CHANGING ARCHITECTURAL STYLES PRESENT
A PROBLEM FOR THOSE PLANNING TO BUILD AFTER WAR

From The Sunday Times (New Brunswick, N.J.) June 25, 1944

But Clement Fairweather, Metuchen Architect, Charts a Course Through Shifting Winds of Fancy Which Confuse Amateurs

Editor's Note: Clement W. Fairweather of Metuchen is a Fellow of The American Institute of Architects and a registered architect in New Jersey and New York. His articles on topics in his field have appeared previously in the Sunday Times, drawing many favorable comments.

By CLEMENT W. FAIRWEATHER, F.A.I.A.

A problem that will perplex many of those who plan to build after the war is the matter of changing architectural styles. Gone are the happy days when the prospective home builders could go to their architect and say to him, "Please make us the blue prints for a house with three bedrooms and we want it to look like Compton Winyate's only not so big." Gone are the days when one could decide on a neat little Cotswold cottage without a thought of what the neighbors would think, only not stone because it costs so; or build a Cape Cod cottage, but with two stories, without worrying whether or not the passing public would brand one old-fashioned if not actually reactionary.

EDGAR I. WILLIAMS, F.A.I.A., director of The American Institute of Architects for the New York Region, has been awarded the Sweedish Royal Order of Vasa. Mr. Williams, a past president of the Architectural League of New York and of the New York Chapter, A.I.A., was one of the architects to the New York Worlds' Fair.


The harassed manufacturer, streamlining his product and taking time out to plan an addition to his factory, will wonder whether to build something that will be fitting or whether to go all-out functional; the cleric dreaming of the structure to be built to the glory of God will sit uncertainly pondering the merits of medieval styles and the idea of building some flaming modern thing that will flaunt the thought that religion is a living vital thing that meets the needs of mankind today; the banker, the shop-keeper and the school board, noting the stark simplicity of a modern food store, may well wonder what principle should be the guiding one in their coming building operations.

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WHAT THE ARCHITECT WANTS TO KNOW ABOUT PORCELAIN ENAMEL

By George F. Helmuth, A.I.A.,
of Smith, Hinchman & Grylls, Architects & Engineers

EXCERPTS FROM A TALK BEFORE THE PORCELAIN ENAMEL INSTITUTE'S ARCHITECTURAL FORUM, AT CLEVELAND, OHIO, JUNE 7, 1944

Until porcelain enamel is used on its own merits it can have a wide acceptance as a building material. It is, however, a beautiful decorative material subject to almost limitless variations of color and texture. Sheet metal can easily be formed into a wide variety of shapes which add the value of plasticity to your product. It can be easily cleaned and is durable. Moreover, it is a material which lends itself readily to mass production and can also be combined with concrete. These latter properties should cause porcelain enamel a place an important part in the industrialization of the building industry.

Up to this time, porcelain enamel has served construction in superficial ways only, as a covering for store fronts, small theaters and filling stations. Let us say that the advertising properties of color and shiny surface have been recognized. Unfortunately my impression is that the architectural profession, while well aware of the fact that porcelain enamel is used on some structures, and too frequently with garish results, doesn't realize the wonderful possibilities of this material.

To establish porcelain enamel as an overall factor in the building industry a number of things must be accomplished. First, engineering studies must be undertaken to establish the use of this material on its own merit as an integral part of a structure. Secondly, these new uses must be incorporated into various salable designs. Thirdly, some of these designs must be built.

An advertising and public relations program must then be put to work to tell the world, and particularly the architect, what a fine building material porcelain enamel really is. After all, there is little difference to the eye between terracotta and porcelain enamel, the variation being principally in the material supporting the glaze.

Erection of structures embodying new uses of porcelain enamel on its own merit as a prime building material would result in an enormous amount of spontaneous favorable editorial comment which would be a factor in increasing sales.

I remind you of one basic fact in the training of an architect—he is taught to dislike and avoid imitations. I hadn't been in school twenty-four hours until my professor had written "truth" in large capital letters on the blackboard, and then proceeded to show how that basic virtue must be inherent in all good architecture. Therefore the architect, as such, has been trained to avoid and be suspicious of imitations, metal granite blocks, metal shingles which look like tile—in short, all construction which does not strictly show what it is, including all coverings which do not contribute to the strength or utility of the structure.

The following engineering problems should be exhaustively studied and experimented with:

a. Development of standard panel shapes of proper size to best accomplish the average job.

b. Methods of joining the sheets one to the other to facilitate construction and to make a water tight job.

c. Methods of attaching sheets to the structure so that they would be firmly held for the life of the building and could be replaced in event of damage.

d. Methods of backing the sheets to avoid vibration and ways of incorporating insulation so that the proper thermal environment could be maintained.

Porcelain enamel has, among others, two outstanding properties that should be more fully explored as related to building. First it lends itself to being formed and it is, therefore, an ideal material to be shaped and stamped into kitchen, bathroom, lighting, heating fixtures and many other important elements which should be built-in parts of the structure. Its use as a wall surface into which pockets could be stamped to form light sources, for an example, have certainly just been touched.

The second outstanding property of this material is its eye appeal. It has, perhaps, more potential beauty than any other building material, limitless color variations and textures are economically possible . . . People will pay more for beauty than for anything else on earth, and I am convinced that your material could be outstanding in this respect.

In the near future kitchen and bathroom interiors are going to have their mechanical elements integrally designed so that the wall, and perhaps ceiling, will be the same material; that is what I visualize for the house of the future. Porcelain enamel's properties of a clean and sanitary appearance, plus its adaptability to mass production, certainly suggests a much wider acceptance of the material for many interior uses—hospitals and the like.

Summing up what the architect wants to know about your material: First, you must establish correct uses as an integral part of the structure through engineering and architectural studies and analysis. Second, develop a simple and positive method of specifying color, and further experiment with textures. Third, have some of these buildings built. Fourthly, tell and demonstrate to the world that your material is durable.

BRITISH WOMEN HAVE OWN IDEAS ON NEW HOMES

With planning in the air, the British housewife, who for generations has worked in man-designed houses with no labor-saving devices, is demanding a voice in the construction of her new home.

She's been looking at the sample prefabricated "Churchill House," proposed for temporary postwar homes, complete with bath, refrigerator, water-closets and many other conveniences now denied to a large portion of the British population.

She must have at least one open fire. Central heating alone, won't work, because "it's not a home if you don't have a fire to sit around and joke." She must have some sort of garden. If she's in a flat she wants at least a window box or roof garden.

Above all, she must have privacy. Her ideal house must have a hedged garden. Her back door must be out of sight of her neighbor. She has a horror of terraced houses, with adjoining unfenced gardens.

Both town and countrywoman want a "parlor" or sitting room.

They would prefer to have toilets separate from bathroom, as in the Churchill house. They want improved plumbing, with pipes inside, and separate wash basins in the bathrooms.

WILLIAM LYNCH MURRAY, president, presented at the Summer meeting of the Central Pennsylvania Chapter of The American Institute of Architects at Harrisburger July 11.

Two new members, Claude R. Greiner, Hummelstown, and Malcolm A. Clinger, Lewisburg, were introduced.

Ralph Gery presented a film on the manufacture of bricks. B. Kenneth Johnstone, head of the department of architecture at Pennsylvania State College, outlined courses in "Home Building" which will be offered by the college this Fall and Winter.
FAIRWEATHER
(Continued from Page 1)

idea that the extremists among the modernists are right; that function alone counts; and that decoration is folly. Some years ago we heard a noted church architect of advancing years remark plaintively that it was pretty hard on him at his time of life to learn that everything he had ever done had been wrong. Let us consider whether he had been wrong or not. Let us contemplate classic art and what to do about it. Should we go on using it or should it be thrown on the city dump. If the dump is to get its victim how many many people must have been wrong in the past. The Parthenon, superb example of the Doric Order, built with its fine decorations hundreds of years before Christ; the Parthenon and contemporaneous structures set a fashion in classic art which has rung its way through the ages, down to the present day.

