments are arranged in groups of two, three or four "units." The whole building is a series of these units combined. The plan of a unit may be in the form of the letter "T," in the form of a cross or in the form of a corner or a strip.

In the Laurel Homes Project at Cincinnati, I found strip, "T," and corner units combined with the utmost economy of space and the maximum of light and air. One building is in the shape of a huge letter "F," Ten Eyck Houses, New York, will be a series of irregular "H's"—the buildings combinations of cross units, strip units and "T" units. Harlem Houses, the project for Harlem negroes, beside the Harlem River—just south of Yankee Stadium and the Old Colonial House of Madame Jumel, as matrimonially famous as Peggy Joyce in her day—will combine strip and "T" units in yet another pattern.

The Cedar-Central Project, Cleveland, will have strip and corner units suggesting, roughly, a series of hollow squares, with irregular outlines like the pieces of a picture puzzle. In the Lockfield Garden

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7th FLOOR MAIN BLDG.
Project, Indianapolis, the big “L” shaped buildings have been planned to set “askew” in order to receive the most sunlight and to make the most use of the vistas of park and curving pathways seen from the windows. Forty-nine of these housing projects are now in various stages of construction or excavation. It is expected all will be finished early in 1937.

America’s largest city, New York, also has America’s largest slums. Last year the City Housing Authority reported over a million persons living in 1,500 blocks of slums in two boroughs alone—Manhattan and Brooklyn. The Department of Taxes and Assessments reported that there are 60,000 buildings needing rehabilitation and modernization.

“Outlawed” Tenements Still in Use

Half a million New York families are still living in 66,000 “Old Law Tenements.” In the seventies, New York built “Railroad Tenements,” five or six rooms deep, only the front and back rooms having windows. In between were the celebrated “Dark Rooms,” with whole families living in one windowless room. In the ’80’s and ’90’s came the “Dumbbell” tenements, where rooms not in the front or rear could have windows on narrow, airless shafts in the elliptical space afforded by the building’s wasp-waist.

In Philadelphia, the “City of Homes,” where the $1,800,000 Hill Creek Project is now under way, the commonest slum houses are the “Hand Box” or “High Hat” tenements. Three small, dark, low-ceilinged rooms, one above the other, are connected by a narrow, spiral stairway in one corner. In midsummer, such rooms duplicate the climate of the stoke hole in a coal-burning ship.

Slums have always had picturesque names. The “Arks” of Memphis and New Orleans, the “Corrals” of San Antonio, the “Monkey’s Nest” of Youngstown and the “Jungles” along the river bottom in Cincinnati—all have been eyesores on the landscape.

Williamsburg, New York City, has the largest of all Uncle Sam’s housing projects, Ten Eyck Houses, with twenty apartment houses, including 1,627 apartments of three or four rooms each—about 5,656 rooms in all. These are four-story walk-up buildings. The project covers twenty acres and will cost $12,153,000. It will stand upon the site of twelve blocks of slums. Over 7,500 families have applied for the 1,627 apartments. The operators hope to offer rentals of from $6 to $8 per room per month. Harlem Houses, New York, will have 574 apartments of 1,940 rooms at a cost of $4,700,000.

Laurel Homes, Cincinnati, the next largest of the fifty PWA projects, is to cost $6,500,000. It includes 1,279 dwelling units and covers twenty-four acres. The Cincinnati Park Board and Recreation Commission postponed plans of its own for other city parks in order to provide funds for parks and playground space at Laurel Homes.

PEARL AND BAUER ELECTED TO MEMBERSHIP IN GRAND RAPIDS CHAPTER

Announcement has been made of the election to membership in The American Institute of Architects of Walter W. Pears of Grand Rapids and Ralph L. Bauer of Omena. They have been assigned to the Grand Rapids chapter of the national organization.

MORTGAGE FUNDS

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WHITEHEAD METAL PRODUCTS OF N. Y., INC.
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CIVIC PLANNING THEORIES

Civic Planning procedure must operate on sound theory tempered by practical application. Very little is to be found regarding the underlying theories of Civic Planning, but this is too important to be overlooked.

The practical application of Civic Planning is based on the sound theory that out of all past history and experience, certain civic practices, methods, organizations, and procedures have outstandingly proven their greater efficiency, merit and value for particular service under specified conditions. Upon these Civic Planning can base future planning with reasonable security.

The theory that "Everybody's Business is Nobody's Business" has been amply proven, and is particularly appropriate in Civic Planning. It is an indisputable fact that any civic work must be definitely assigned to the interest and attention of some competent persons or agency, else the work will suffer. The more complicated or important the work, the greater the need for such services. Municipal operations represents a very complicated, intricate and important continuous-work-program.

When confronted with the task of correcting civic errors and mistakes, Civic Planning has a better opportunity than most others to realize the alarming costs and the waste and loss involved. This intimate contact has developed the serviceable theory that Civic Planning must salvage much by profiting from the lessons to be learned from their former mistakes, and, in addition, more from the mistakes of others. Civic Planning must do even more than this. It must be awake and discerning so as to foresee and avoid future grave mistakes, and thus save the resulting waste, loss and cost of corrections.

Civic Planning theory emphasizes the need of keen foresight and scientific analysis. It holds that keen foresight is dependent on full knowledge of all pertinent facts, conditions and past history, and that scientific analysis must be based only upon complete, accurate and dependable data.

Long-vision is an important essential in Civic Planning. In theory, the longer yet reasonably dependable vision, the more valuable is the concept because it better provides for coordinating and correlating of all future plans and activities toward the desired objectives. It also allows for better adaptation to future changes in trends or concepts.

Time is an essential element in Civic Planning, and by this theory the slower but surer method of procedure by dependable proofs of new methods or plans, before general participation, seems well justified.

It is safe theory also that "haste makes waste" as surely in Civic Planning as in any other activity, and that its adverse results of waste, extravagance and inefficiency are as inevitably destructive.

It is most practical Civic Planning theory that prior consideration must be given to prime civic values. This requires an evaluating service. The maximum value of the many civic departments, operations and activities is dependent upon their complete coordination which necessitates a coordinating agency. The desired civic efficiency, utility and serviceability must be a result of the general united harmonious accord and supporting interest of ALL, and IN ALL, which calls for an integrating service.

It is sane planning theory to recognize the value and importance of long experience in civics, that continuity of competent attention, interest and service in its work, establishes an enlarging asset of increasing civic value.

These Planning Theories serve to show the safe and dependable basis upon which future Planning can be made reasonably secure. It presents only some, surely not all, of the more important underlying theories of Civic Planning.—The Planner.

Michigan

State Board of Examiners for Registration Architects, Engineers, Surveyors
306 Transportation Bldg., Detroit
Telephone RANDolph 6680

The Michigan State Board of Examiners for Registration of Architects, Engineers and Surveyors announces the next examination for Architects to be given at the University of Michigan, and the next examinations for Engineers and Surveyors to be given at the University of Michigan, Michigan State College, Michigan College of Mines and at Ironwood on December 28th, 29th and 30th, 1936.

Application blanks and full information may be obtained by writing to the office of the Board, 306 Transportation Building, Detroit.

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“Complete saturation of the air is designated by humidity 100, and its partial saturation by smaller numbers. During ideal weather, such as the balmy days of Spring, temperature and humidity are harmoniously blended.

“When the hot, summer sun boosts the temperature to the 90's, we feel uncomfortable because of the heat, and even more so when there is no breeze. This condition is aggravated when the relative humidity is high because then, the air is heavily laden with moisture. Such a condition prevents the normal evaporation of bodily moisture, which makes us feel cool. Warm air with the relative humidity high, contains considerable moisture and makes our system react sluggishly—our clothes become damp; we are lazy and inactive. A high temperature and high humidity together, create extreme discomfort.

“The amount of moisture the air can hold is dependent entirely upon its temperature,” Mr. Saylor stated. “During the winter months the outside air, when heated, does not hold sufficient moisture. In other words, the relative humidity is lowered. We are seldom bothered with the dryness of air outdoors in the winter time. But, indoors it's different. When the cold air is drawn into the house and heated, it does not hold the proper amount of moisture for comfort or health, because warmed air needs more moisture than cold air.

“Old-fashioned heating plants create a desert-dry condition by heating the air and reducing the relative humidity to a dangerous point for health. When the air in a home gets dry, we feel cold even though the temperature is normal. This chilly or cold feeling is caused by the rapid evaporation of moisture from our body in supplying the air with moisture, which the air lacks. Many people, in winter, raise the temperature in the home above normal to overcome the cold feeling due to the shortage of moisture. But, in doing this, fuel costs go up. Such practice is not necessary if moisture can be added to the heated air.

“The Gar Wood Tempered-Aire system of heating and air conditioning adds moisture automatically when needed and controls the humidity during the winter. Consequently, it is not necessary to have an unusually high temperature to provide comfort. The result is a more economical operation of the heating system and better comfort and health for the entire family.”

TO ARCHITECTS REGISTERED IN MICHIGAN

This is a call to arms to dig down and extract three dollars.

It is a ten to one shot that any architect you meet has not paid his dues for 1936 in the Michigan Society of Architects.

Mr. Thornton has made considerable effort to collect dues but the results have been rather discouraging. We need the support of all registered architects to strengthen our laws to protect the public and educate them to the advantage of architectural service. By cooperation and a little capital, we may develop collective advertising for the architect and solve many other problems.

The present administration expects to arrange an educational and social program for the Fall and Winter. Plans will be announced later.

As well as active members and cash, we want suggestions. If you are an associate and feel that you can not spare the three dollars to become active and yet have a suggestion—send it in. We need it. It is better to have an associate who will suggest than an active who will just jest.

Yours truly,
Cornelius L. T. Gabler,
Secretary
Michigan Society of Architects
AN ARCHITECT IN HOLLAND

by Jean Hebrard

My first trip through Holland was made at a time, which now seems so far away, when a bicycle seemed a most appropriate means of transportation for a visit in this country of excellent roads, beautifully shaded, and most of them provided with bicycle lanes. Like many other travellers, I was struck by the severe beauty of the Dutch landscape, by the charm of the quaint old cities, and, in the museums of Amsterdam, The Hague, and Harlem, I admired the pictures of the great Dutch masters, incomparable masterpieces, that are justly considered as Holland's own glory. There were beautiful impressions, felt on a trip for pleasure rather than one for study, and in which architecture played but a small part. For an architect who has completed his professional education by travels to the art sanctuaries of Greece, Italy, and France, there are, in Holland, only very few buildings of the past to attract his attention and, with the exception of isolated efforts of a small group of architects, contemporary architecture was, at that time, in its infancy.

Today Holland is considered, as far as architecture is concerned, one of the most progressive countries of Europe, and during the last twenty years her influence in that field has been felt everywhere. In that prosperous country where private enterprise is so daring and so powerful, municipalities and building associations united their efforts to meet a situation created by a rapid increase in wealth and in population. New civic and religious buildings, and homes were needed in towns and cities that were growing and expanding toward the rural districts, thus encouraging the out of door life, so strongly stressed by modern city planners.

After having crossed the Dutch frontier, this time by railroad, my first stop was in Eindhoven. It is... (Continued on Page 3)
BOWLING SEASON PROGRESSES

Now that ye editor of this page has covered himself with a transcendent personal satisfaction by raising his average to heights it never was before, it seems propitious to publish the results of the Builders' and Traders' Bowling League season to date.

Visitors are welcome to the weekly event which takes place on Wednesdays at 3 P.M. at Recreation Alleys in the Recreation Building.

The boys are knocking off a pretty good time and interest is now running pretty high.

BUILDERS' AND TRADERS' EXCHANGE BOWLING LEAGUE
November 25th, 1936

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To the Editor:

There is no justice. Here I paid the famous sum of $3.00 to the M. S. A. for a whole year's membership and I don't even receive the "Weekly Bulletin."

Perhaps you will see to it that I am put on the mailing list so that this unspeakable condition will be brought to an end.

Yours,

John P. Baker
702 Building & Loan Bldg
Grand Rapids

DUTCH ARCHITECTS

P. Hulsken, the only Dutch architect in Ohio, has been successfully operated upon for appendicitis and is fast recovering. We hope he will soon be entirely well as we could not run the convention without our foreign ambassador.

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WEDNESDAY—THURSDAY DECEMBER 9—10
Rosalind Russell—John Boles in "Craig's Wife"
FRIDAY—SATURDAY DECEMBER 11—12
SHIRLEY TEMPLE in "Dimples"
Sat. 11 P. M.—Ben Lyon in "Down to the Sea"
SUN.—MON.—TUES. DEC. 13—14—15
Loretta Young—Don Ameche in "RAMONA"
SANILAC SURVEYOR-ELECT LIMITED
IN OFFICE DUTIES

Benjamin A. Howard, Sanilac County surveyor-elect, cannot work on jobs that cost more than $5,000, Prosecuting Attorney Leonard Patterson ruled today, because he is not registered with the Michigan Board of Examiners of Architects, Engineers and Surveyors. He may accept the office, as he has had the five years experience required by law, the prosecutor said.

DECEMBER MEETING

Major Albert W. Stevens, who made the successful flight into the stratosphere from the Black Hills several months ago, has been secured to give his illustrated lecture to the members of the Society on Wednesday, December 16, 1926.

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REMEMBER!