A Sad Situation
What a sad situation we would be in if, the Parthenon finished, the Greeks and succeeding generations of people had said, "Cornices are nuts; we will have no more of them." On the other hand, it wouldn't be so hot either if the Parthenon finished, every building built since then had been a replica of it. The Greeks themselves varied the style by the use of both the Doric and Ionic Orders and centuries later, the Romans, in fresh variations of the style, invented other orders, leaving for posterity such fine examples of their art as the Arch of Constantine and the Pantheon, which latter structure, in its great beauty, has carried out its function as a place of worship for 20 centuries. Flourishing in the fifteenth, sixteenth and seventeenth centuries in Italy, Spain, England, France and other countries, endless lovely varieties of the style are to be found. Sad would it be if Sir Christopher Wren had maintained that cornices had become effete and had designed St. Paul's along the lines of a super food market. Think of Rome without St. Peter's or Madrid without the Escorial. "It would be as sad as if there were no Virginias."

Colonial Architecture
If America in the eighteenth century had decided that columns and cornices had seen their day she would have failed to enrich the world with what is perhaps her greatest contribution to art to date; the Colonial style of architecture. Stemming from the original Greek style, its slim columns and delicate proportions are quite American and distinctive; as lovely a variation of classic art as any that can be found.

Think, too, of the variations that can be found within the limitations of the Colonial style. The Cape Cod cottage; the Dutch Colonial style; the Southern and New England types. Go to the far end of Long Island and you'll find a variation of the New England type that is perhaps better than the work on the mainland.

No Greek Revival?
Should Independence Hall have been designed along the lines of a soap box? The cornice was just as effete then as it is now. Should we have had no "Greek Revival" in our country? What a loss we would have sustained if we had not built the grand Doric Sub-Treasury building at Wall and Broad streets to remind us of the glory that was Greece; and the many fine Greek Revival churches which refresh the countryside?

If there is merit in the thought that we must go all-out modern in all our structures today the idea would have been just as pertinent two thousand years ago and the only glimpse of classic art which would be available would be that which we could obtain by traveling to Athens and gazing at the ruins of the Acropolis. Perish the thought that this generation is the first to use the classic form, revitalize it, and give it the imprint of its own personality.

Great Gothicist
Bertram Grosvenor Goodhue, whom some consider to be the greatest Gothicist that America has produced, dabbled around with such masterpieces as St. Thomas' Church on Fifth avenue for quite a few years and then went modern, designing the beautiful State Capitol at Nebraska. This was in advance of the Modern Movement or "L'Architecture Moderne" as we say on the boulevards, and a remarkable example of versatile genius. We can remember our dismay when we hear Goodhue quoted as having remarked, "I'm so glad I'm through with that Gothic thing, I never liked it," for America has not had many great Gothicists.

Let us suppose that the time had come to some time when the Gothic style had ended its usefulness; when would that time have been? Spawned by the Goths, the style went modern in the Eleventh Century blossoming into the lovely Norman style and continuing its blithe career through the centuries with Early English, Transitional, Perpendicular, Decorated, Tudor and Victorian variations in England and all sort of other variations elsewhere.

Victorians Not So Hot
It is generally conceded that the Victorians, although a virtuous and kindly people, were not so hot at art; but if one shudders at Victorian Gothic, one finds the style revitalized later in England by such an example as Scott's Liverpool Cathedral; by Goodhue's St. Thomas Church, referred to hereinafter; by Klander's fine undergraduate group at Princeton University and by Cram's Graduate Hall at the same college. These and many other modern Gothic buildings bear the imprint of their designer's genius. Surely the American people are better off able to see these buildings than if the only way they could enjoy Gothic art were to wait until the war is over, and then make a mass descent on Europe. Perish the thought that "that Gothic thing" be wrapped up in moth balls and put away.

Romanesque Style
The Romanesque style, which some people consider lousy, preceded Gothic and had some difficulty in making up its mind whether it wanted to be classic or Gothic in its feeling. Evolved in the Fifth Century, it has persisted to the present time and admirers of H. H. Richardson believe that the finest fruit it has borne is Trinity Church in Boston, erected as we emerged from the Civil War period of architecture.

Should we send for the garbage man and tell him to take the style away or should we use it once in awhile. After all, the Prudential group in Newark is not to be sneezed at; or at any rate it would take an awfully big sneeze. Perish the thought, however, that we ever again become hysterical about the style, as we did in the Eighties.

The Modern Style
Without embarrassing the publisher by discussing all the traditional styles at length and thereby putting him to the expense and inconvenience of issuing a special supplement in order to place our views before his wistful readers, let us now consider what we should do about the modern style, realizing, without rancor, that the extreme modernists probably began frothing at the mouth several paragraphs back and have, by now, discontinued reading this article.

The rest of us can, then, serenely contemplate the place which the modern style should fill. First, let us think of a building which is new, beautiful and frankly modern. We can dismiss buildings such as the palace of the League of Nations at Geneva or the Pentagon and Washington, since while they have pronounced modern feeling, they have essentially classic forms.

The Carter Plant
Let us try to find a local example which we can cite as a successful application of the modern style. Let us consider the "Little Liver Pill" plant...
which is on Route 25 south of New Brunswick at the circle where you turn off for Colonial Gardens. Conceived in beautiful proportion, built of quiet materials, frank, unaffected, and with attention paid to decoration without over-emphasis of the same, the group rests in its setting, serene and dignified, a pleasure to the beholder, although a humane person must, of course, feel sorry that so many people have bad livers, though doubtless their own fault through careless living and not taking the pills before.

**On Modern Design**

No sensible person can contemplate such a building without conceding the merit of the style and the propriety of its employment at the proper time and in the proper place. On the other hand, we could tell you of cases where modern design has not been so successful, but instead has been blatant and self-assertive; but must refrain from doing so because most of the boys who designed them have been drawn into the services and have learned the use of firearms, and our natural timidity asserts itself.

Conversely we know of an instance where it was proposed to put a Colonial office building in the environment of a municipal center being developed along modern lines. The local building department, wisely, and with dubious authority held up the building permit until hints, not overly subtle, persuaded the prospective builder to substitute a more suitable design.

**Fitness a Requisite**

The thing to strive for in determining the style of a proposed structure is fitness for the setting. A well known example of fitness of design is West Point Military Academy; the buildings of which, Gothic in character, appear as if they grew out of the hills of their volition and stopped growing when they were at the right height.

One can definitely say that a modern super market placed opposite the Court House in New Brunswick would seem restless; and yet, all over the place, there are examples of buildings of many styles, jumbled together without rhyme or reason which produce a feeling of repose.

**The Princeton Campus**

Nothing could be more restful than the Princeton campus. With lovely Nassau Hall for a focal point, one finds adjacent a fine Colonial home a Greek Revival church; the undergraduate Gothic group and other buildings of varying styles, all composing a harmonious whole; although the new Gothic chapel may be termed assertive. As far as the chapel is concerned, however, it is to be borne in mind that buildings hollow with age, and we can hardly wait for this one to hallow. At least we hardly see how we can wait because a good hallowing job takes about two hundred years.

**Merging Styles**

Satisfactory results have sometimes been obtained by merging the styles. Milan Cathedral is well liked although the front of it is a mixture of Renaissance and Gothic. Durham Cathedral took centuries to build, started out one style and finished another and is one of the grandest buildings in the world. The Episcopal Cathedral in Newark has a Renaissance front and Colonial steeple and the rest of it is Gothic; but still it is just about the prettiest building in town. On the other hand, the Mormon Temple at Salt Lake City took 40 years to build and finished up the same style as it began, which is a pity. If the Mormons had been on their toes they would have changed the style to some other style as soon as they could see what it was going to look like.

What other style? Any other style. Mind you, we are not recommending our readers to switch styles in the middle of the job. We hope that by the time they have finished reading this article they will be able to start out with the right style and then stand their ground.

**On Style Selection**

How, then, should an approach be made to style selection? First of all, we recommend you to get an architect; the best architect you can find. Then, that you consider the problem not alone from the point of view of your own delight, but also from the standpoint of giving delight to others. To determine this you will try to so build that when you say "Thank you," to the builder, the man who lives across the street will want to come over and tell you how fine he thinks the building looks.

Do not have a feeling that ornament is improper. It has been used continuously for thousands of years and is going to stay in the picture; but use it with restraint and good taste. Do not feel that the entire building must be built of plywood and plastics and that pretty wall papers are gone forever.

**Color Harmony**

Keep a firm thought on color harmony. If the building is in good color tone inside and out you will have gone a long way towards obtaining beauty. Adopt the style of architecture which seems most appropriate to the setting; use only good materials; and then, if your architect works very hard, and you are very understanding and patient with him, then—mind you I cannot absolutely promise this but only probably—then, you will probably be able to say when the building is finished, "If I were going to build it all over again I would build it exactly the same in every way except that," etcetera.

**THE BUREAU OF URBAN RESEARCH**

Princeton University, Princeton, N.J.

SELECTED ITEMS FROM THE URBAN REFERENCE

This mimeographed digest of periodicals, articles, pamphlets, books and other publications, deals with city problems and various phases of urban planning. Complimentary copies are available for those interested.


Of particular interest locally is the reference to a project by O'Dell, Hewlett & Luckenbach, as follows: "HOUSING IN DETROIT—REVIEWING THE PAST, PREVIEWING THE FUTURE." DETROIT HOUSING COMMISSION, 409 GRISWOLD ST., DETROIT, MICH, 1943. 22pp.

p. 20. Comparison of site plan for Detroit public housing project, Charles Terrace Homes, and the same site if it had been developed according to the gridiron street pattern of the rest of the city:

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Number of dwellings</th>
<th>260</th>
<th>440</th>
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<td>Total area</td>
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<td>Area in streets, alleys, parking</td>
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<tr>
<td>Number of surfaced off street parking areas</td>
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<tr>
<td>Net buildable area</td>
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<td>Parks and playground area</td>
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<tr>
<td>Total cost: streets, sidewalks, alleys, parking, sewers, water, electric distribution, lighting</td>
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<tr>
<td>Cost per dwelling unit</td>
<td>$1500*</td>
<td>$384</td>
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</table>

* Not comparable figure; excludes cost of perimeter streets, super-highways, interceptor sewers, etc. Included as reminder of price Detroit has paid for its unplanned development.
END OF WAR TO BRING NEW ERA IN HOUSING

Research in progress at the University of Michigan hints at a virtual revolution in small home design and construction in the postwar era, it is reported in an article in The Detroit News, by Allen Shoenfield, News Staff Correspondent.

Experiments that look to the eventual industrializing of residence construction, the perfection of mobile residences for a roving population, the conversion of every building lot into an assembly plant and the tailoring of homes to the American family’s peculiar needs at various stages of its growth are developments definitely in prospect.

Prof. George B. Brigham, Jr., A.I.A., of the School of Architecture commenting on the general aspects of his study, said.

"Low-cost, pre-fabricated, mass-produced houses constitute an old dream. Thus far, ventures in this field have not been promising and the public has come to discount many of the predictions and hopes so frequently expressed.

"There were no insurmountable technical obstacles in the path of realization. It was merely a question of cost. Somehow, the price to the buyer was always as much as or more than the accepted custom-built house. There is reason now for believing that a radical change is coming.

"There is, first an enormous demand for new housing. I should not be surprised if the market were not less than 20,000,000 homes. In theory, we should have been making a complete replacement of construction every 50 years or so; actually, this has been going on at the rate of once in 100 years. Not more than 8 per cent of the population is being housed in new buildings.

MONEY IS AVAILABLE

"There is, unquestionably, tremendous purchasing power to back up demand.

"The war has given us a wealth of new materials which lend themselves to mass production methods.

"Technological progress, even within the last several years, has suggested appliances and conveniences which should relieve house-keeping of most of its drudgery and which every homemaker will demand if the cost is within range of the family income.

"Plant facilities will be available after the war.

"Finally, there is something like a revolt against the lag in home design and construction. This certainly has not kept pace with other industries. Houses are built as small editions of the type house which formerly served relatively large families. We put a large proportion of our life savings into a house and thereafter find ourselves permanently anchored by it.

CHANGES ARE SLOW

"The original cost has been great and the depreciation, as represented by the resale value, is usually rapid. Long after the children have grown up and departed to found their own households, the parents are left with the large home which they once considered as ideal.

"The chief indictment against home design is that it has not reflected the changing pattern of American life. A century ago, a woman’s place was in the home. It was not considered quite respectable for her to engage in business or follow a career. To maintain her own apartment caused the raising of eyebrows.

"In consequence, a man and his wife were surrounded by a number of sisters-in-law, maiden aunts, unmarried daughters and other females who had to be comfortably housed. But, in turn, they shared in the arduous task of doing the housework. There was no need for shortcuts.

"The arrangement of the average house and grounds also speaks of a bygone age. For example, every home has a front door, sometimes never used. The logical place for a door, in a motor area, is on a side drive and preferably should be covered.

FLEXIBLE HOMES NEEDED

"We still build porches on which no one ever sits. Increased leisure sends the family to the rear of the house for its recreation—but there, we usually plan a vegetable garden which, except under wartime stress, has little utility, what with rapid transportation of low-cost fruits and vegetables from distant parts of the country to the family table.

"There is a ground for believing that developments of the near future will follow three broad trends. There may be the trailer-type of home, suited to the needs of migrant workers—and more workers would become migrants, following employment opportunities, if they were not tied down to a house on which interminable payments had to be met.

"There will be the house constructed of units or elements which can be shipped to the site by truck and bolted together in any combination desired, to be increased or decreased in size or number at comparatively small cost and with little labor.

MASS PRODUCTION SEEN

"And there will be a third favored type consisting of small demountable sections, wall panels and framing members which can be packed flat and assembled and erected at the site.

"All three types can be adapted readily to mass production which will mean low initial cost.

"Once our new materials and perfected manufacturing processes permit production at low cost, the demand will insure a ready market. I think we may then look forward to housing companies serving an area within 100 to 500 miles of the main plant, since transportation costs must be kept low.

"There is no reason why some enterprise with vision cannot further reduce costs to the consumer by eliminating scores of middlemen all along the line.

"He would order bathroom and kitchen units by the thousands, sets of hardware for the whole house by the tens of thousands, window frames and sash doors, roof elements and air conditioners in the same proportions.

See HOUSING—Page 7
The Institute is a national community seat of architectural administration. The American Institute of Architects is not a formal confidence and belief in the profession. They believe in the American Institute of Architects recognizes these forces are at work and urges the profession toward this new leadership and progress. They believe in the improvement of the education and techniques of the contemporary architect. They believe a strong and virile leadership should rise up through the profession, stimulating greater public confidence and belief in the profession.

They recognize that The American Institute of Architects is not a formal body sitting at Washington, the national seat of architectural administration. The Institute is a national community of professional men, working through their own local practices and their home chapters toward the improvements of themselves, their profession, and community life. The individual is the Institute and the Institute is the individual, working toward this common objective.

There is a great awakening toward national and community planning. The architect is a planner or a potential planner, and he has a great opportunity to acquire the new techniques of community design toward an enlarged service. The architect must evolve from the master builder of the middle ages to the master planner of the new century—a most challenging opportunity.

In retaining the significant contributions of history we often keep the corpse rather than the spirit of the past. The architectural tombs of the past are empty but the spirit of tradition can animate and encourage us toward our own new creative values. We must unite the spirit of the past with the technical achievement of the dynamic present to create an indigenous and significant future architecture of America.

Our physical frontiers are gone. We were extravagant, and little architectural thinking was necessary for survival, but today we must think and plan or soon our resources will forsake us. In this age of planning it is very essential that the architect plan also—plan for his enlarged field of service so that he may go to the smaller community, if he wishes, and be accepted as significantly as the physician or surgeon is accepted and insisted upon today.

Architects and planners should show communities how to plan their own futures by encouraging community resources study, including land use and production, manufacturing and marketing, government, budget and tax structures, transportation, education and recreation, buildings, and all the other surveys. From this study the physical plan for the community is created, tailor-made from community resources and to meet specific needs.