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Eero Saarinen ... architect ... Flint Institute of Research and Planning ... lives at Cranbrook ... Bloomfield Hills ... born in Helsingfors, Finland ... Aug. 20, 1910 ... came to America ... in May, 1923 ... and to Flint ... Sept. 1, 1936 ... parents are Prof. and Mrs. Eliel Saarinen ... father is president of Cranbrook Academy of Art ... sister, Mrs. Robert Swanson ... attended public schools in Ann Arbor ... and Birmingham ... studied sculpture in Paris ... 1929 ... studied architecture with father at Cranbrook ... studied at Yale ... 1931-34 ... was graduated with Bachelor of Fine Arts degree ... and Matcham Traveling Fellowship ... for one year ... to study architecture ... in Europe ... member Ictinos society ... Yale School of Architecture ... enjoys skiing ... swimming ... travel ... photography ... worked under direction of father ... before and after ... attending Yale ... designed all furniture ... for Kingswood school ... at Cranbrook ... was one of two architects ... of Swedish theatre ... in Helsingfors, Finland ... collaborating with local architect ... in 1935-36 ... now associated with Flint Institute ... doing research and studies ... in civic design ... in affiliation with Cranbrook Academy of Art.—Flint Journal.

AVAILABLE


Mr. and Mrs. Roger Allen spent last week-end in Detroit. Roger has completed plans for a $112,000 school building at Ionia, Michigan and the project has received final PWA approval and is now ready to proceed. All of which together with his writing and other work keeps Mr. Allen rather busy.

Chris Steketee of Grand Rapids spent a few days in Detroit last week and attended the architects' luncheon. As President Morison says, he is Caruso the second, but Chris asks, "Why the second?"

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ARCHITECTS' REPORTS


Same. Plans for one story and basement store building, 59x140, Grand River Ave., east of Southfield. Completed Dec. 5.

Same. Plans for one story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores. Completed Dec. 5.

Same. Plans for 4 stories and basement store building, Grand River Ave., Archdale, 83x120. Completed Dec. 5.


Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans for warehouse, 65x100, 3 stories. Ready soon.

Same. Taking figures on house, 25x40, Linwood Ave. Separate trades.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—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. Taking bids.


Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer.

New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several $10,000 class homes for local individuals.

Screening installation in domestic coke building at Ford Rouge plant.

Same. Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same. Bids closed on mechanical trades for new manufacturing plant for Herron-Zimmers Moulding Co.

Same. Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same. Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

Same. Preparing plans for two story office building addition for local concern.

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Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.

Same.—Taking bids on structural steel for shipping dock for local manufacturer.

Same.—Contract let to Barton-Malow Company on work of the Architectural trades for Separator Building at plant of Peerless Cement Corp.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030—Contract on Brew House and Keg Shipping Bldg. and addition to Brewery, Newark, N. J. awarded to Carlson Co., Montclair, N. J.

Same.—Addition to Nurses’ Home. General contract awarded to Atkin & Stock.


Same.—Home for the Aged. Owners, Kings Daughters and Sons, Detroit. Bids due Dec 11, 2 o’clock at Home of the Aged.

Same.—Preparing drawings for residence for Dr. Earl McKenzie.

Same.—Preparing plans for Hosmer school addition.


Mildner & Eisen, 924 Hammond Bldg., RA. 0824—Taking figures on lockers, wardrobes, kitchen equipment for Deaconess Hospital.

Same.—English residence, Cotswold type, about 40’x60’, 2-car attached garage, to be erected on Chandler Park Drive. Owner temporarily withheld.

Same.—Preliminary plans for steel and concrete tool shop, about 80’x150’, one story, crane way. Owner temporarily withheld.


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Same.—Taking figures on mechanical, electrical, piping and refrigeration on Tivoli Brewery addition.


Same.—Bids closed on residence for Ray Spitzley, 26 Renaud Road, Grosse Pointe.

Weidmeir & Gay, 112 Madison, RA. 1047.—Bids on block of nine stores, Fenkel Ave., corner Wyoming and Washburn—Tile, brick Macotta, closed.

Same.—Taking figures on store and flat, 6 Mile Road and Littlefield. Masonry and carpentry figures closed.

To the Editor:
In your article about Alden B. Dow I note: "In an age of streamlined automobiles and airplanes it seems logical that our homes should be scaled to include only essentials of actual living."

Don't know so much about airplanes but when I think of a "cheap" car which will carry two people and whose 85 horse-power engine will move it at 90 miles per hour, being driven at 30 miles an hour on 50 mile highways; when I note the new set of tin ware and bulbous mud guards which appear annually then I feel that there will be a future for architects to decorate dwellings. They may not be called "Colonial" or "English," they may even be called "Functional" but they will be just as good, just as bad and just as necessary as the bulbous fenders, tin ware and 90 mile speed.

Or is it my logic that is bad?

Yours truly,
E. K. Leavenworth
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CALL IN A SQUARE D MAN
Dear Talmage;—

I regret to tell you that dissension has raised its ugly head in the conclave of the Market Avenue Architectural and Asthma association.

Dr. Barnsmeller has taken a walk. Following a bitter and caustic debate in which the Doctor was opposed by Prof. Asmodeus Bilge, of the department of Architectural Design and Greeting Card Verse of Canarsie college, Dr. Barnsmeller bolted the organization. The evening started out harmoniously enough with the members discussing the subject "Who Invented Cement Blocks and Was He Hanged For It?"

"I remember", remembered Prof. Bilge, "the first time I ever saw a cement block. It was just after I had written my thesis on the subject "Evidences of Two Architectural Styles, the Open Cathartic and the Pointed Ironic, Visible in the Design of a Chariot Garage on the Roman Forum". Exhausted by my extensive labors, I came to Grand Rapids to rest. I was a gay blade in those days; I remember when I arrived here I had fifty-four pieces of luggage".

"How many?" inquired the Doctor.

"Fifty-four pieces of luggage", insisted the Professor.

"That's right", agreed the Doctor. "A deck of cards and a pair of socks!"

Naturally this remark embittered the Professor. He stated flatly that Doctor Barnsmeller was a person lacking in delicacy; he attributed this to the fact that the Doctor had received little formal education. He went so far as to assert that the only schooling the Doctor could boast of was a correspondence school course in show card writing. "He used to put special delivery stamps on his reply letters to the correspondence school", the Professor charged. "He thought this made him a Big Man on the Campus".

The Doctor rose to a point of order. He cast aspersions and two chairs on the Professor. The Professor countered with Roberts Rules of Order and a billiard cue. The parliamentary situation then became so involved that it was necessary to have the sergeant at arms (quiet both disputants by exhibiting the Mace. The Mace, embodying the solemnest traditions of the Club, consists of two bung starters and an ice pick, bound together with a pink rayon garment of undetermined origin.

This quieted the debaters. Dr. Barnsmeller however left the club rooms in a high dudgeon with four wheel brakes and has announced that he is against the government. Whither are we drifting?

Roger Allen

SPEEDY RECOVERY

Mr. Charles A. Luck of the Peerless Cement Corp. through illness has been confined to his home the past month. Word has been received that he is feeling much better but will have to remain a convalescent until after the holidays. Friends of Charley wish him a speedy recovery.

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AN ARCHITECT IN HOLLAND  
(Continued from Page 3)

For reasons of economy, standarized plans were used in the building of houses for factory workers. These are individual dwellings, grouped in blocks not exceeding eight units, and though simply built, they are very attractive because of the happy choice of colors, blending harmoniously with the surrounding landscape. The same character of simplicity is found in the architecture of commercial buildings, as well as in the new additions to the factory, including an industrial school, a large recreation hall, a gymnasium, and an infirmary, all admirably equipped, and in itself interesting enough to justify a few hours stop at Eindhoven.

If Eindhoven is the typical example of a modern industrial city, Rotterdam, and even more so, Amsterdam, are representatives of the modern tendency in the planning of commercial cities. Since the end of the last century, the population of these two cities increased in such proportions, that nowhere else was a city planner confronted with a more perplexing problem. On the other hand, the territory of Holland is so densely populated, that it was necessary to use great prudence in the utilization of new zones for housing. It seemed even appropriate to wonder whether, contrary to a prevalent idea in city planning, concentration would not be preferable to decentralization, as the only means of keeping the rural country free from constructions.

A visit to the new districts of Amsterdam shows clearly this tendency for concentration. Most of the recent buildings are multi-family houses, four stories high, with a common stairway, and two flats to each floor. Without insisting on the differences which exist between single family houses and multi-family houses from the point of view of health and other factors which militate against this last type of buildings, one must admit that the problem was solved with the greatest regard to both public and private interest, and with such an understanding of the requirements of modern life, that Amsterdam has become a healthy city, entirely free from slums and blighted areas.

At a time when city planning and housing are everyday words in the United States as well as in Europe, one cannot too much emphasize the efforts of Dutch city planners and architects, as shown in Amsterdam and Eindhoven.

Without insisting on the differences of all of Holland, and of having a museum which, in painting, represents Dutch art at its best. The same may be said of architecture. If, among the buildings of modern time, the Ryksmuseum and the central railroad station, by Cuypers, mark a return to the principles of old Dutch architecture, the new

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stock exchange, work of the master architect Berlage, may be considered as the starting point of a new era in Holland in the evolution of her architectural art. It is an edifice of logical construction, of great sobriety in its ornamentation, and different from the buildings of preceding generations, by the subordination of the facades to the requirements of the plan, and the ways and means of utilization of the fine Dutch brick as material of construction. The magnificent Olympic stadium, by the architect, Jan Wils, must also be mentioned as one of the most typically modern structures of their kind, as well as the schools and apartment houses, which show an original and somewhat extravagant imagination.

A flourishing city like Amsterdam is not without influence on the neighboring localities, and these often develop with it. Hilversum, residential center inhabited mostly by wealthy people having their business in the metropolis, is one of them. It is only a half-hour ride by train or automobile, and its visit cannot be too strongly recommended.

Like Vicence in Italy, built mainly by one architect and generally known as Palladio's city, one might, by analogy, call Hilversum Dudok's city, for it is by the prestige of the work of this architect that the city has acquired a great reputation. Dudok has shown his professional skill in the most varied types of buildings that are found in a modern city. Whether he had to design a utilitarian structure like a slaughter house, a public bath, a commercial building, or a civic building such as a school or a city hall, each of these buildings is proof of his knowledge of all the resources of modern technique, and, in their use, of striking originality.

After having visited in this city some delightful schools, where classrooms and corridors open freely to air and light, we arrive at the city hall, a building most characteristic of Dudok's architecture and one which deserves closer study. What first strikes your attention is the admirable adaptation of the building to the site. At the lowest point of the ground which, usually for Holland, is not entirely level, a large rectangular pool extends over the entire front, in which this building of beautiful proportions, dominated by an imposing tower, is mirrored. Walking around the city hall, we notice the effective use of glazed bricks of brilliant colors, gold, purplish black, ceruleum, and lapis lazzuli, in the decoration of facades, built of excellent material and practically without ornamentation.

The decorative treatment of walls and ceilings is very simple. It is a combination of material of flat surfaces in wood, marble, and metal, the lines of which seem well adapted to the architecture of a building in reinforced concrete. Even the draperies and rugs follow a geometric pattern and contribute, for their part, to the general harmony of this work, conceived in its totality by one artist. It reminds one of Cranbrook, the well known work in this country of another great master of contemporary architecture, Eieli Saarinen.

There are many other places in Holland, the Hague, Delft, Harlem and Utrecht, easily accessible from Amsterdam, and Middleburg, in the Zeeland, that might be well included in the itinerary of a painter or traveller in search of the picturesque. The voyage of which I have just given some personal impressions had, of course, a different objective. I was specially interested in the Dutch architecture of today, architecture of a truly modern spirit, well adapted to the particular conditions of climate and customs of that country.
WARD HARRISON AND W. M. POTTER TO ADDRESS ARCHITECTS, EMPLOYEES

With two outstanding authorities on the same program, and each having a definite message to the architectural profession, the joint meeting of the American Institute of Architects and the Michigan Society of Architects, to be held Wednesday, December 16th, in the Detroit Edison auditorium, 2000 Second Avenue, Detroit, promises to be the highlight event of the year. Every architect in Michigan, and all employees engaged in architectural work, will find this meeting of great practical value.

Ward Harrison, a graduate of Stevens Institute of Technology, has been primarily that of an engineer, but an important by-product of this experience is a keen sense of business and social values

(Continued on Page 9)
ALBERT A. ALBRECHT
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ROCKEFELLER APARTMENTS

Real-estate editors, the forgotten men of all newspapers, made the front pages of Manhattan dailies last week with news of the most notable lease of the year. It was taken by John Davison Rockefeller Jr., on an apartment at No. 740 Park Avenue. It meant the removal, next spring, of the eight-story grey mansion on West 54th Street, reputedly the tallest private house in New York City when "Mr. Junior" built it next door to his father's home in 1912. In moving to the first apartment he has ever lived in (two floors, 16 rooms), Mr. Rockefeller passed up two new apartment buildings he is completing on 54th and 55th Streets for executives who, like himself, have offices in his monumental Rockefeller Center.

Meanwhile Mr. Rockefeller was tacitly admitting failure in another and more famed apartment project, the Paul Lawrence Dunbar Apartments for Negroes. Built by Mr. Rockefeller in 1927 as a low-cost, co-operative housing venture to provide decent living quarters for a small fraction of Harlem's black population, the handsomely-gardened buildings occupy a full block, bounded by Seventh and Eight Avenues, 145th and 150th Streets. They contain 511 apartments, largely units of four and five rooms. Adhering to the Rockefeller tradition of philanthropy with a purpose, Mr. Junior planned not only to house disadvantaged Negroes but also to prove that it could be done on a sound business basis and thus to stimulate housing improvements in Harlem far beyond the scope of private philanthropy or public subsidy. He took a $2,000,000 mortgage on the Dunbar Apartments, receiving a 5% return on his investment. Fortnight ago Mr. Rockefeller started to foreclose his mortgage.