Physical plans must have planners, architects, and engineers. The communities of America are beginning to see their own great needs and shortcomings. We must be ready to help them so faithfully that our profession will be everyday living.

We should also create a national professional bureau of standards, where the testing is done by our own profession correctly and is not merely a matter of tradition, whim or fad or personal desire.

We promptly accept medical or scientific findings because they are noted for their accuracy after long and patient study. That is what the word "professional" has come to mean—accuracy and competence. We must create a service that important, that indispensable, and of that high, unimpeachable character.

**LOOK AT YOUR NEIGHBORHOOD**

The Citizens' Housing and Planning Council has recently purchased the exhibit LOOK AT YOUR NEIGHBORHOOD, which was prepared by the Museum of Modern Art, New York, in response to demands from civic and educational groups for practical information on community planning.

**LOOK AT YOUR NEIGHBORHOOD** is a set of a dozen graphic charts—28"x39", framed and shellacked—which lead the interested citizen to look at his neighborhood objectively. The charts also make it possible for him to visualize an improved neighborhood environment, and to understand what he, through group action, can do to improve his individual design for living.

The Council purchased the charts for the free use of citizen groups. They will be loaned for meetings, churches, clubs, or community center exhibits, for one day, one evening, or longer, according to arrangements.

Interested groups are invited to come and examine the charts at 1017 Dime Bldg, with the idea of using them in organization work. The charts are attractive, easily read pictorially interesting—will stimulate thinking and discussion on planning and housing.

**L. A. O'BRIEN, A.L.A.,** of Northrup & O'Brien, Winston-Salem architects, was recently appointed a member of the Public Works Planning Committee of that city.

**HousIng (Continued From Page 6)**

**DESIGNS WOULD CHANGE**

"On his order, these could be shipped from their several points of fabrication directly to the home site where, on a certain day, a crew of erectors would put the pieces together in jig time. The automotive industry has shown, in its modern assembly lines, just how this can be done."

"In design, I think we will depart from our slavish adherence to Cape Cod cottages—which would not be recognized as such on Cape Cod—imitation Greek temples, French chateaux and English manor houses."

"But the mass-produced house need not be 'modernistic' in the unpleasant sense. It can be made capable of infinite variation by the manner in which the elements are put together. Any architect in the country should be able to design exactly the kind of home his clients want and be able to construct it from units or elements on the market."

"There will be far more individuality to a street of such houses than is now seen in the 'row houses' and 'brownstone fronts' of the eastern cities or the salt-cellar bungalows on the outskirts of such a rapidly expanding metropolis as Detroit."

"The trend in pre-fabricated houses is unmistakable and I do not think it will be long in manifesting itself."
IS ADVERTISING SO DEGRADING?

By L. Morgan Yost, A.I.A.

From Oral Hygiene

As an architect I feel well-qualified to write about dentistry. It is an assumed qualification and just as valid as the tone of authority with which some of my dentist friends speak on building.

Thus establishing that I am an expert on dentistry in the same degree as the dentist is on architecture I hasten to regain your confidence by saying that our codes of professional ethics are substantially the same and that physicians, lawyers, architects, and clergymen, remain professional, individual practitioners. As such they do not advertise. I can think of no other group wherein advertising such they do not advertise. I can think of no other group wherein advertising by the individual would place him so completely without the pale.

I have no wish to see these remaining professions relax their codes to permit individual advertising. It would fill the papers with "I'm better than the guy across the street" copy. We could see something like this in the country papers:

Doctor T. Barrington Filmore
Fine Fillings
Extractions with Gas
Also Coal and Ice
Telephone 29 ring 3

Then advertising organizations for the dentists would spring up offering a mat and copy service to the practitioner so his advertisements would look competent and have that finish that the amateur copywriter lacks.

A common earmark of all the professions is the individual character of the professional man and his service. When he performs a professional task he performs it himself. He may have assistants, even dozens of them, but the full responsibility rests upon him alone. The surgeon who performs an operation has the direct help of nurses and attendants, and the indirect help of more technicians, mechanics, and various functionaries than he ever thinks about, but he alone must answer for the outcome, and the patient knows it. So do the nurses, technicians, and mechanics.

The high individual responsibility of the professional man would seem considerably less in the public mind if the practitioner advertised himself. It would, as we know, destroy his professional standing.

But if we look at advertising from the eyes of a layman this is what we see: Advice columns in any field telling the questioner to consult a physician, lawyer, dentist, or architect; favor being curried among the professional groups by manufacturers, very reputable, or by life insurance companies, by means of large display ads and "news releases" placing the professional man in the front; "See your dentist twice a year"; "Start an architect on a plan now"; and many other slogans used in manufacturers' advertising. So we let others do our advertising for us—and gladly—while we throw up our hands at the thought of doing it ourselves.

Public education requires advertising. The very success and substantial influence of those firms that now do our advertising for us attest to its soundness. But objectively all such advertising is selfish. One firm wants to sell tooth paste, another steel saah, another vitamin capsules, while the insurance companies, in selfish benevolence, want to cut down the death rate. It is all good tie-up, in the language of the advertising man.

Free Publicity

All the magazines contain articles extolling the exploits of the professions. The romance of surgery and the miracles of drugs are always good copy, even though much of it is a bit far-fetched. And an architect raises a fuss for sure if a picture of a building he designed is published without giving him credit.

The movies have Doctor Kildare and the Saturday Evening Post has Lawyer Tutt and there is a book called The Fountainhead which is about architects and is supposed to be a best seller though I don't know why.

We professionals like all this; we eat it up. It is good for egos and our pocketbooks. So let's close the door and laugh at ourselves for a while. Advertising our professions is unethical only when we pay for it out of our own pockets. That's slicing it rather thin.

We should look at this business of advertising through the eyes of the newspaper editors. They give us many inches of space. They run our pictures when we are elected to association offices, even if we only rate a place on a minor committee. A new technique or bit of research, if written up in a technical journal, gets a half column under the heading, "Smithville Dentist Makes Noteworthy Contribution to Dental Science." That article, or free ad (sotto voce), does your practice a lot more good than the scholarly article in the learned journal upon which it was based. No, that is not unethical advertising. At least, it is not unethical if the facts are correct. Just give me a set of facts and see what I can do with them.

It seems, then, that it is the getting something for nothing that makes it all right. We wonder how the editors feel about that. They like news, yes, but they also know they cannot disseminate news without advertising revenue. A publisherancies himself a topnotch citizen, wants to be respected. I have wondered how he feels when one of we chaste professional men "lets him have" a story for our own glorification and look down our nose at him implying, of course, that we could not money could pass between us. Naturally it could pass in the other direction for an immediate denture or a not-so-immediate house. But his valuable space is free to us because our profession tells us so.

Our friend, the publisher, also runs releases from the professional associations. He likes the spectacular ones best because they liven his paper for the average reader. Then we get sore. Remember Hartman's Solution? And what they are doing to the postwar house!

Advertising Needed

If advertising were not wholesome, in fact, if did not contribute greatly to our well-being as a Nation we would not have it on the scale that we do. Industries can grow from small beginnings as did the automobile industry. Fluorescent lighting grew from nothing in 1937 to $250,000,000 in 1941. Advertising removed the barriers to purchasers.

If the professions would advertise they could remove the barriers of ignorance which keep away prospective patients and clients. The layman, the non-professional, does not understand the professions. Indeed, the professions do not understand each other. And the free publicity, the magazine articles, the
HELP WANTED
By B. Kenneth Johnstone, A.I.A.

Probably not one person in every hundred in this country can mention an architect by name and even fewer have ever met one. This statement may provoke you to strong argument and I must admit that a few weeks ago I, too, would have called it absurd, but I am convinced today that it is closer to truth than to falsehood.

Admitting the force of public opinion and our dependence upon it, does it shock you as it did me to learn that the leading business men of a large and prosperous community recently turned to The Pennsylvania State College asking that we help them to find an architect willing to establish a practice in their city. They did not have to be shown the value of an architect's service. Rather they were begging for it. As the leaders of a thriving community in the heart of the vast peach and apple country, a community whose textile and metal industries annually produce more than 12 million dollars worth of products, they understood and appreciated the important role of an architect in the post-war problems facing them. Their community has enjoyed a steady growth with a birth rate almost twice the average of the state. The dollar volume of business is further swelled by the influx of students to a college for women and a prominent junior college. The estimated cost of building construction taken from the estimated value of building permits (Source: State Department of Labor and Industry) issued for the five-year period 1937-41 was in excess of three hundred thousand dollars annually and in 1939 alone thirty-three new homes were built. Yet there is no architect in the community. Furthermore, there is no architect within a radius of thirty miles.

Unfortunately, this example is not unusual. But before citing other examples let me summarize the distribution of architects in the Commonwealth of Pennsylvania. Just as there is a fair distribution of doctors and lawyers throughout our communities, so the same should be true for architects. But the parallel goes no further than the statement.

The population figures which follow are taken from the United States Bureau of Census reports, the location of architects from the official directory of the State Board of Architectural Examiners published as corrected to May 1, 1941, and the estimated dollar value of building permits from the reports of the Division of Research and Statistics of the State Department of Labor and Industry. The years 1937-'38-'39 were chosen for this study because of the distortion after 1939 caused by war building.

It is recognized that the 1941 distribution of architects is probably not the distribution today since many have moved to war industry centers, but the 1941 distribution may be considered typical of the peace-time distribution to which we look forward. If peace-time business when resumed returns to the 1941 pattern, this is the picture we shall see, for this was the distribution of architects when war was declared.

Four of the forty-one cities over 20,000 in population will have no resident architect and eight of the forty-one will have only one architect. Included in these forty-one cities are the Philadelphia and Pittsburgh metropolitan areas where over 750 of the 1950 resident Pennsylvania architects have offices. There are nineteen communities with populations between 15,000 and 20,000. Nine of these will have no resident architect.

Forty-eight percent or twenty-three of the forty-eight communities between 10,000 and 15,000 will have no resident architect.

And of the one hundred and thirty-three communities between 5,000 and 10,000 population, one hundred and six or eighty percent will have no resident architect.

In view of these figures can we honestly claim to serve the public? It is only logical to ask whether those communities without a resident architect enjoy a sufficient volume of building construction to support an architect, but before reaching an answer we must define "sufficient volume". At this point we cannot arrive at a clear and accurate picture, but can only point out dominant and meaningful comparative facts in a complex situation. We all know that the estimated dollar value of building permits is not an accurate statement of money actually spent for building construction. As a measure of "sufficient volume" we can, however, compare the dollar value of building permits in communities having resident architects with those communities having none. For instance, Reading, Williamsport, Erie and Johnstown as typical communities, with a total population of 340,000 had a total of forty-four resident architects and an annual (1937-39) average estimated value of building permits of $47,941,000 or $109,000 per architect. For the same years the estimated dollar value of building permits per architect for Philadelphia was $73,500 and for Pittsburgh $67,700.

Thus it would seem reasonable to assume that an estimated dollar value of building permits in the neighborhood of $100,000 is a fair measure of the capacity of a community to support an architect, although it is evident that this volume at a 6% commission could hardly be substantial. It must be remembered, however, that the value of building permits includes only construction within city limits and does not include that of suburbs and nearby communities within a reasonable distance. Many other examples could be cited to show that
ties enjoying architectural service. The corollary must follow that a community with this annual volume of building construction permits can support an architect.

Distance lends enchantment, but it hardly contributes to the appreciation of an architect. Appreciation can only come from his active and energetic participation in the intimate life of a community as a citizen of that community. As the community then recognizes ability in one of its own, so will it look respectfully to the profession as a whole.

We may take a step in the direction of intelligently understanding the reasons behind public opinion if we will admit that there is no justification for our neglect of the communities whose descriptions follow. They are typical examples of the plight of many areas in the Commonwealth of Pennsylvania.

COMMUNITY A lies in a country rich in natural resources which have served to encourage industrial growth. In the past twenty years its population has increased 31% and its principal industries concerned with metal products, textiles and lumber, have prospered as evidenced by the local wage rate which in 1939 was 16% above the State average. In addition to income from industry, its business is swelled by the spending of three hundred students of a coeducational college. Two hospitals with a total of 179 beds are within its city limits. The volume of building construction was constant for the five years 1937-41 and the estimated dollar value of building permits for this period averaged in excess of $480,000 per year. Yet there is not an architect within a radius of thirty miles.

COMMUNITY B is a county seat, both the shipping and shopping center for the county. Situated in the foothills of the Alleghenies in the midst of an important coal field, it too has enjoyed a healthy and vigorous growth. In 1920 the census showed a population increase of 22.5% over 1910 and the 1940 census registered an increase of 43% over 1920. Like Community A, it is the site of a coeducational college with a peace-time student body of well over a thousand. With many and varied industries together with an expanding educational institution, there is every reason to believe that the community will continue to grow and develop at a constant rate. Building permit figures for 1937 were not reported, but the estimated dollar value of building permits for 1938-39 averaged $422,000 per year. Yet there is no architect within a radius of twenty-five miles.

COMMUNITY C is situated in a fertile cultivated valley of Central Pennsyl-

ylvania and for many years has been an important manufacturing center for paper, brick, leather, silk and furni-
ture. Since it is an old community, its population growth has not been compara-
tible to those already mentioned, but its increase has been in excess of 10% for each 10-year census period. One of its industries has grown from 40 em-
ployees eight years ago to over 800 to-day and the growth has not been enti-
rely war expansion. In fact, its product is expected to be in such demand that even greater expansion is expected in the post-war years. It, too, is the site of a college as well as two general hospitals. For the years 1937-39 the estimated dollar value of building per-
mits was in excess of $325,000 per year. Yet there is no architect within a radius of twenty-five miles.

Now if this is typical of the way we serve—and what you have read is fact, not fiction—can we continue to ask each other why the public does not appreciate our services, our abilities and our leadership in the great con-
struction industry? The answer is too obvious for comment.

Inasmuch as public opinion of archi-
tects—about which we are all con-
cerned—can only reflect an understand-
ing of an architect's abilities and the service he offers, we certainly have not done everything within our power to make our services available. If we define a profession as a calling in which one professes to have special know-
ledge used to instruct, guide or advise others or serve them in some art, the bold may even ask whether by our acts we deserve the distinction of profes-
sional status.

It is pleasant to believe complacently that everyone who wishes it may enjoy the benefit of an architect, but this belief cannot be substantiated by facts. Unfortunately, the contrary is true.

As a result of this study the Depart-
ment of Architecture of The Pennsyl-
vania State College will assemble an annual analysis of the volume of build-
ing construction in Pennsylvania's and its relation to population growth, busi-
ness activity and the distribution of archi-
tectural offices. This analysis will be sent gladly to any who may wish it. The data can not be meaningful until the volume of building construction returns to peace time normalcy, but we hope that in the future younger architects and re-
turning war veterans may be guided to those communities we have neglected.

FREDERICK J. ADAMS of McKim, Mead & White is architect for $100,000 eli-
teration to the 18th floor of New York's Hotel Pennsylvania, from a roof garden to three separate rooms for meetings and conventions.

BULLETIN BOARD
THIS IS BLUEPRINT TIME! is the title of a leaflet sponsored by the Michi-
gan Society of Architects, Michigan Section of American Society of Civil Engineers, and General Builders Asso-
ciation of Detroit, Chapter of Associated General Contractors of America. The piece, which is being mailed to a large list of Michigan municipalities, banks, industrialists and others, stresses the importance of having plans specifi-
cations and estimates prepared now for post war construction—using responsible, competent architects, engineers, and contractors.

REBUILT LONDON: The architects blue-printing post-war London have quizzed London housewives and learned that they want residential sec-
tions kept entirely free of business buildings—no apartment house any-
where near a business building or fac-
tory. The architects hope to grant Mi-
lady's wish.