Harlem sages shook their heads dolefully last week over what they regarded as one more failure of private capital to cope with the social and economic problems of Negroes. From the beginning the Dunbar Apartments rocked precariously on deep tremors of Negro sensitiveness. Rentals were planned at $9 per room per month, to enable Negro workers to support their families without doubling up. No matter what shift was adopted, fixed charges could not be met. Only 16 tenants are now on a straight rental basis.

In the absence of any statement of Mr. Rockefeller's intentions, Harlem optimists were predicting last week that he planned to buy the property at foreclosure sale, reorganize it, install better management, set lower rentals. Although Mr. Rockefeller once turned down an offer to sell out to the New York Housing Authority, it was reported last week that he might yet turn the venture over to the public as part of the new $4,700,000 Harlem River housing development, now being built at the end of 7th Avenue on ground which Mr. Rockefeller originally planned to include in his own housing project, later sold to the Government.

Among Dunbar tenants who awaited the disposition of these matters were Tap Dancer Bill ("Bojangles") Robinson, Sociologist William Edward Burghardt Du Bois, Esquire Cartoonist E. Simms Campbell, Admiral Peary's North Pole Companion, Matthew Henson, Chief James Williams of Grand Central Station reedaps.

The Dunbar project might nevertheless have developed into a high-toned, white-collar colony of black tenant-owners. Leases were at first taken for three years during which rental payments covered purchases of stock in the Dunbar corporation. At the end of 22 years—the period set for amortization of the Rockefeller mortgage—the amount of stock owned by each tenant was to be equivalent to the value of his apartment, and the whole block of buildings would be co-operatively owned. Depression, however, ruined that scheme. Unemployed tenants were allowed to pay rent out of their stock accumulations, but otherwise the financial set-up was as inflexible as the usual real-estate capitalization. No matter what shift was adopted, fixed charges could not be met. Only 16 tenants are still renting their apartments on the original cooperative plan. These will be paid off by Mr. Rockefeller. The rest of the tenants are now on a straight rental basis.

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FRIDAY—SATURDAY DECEMBER 18—19
Jane Withers—Slim Summerville in "Pepper"

Sat. 11 P. M.—Ray Walker in "Bulldog Edition"

SUN.—MON.—TUES. DEC. 20—21—22
Clark Gable—Marlon Davies in "Cain and Mabel"
Editor's Note: Mr. Beckett, formerly of Detroit, has for the past two years been engaged by the Canadian Government on a most interesting development of their National Park System at Banff. Mr. Beckett has a most interesting story about this project which he will tell at the Architects' Luncheon this week. The following article was taken from the Hamilton Spectator of October 24, 1936.

Banff, in the heart of the majestic peaks of the Canadian Rockies, and known to visitors form all parts of the globe, has a new scenic attraction, which for breath-taking beauty, and originality in its conception has no equal elsewhere in the world. It is known as the Cascades of Time, and depicts in a series of numerous pools, with intervening waterfalls, the romantic story of geology, and displays in mass planting some of the beautiful flora of the mountains.

Built up of beautifully weathered rock of various geologic structures found in the adjacent mountains, the landscape displays in chronological order numerous rock structures from the early Cambrian, representing the dawn of life, through to the Pleistocene and beginning of man.

Completion of this project in 1937, which was undertaken by the Dominion government, will mark the culmination of a long cherished ambition of the architect, Harold C. Beckett, of Riverside, Ont., who proposed, planned and supervised the work. The Cascades of Time evidences in a tangible and conclusive manner an idea that which proper direction, unemployment of men can be put to work on a program of civic beautification that have an immediate and definite value to a community. Landscape developments can be planned to utilize natural resources of rock, timber and planting material, adjacent to many municipalities, at low cost, in producing schemes of educational as well as aesthetic value.

At an expenditure less than the ordinary cost of one mile of concrete highway there has been produced in Banff a development which received the enthusiastic acclaim of over 60,000 visitors this last summer. It has attracted public enthusiasm and interest almost without a parallel. Nearly 80 percent of the total expenditure has gone for wages.

First proposed in the summer of 1934, work was started in the fall of that year and has since progressed rapidly, and is now near completion.

As an idea in landscaping, the architect, who is a student of geology, has long visualized the idea of constructing a great outdoor museum, which would unfold in a picturesque manner the mute story of varying rock structures, speaking of floods, heat, pressure, gigantic upheavals, and the relentless weathering processes since the beginning of time.

Rocks in a glass case of a museum are dry and uninteresting objects, but arranged in a picturesque manner as part of a skillfully designed landscape scheme, surrounded by brilliant flowers, they hold an appeal and interest to every visitor, and enable the tourist to view with a greater degree of intelligence the extraordinary nature of stone formation apparent in so many parts of the continent.

This particular idea needed a gradually rising topography, ample water supply and availability of materials. A site had been acquired of about 13 acres, situated at the head of the Bow river bridge, for construction of a new administration and post office building. The ground commanded a fine view of many majestic mountains, and extended on a wide front, in a southerly direction, to the gentle lower slopes of Mount Sulphur.

Examination and study of the site showed its unusual possibilities for depicting such a scheme, and the work, as developed as a graceful embel-

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lishment of its unusual topography. The Cascades of Time are approached from a large parking area to the south of the administration building. Below the lower, or Cambrain, pool, is a picturesque timber and stone structure, from which is viewed a series of 18 waterfalls of various heights, which connect to the plateau and pools, in which is depicted many interesting limestone structures from 300 to 215 millions of years old.

The stonework in the Cambrain pavilion and lower cascades is approximately 550 million years of age. As the ground ascends, intervening geologic structures as shown in the different pools, until the Devonian plateau is reached. This is approximately 60 feet above the entrance to the grounds, and commands, from all points, magnificent vistas to the surrounding mountains and over the splashing waterfalls. Quaintly designed stone bridges span the cascades.

On the main Devonian pool is located a picturesque rustic timber and stone, octagonal-shaped pavilion. Each opening of this building frames a view of loveliness. Furnishings consist of hand-split red cedar seats and an unusually designed rustic table, upon which the numerous visitors register their names and comments. Below this pavilion, and merged into rugged stone retaining walls, is a clever, inconspicuous tool house.

From the Devonian pool, the waterways gradually ascend the gently rising ground, and illustrate other geologic structures, terminating with the largest pool of all, known as the Cretaceous. At the back of this pool, approximately 130 feet long, has been constructed a rugged cliff about 20 feet in height, with a great ledge and cave. It is here that an interesting group is proposed, which will represent the early cave man. This marks the culmination of the myriad forms of prehistoric life, to when a being closely resembling man came to life, nearly a million years ago. It is part of the architect's idea to parallel some of the later geologic structures with several realistic reproductions of some of the grotesque and extraordinary forms of prehistoric life which inhabited the world during the time these stone structures were being formed. Our great national museum of natural history have a fund of authentic information and many small scale reproductions of these forms of life which existed long before the dawn of history. This data is readily available to assist sculptors in making these life-size models.

The Cascades of Time cover an area approximately 400 feet wide by 300 feet deep. Before development, it was a dense forest of pines, spruce and underbrush. Judicious clearing of over 15,000 trees has produced great sweeps of open lawns and vistas cut through the timber to open up views of unparalleled beauty to the surrounding mountains. From the lower part of the parks to the top of the development the ground rises, 800 feet in a depth of 800 feet. Access to the various pavilions, bridges and pools is along natural flag walks, which lead gently with stone flag steps to the numerous rock terrace levels.

There are 33 pools completed, of varying size. Each has been constructed of reinforced concrete floor and walls, with the side walls and floor veneered in a naturalistic manner with the various

(Continued on Page 7)
ARCHITECTS' REPORTS


Same.—One story and basement store building, 50x140, Grand River Ave., east of Southfield. Owner, G. & R. Holding Co., 2540 Taylor Ave., taking figures.

Same.—Plans for one story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores. Completed Dec. 15.

Same.—Plans for 2 stories and basement, Grand River Ave., Archdale, 83x120. Completed Dec. 5.

Same.—Plans for 1500 seat theatre, store building (3 stores), located at 10729 Grand River Ave. Completed about Jan. 12.

Same.—Preparing plans for three stories, Grand River near 6 Mile Road. Owner—Hargo Corp.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Preparing plans for part of three stores and basement and part of 2 stores and basement, Mercantile Bldg., Jos. Campau and Yemans.

Same.—Painting contract on Mercantile Building, Heckel, Dearborn, let to H. T. Sloman, Inc.; Gl.—Benz Gl. Co.

Barnes, C. F. J., 415 Brainard, TE, 1-9888.—Plans for warehouse, 65x100, 3 stories. Ready soon.

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Same.—Taking figures on house, 25x40, Linwood Ave. Separate trades.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—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. Taking bids.

Same.—Preparing sketches for 2-story addition to school, Bangor, Mich. Bond issue voted on soon.


Same.—Office and factory building and power house, Trenton, N. J. for L. A. Young Spring and Wire Corp. Bids closed.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Preparing plans for school building, 3 stories and basement, steel construction, brick and stone exterior, 80x120.


Diehl, Geo., 120 Madison, CH 7268.—Plans for completion of two-flat—Woodland, between John R. and Brush. Awaiting loan.

Disco, J. Ivan, 2631 Woodward Ave., CA. 4789.—Residence, Renfrew Drive, Sherwood Forest. Contract let to Trowell Construction Co.

Same.—Plans for addition to Hamilton School, Lakewood and Leipsic.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.

Same.—Preparing sketches—alteration and addition to residence, Ellair Place.


Same.—Alteration to 1327-33 Broadway, formerly Broadway-Strand Theatre. Changing to merchandising and storage. Let to Martin-Krausman Co.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer. New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several 10,000 class homes for local individuals.

Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmer Molding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

Same.—Preparing plans for two story office building addition for local concern.

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Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and powerhouse for Twin Coach Company at Kent, Ohio.

Same.—Taking bids on structural steel for shipping dock for local manufacturer.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—E. Lane Crawford & Henry F. Friend, Associate Architects and Engineers, 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brewhouse for Adam-Scheidt Brewing Co., Northtown, Pa., 8 stories, 56'x85', fire proof construction.

Haughney, Harvey J., 112 Madison, RA. 1047.—Store building, 60'x80', McNichols Road near Northwestern. Bids closed.

H Hughes, Talmage C., 120 Madison, CH. 7660.—Preparing plans for alterations to "Page House," 936 E. Jefferson Ave. Owner, Marriner's Church.

Same.—Bids closed on remodeling bank building at Grand River and 14th for Michigan Floral Co.


Same.—Plans for 50'x80' factory building for Socony-Vacuum Oil Co.

Jogerst, Joseph Peter, 90 Seward, MA. 3013.—Plans for one story addition to filling station, Grand River and Blackstone Aves. Dr. John H. Cobane, owner.

Same.—Alterations to building, S. W. cor. Woodward and Temple for Detroit Trust Co. Sam Rosenfeld, Grand River and Washburn Aves., lessee. Contracts to be let immediately.

Same.—English residence, Cotswold type, about 40'x50', 2-car attached garage, to be erected on Chandler Park Drive. Owner temporarily withheld.

Same.—Preliminary plans for steel and concrete tool shop, about 80'x150', one story, craneway. Owner temporarily withheld.


Same.—Preparing plans for residence, Bloomfield Hills, Mich. 15 rooms, 5 baths. Brick veneer.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—Plans for residence for Mr. Harold Allan, Lancashire Drive, Palmer Woods, completed about Dec. 15.


Same.—Home for the Aged. Owners, Kings Daughters and Sons, Detroit. Bids due Dec 11, 2 o'clock at Home of the Aged.

Same.—Preparing drawings for residence for Dr. Earl McKenzie.

Same.—Preparing plans for Hosmer school addition.


Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Taking figures on lockers, wardrobes, kitchen equipment for Deaconess Hospital.

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ARCHITECT HAROLD C. BECKETT TO SPEAK BEFORE ARCHITECTS' LUNCHEON

(Continued from Page 5)

types of rock structures. In no place is concrete or artificiality apparent. The total perimeter of the pools is approximately a half-mile and they impound over 75,000 cubic feet of water. Source of the water supply is from an under pool and cascade in the cliff above the Cretaceous pool. There are two sources of supply, the town water, crystal clear and pure, brought in from a neighbouring mountain, and a warm sulphur water spring located 2,500 feet away on Mount Sulphur and piped down. This water will be used in the

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winter months to keep down accumulations of ice during severe weather.

The pools are being stocked with trout of various kinds, and will be utilized to raise thousands of fingerlings for stocking adjacent streams and lakes. Electric effects of a most unusual nature makes the entire area even more striking by night than by day. Caves, behind some of the waterfalls, conceal coloured lights, which makes the cascades sparkle with lovely colour and reflect in the clear depths of the pool below. Underground conduits have been carried to all the bridges, pavilions and other important points, while overhead are placed in trees numerous floodlights, which illuminate the pathways and throw into sharp relief the masses of beautiful colour in the myriads of flowers.