S. S. MILTON B. MEDARY is the name of Delta Shipbuilding Company's 126th vessel, launched at New Orleans on July 8. Mr. Medary, distinguished architect, was born in Philadelphia in 1874. He designed the Carrillon tower for Edward A. Bok at Mountain Lake, Fla. He served as president of the American Institute of Architects, was appointed by Presidents Collidge and Hoover a member of the national park and planning commission. It was his firm which designed the department of justice building. He died in 1929.

PAUL W. JONES, former head of the Architectural Department, North Da-
Kota Agricultural College, is architect for 26 new air terminals, fields, radio stations, shop and hangar facilities for Braniff Airways and its Mexican Com-
pany, Aerovias Braniff, S. A.

RICHARD J. NEUTRA, A.I.A., ad-
ressing the Home Furnishings Divi-
sion of the Fashion Group at New York's Murray Hill Hotel on July 17, stated that persons who have been trans-
planted into completely new surround-
ings are far more receptive to modern design in the home than those living in the same environment they grew up in.

Families living in old familiar en-
vironments, he explained, must be per-
suaded to accept changes bit by bit, while those who are "transplanted"— whether it is from city slums to new housing projects or from desolated Europe to the United States—"are shocked into a rejuvenated frame of mind." They are grateful for their new surroundings, he added; they make

WEEKLY BULLETIN
resolutions for a new life, and are ready for new-fangled architecture and furniture. Popularizing contemporary design starts first with neighborhood planning and architecture, Mr. Neutra believes, and these stimulate the acceptance of modern styles in furnishings.

CLEVELAND CHAPTER, A.I.A., at its recent annual meeting, elected officers for the ensuing year, as follows: J. Byers Hays, president; George B. Mayer, vice-president; Wallace G. Teare, secretary; Richard H. Cutting, treasurer; executive committee, John F. Carr and Past-President Francis K. Draz, ex-officio.

Hays is a graduate of Carnegie Institute of Technology and, for the last 15 years, has been a member of the firm of Hays and Simpson. He is a past vice-president of the Cleveland chapter of A.I.A. and a member of the mayor's advisory committee on post-war planning.

WALTER W. AHLSCHLAGER, designer of such buildings as the Netherland Plaza, Cincinnati; Peabody Hotel, Memphis; Roxy Theater, New York; and the Mercantile National Bank, Dallas, has designed for Dallas a 22-story, 711-room combination hotel and merchandise mart building to cost $4,000,000.

THE HOSPITAL FIELD is being viewed by architects, building contractors, and suppliers who are studying with interest the survey recently completed by the American Hospital Assn, which forecasts postwar hospital expansion worth $1,193,133,985, exclusive of hospitals for war veterans.

Of the 1,683 hospitals reporting, 53.3% indicated plans for some postwar building.

Discussions in Washington indicate that a strong drive will be undertaken for increased hospital facilities for veterans. Sponsors of the plan indicate that veterans' hospitals will be given postwar priorities.

EUGENE WESTON, JR., A.I.A., of Los Angeles, for two years, regional director of the National Housing Agency there, will leave that position on Aug. 1 to resume his private practice of architecture in Los Angeles.

LESLEY D. HOWELL, A.I.A., Lt.-Col. in the U. S. Army Engineers, after three years of active duty, has resumed his practice as an architect at 917 S.W. Oak St., Portland, Ore.

Colonel Howell, released from the army several months ago, designed the state office building and Salem high school at Salem and Grant high in Portland.

MICHAEI A. GOODMAN, associate professor of architecture of the University of California and an authority on city planning, spoke on "Municipal Reconstruction in the Soviet Union" on the evening of July 20 at the San Francisco Museum of Art.

The lecture was given in conjunction with a photographic exhibition of Russian resistance at Leningrad and Stalingrad.

DENVER.—Classes of the Denver Home Planning Institute have closed for the summer but the classes will be resumed in September. More than 625 Denver people have taken advantage of this course in house-building. This institute is a non-profit project sponsored by a number of business firms connected with the building trades.

September classes are expected to be large and the meetings will be held in the Denver Chamber of Commerce Building. Speakers this fall will be authorities on such subjects as "Building a Homestead," "Employing an Architect," "Heating."

FREDERICK L. LANGHORST, San Francisco architect, has assumed the newly created executive directorship of the San Francisco Housing and Planning Association at 474 Sutter street. Harvey Park Clark, A.I.A., is president.
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A 'LONG-HAIRED' REPLY TO MOSES

PROFESSOR HUDNUT SAYS THAT CITY PLANNING IS NEITHER THEORY NOR PRACTICE, BUT BOTH

By JOSEPH HUDNUT, A.I.A., Professor of Architecture, Harvard University

(From the New York Times, July 23, 1944)

The circumstances of our time have brought to America many foreigners, eminent in the professions, and among these many practitioners of the professions of architecture and city planning. It is not surprising that these men should wish to continue in their new country the interests which occupied them in the old, nor should it be thought an act meriting the jealousy or reproach of American practitioners if these foreigners should wish to place at the disposal of America whatever funded knowledge and professional aptitudes they may and professional aptitudes they may

These observations appear so self-evident and are so wholly consistent with the tradition and forward march of our country that it is, to say the least, astounding that any man should challenge them. Yet they are challenged, and in the most vigorous manner, by no less an authority on Americanism than Robert Moses. In a recent article in The New York Times Magazine the foreign city planners living on this side of the Atlantic (to whom are added for good measure that importer of ideas, Frank Lloyd Wright, and that very exotic person, Rexford Tugwell) are roundly scolded and, by means of tactful selections from their published writings, held up as targets for the general scorn.

I should like to examine briefly the qualities of the foreign planners—other than those of being subsidized lamas, starry-eyed dodos, Vestal Virgins and long-haired professors—by which have deserved the good Commissioners' stern displeasure. These are, I think, three in number.

Foreign city planners are, in the first place, undeniably foreign. But foreigners have no mean tradition of utility in American planning. When, for example, Governor Winthrop in 1629 came to Massachusetts to "find a place for our sitting down," he wrote to his English sponsor saying, "Send me, pray, a Frenchman that he may lay out our city for me." Jefferson, two centuries later, followed his example by inviting Major l'Enfant to design the city of Washington. And we know with what solicitude the authors of the Plan of Chicago fitted their design to the creed and practice of Baron Haussmann and justified their proposals for Chicago by the example of Paris.

These and many other historic instances confirm the European source of our own art of city planning. Our most striking inventions, our most useful techniques, have often had their beginnings across the seas, and are imported in the luggage of French or German technicians. Those magnificent parkways, for example, which reach out in all directions from our great cities—including the one which is to bind Boston to Washington—have their prototype and exemplar in the autoroute which star the cities of Hanover and Berlin.

The cloverleaf intersections which garland Randall's Island and the related flora which cover with concrete the once-lovely slopes of Riverside Park were first propagated in the soil of Russia. Our housing projects proclaim against the palisades the steel bow of the Washington Bridge when I learned that the English engineer, Telford, had in 1819 showed us how the thing might be done. And when I saw, around the sunken Normandie, like Lilliputians around Gulliver, the men and engines that were to set her back on her keel, I should blame less the giant energy which bent this foreign collaboration and welcome its continuance? For my part, I did not imagine that our American achievement will lose stature when we acknowledge the Commissioner of Parks? Does he imagine that our American achievement will lose stature when we acknowledge this foreign collaboration and welcome its continuance? For my part, I did not admire less the giant energy which bent against the Palisades the steel bow of the Washington Bridge when I learned that the English engineer, Telford, had in 1819 showed us how the thing might be done. And when I saw, around the sunken Normandie, like Lilliputians around Gulliver, the men and engines that were to set her back on her keel, See HUDNUT—Page 4
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WEEKLY BULLETIN
MSA Bulletin to Expand

To Reach Every U. S. Architect

Subject to final ratification by the state board, the weekly bulletin of the Michigan Society of Architects will become a national architectural news weekly, the only such publication in the United States, and sent to every registered architect in the country.

This action was taken at a meeting of the executive board of the National Council of Architectural Registration Boards at the Detroit Athletic Club last week. The council, an organization made up of and controlled by the architectural registration bodies of several states, is the quasi-official authority recognized by the American Institute of Architects and the Association of Collegiate Schools of Architecture as being qualified to establish a proper standard of examination for admission to practice the profession of architecture.