Many thousands of Alpine parennials and native flowers have been planted. Long hours of sunshine and clarity of atmosphere, with cool nights, are conducive to rapid, sturdy growth. The floral display during the last summer was strikingly beautiful.

The outlet from the lower, or Cambrian, pool is piped underground, and supplies a large reflecting pool in front of the administration building. This, too, has special electrical effects, and provides a picturesque and interesting feature in front of this imposing building.

The cascades involved a great deal more work than the casual observer might expect. Excavations, fills and grading required moving more than eight thousand cubic yards of earth; more than a mile of flag walks have been laid, and nearly 7,000 tons of rock used in veneering the pools and constructing the numerous rock terraces. Many obstacles had to be overcome in excavating as the ground was glacial clay mixed with large boulders. Early in the summer, raids of numerous marauding elk necessitated night watchmen to keep these animals off the planting, until the entire property was fenced.

Thousands of trees removed had to be stumped. Dynamite played a large part in this work and, during the clearing process, it sounded like a battle in progress. This entire work was carried out by men formerly on relief rolls in Banff. It provided labor of a most interesting kind to the men, who cooperated with wholehearted enthusiasm. It was interesting to find that a percentage of these men were unusually talented in the construction of rustic log work, as evidenced in the high class of workmanship in the various pavilions and bridges. A number of key men were readily trained in laying up the artistic stone work in the pavilions, pools and rock terraces.

Enthusiastic acclaim of the thousands of tourists who registered is a cross-section of public opinion as to the value of this work. A considerable increase in traffic to Banff National park could be attributed to the interest shown by visitors who had read in the press of the work in progress.

In many other important centres of Canada there exists splendid latent opportunities for picturesque and unusual development which tell an interesting story. One visitor commented, “The place one dreams of, but never expects to see.” Such projects will pass to posterity. They produce a civic pride in ownership and bring out the best in the men so employed.

In 1935, revenue from tourists in Canada amounted to over $150,000,000. Ontario is close to teeming centres of population in the United States. Artistic, unusual and imaginative developments in suitable locations will do much to further increase this trade and accelerate the return of prosperity.

Mr. Beckett, the architect, was born in Hamilton, Ont., and educated at Toronto and Columbia universities.

Visitors from many places, not only in Canada...
and the United States, are loud in their praises of the beauty of the spot. For instance, one couple from Auckland, New Zealand say: "Man's execution but God's gift; worthy of the Canadian Rockies." Another visitor from Stockport, England, declares that it is "an excellent contribution of learning", while a Milwaukee witness avers that "a new wonder has been added to the world."

Another English tourist, this time from Sandwich, Kent says: "A triumph of picturesque rusticity in nature's own magnificence and beauty. Too beautiful for words to describe."

"A tremendous undertaking", is the comment of another guest from Belgium, while two Londoners state: "Charming place. Shall certainly tell the Royal Horticultural society of your wonderful effects." Yet another New Zealander says: "A garden of delight, and an Australian from Melbourne: "Unique and lovely."

**SPECIFICATION CONTEST**

Anonymous—Mailed in New York

This "machine age" has brought very little improvement to the "horse and buggy" manner and method of writing architectural specifications. The average Master Specification is only a feeble attempt to better the situation. We need something akin to the machine for the efficient production of good specifications.

The American Institute of Architects should be requested to conduct a CONTEST OF NATION-WIDE PROPORTIONS in an effort to find such a method. Such a contest should bring something good out of hiding. However, the requirements of the contest should burden the contestants as little as possible, and there should be no condition in the contest which would deprive the winner from the privilege of copyright; otherwise, his "brain child" might continue to remain in hiding. The winner of the contest could make work available to the architectural profession through publication; but the authorized use thereof should be confined to the ethical practice of architecture.

This subject should be very IMPORTANT TO YOU because it affects the pocketbook of every architect. YOU CAN DO YOUR BIT to bring about such a contest: Write the publishers of one or more architectural magazines and request them to give this idea the necessary publicity; also, suggest that they might assist to find a sponsor.

After you have written the letters, you can assist further by passing this circular on to some other architect.

I wish this idea to stand upon its own merits, I have practiced architecture for more than thirty years; however, as the instigator of this idea, I am unimportant.

WARD HARRISON AND W. M. POTTER TO ADDRESS ARCHITECTS, EMPLOYEES

(Continued from Page 1)

which has resulted in his counsel being frequently sought by individuals and by groups in the industry. He is a recognized authority on the control of light and the design of lighting equipment of all types, and has taken out numerous patents covering such devices. During the World War he was a supervising engineer for Northeastern Ohio of the U. S. Fuel Administration and a consultant on special problems of wartime illumination. He has been a leading figure in economic studies, such as those in the Timken Roller Bearing Company, which show the value of illumination as an aid to industrial production and employee morale. In 1931, Mr. Harrison, working with other General Electric engineers, developed a new industrial lighting unit for the widely-heralded windowless factory of the Simonds Saw and Steel Company at Fitchburg, Massachusetts.

Mr. Harrison served the Illuminating Engineering Society as president during 1922-23 and as vice president during 1913-15, and has been chairman of its Lighting Legislation and Street Lighting Committees and of its Committee on Lighting Education which prepared the "Chapters on
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WILL YOU CHOOSE A CARPENTER OR AN ARCHITECT TO BUILD YOUR “AD”?*

An excerpt from an article in The Adcraft, by Edward W. Haislip

Things change with the times. No more do we have the combination “layout man and copy writer.” Economic progress, meaning competition, as well as the idiosyncrasy of advertisers both large and small, have severed this dual capacity, and this I think, is as it should be. Both jobs logically are separate and complete functions in themselves.

A layout man performs somewhat the same task for advertising as the architect does for building construction. He is the designer of the advertisement, even as the architect designs the contemplated structure. Many a carpenter or building mechanic has the inherent ability to rough out a floor plan of a structure; procure material for its construction and then the mechanical skill to erect the building. Sometimes the result is creditable. But another man spends years studying the finest build-

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ings so far erected—their period, type, beauty and utility. He studies architectural engineering and design, stress and resistance, building materials and how things are done, and why. When this man is completely "educated" in this field, he is called an architect, and you and I use his knowledge and skill rather than that of the "jack-of-all-trades."

So it is with the modern layout man. He has first fitted himself for his specialty, whether with predetermined intent or not. Layout men are educated in art, their background is art and they deal in art—art for the advertiser's sake. Just how they became layout men neither they nor I can say, but their education in and knowledge of advertising art is all embracing, as the knowledge of the architect is all embracing—they both draw on this knowledge as required and the result is a plan, for a plan is as necessary in building an advertisement as in erecting a building. As I see it, it is a perfect analogy.

FEDERAL HOUSING ADMINISTRATION
Detroit, Michigan
1174 National Bank Building
December 10, 1936

Mr. Talmage C. Hughes, Executive Secretary,
Michigan Society of Architects,
120 Madison Avenue,
Detroit, Michigan.

Dear Mr. Hughes:

Some time in January, the Federal Housing Administration will issue a printed pamphlet setting forth the "Requirements for Construction in Michigan." This document will include all of the requirements which are now being enforced, a copy of which is enclosed herewith.

Of the aforesaid requirements now in effect, item No. 9 will be changed somewhat and will require hollow concrete block be used for foundations for houses having basements or cellars, the topmost block, supporting the first floor joists, shall be of solid concrete. In brick veneer construction, the block occurring directly beneath the lower course of brick veneer shall also be of solid concrete. The exterior coating of such walls shall be accomplished by applying thereto a coating, not less than \( \frac{1}{2} \)" thick of hydraulic cement plus a heavy coat of bituminous water-proofing. This shall begin at the top of the wall immediately beneath the first floor joist construction and in case of brick veneer, shall extend downward behind the veneer, thence outward over the ledge which supports the veneer, thence downward to the footing where it shall be coved outward to the outer edge of the concrete footing.

Item No. 16 of the present requirements will be changed to require that the diagonal bracing, provided in each direction, at each corner, at each floor level, shall be in one continuous piece. This may be effected either by (a) installing a bracing piece of stud material at an angle of approximately 45 degrees, from the sill to the point where the plate meets the corner posts, or by (b) gaining into the face of the studs a continuous 1"x6" piece.

The printed pamphlet will be in the nature of a construction primer and the requirements will be set forth in great detail so as to be clearly understandable.

There is a possibility that you may wish to use this information in the official bulletin of the
MICHIGAN SOCIETY OF ARCHITECTS

Michigan Society of Architects. If so, there is no reason why it should not be released.

Yours very truly,

Lancelot Sukert,
Enc.

Chief Architectural Supervisor.

TO ARCHITECTS AND BUILDERS:

We have endeavored by conference with architects, builders, and the producers of concrete block, to discover an inexpensive and at the same time reasonably certain method of so building the foundation walls of brick veneer dwellings as to stop the leakage from behind the lower courses of brick veneer into the cellular openings of the 12" block supporting the same.

We are in receipt of a suggestion from the Concrete Products Association of Detroit. This anticipates changing the top row of 12" block to one 4"x8"x16" solid block on the outside face of the wall, backed up with an ordinary 8" block and bonded thereto with metal ties. The exterior waterproofing coat would then be applied and would extend upward from the footing, over the top of the 4" block and upward therefrom to the bonding timber or solid 4" top block (which is recommended as a substitute for the bonding timber).

It is estimated that the introduction of the 4" solid block just beneath the first course of brick veneer, on the average house, will cost from $8 to $10 more than the method commonly employed at present.

Because this method appears to us to be an improvement, we would appreciate hearing of your reaction thereto.

Very truly yours,

Lancelot Sukert,
Chief Architectural Supervisor,
Detroit Insuring Office.

NOTE: For requirements for Plans and Specifications, see Technical Bulletin No. 3.

Include the following items in General Conditions of the Specifications:

1. What is required by either the specifications or the plans shall be as binding as though required by both. In case of contradiction, the specifications shall govern.

2. All work shall conform to all governing laws, codes and ordinances, including the Housing Law of Michigan, and to all pertinent restrictions.

3. Workmanship, materials, equipment and methods of construction and installation shall be subject to inspection by and approval of the Federal Housing Administration. The Contractor shall lend his aid to the making of inspections.

To comply with Paragraph No. 516 of the Property Standards (Circular No. 2), include the following items in the Plans and Specifications for Construction:

4. All footings shall rest on undisturbed, uniform bearing soil, at a level below the locally established frost line. Adequately reinforce footings which span unsound or filled ground.

5. Footings for main foundation walls shall be 8" deep under 1-story dwellings or portions thereof, and 10" deep under 1½ and 2-story dwellings or portions thereof, and shall extend 4" on either side of the supported wall.

6. Footings for isolated piers or columns shall be centered beneath same and shall be not less than the following:

   For 1-story houses: 22"x22", 14" deep; For 2-story houses: 30"x30", 16" deep; For 1½-story houses: 24"x24", 15" deep; Isolated chimney footings, 4" ext., 12" deep.

7. Provide corbelled masonry bearing and foundations to support concrete terraces and porch slabs. Adequately reinforce all concrete slabs.

8. Walls of areaways, porches, etc. shall be corbelled from main wall footing and bonded to main foundations.

(Continued in Next Issue)

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NELSON TO ADDRESS ARCHITECTS

Mr. Harry O. Nelson, President of Nelson Company will speak to the Architects at their weekly Luncheon on Tuesday, December 22, at the Intercollegiate Alumni Club. Mr. Nelson who has been connected with the wholesale plumbing and heating supply business for the past thirty-five years, is well known to the architects in this state as a man who has always supported their cause.

Moreover he has long worked for the betterment of conditions within his own industry as well as for closer relationship among the various interests connected with building. He is past president of the Central Supply Association (1932-33). In his present position of president and general manager of his firm, organized in 1920, he has enjoyed a good business from the better firms. Two years ago his Company added to their plumbing supplies and Kohler fixtures a complete line of heating and air conditioning equipment. The Nelson Company, in addition to their main plant at 2604 Fourth Avenue, maintain branches in Grosse Pointe, Royal Oak and Ann Arbor.

This being the last meeting before the Christmas holidays, it is hoped that the Architects will make this a real Christmas party and turn out in large numbers to hear Harry Nelson discuss "Relationships of the various elements of the Building Industry."

Architects' Luncheon

Tuesday, December 22—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCOT BLDG.
CAPITAL STOCK AND EXCESS PROFITS TAX

By KARL M. DOEREN

EDITOR'S NOTE: This is the fourth of a series of articles on the subject of taxation written by Karl M. Doeren, C. P. A., auditor for the Builders' and Traders' Exchange upon the request of the Exchange. Subsequent articles will continue the explanation of the various taxes.

Capital Stock Tax

For each year ending June 30, every corporation is required to pay a capital stock tax equal to $1.00 for each $1,000.00 of the adjusted declared value of its capital stock.

The adjusted declared value of the capital stock of the corporation on June 30, 1936 is called the original declared value, as the corporation had an opportunity to declare any value on its capital stock as of the close of its last income tax year, on or before June 30, 1936. If a corporation had no income tax year ending prior to June 30, 1936, the capital is to be valued as of the date of organization.

The adjusted declared value for any subsequent year ending June 30, is the 1936 value plus:

1. Cash or fair market value paid for stock
2. Paid-in surplus and contributions to capital
3. Net profits
4. Amount of the dividend deduction allowable for income tax purposes.

Less: 1. Property distributed in liquidation to stockholders.
2. Distribution of profits.