Talmage C. Hughes, executive secretary of the Michigan society, will continue as editor of the expanded publication.

Those attending the meeting included William G. Kaebler, of Rochester, N. Y., second vice-president of the national council; William L. Perkins, Iowa, secretary of the council; Clinton H. Cowgill, Blacksburgh, Va., chairman of the board of review of the council; Ralph C. Kempton, Columbus, O., representing Louis J. Gill, San Diego, president of the council; Watts A. Shelly, Detroit, executive secretary of the Michigan State Board of Registration for Architects, Engineers and Surveyors; John C. Thornton, president of the Michigan Society of Architects; William Edward Kapp, president of the Detroit chapter of the A. I. A.; Malcolm R. Storton, chairman of the publications committee of the state society; Prof. Emil Lorch, first president of the national council.

The council will undertake to send the bulletin to all the registered architects of the country, in excess of 12,000.

E. BURTON CORNING has received a Washington, D.C., Board of Trade certificate of merit award for architectural merit for his design of the Chevy Chase Building & Loan Association building, in Bethesda, Md.

GUIDA BECK, of Rock Island, Ill., was architect for Sacred Heart Church in Sterling, Ill., built 60 years ago. A complete set of his plans were recently found in the attic of the church, bearing a date of May, 1884.

ARCHITECTS’ PAPER GOES NATIONAL

Talmage C. Hughes

Michigan Society of Architects’ Weekly Bulletin becomes a nationally distributed publication as of Jan. 1, 1945, Talmage C. Hughes, executive secretary of the society and editor of the publication for 18 years, announced Saturday.

The National Council of Architectural Registration Boards decided in its meeting here this week that every architect in the United States be put on its circulation list.

Many nationally noted architects attended the conference here.

Hughes remains as editor and E. B. Farquier as advertising manager.

ALBERT KAHN’S RECORDS GIVEN TO BIRMINGHAM LIBRARY

The private library of phonograph recordings, collected by the late Albert Kahn, has been presented to Baldwin Public Library, of Birmingham, Mich., by Mrs. Kahn.

The wide range of composers and artists represented in the collection is contained in nearly four hundred albums, about 2,500 separate discs in all. The thirteen cabinets necessary to house them were also presented to the Library by Mrs. Kahn.

The classicists and romanticists among composers are represented as well as a great many of the moderns, and a large proportion of each man's recorded works are in the collection. There are also a number of rare recordings by artists now dead or retired, including Caruso, Melba, Louise Homer and Dohnanyi.

With the collection is Mr. Kahn's own catalog, which is completely cross-filed. The recordings will be ready for circulation of the first of October.

Mrs. Kahn has purchased a home on Linden road, Birmingham.

GARDNER C. VOSE JOINS MOYNAHAN BRONZE CO.

Gardner C. Vose A.I.A., has been named manager of the architectural division of Moynahen Bronze Company of Detroit, it is announced by B. J. Moynahan, company president.

Mr. Vose, a graduate of the University of Michigan in 1926, received his early training in the offices of H. V. Von Holst and W. S. Crosby, in Chicago, later returning to Detroit where he was employed in local offices engaged in important public and private work.

He had been architect for Fisher & Co., in charge of designing and supervising the retail shops that went into the Fisher Building in Detroit, where his own offices were located.

His practice extended also to the field of industrial design and he was engaged on radios and cameras for the Industrial Radio Corporation and many others.

In the field of residential architecture he was responsible for many creditable buildings in the Grosse Pointes, Bloomfield Hills and elsewhere in the Detroit area.

Among his industrial work is a recent addition to the main plant of the Excell-O Corporation on Oakman Boulevard, in Detroit, as well as two other million-dollar defense plants for the same corporation.

As manager of the architectural division of the Moynahan Bronze Co., Mr. Vose will act as liaison between the company and the architects. His department will function as a unit, qualified to assist in consultation on and detailing of ornamental metals, custom-built hardware, miscellaneous iron, etc., in the post-war period.

The Moynahan Bronze Co. has always worked in close cooperation with the architectural profession in producing some of the outstanding metal work in the Detroit area. Although for the duration its manufacturing facilities must continue in line with the war effort, the architectural division will be at your disposal after the war, with even greater manufacturing facilities and techniques of metal craft.

CUYAHOGA COUNTY PLANNING COMMISSION, Cleveland, Ohio, oiling its gears after a 10-year test run, is casting about for a director, or maybe a temporary director, for its post war proposals.
their audacity was not made less thrilling when I remembered, not without pleasure, that the Normandie was built in France.

As for the foreigners who now claim our hospitality, some driven from their homelands by political bigotry and some by religious intolerance, I think it natural and altogether wholesome, both for us and for them, that they should retain their faith in the culture which nourished them. If they express that faith with some quaintness of phrase or excess of ardor, we have, of course, an opportunity for a laugh from the groundlings. Yet I am glad that it was not I who invented the term "Beiunski." I am as proud as any one of our great institutions, money and laws on the other. The process of planning is the translation of patterns of thought into a pattern of material things and of human relationship. Planning is neither theory nor practice, but both.

Why not, then, have done with this silly quarrel? If the Harvard School of Design has built fewer miles of concrete highway than has Mr. Moses it may be that the school was not founded with precisely that purpose. There are other criteria for measuring the usefulness of a university.

The problems which confront each great city in Europe and in America are not so unique in character as to demand separate philosophies or special techniques of analysis or synthesis. They are like products of the industrial revolutions; all are new and all are without guidance. The chaos of Hamburg and the ravages inflicted on that city by war differ in degree and not in kind from chaos of ravaged London; one can die as miserably in the slums of Chicago as in the slums of Istanbul; and the assembly lines of populations are yet first cousins to the factories which blacken the sky of Frankfort on the Main. We wandered into this iron theatre together; we confront together its strange confusions; and we shall find our way together. Together, I think, or not at all.

To be of foreign origin in New York City and to possess an analytical mind are indeed misfortunes; but I have yet to name a more serious affront offered to the Commissioner of Parks. There are persons who propose that the City of New York shall be planned not by piecemeal attacks on specific urban problems but comprehensively. A broader view than that which now obtains in the City Planning Commission (which, to be sure, suggests a certain degree of coordination) is held to be essential; and without disparagement of the boldness and realism with which Mr. Moses has reached his "limited objectives," it is believed that these might reasonably be made a part of a more general program, arrived at through a study of all elements of civic life in their entirety.

Professor Abercrombie (who by tactfully staying on his side of the Atlantic has escaped all calumny) has grouped these elements, under six headings: Communications, industry, community pattern, housing, open spaces, public services. This analysis is not, of course, absolute. The point is that there are many aspects of city life to be considered, and considered simultaneously. The requirements of each must be met on a reciprocal basis; each is to "pull its own weight" and not be outweighed by any other. Too much emphasis upon one aspect—as, for example, on a safe and rapid system of communications—will produce a lopsided or maladjusted city.

Now, this does not mean that we must await the solution of every civic problem before doing anything, that we must "take these in a lump," leaping forward at one bound to a shining new universe. Limited objectives these must be, with administrators driving toward these with all the tactical and political skill shown by Mr. Moses; but why shouldn't such objectives be made consistent with a general plan?

By general plan I mean not a final solution of every civic problem, with all needs satisfied and reconciled with each other. I mean a plan capable of continuous development, a plan in no sense rigid, and a plan in which no proposal is incorporated other than those capable of realization.

No surgical operation is intended, no city torn up by the root, no "disloyalty to the scene in which one's lot is cast"; and if it happens, as indeed it could not fail to happen, that some impractical minded people make impractical proposals, is it really impossible to make a distinction between these proposals and the aims and processes of science, pure and applied, and speculative thought? The Commissioner lightly tosses all of these into one basket—and nothing remains but Mr. Moses.