The capital stock tax returns are filed within one month after June 30 of each year, irrespective of whether the corporation is on a calendar or fiscal year basis.

Example: Corporation A files its income tax return for the year ending June 30, 1936, declares a valuation of $80,000.00 and pays a tax of $80.00. The declared value of the capital stock is computed at 10 times the average yearly earnings.

Excess Profits Tax

The excess profits tax of a corporation is based on the adjusted declared value of its capital stock and is taxable at the following rates:

- 66% on that portion of its net income which is in excess of 10% and not in excess of 15% of the adjusted declared value of its capital stock;
- 12% on that portion of its net income in excess of 15% of the adjusted declared value of its capital stock.

The excess profits tax is imposed on the net income of a corporation. The net income is the same as that used for income tax computations with the exception that the excess profits tax paid is not a deduction in computing the excess profits tax.

Example: A corporation had capital stock outstanding of $50,000.00 declared value of the capital stock was
$80,000.00 and profits of $12,000.00 plus $2,000.00 in dividends.

**Computation:**
- **Net Income** $14,000.00
- Less **Dividend Credit** ($80,000 x 10% = $8,000.00)

**Balance of net income** $12,300.00

- Less 10% of Declared Value of 
capital stock ($8,000.00)

**Amount taxable at 6% portion of 
extended net income in excess of 10% and**
not in excess of 15% of adjusted 
declared value of capital stock

**Amount taxable at 12%** $300.00

**Excess profits tax at 6%** ($4,000.00 - $300.00) $240.00

**Excess profits tax at 12%** ($8,000.00 - $3,000.00) $300.00

**Total excess profits tax** $276.00

If the declared value of the capital stock had been $130,000.00 instead of $80,000.00, there would have been no excess profits tax.

**Individual Income Tax**

There are two taxes imposed against the income of individuals for the calendar year 1936 and subsequent years:

1. A normal tax at the uniform rate of 4%.
2. A surtax applied at graduated rates; the minimum rate is 4%; maximum rate is 75%.

In order more clearly to understand the terms used to arrive at the taxable income, the following expressions will be briefly explained.

- **Gross Income:**
  - The entire income of an individual

- **Exclusions:**
  - Is that income which by law is omitted from gross income.

- **Allowable Deductions:**
  - Are those expenditures that are subtracted from gross income.

- **Net Income:**
  - Is the gross income less the allowable deductions.

There are four possible credits against net income:

1. **Personal Exemption**
   - $1,000.00 for a single person
   - $2,500.00 for a married person or head of a family.

2. Dependency exemption $400.00 for each dependent.
3. Interest from Federal obligations.
4. 10% of Earned income.

Earned income is that income which is actually earned for personal services, rendered, including salaries, wages, fees, tips, bonuses, etc.

The earned income credit may not exceed 10% of the earned net income or the net income, whichever is lower. The minimum earned income credit will be 10% of $3,000.00, or the sum of $300.00, whether earned or not, but not to exceed 10% of the net income.

The maximum earned income credit may not exceed 10% of $14,000.00, or $1,400.00. If the taxpayer's business requires both personal services and capital, then a reasonable amount will be considered as earned, this amount not to exceed 20% of his share of the net profits.

**Example of earned income credit:**

1. A person earning a salary of $2,500.00 with no allowable deductions of earned income gets credit amounting to $250.00.
2. A person earning a salary of $5,000.00 and receiving dividends of $1,000.00 with no allowable deductions, earned income credit amounts to $500.00.
3. A person in business employing capital his share of the profits is $8,000.00. His earned income credit amounts to 20% of $8,000.00 equals $1,600.00 at 10% is $160.00. As there are no other allowable deductions, the net income is $8,000.00; minimum earned income credit amounts to $300.00.
4. A person earning a salary of $20,000.00 with no allowable deductions earned income credit limited to 10% of $14,000.00 or $1,400.00.

**Computations of tax for both single and married persons will be presented in a future article.**
THE PLANNING OF YOUR HOME


A RADIO ADDRESS DELIVERED OVER STATION WELL, BATTLE CREEK, NOVEMBER 24th, 1936

EDITOR'S NOTE: The following material, which was called to our attention by Edward X. Tuttle, architect of Battle Creek, is interesting for the understandable presentation of the subject matter. It is noteworthy that Mr. Pitkin advises the use of competent architectural services.

Continuing with our series of talks on the subject of acquiring a home, we will discuss today the planning of the home. The finished home is essentially an aggregate of a great many different materials, fabricated and assembled by skilled labor, in accordance with a prescribed plan and with certain specifications.

Yesterday Mr. Arms discussed the selection or location of a lot on which to build our home. Of course, the type of house we build will depend somewhat upon the shape and size of the lot we have chosen. We will want to plan this home so that it is in keeping with its surroundings.

Among the problems to consider are the type and design of the house, and all of the details of its construction, its equipment and furnishing. In this adventure we are not going to be appalled by its construction, its equipment and furnishing. In accordance with a prescribed plan and with certain specifications.

Yesterday Mr. Arms discussed the selection or location of a lot on which to build our home. Of course, the type of house we build will depend somewhat upon the shape and size of the lot we have chosen. We will want to plan this home so that it is in keeping with its surroundings.

Among the problems to consider are the type and design of the house, and all of the details of its construction, its equipment and furnishing. In this adventure we are not going to be appalled by the maze of details and miss the real joy and benefit of seeing the home which has been formed in our mind's eye becoming a completed reality.

Therefore, as soon as we have decided on the general characteristics of the house, we will employ the valuable experience and services of a competent architect. Before this, however, we may select our general plans from any one of a number of good books and magazines which suggest various models of homes.

The design of a home may well conform to that prevailing in our particular community, similarly the use of local building materials, so far as possible, will usually result in saving in cost and possibly in the durability of the structure. In this particular section, there is an abundance of picturesque sandstone and fieldstone, which afford both beauty and durability to the home.

From the architect we should receive a complete list of home specifications. In these specifications, general labor conditions and legal requirements are considered; and the entire program of building is outlined in detail from the foundation to the roof. It is unwise to undertake the construction of any home without the guidance of such specifications and the assurance that they will be faithfully followed, as is the case when proper architectural supervision is provided.

In most respect, local specifications are similar to those used elsewhere, including such items as carpentry, sheet metal work, painting, plumbing, heating, plastering, and electrical work.

Special care is necessary to insure a permanent roof that will not leak or yield to high winds.

You do not plan your automobile. You depend upon engineers to develop the best. Similarly, you will profit by the advice of an experienced architect in the planning and construction of your home. You should take advantage of the constant improvement in design and adaptation to environment, and the architect alone is able to keep pace with these developments.

This does not imply that you must necessarily discard the ideas you have developed in happy hours of fireside planning of the home of your dreams. You can still retain them, while the architect will develop an harmonious plan suited to your individual requirements at a large saving of expense and possible disappointment.

You know the old saying applied to many a home—"It looks as though the owner had built it himself." It is simply wasteful to put building materials together in an out-noded or poorly planned house, and the most profitable portion of your investment in a home is the reasonable fee you will pay a competent architect for his services.

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Bear in mind that if your home is properly planned it will save time and steps which may eventually total years and miles otherwise merely wasted. Proper design will do more. It will safeguard your health. Modern construction calls for sun-swept rooms and perfect ventilation; a kitchen that is not only convenient but bugproof and easy to clean and bathrooms which are sanitary and in conformity with the needs of the family.

As soon as the lot is chosen and the plans and specifications well completed, the next step should be making of arrangements for financing this home, in case you do not have all of the necessary money.

And because of a number of advantages that a federal savings and loan association can offer we believe you will come here. Maybe we are influenced in this belief because more Battle Creek home loans are made by us than any other lending agency. And then perhaps this is because of the advantages we offer.

Whether you are building a home, buying a home, or refinancing the home you already own, the Calhoun Federal can help you to assured, debt-free, economical home-ownership. Consult the officers of this Association at the Calhoun Federal Building, 15 Capital Avenue N.E., and learn how much you can save by financing your home the Federal Way. Interest as low as 5%—Loans up to 75% of the appraised value—for as long as 15 years.

Remember—Save today—the Federal Way.

ARCHITECTS HEAR HARRISON, POTTER

On the evening of Wednesday, December 16, some 115 architects met with as many engineers at the Detroit Edison Company's Service Building in what was one of the most important gatherings held in this section for some years.

The occasion was to hear Mr. Ward Harrison and Mr. W. M. Potter, both of the General Electric Company at Nela Park in Cleveland discuss modern day lighting trends.

The meeting which was held jointly by members of the Detroit Chapter of the American Institute of Architects and the Michigan Society of Architects, was opened by Clair W. Ditchy, who referred to the attendance as the largest since "the late twenties." He said he was glad that there were still so many architects in existence.

Mr. Harrison spoke on "A new Architectural Viewpoint" and illustrated his talk with lighting equipment of various and interesting sorts. He began with candles and took his audience through the stages of kerosene, gas and electric lighting down to the present—only so many advances were in evidence that they seemed to belong more to the future.

Mr. Potter's subject was "Architectural or built-in Lighting." He spoke on materials used in the manufacture of lighting equipment of today. One of the most interesting features was a model store front, which the speaker remodeled at will with most telling effects.

This most educational program was a means of the architect being instructed on an important subject and at the same time highly entertained.

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Same.—One story and basement store building, 50x140, Grand River Ave., east of Southfield. Owner, G. R. Holding Co., 2540 Taylor Ave., taking figures.

Same.—Plans for one story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores. Completed Dec. 15.

Same.—Plans for 1500 seat theatre, store building (3 stories), located at 10720 Grand River Ave. Completed about Jan. 12.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Preparing plans for part three stories and basement and part two stories and basement, Mercantile Bldg., Jos. Campau and Yemans.

Same.—Plans for one store, to be occupied by Woolworth and A. P., Fenkell and Grand River.

Same.—Preparing plans for remodeling and modernization of two story store for the Ferndale Dept. Store. Owner, M. B. Stone. Location, 7924 West Vernor Highway.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans for warehouse, 65x100, 3 stories. Ready soon.

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Same.—Taking figures on house, 25x40, Linwood Ave. Separate trades.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Contract let to W. E. Wood Co. Mechanical trades still being figured.


Same.—Office and factory building and power house, Trenton, N. J. for L. A. Young Spring and Wire Corp. Bids closed.

De Rosiers, Arthur, 1411 Macabees Bldg., CO. 2178.—Preparing plans for school building, 3 stories and basement, steel construction, brick and stone exterior, 80x120.


Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—Plans for addition to Hamilton School, Lakewood and Leipsic.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.

Same.—Preparing sketches—alteration and addition to residence, Ellair Place.


Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer.

New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several $10,000 class homes for local individuals.

Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmers Moulding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

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Same.—Preparing plans for two story office building addition for local concern.

Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.

Same.—Taking bids on structural steel for shipping dock for local manufacturer.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030, E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers, 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction.


Store building, 60x80, McNichols Road near Northwestern. Bids closed.

Hughes, Talmage C, 120 Madison, CH. 7600.—Preparing plans for alterations to "Page House," 936 E. Jefferson Ave. Owner, Marriner's Church.


Same.—Factory building for Socony-Vacuum Oil Co. Contract let to W. S. Pocock Co.

Same.—Preparing plans for residence for Sydney II. Morgan. Location, Lakeland Ave.

Same.—Preparing plans for residence for Miss Bessie McCoy. Location, Greenview Ave.

Jogerst, Joseph Peter, 90 Seward, MA. 3012.—General contract, filling station, Grand River and Blackstone Aves. for Dr. Cobane let to Adler Construction Co., 10 W. Parkhurst.

Same.—General contract, alterations to Temple and Woodward building for Detroit Trust Co. let to Adler Construction Co.

Same.—General contract for tool shop on Schafer Road near Plymouth previously reported, let to Adler Construction Co.

Same.—Bids on English residence, 40x60 to be erected at Outer and Chandler Park Drives, for Mr. Albert J. Stocker being taken by architect.


Same.—Preparing plans for residence, Bloomfield Hills, Mich. 15 rooms, 5 baths. Brick veneer.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—Plans for residence for Mr. Harold Allan, Lancashire Drive, Palmer Woods, completed soon.


Same.—Home for the Aged. Owners, Kings Daughters and Sons, Detroit. Bids due Dec 11, 2 o'clock at Home of the Aged.

Same.—Preparing drawings for residence for Dr. Earl McKenzie.

Same.—Preparing plans for Hosmer school addition.


Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Taking figures on lockers and kitchen equipment for Deaconess Hospital.

Same.—Taking figures on mechanical, electrical, piping and refrigeration on Tivoli Brewery addition.

Same.—Contract on wardrobes for Deaconess Hospital let to Herring-Hall-Marvin Co.

Sarvis, Lewis J., Battle Creek, Mich.—Work ready for figures: Administration and Dining Room Building for W. K. Kellogg Foundation at St. Mary's Lake. Cost about $26,000.00.


Same.—Preparing plans for residence, Birmingham, Mich.
HOUSE COMPETITION

Announcement has been made by Mr. Guy S. Green of the Hannan Real Estate Exchange, of a competition for a residence to be open to Michigan Architects.

The program is now in preparation for a competition which it is expected will be approved by The American Institute of Architects. Messrs. Branson V. Gamber and H. Augustus O'Dell have been working with Mr. Green toward the offering by that firm of some $1500 in prizes. It is tentatively understood that the first prize will be $500.00.

The property, owned by the Merrill Palmer School, is located on the East side of Hamilton Avenue extending North of Six Mile Road.

It is contemplated that the program will call for a house of eight or nine rooms, costing not over $15,000.

The first house will be built next Spring and the winner of first prize will also be awarded the architectural contract at a regular fee.

There is to be an architectural advisor, and a jury composed of two architects, one member of the school and one member to be named by the Women's Clubs of Detroit. Branson V. Gamber is to be professional advisor.

The Season's Greetings

Not in the sense of custom only, but with a genuine appreciation of our pleasant associations during the past year we extend to you our best wishes for an Old Fashioned Merry Christmas and a New Year of happiness and prosperity.

NEW ARCHITECTURAL FIRM

The firm of G. E. Tamplin Architect, F. W. Fuger, Designer has been changed to Tamplin & Fuger, Architects. Their offices are at 217 Farnsworth, Detroit.

Mr. Fuger recently passed the state examination for registered architects. His home is at 333 Lincoln Road, Grosse Pointe.

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It is a ten to one shot that any architect you meet has not paid his dues for 1936 in the Michigan Society of Architects.

Mr. Thornton has made considerable effort to collect dues but the results have been rather discouraging. We need the support of all registered architects to strengthen our laws to protect the public and educate them to the advantage of architectural service. By cooperation and a little capital, we may develop collective advertising for the architect and solve many other problems.

The present administration expects to arrange an educational and social program for the Fall and Winter. Plans will be announced later.

As well as active members and cash, we want suggestions. If you are an associate and feel that you can not spare the three dollars to become active and yet have a suggestion—send it in. We need it. It is better to have an associate who will suggest than an active who will just jest.

Yours truly,
Cornelius L. T. Gabler,
Secretary
Michigan Society of Architects

YOUNG MEN MEET WITH COUNSELORS

On Thursday evening, December 11, a group of some 500 young men met with their counselor at Central High School in Detroit.

These meetings of students, initiated by the Society of Engineering Educational Development, and sponsored by the Educational Committee of the Engineering Society of Detroit are drawing twice as many as they did a year ago.

The movement is supported by the American Institute of Architects and the Michigan Society of Architects and Branson V. Gamber and Clair W. Ditchy respectively represent those organization.

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F. H. A. STANDARDS
(Continued from Last Issue)

9. Coat exterior of basement walls with not less than 1/2" thickness of waterproof cement, coved at bottom of wall to outer face of footing, plus a heavy coat of undiluted tar or asphalt waterproofing. In brick veneer construction, underlay bottom brick course with 50-lb. slater's felt turned up behind brick to first row of wall-ties.

10. Column shall be of new, standard gauge gas-pipe with caps and bases of not less than 3/16" steel plate, connected to columns by welding or bolted clip angles. Bolt caps to beams. Bases shall be not less than 8" square, centered on footing.

11. Install an adequate gas-pipe column to support first floor construction at turn of basement stair, centered on a 22"x22"x14" concrete footing.

12. Where beams rest on masonry walls, install adequate steel bearing plates.

13. All beams shall be adequately spliced at joints. All joints shall occur over column centers, including joints in built-up wood beams.

14. Framing and sheathing lumber shall be structurally sound and thoroughly air dried or kiln-dried. Green lumber is prohibited. All finish lumber shall be kiln-dried. Sizes of all wood framing members in houses more than one story high shall conform to American Lumber Standards. No warped doors will be accepted.

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14. (a) All abutting headers supporting more than 2 joints, and all joints over 4 feet long, which abutt headers, shall rest on adequate metal joist hangers.

14. (b) Joists bearing on steel beams shall be maintained in vertical position with 2"x4" spacers wedged in between all pairs of joists and end-spiked thru joists.

15. Valley rafters for intersecting roofs extending not over halfway from eaves to ridge shall be 2" deeper, and for higher intersecting roofs, 4" deeper than main roof rafters and of 2" framing lumber and doubled if over 16 feet long.

16. Provide lateral bracing of wood frame by diagonal subflooring unless of rigid panels for all floors, in opposite directions on alternate levels, all boards end-cut over joists; plus either diagonal sheathing or diagonal cut-in-stud bracing from sill to plate, at each corner, in both directions at each floor.

17. Provide let-down subfloor for concrete under-floor for finished tile floors.

18. Provide 7'-0" clear headroom at stairs.

19. Asphalt shingles shall weigh not less than 15 lbs. per 100 sq. ft., and shall be installed on roof boards laid with tight joints.

20. Underlay roofing with 30-lb. slater's felt on flatly pitched roofs.

21. Sheet metal shall be not less than 26-gauge iron, painted one shopcoat of rust preventive paint before installation, plus two (2) coats lead and oil paint.

22. Thoroughly backpaint all exterior and interior trim. Exterior painting shall be two good coats in addition to priming coat. Paint or spar-varnish tops and bottoms of all exterior and interior doors and wood sash.

23. Caulk all exterior openings with permanently elastic caulking compound.

24. Fireproof attached garage by applying a 1" thickness of metal lath (or rock lath) and cement plaster to interior walls and ceiling.

25. Install metal-clad door and frame, with self-closing hardware, at any doorways between garage and main building.

26. Provide window having a glass and ventilating area of not less than 3 sq. ft. in basement toilet.

26. (a) Basement recreation room window(s) shall have glass and ventilating area equal to 5% of the floor area.

27. The heating system shall be so designed and installed that, under normal conditions it will heat all habitable portions of the dwelling so as to maintain an inside temperature of 70° Fah. and basement to 60° Fah. when the outside temperature is 10° below zero, Fah.

28. Provide openings adequate for access and ventilation of unexcavated spaces beneath first floor construction, arranged to provide cross-ventilation.

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**IT PAYS TO ADVERTISE**

By G. B. H.

This is an old slogan but it is still true. In a recent copy of the Saturday Evening Post appeared an article entitled “A House That Very Little Jack Built,” which tells how a prospective home builder found that the services of an Architect would cost 10% of the estimated cost of the building. How did one of our members, now practicing in Florida, or some other good Architect, miss that job? Seriously, tho, what we would like to know is why the editors of magazines print articles, and over-estimate their cost, when anyone who has built knows that their fees are very modest. The writer of this particular article proved to be a good shopper for material, but a very poor shopper for services, and in the last analysis these services were what they really needed most.—The Blue Print.
THE HOUSE THAT VERY LITTLE JACK BUILT
THE HURRICANE

The following comments appeared in "The Blue Print" published by The Westchester County Society of Architects
By G. A. B.

A recent issue of The Saturday Evening Post contained a tale by a woman writer, of how she, with her husband and their nineteen-year-old son, built a house for themselves in Florida.

The story gave an unflattering picture of the architects she met in her early planning of the house. She refers to them as having "tittered politely" when she suggested that the substantial sized house she contemplated could be built for the four thousand dollars she had to spend. They seem to have annoyed the lady also because they wished to be paid, as usual, a suitable fee for their services. So she got a draughtsman instead, and, for ten dollars, he drew her plan to scale.

If she had only found fault with the "tittering" we would be with her. But since she, apparently a professional worker, does not seem to see the necessity of obtaining proper professional advice, and paying an adequate fee for it, we are interested in analysing the lady's mental processes as deductible from her story.

We find that not only was the lady irregular in respect of her attitude to the importance of having proper professional advice for her house, but that, to achieve her goal of a large, "swell" house, with only four thousand dollars to spend, she followed the precepts of the Vandals in building her house largely of spoils resulting from the destruction of structures erected grandly and lavishly by an antecedent civilization.

The labor employed on her house, except such as was contributed by herself and family, she also seems to have chosen from a subnormal type. A poor, old friend, once rich, but now happy to get four dollars a day, was one of her laborers. Another one, a main support, depended on during the course of the work, and evidently paid the munificent sum of a dollar a day, was a sort of Robinson Crusoe's Man Friday.

She states, with evident pride, that the plumbing installation was done by "the only non-union plumber we could find", and with more pride that "having extracted all the advice we could graft, and discarding none of it, we then set to work at the beginning."

During the course of the house building, there was a hurricane, and our lady was greatly elated. "Lumber we could find", and with more pride that "the house stood up under it. We appreciate 400 dollars a day, was one of her laborers. Another one, a main support, depended on during the course of the work, and evidently paid the munificent sum of a dollar a day, was a sort of Robinson Crusoe's Man Friday.

A bit further along, she gives the advice (and her whole story is intended to give advice, otherwise we should not comment on it) that "one of the most important things you do with a plan is not to take it too seriously."

These extracts from the story seem quite clearly to show the lady's mental processes.

We may be certain that she advocates going to the drug store for a cure-all when ill, and would deride the folly of consulting and paying a doctor, or going to a clinic if you haven't the money, for diagnosis and advice.

She admits the possibility of there being a little mule blood" in her family. Perhaps "mule" is not the right term.

A charitable view can be taken of the lady. She, and her kind, do some good. For one thing, they make it possible for the patent medicine manufacturers to continue. But they are also the people who fill the country-side with structures of a kind not tolerated in any other orderly civilization.

FIGURES CANNOT LIE
Anon

Figures cannot lie but they can tell an implausible story. When the point of the story carries an implication that in the building of a small house, neither an architect nor a building contractor is necessary, perhaps the figures should be analyzed.

The November 14th issue of the Saturday Evening Post carries an article entitled "The House That Very Little Jack Built." It does not suggest that the general public would do well to follow the example set, but as the architect and the contractor were deliberately thrown out of the picture, perhaps the architect should be privileged to comment.

The author describes the house as having a living room 27'x17', a bedroom and study, each 15'x18', two baths each 6'x10', a kitchen, a garage, servant's...
quarters and a studio room, all of which would make a house of at least 22,000 cu. ft. Now the author carefully avoided showing the floor plans of the finished house, but states that the frontage is 65', and as the illustrations show two projecting wings apparently not over 25' long within the frontage of 65', it is perhaps safe to assume that the contents of the completed house is not over 18,000 cu. ft.

The house is in Florida, of one story, with no cellar and no heating plant and the cost is given as $4,100, which would give a per cu. ft. cost of $.23. But the author states that she and her husband and son built the house with their own hands—with a little assistance from non-union laborers. Let us assume that the house took three months to build and that the author and her husband feel that their time is worth $50 per week, while that of their 19-year-old son is worth $25 per week. This will add another $1,600 to the cost, bringing it up to $5,700 or $.32 per cu. ft. And the house doesn't look so cheap.

The author mentions several conditions which made the cost of materials ridiculously low, conditions which will not be found normally once in a blue moon—the fact that the building blocks could be delivered at the site by barge, that the Royal Ponceina Hotel was being torn down and the plumbing fixtures for three bathrooms could be purchased for $65, and that from the same second hand source, all the woodwork, doors, windows, etc., were secured. She also states that all labor was non-union and that the unskilled labor received a dollar a day.

Now it is stated that the author refused an offer of $15,000 for her $4,000 house (or rather $5,000, because the lot really should be included). She is certainly to be congratulated and from the illustrations the author has charm and the house a beautiful setting in a grove of coconut, fish-tail and Washingtonia palms, on the East Coast Canal, but for the casual reader to duplicate her feat it will be necessary to engage the services of the author, her husband and her son for three months without pay, find a plot on a river canal for $1,000, a large hotel being torn down in the immediate vicinity and labor at a dollar a day, not to mention a few other things such as a draftsman to draw the plans for $10. Given these circumstances, an architect and builder can be dispensed with, but no doubt, with serious damage to the outcome.—The Blue Print.

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BUT CLEOPATRA WAS MODERNE TOO

"BUT", breathed the lovely client, "why do you propose such excruciating idiosies as Dutch Colonial, American farmhouse or Regency or English cottage. I am no Dutch treat nor farmer's wife nor do I belong to a period. Look at me, my coral finger tips, my platinum hair, my eyes, my clothes, my lines, my—cease, you gaze like an X-ray."

"BUT Madame", placated the architect, "surely not Modernism. No, no, not that—not that."

"BUT Yes, I do want Moderne, but not of your Machine Age factory. Am I produced by machinery? I am moderne but not a tool. I am Vogue, Enchantment, Sex Appeal, Etcasy. Express me. Me! Solomon in all his glory was not arrayed as one of me."

"BUT Yes, Madame, yes, inspiration, it comes. Coral tinted glass blocks in subtle dynamic swirls with shimmering stream-lined roof of emerald pantalite, and the entrance of silvery Monel with the knocker phallic conventionalized. But no. Will the FHA approve? No."

"BUT Yes. The FHA adores market value and of me they—But, yes, they will approve. Always I am approved."

But another gem from Clarence Tabor's "QUID NUNC" Architects League of Northern New Jersey.
LOW COST HOUSING

By ALBERT KAHN

A Radio Talk in The Detroit News' Your Government Series Over Station WWJ, Dec. 6, 1936

It is a well known fact that slums cost the city more for police protection, for health work, social service and fire protection than do the better districts. Class hatred, social unrest and revolutionary propaganda are only natural products of slum conditions, and so are the lowered quality of citizenship and standard of family life. Indeed, family life is impossible amidst surroundings where humans are crowded into dilapidated quarters, where even the lowest degree of privacy cannot obtain, and the most elementary sanitary requirements do not exist. Necessarily, the health, the morals and the general well being of the inhabitants are affected when light and air are inadequate and often absent. Disease stalks about in such overcrowded places and the entire community is endangered.

A careful detailed survey of the Brewster Street slum area recently razed to make way for a federal housing project discloses that 68% of the buildings were declared unfit, that tuberculosis sufferers were 6 1/2 times the city average, that pneumonia was 8 times, and infant mortality 1 1/2 times the city average. Such a health record is appalling and indicates the importance of remedying the situation.

Investigation proves that most criminals have a history of juvenile delinquency behind them and that poor housing is the prime cause of such. Lack of play space indoor and out, restless and cramped at home, the child must seek the street and meets the vicious element. It is but a short and natural step from here to gangdom. Our prisons and houses of correction tell the sad story. Millions and millions are spent on them when a portion devoted to proper housing might save a large share of this cost.

Numerous agencies have been at work to remedy the situation and much good has been accomplished, but a great deal remains to be done. Real relief can not obtain until it is more generally recognized that before razing slums decent livable quarters must be provided for those now occupying them. Without such, the cleaning out of slums means only the creation of new ones, attacking other run-down properties and extending the evil.

Statistics show that about 21% of the Nation's population earn less than $1000.00 per year; 71% earn less than $2500. The medium income per year is some $1700.00. Those with such an income are fairly well taken care of by the private builder. It is the group earning less than $1000.00 which presents the principal problem. The building of even the simplest house to rent at, say, $16.00 per month—all that this class can possibly afford to pay—can not be made profitable, wherefore private enterprise will not undertake the task. Such housing must be subsidized and therefore become the problem of the community, the State and the Federal Government.

Architects' Luncheon

Tuesday, December 29—12:15 P. M.

Intercollegiate Alumni Club
13th Floor Penobscot Bldg.
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Merry Christmas

and a

Prosperous New Year

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COOPERATION IN THE BUILDING INDUSTRY

By HARRY O. NELSON

A Talk Before the Architects' Luncheon, Detroit, December 22, 1936

It affords me great pleasure to meet with you here today. I find it very interesting and instructive to meet with groups of business and professional men who follow the same vocation in life, and who gather for the purpose of promoting their industry or profession.

Public speaking is not a specialty of mine and while I have had a good opportunity to study the building industry, I can't say that I have an answer to any of its many problems. After accepting your kind invitation I thought it might be better to set down in writing some of the things I have gathered from observation and experience that are fundamental to sound business, so if you will permit I will read my short message to you.

In this day and age it seems quite necessary to have a common meeting ground for the purpose of exchanging ideas and developing plans and systems for orderly procedure in business.

During the past 25 years this kind of work has been steadily increasing in all industries and professions until today we find it forming a very important fabric in our civilization. Association work has contributed much to the progress and advancement of our many vocations in life, it has been entirely voluntary except during the short existence of the NRA. Our rather severe Anti-Trust Laws have unquestionably accomplished much good, at the same time I am convinced that they have prevented a great deal of good constructive work that associations would otherwise have done. Quite possibly these laws have reached much farther than was originally intended by their makers.

We also hear the expression that competition is unfair competition but I do believe that they are not primarily for the purpose of eliminating other factors. We are living in a buying and selling world. How many times have we heard the expression "cut-throat competition," the "law of the jungle" and other similar phrases to exemplify our business and professional problems.

Ruskin said, "There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper," etc.

We sometimes wonder if any of us have a close-up picture of our civilization and the system under which we live. To put it mildly, we have developed a civilization in which competition predominates all other factors. We are living in a buying and selling world. How many times have we heard the expression "cut-throat competition," the "law of the jungle" and other similar phrases to exemplify our business and professional problems.

It has been quite evident that our Government has recognized the need for some plan that will encourage constructive association work. Several years ago they set up our Federal Trade Commission to work with industrial trade associations and to assist in the establishment of fair trade practice rules as a guide to industry. While this effort failed to accomplish the real need of industry it nevertheless was a step in the right direction, it gave encouragement to association work and accumulated valuable knowledge concerning the intricate and difficult problems confronting the commerce of our nation.

The era following the early 20's has often been referred to as a period of profitless prosperity, lots of business with little or no profit, income taxes dwindled, debts increased enormously and as a climax we found ourselves facing the most disastrous depression this country has ever had. Business and professions suffered, many formerly successful concerns were wiped out, associations were reduced to a name only and at the close of 1932 our prospects were dark indeed.

The National Industrial Recovery Act passed in 1933 was a boon to associations as well as to industry; it was through them that industry was able to organize and establish themselves under the new order of fair trade practices. I am convinced that much good was accomplished under this new order of things and had it not been for the Supreme Court ruling the NRA unconstitutional, all industry and professional people in this country would be on a much sounder basis today.

I sometimes wonder if any of us have a close-up picture of our civilization and the system under which we live. To put it mildly, we have developed a civilization in which competition predominates all other factors. We are living in a buying and selling world. How many times have we heard the expression "cut-throat competition," the "law of the jungle" and other similar phrases to exemplify our business and professional problems.
porisons, develop codes, establish minimums and in
general promote our profession or business to higher
standards which, after all, is a proper contribution
to our fellow man.

Every industry needs some form of protection
against unfair trade practices in order to uphold
the quality of his products and service, some pro-
tection is provided through advertising and publicity
instituted by individual concerns. Patents and
laws prohibiting misrepresentation, short weights
and other gyp methods of chiseling has provided
a certain amount of protection to honest sincere
industries and professions. However, it seems
about impossible to build a wall high enough to
insure absolute security. Now I believe that the
most destructive competition usually develops from
within the industry itself, in other words, our own
sins of commission and omission contribute most
to the breaking down process or the lack of fur-
ther progress and development, some few, usually
too few of the faithful, carry the whole load. They
carry their own share cheerfully and strive to en-
courage others and in addition to this are forced
to fight the more recalcitrant factors associated
in the same vocation.

Bertrand Russell, one of our foremost philos-
ophers of today, in discussing our present civiliza-
tion made the statement that he "did not believe
that this industrial civilization of ours could en-
dure unless we substantially increased our associa-
tion work."

The growth of associations since has proved the
truth of his prophecy.

The human animal is not constituted to enjoy
solitary confinement, instead he enjoys compan-
ionship, friendly cooperation and when in need almost
always appreciates assistance.

I doubt if we could go back far enough in the
misty prehistoric past to find our human ancestors
who did not have some form of association, some
respect for others' rights.

...Attention Architects
and Builders!
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It might seem a little severe to say that there
are those who while not contributing themselves
are still willing to bask in the sunshine created by
others, but that is exactly what happens in indus-
trial and professional associations. The good work
of an association usually reflects its benefits to
all those following the same vocation.

It does seem that we have reached the time
when Federal laws are needed to govern fair trade
practices in industry. We have them socially, so
why not industrially? They may seem a little awk-
ward at first, any new thing usually does, but I
feel sure that after we get accustomed to them we
will accomplish a great deal more and the result
will be either directly or indirectly a benefit to all
the people. After all, order and good regulation
is better than haphazard methods and chaos.

We do live in a great country, the greatest in
the world today. We have much to be proud of,
freedom and opportunity is still with us, our na-
tional wealth is great; it is up to the people to go
govern themselves that we may all take advantage
of our vast resources.

Nature is a peculiar task-master, easy on us if
we do our part, hard on us if we don't. When things
come easy they have a tendency to soften and when
the battle is hard it strengthens us. There is only
one person in the world that can make us inde-
dependent, that is yourself. If we carry our share
of the load we will always be found in the front ranks.

I am told that there are five distinct types of
human beings and that the overlapping or inter-
mingling of these types result in numerous com-
posite characters. There are wide variations in our
likes and dislikes, that makes life more interesting,
more complicated, broadens our field of opportunity.
All men are not born leaders, that is a good thing
because we also need good followers, in fact, good
followers are just as important as good leaders,
often the real constructive plans come from the
quiet thinker, always willing to cooperate, willing
to follow but has no desire to lead the parade.

Occasionally we find the fellow who tries to do
too much, more than his time will permit, this
usually proves to be a mistake, for the average
man cannot carry the load of an active association
and at the same time his business.

Carrying on the work of an association is the
job of a business manager, one who can devote
all his time to your problems. The right man will
collect the ideas of his membership and see that
they are carried through, in fact, he will see that
his members make money.

Our building industry is one of the most compli-
cated and also one of the most important. It has
much to do with our civilization, and with pros-
perity. Health and comfort depend largely upon
modern buildings. We can well be proud of this
industry of ours and we should take good care of it.

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Our tremendous stocks of "Famous Makes"
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Development of the home has kept pace with our other modern conveniences. The architecture and engineering include many conveniences not found in homes of yesteryear. The many added features and the great volume of home building have brought about a great deal of specialization in both labor and materials. This adds much to the problems of the architect and general contractor.

For example, compare the time and money spent in the selection of plumbing and heating and their installation today as against those of 40 or 50 years ago, the development in beauty, efficiency, and the knowledge of its importance in relation to health has increased a thousand fold. When I first entered this field many homes were built without either plumbing or furnace heating and the maximum in those days for the modest home costing from 5 to 15 thousand dollars was one very mediocre bathroom.

Many prospective home builders do not give sufficient thought to the construction and design of their future home. Their knowledge of the best routine to follow in home building is somewhat limited. Owner interest, however, is on the increase which should be a good omen to the architectural and engineering profession.

I believe that every branch of our building industry has neglected to carry on sufficient promotional work. Associations have not told their story well enough. This job cannot be done by one or a few individuals. It is a mass production job, it automatically falls into the lap of associations. Once in hand there it often reduces itself to simple routine matter. I may be a little lop-sided on the association question but until something comes along that is better, I am going to stick to it. I believe that our whole building industry would function more smoothly and successfully if we were a little more closely associated together, surely we have much of mutual interest. Granting that we have done a fair job, there is still room for improvement, getting a little closer together should help. Personally I would like to see a common meeting ground where all branches of the building industry could be heard. The building is first conceived in the mind of the architect, possibly he would be the one to start such a program. I am sure he would find many who would be glad of the opportunity to cooperate.

I would like to touch on the plumbing and heating industry for a moment. Being in the wholesale or distributing branch of the industry I appreciate a little more fully the responsibility that rests on the wholesaler who distributes the better grade products. New products which are brought into the field must be carefully analyzed, we must have your opinions of them, we must secure the opinions of the plumbing and heating contractor, we must know if they meet with the latest approved designs in sanitation and also determine something about their artistic appeal to the consumer.

Naturally we try to build a dependable reputation and about the only way we can accomplish this is by selling reliable products and rendering the service the building industry requires. I do not believe that there are any short cuts in plumbing and heating that will produce satisfactory results. There is one thing I want to mention at this point.

(Continued on Page 11)

Same.—One story and basement store building, 50x140, Grand River Ave., east of Southfield. Owner, G. & R. Holding Co., 2540 Taylor Ave., taking figures.

Same.—Plans for one story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores. Completed Dec. 15.

Same.—Plans for 1500-seat theatre, store building (3 stores), located at 10729 Grand River Ave. Completed about Jan. 12.

Same.—Preparing plans for 3 stores, Gratiot and Pelky, near 6 Mile Road. Owner—Hargo Corp.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Preparing plans for part three stories and basement and part two stories and basement, Mercantile Bldg., Jos. Campau and Yemans.

Same.—Plans for one store, to be occupied by Woolworth and A. & P., Fenkell and Grand River.


Disc, J. Ivan, 2631 Woodward Ave., CA. 4789.—Plans for addition to Hamilton School, Lakewood and Leipsic.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.


Donaldson & Meir, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer.

New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several $10,000 class homes for local individuals.

Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmers Moulding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.
Same.—Preparing plans for two story office building addition for local concern.
Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.
Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.
Harley & Ellington, 1507 Stroh Bldg., RA. 9030., E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers, 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction.

Haughey, Harvey J., 112 Madison, RA. 1047.—Store building, 60x80, McNichols Road near Northwestern. Bids closed.
Hughes, Talmage C., 120 Madison, CH. 7660.—Preparing plans for alterations to "Page House," 996 E. Jefferson Ave. Owner, Marriner's Church.

Same.—Factory building for Socony-Vacuum Oil Co. Contract let to W. S. Pocock Co.
Jogerst, Joseph Peter, 90 Seward, MA. 3013.—General contract, filling station. Grand River and Blackstone Aves. for Dr. Cobane let to Adler Construction Co., 10 W. Parkhurst.


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BUILDING MEN TELL WHAT FHA HAS ACHIEVED

By B. C. FORBES

In The Detroit Times

The lumber industry enthusiastically endorses the Federal Housing Administration's activities. This is forcefully demonstrated by the deluge of letters received by this column since it quoted one FHA borrower who submitted figures to show that the interest charges amount to more than understood by the average borrower.

A building and loan association gives startling figures concerning the number of homes which have had to be taken over from members and contends that disposal of such homes is seriously retarded by FHA construction.

The National Lumber Dealers' Association, through its secretary, Frank Carnahan, in course of a very comprehensive, illuminating communication, states:

"The National Lumber Dealers' Association, with a membership of approximately 23,000 lumber and building material dealers, took FHA legislation ... In the end, the National Housing Act had practically the unanimous support of Congress.

"This association developed through questionnaires that, even as early as January, 1934, there was a market close to $300,000,000 worth of construction. But nowhere was it possible to secure financing for new home building.

"All business men engaged in the building industry, and labor, point to the FHA as the prime reason for the rehabilitation of an industry which produced in July, 1936, almost as much building as in the whole of 1933. In our opinion, nothing would have broke this financing except the aid of a government agency. Thousands of banks and financial institutions were sold with the soundness of the FHA program; as a result, financing began, and the record now speaks for itself.

"The FHA does not lend any money, whatsoever. It simply insures loans made by banks and other lending institutions for home financing and modernization and repair work, to create confidence so that such institutions will lend. The lending institutions are protected by the mutual mortgage insurance fund."

Regarding interest charges, he explains:

"The FHA mortgages represent not only first but what normally has been first, second and third mortgages. The actual charges under the FHA plan, which include the one-half of one per cent service charge and the one-half of one per cent insurance premium, add up to about 6.24 per cent, but these interest charges are based upon a decreasing balance and adjusted monthly, whereas under the old system they were adjusted semi-annually and sometimes quarterly. Never in the history of the country has first, second and third mortgage money been secured at as low a rate as 6.24 per cent.

"The insurance premium allows for a reasonable margin of losses.

"You say that all past experience demonstrates that to lead as high as 80 per cent of the appraised value is unsafe. We agree, if such lending is done under the old conditions ... It is our belief that the appraisal system which is rigidly followed by the FHA is most scientific and successful system of valuation which has ever been put into practical effect.

"Thus far definite commitments to insure total $528,925,445 and there have been only four foreclosures in the United States. I should like to have you point out any system of lending which can show such a record.

"The season for the 20-year mortgage under the FHA is that it enables the purchasers to buy the home over a long period of years, thus making the monthly payments low enough so that he is not overburdened. In many cases he can buy and purchase a home for less than he could rent it per month.

"Actual experience causes us to be convinced that the FHA should continue its work indefinitely."

HOME OWNERSHIP VS. COMMUNISM

Home ownership stand as the greatest barrier to Communism in America.

So long as every young American yearns for the day to come when he may have title to a bit of his native soil and may thereon erect a snug dwelling for the wife and children, so long is America
safe from the encroachments of the foreign doctrine of the absolute supremacy of the state and the common holding of all property.

The properly trained lad whether rich or poor is taught from childhood to save from his first and subsequent pay checks for at least two requirements; i.e., his initial life insurance premium and a fund from which he can make a down payment on his home. In life insurance and the ownership of the roof over one's head lies the traditional social security of the American people. Nor shall this be interpreted as the only social security required. Yet on these two points all good Americans are agreed.

Then comes marriage and a period of further scraping and saving on the vital items. Then come children—followed by the searching of files and magazines for plans and specifications; the selection of architects and builders and earnest consultations with mortgage bankers. At last the family is on its own.

Then one day comes the agitator, a man "with smooth tongue and fair words" pointing to a new Utopia where hours are short, wages high and all is for one and one for all under the guidance of a benevolent government which will take from the rich to help the poor, where all men are equal not only under the law but in the pocket-book. Our hard-working youngster is thrilled and carries the marvelous message back to Mary and the kids.

"Everything will belong to the Government. All men will be equal. Poverty will be a thing of the past. The workers will rule."

But Mary asks shyly:
"But who will own this home—the Government?"
"Well, the man did not say about that."
"If the Government owns everything it will have to own our home. How will they take it away from us? Will the Joneses who are so extravagant and never have a cent and live in that miserable rented hovel over yonder be entitled to a nice clean home like ours?"

"Golly, I never thought of that! Maybe we do not need Communism after all."

No, we do not need Communism. We need Americanism, a high wage and a good job for all that will work. We need Americanism and a free road to success for those with the ambition and ability to win through. We need warm homes and happy families and life insurance to protect Mary and the kids from the uncertainty of the future.

That should be the vision of every realtor! What higher calling is there than to provide clean neighborhoods where our people can build snug homes?

That should be the vision of each mortgage banker! What offers a greater inspiration than to feel that you have contributed something towards making it possible for every citizen to own a home?

That should be the vision of architect and builder! What greater public service can be rendered than to collaborate with our engineers in the development of better homes at lower costs so that the humblest worker in our midst may enjoy a home and the protection of that bulwark against Communism?

History will record that two of the most splendid services of this national administration was rendered first by the H.O.L. C. in the saving from foreclosure of the homes of the nation and of the F.H.A. in pointing the way to a superior mortgage technique and in blasting away the dam from the vast frozen reservoirs of mortgage money. This service was more powerful than machine guns in thwarting Communism in this great country.

We of the House of Lanphar are proud that our business is of such a nature as to enable us to play a real part in this bloodless war on Communism.—The Lanphar Counselor.

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In remodeling or building a house, it is often difficult to decide on the best method of heating—and the most practical type of heating unit to install. Don't spend your time on such problems. Let our specialists—our heating engineers—work out the answers to your problems. There is no charge or obligation for their services to accredited contractors, architects and real estate men. For any question about modern heating, call the House Heating Division.

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LOW COST HOUSING
(Continued from Page 1)

The City of Detroit could make no finer investment than to build annually a large number of dwellings, carefully designed and healthful to live in, for those unable to pay the rents demanded by private builders. A good share of the carrying cost would be available from the rents collected; the deficit, if any, might well be charged as an item of public welfare and utility. Every city provides its inhabitants with water, light and sanitation, with streets and education, why not then with the equally necessary housing for those who, because of low income, lack of employment or because incapacitated through illness or old age, need help? Large sums would be available from the rents collected. The deficit, if any, might well be charged as an item of public welfare and utility. Every city provides its inhabitants with water, light and sanitation, with streets and education, why not then with the equally necessary housing for those who, because of low income, lack of employment or because incapacitated through illness or old age, need help? Large sums now spent for the dole, delinquency, for corrective institutions and treatment of the diseased would be saved. Since 1930, I am told, between ten and sixteen million dollars have been expended by the City to provide shelter. This money, used as a capital investment, would, with P.W.A. grant and some of the labor furnished therefor, have made available nearly double this amount for decent healthful housing, would have made possible the more rigid enforcement of laws for the condemnation of unfit dwellings, and thereby done away with many of the slums about town—today a menace to health, safety and morals. With the clearance of such districts, there would follow rehabilitation and use of the cleared land for public playgrounds, still more would be gained for better purposes. If, perchance, a number of them were turned into neighborhood parks or public playgrounds, still more would be gained for the community.

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Housing for the lower income group must be provided at all costs and the sooner the better for our safety and welfare. Incidentally, with a good example before them and the benefits therefrom made visible, it is not too much to expect private philanthropy to carry on a profit current or modern woodwork. Surely, no greater philanthropy could obtain than the construction of such dwellings. It would seem particularly appropriate for dynamic Detroit to lead in the field. We boast of industrial, progressive Detroit, why not then also boast of the fact that those so largely responsible for the wealth here created are provided with homes, properly designed, properly constructed and properly maintained? Each house with its own little garden in which to spend the leisure hours profitably, each group of houses provided with adequate playgrounds and opportunity for the physical development and well being of the children. With such conditions prevailing, we would need little fear from Communism, Fascism or any other kind of “ism.” A contented, self-respecting community would be the inevitable result.

The point is often made that municipal or federal building is wrong since it encroaches upon the field of private enterprise. This argument may have weight in the field of better class housing—for those who own houses, properly designed, properly constructed and properly maintained. But certainly not in connection with the low cost housing where profit is out of the question. Every development undertaken will do good even if it only serve as an example of what properly organized and orderly community planning may produce. I am confident the two projected Detroit developments will show the wholesome results of properly controlled design and unified planning as compared to the jerry building so general throughout our suburbs. Nothing could be sadder than this helterskelter building without scheme or general plan, without respect of the one for the other, with no relation to one another. Nor need proper control make for absence of interest or monotonous uniformity. Indeed, fullest play of the imagination may obtain and yet a proper relationship which would make the district attractive instead of ugly. This applies to the smallest and least expensive group of dwellings as well as the more costly, for both may indicate how beautiful they can be, even though of greatest economy in cost. In all these countries.
Government aid has been given and Government supervision exercised—supervision not only of the buildings and grounds, but the maintenance as well. In general, women have been employed for the supervisory work—women trained not only to look after the physical, human and social needs of the inhabitants, but also to give assistance and advice. In England over two million of such houses have been built since War days and they are occupied by some eight million persons.

I really believe that with just one good development of the kind, others would follow. It would not be too much to expect groups of public spirited citizens interested in the welfare of the community to raise funds to make possible the undertaking privately, with municipal or Government help. Incidentally, good would accrue from such enterprise not only through ridding of slums, but many unemployed, especially those of no particular trade, would find work, for with proper direction such could easily do what here would be required of them. There are numberless properties available at very low costs—properties on which interest payment have lagged or taxes remained unpaid. And since they occur in all parts of the city, low cost housing developments could well be distributed to serve different sections. That such are most economically placed on unoccupied lands rather than on cleared slum areas is proven by the fact that land in the Brewster Street development cost $1.00 per square foot, while the Chandler Park property heretofore unoccupied cost less than 10 cents. It is to be hoped then that a movement to create at least one group of decent low cost housing may be launched by the city without delay. Others will follow if men and women living in comfort and ease will interest themselves seriously in the other half and help remedy a situation which, if not looked after, must result in dangerous discontent, in strife and in epidemics. We are fortunate in Detroit in having an excellent housing commission, deeply interested, to whom the management and supervision of the housing problem may safely be entrusted. Let us get back of them and help put the problem over! Let us help put Detroit on the map in the field of low cost housing, just as we have in the field of industrial pursuit!

WILL ENDOWS SCHOOL

The will of Ernest R. Graham, Chicago architect famous for designing skyscrapers, disclosed he left the bulk of his $1,570,000 estate to endow a school for architecture, sculpture and painting.

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COOPERATION IN THE BUILDING INDUSTRY

(Continued from Page 5)

time that is of outstanding credit to the architect and engineer, namely, that in both plumbing and heating they specify the better quality products.

The leading plumbing and heating contractors, wholesalers, and manufacturers in our industry through their various associations do a great deal of constructive research work. We have a laboratory at the University of Illinois devoted to heating, another at the state University of Iowa on sanitation in the plumbing field, and both of these institutions do a great deal of research work in this particular field of science. I doubt if there is any industry that has done more or contributed more to the health and comfort of the human race than has ours during the last 50 years. In addition to this we have a national advertising bureau in Chicago that devotes its efforts exclusively to publicity for our industry. I do not want to seem boastful but I am proud of our industry, proud that it renders an important service to our present civilization.

There is an old adage something like this, "Coming events cast their shadows before." I used to think that we should study these shadows, now I think that we can and should make them.

In conclusion, I want to thank you again for this opportunity to meet with you and being association minded, if there is anything that I can do or our company can do to contribute to association work in your division of the building industry or any other division, I am sure you will always find us willing and I trust helpful.

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GAR WOOD TO EXHIBIT AT PHILADELPHIA EXPOSITION

Frank H. Dewey, manager of the air conditioning division of Gar Wood Industries, Inc., announced that their complete line of heating and air conditioning products will be displayed at the National Oil Burner and Air Conditioning Exposition which is to be staged in Convention Hall, Commercial Museum, Philadelphia, March 15 to 19, 1937. The Exposition is sponsored by the Oil Burner Institute of New York under the executive supervision of G. Harvey Porter, managing director.

Gar Wood delegates who will attend are: Gar Wood, president; Logan Wood, vice-president and general manager; Frank H. Dewey, manager, air conditioning division; Norman Saylor, manager of branches; Don J. Luty, chief engineer; Edward Wood, chief experimental engineer; Stanley E. Chase, sales department, and Gilbert U. Radoye, publicity director. George Hewitt, Philadelphia branch manager, will be in charge of the display.

The Gar Wood heating and air conditioning exhibit will feature products in actual operation, and will occupy 400 square feet of floor space—exhibits 416-418-515-517.

NEW OLD-FASHIONED HOUSES...

Moving day at last. After years of planning, pinching, battling over details, dreaming of how it would be...

They moved in—and didn’t suspect that at that very moment the new house was old-fashioned. For it was obsolete in its innards.

Its plumbing was destined all too soon to be a source of irritation; its heating system was inadequate for the lofty-ceilinged rooms, it made no use of modern principles of insulation. Trouble ahead.

The trouble could have been waylaid by an architect. But there hadn’t been an architect. The owners were practically duplicating the old plans of a fine old Georgian house, and so they couldn’t see the need for one.

They didn’t realize that even the most traditional architecture—Georgian, snug Cape Cod, stately Colonial, anything—can be a modern house; should be, if it is built or remodelled today.

But architects realize it, help you achieve the efficiency and long-lived comfort that are among the valuable contributions of modern house planning and modern construction methods.

The architect is a specialist in many a vexatious problem of planning and construction that most people can’t be expected to know about. He knows which materials to use for which conditions, he knows the tested and proved heating systems, drainage systems, insulating materials.

An architect can protect you not only from major defects in construction, but minor as well—rooms with too few electric outlets, rooms that are draughty, doors that open smack into other doors—

And sometimes it costs you nothing to have the expert aid of the architect. Sometimes he can actually save you enough on building costs to pay his own fee. For he is your counsel, represents your side, in comparing estimates of competing firms.

The great human experience of building a house usually happens only once in the lives of most people. Shortsighted indeed is it to try to get along without an architect in this important undertaking—for in his brains, skill and experience lies your safest insurance.—The Architectural Forum, Published by Time Inc., 135 East 42nd Street, New York City. This advertisement is one of a series by The Architectural Forum in the interest of better building. Reprinted from Time and Fortune.