Beneath this curious attitude lie two fears. First, the fear of social change. Mr. Moses uses the word revolution. When planners look beyond traffic problems and park development, they are apt to discover the city's population; the people who live and work and play are also a part of the city. Perhaps, then, there might be some new groupings of men and of institutions, some new relationships and responsibilities of institutions which would assist their happiness.

We have, as Lewis Mumford has said, tinkered with the mechanical structure of our cities—with bridges and highways, with parks and riverfronts, with schools and fire stations, starscattered over the city's plan—and yet there is no community structure. The prime purpose of planning, Mr. Mumford tells us, is not the building of stadia and highways to the suburbs but the promotion of the
good life within the city. He thinks too much; such men are dangerous.

Then there is a second fear, to which Mr. Moses returns again and again: the fear that city planning may upset property values, create chaos in the tax structure, interfere with proprietary rights, and in general unjustly bring about financial loss to those who have a stake in the present scheme of things. There are a great many people who identify planning with communism or socialism or, what appears to be worse, with the New Deal.

Now, communism and the New Deal are forms of planning; and so are the Ten Commandments and the Constitution of the United States. City planning may indeed include the confiscation of private property; and yet it seems to me that in the literature of city planning the words "just compensation" occur more frequently than any others. I have read again and again the announced purpose of planning; to create a stabilization of land values, to regulate land use for the mutual benefit of all owners, to mitigate or prevent blight, to prevent so far as is possible the ruinous fluctuations in values which now obtain, to make wholesome and confirmed the balance of populations and the characteristics of neighborhoods.

If such a program could be even partly realized, the Metropolitan Life Insurance Company would not have one but a thousand opportunities for the same investment of its capital assets. As it is, that timid soul will lose its shirt in Stuyvesant Town, assuming, of course, that a soul can have a shirt and lose it.

When I was last in New York I visited the exhibition of post-war projects for New York City. The number and variety of these were most impressive, even when measured against the vast agglomeration of the city, but what especially pleased me was the sympathy for the creed of modern architecture which was everywhere confessed.

No one could doubt, after seeing these designs, that American architects are hospitable to new ideas or that a new and distinctly national expression is in process of development here. I was delighted also to discover, perhaps as a part of this development, the unmistakable evidence of foreign thought and achievements, of foreign theory and practice assimilated to the American scene.

There was a school building, for example, which showed in its clarity of composition the influence of Eric Mendelsohn; a hospital, precise as a scientific instrument, which might have come from the atelier of Alvar Aalto; and community structures having a humanity and perfection of surface which is evoked by the great and just renown of Eliel Saarinen. I wondered, after reading Mr. Moses, how these old friends escaped his vigilance. There must have been some sorcery. While Mr. Moses stoutly defended the door, the genie of modern architecture turned himself into a vapor and crept silently in through the keyhole.

There was still another quality of this exhibition which astounded me. It was unblushingly coordinated. Beyond question it was comprehensively planned. It had system and totality of effect, principle of order and an idea which ran through the whole like a thread of gold and gave it unity. That principle had been derived, somewhat remotely to be sure, from the Bauhaus, yet had been given through new usage and emphasis an American character. It seemed to me that the exhibition, though it did not in any way reach the fundamentals of planning, yet reaffirmed, albeit in the tremulous language of architects in search of jobs, the very principle which the Commissioner had so vehemently rejected.

Mr. Moses does not agree
Commissioner Believes Dean Hudnut's Views Unsuiited to New York
To The Editor of The New York Times:
Joseph Hudnut, dean of the Harvard School of Architecture, in The New York Times Magazine today made what he apparently considers a reply to my article on planning which appeared in a previous number. By way of rebuttal I would like to call attention to Mr. Hudnut's recent remarks at the Museum of Modern Art at which he gave us his dicta on how to plan New York City.

Mr. Hudnut said that New York City was fortunate in having made city planning a political issue, because it is a political art. He said that the problem to be resolved is that of planning in a democratic regime, and that this problem is nowhere more urgent than in New York City. He wonders if the people can plan, and says that in order that they may succeed, three essential factors must be present:

First, discontent. People must understand that there is civic disorder, that they live in discomfort, and that, in short, the city is badly planned.

"The Master of City Planning will be an agitator," says Dean Hudnut.

Second, faith. The people must believe that the city can be improved and that they can improve it themselves. This cannot be done alone by Washington or by the Metropolitan Life Insurance Company in building Stuyvesant Town, which Dean Hudnut indicates is a horrible example of bad slum clearance, "nor by your exotic Commissioner of Parks merely—but by themselves."

The Master of City Planning, says the dean, will be a propagandist.

Third, planning instruments. The city cannot be replanned until proper laws, agencies and public servants armed with authority are set up to get things done. The city planner must be a politician. New York City is fortunate because there is a basic discontent of things as they are and because there exists a belief that the democratic process can make things better. There are agencies for planning and they may presently come under the control of the people. It is possible that the democratic art of planning will first be demonstrated in New York City.

I believe this summary speaks for itself. Mr. Hudnut's philosophy will hardly commend itself to most New Yorkers.

Robert Moses.

New York, July 23, 1944.

KAUFMAN SOLVES DEHUMIDIFYING PROBLEM

H. J. Kaufman, A.I.A., several years ago patented a portable chemical dehydrator that has met with unusual success. As a side line he has produced them to the limit of materials allowable and the demand has exceeded the supply.

The August issue of The Architectural Forum will carry an article on dehumidification on which Mr. Kaufman collaborated.

SEES HALF BILLION CHURCH PROGRAM

Revising his earlier figure of $300,000,000, Elbert M. Conover, director of the Interdenominational Bureau of Architecture, now estimates that post-war church construction and renovation will total $500,000,000. His estimate includes plans for remodeling and enlarging present facilities, replacement of structures destroyed by fire and erection of buildings in unchurched areas.

Mr. Conover, whose bureau is the consulting agency for some twenty-five Protestant denominations affiliated with the Home Missions Council of North America, said new churches will be built by congregations moving from downtown business locations to residential areas and others to replace many of the 40,000 churches that are now confined to one room.

AUGUST 8, 1944
LEO J. HOSMAN, A.I.A., has been elected to the board of Spencer School District. Hosman, whose home is at 2391 Holmes Road, Ypsilanti, is on the staff of Smith, Hinckman & Grylla, Detroit Architects & Engineers. He was graduated from the University of Michigan in 1920, worked for Lynn W. Fry, A.I.A., of Ann Arbor, then state architect, W. E. N. Hunter, of Detroit, in his own private practice, as district director of U. S. Federal Works Program, and S. H. & G.

HERMAN R. GRAF, A.I.A., of Jackson, Mich., has completed plans for remodeling of the Potter Building there. The building donated to the city by the Potter family, will become a police headquarters building.

AYMAR EMBURY II and EDGAR I. WILLIAMS are associated architects for the proposed addition at the rear of New York's Main Library and for the new Donnell Free Library to be built on 53rd St., opposite the Museum of Modern Art. "Modern, but not too Modern" is how library directors designate the design for the latter, which shows a pleasing structure in harmony with its famous neighbor. Says The New York Times: "It immediately gives rise to a question. Is the Museum of Modern Art modern or modernistic? It is a question which probably would not occur to anyone if the library authorities themselves had not intimated that there can be such a thing as too modern. There can be indeed. Their doubts about modernistic architecture suggest that the library people may have an anxious eye on Park Commissioner Moses. He has very definite opinions on the subject."

LOUIS C. KINGSCLIGHT and Associates, Inc., Kalamazoo architects and engineers, have been approved by the Holland, Mich., city council as architects to prepare sketches for the city's proposed post-war civic building project. The building is to be a youth recreation center.

EMERY ROTH, A.I.A., is architect for an 18-story and penthouse apartment building to be built at Second Ave., and 57th St., New York City.

FREDERICK D. MADISON, A.I.A., of Royal Oak, Michigan, is architect for southern Oakland County's new Health Center building, expected to open in August, to house the district offices of the County Department of Health, and specialized clinics.

FRANK LLOYD WRIGHT'S Community Church, in Kansas City, Mo., was last week provided with a fund for the addition of a chapel. To be known as "Bonfils Chapel" it will be given in honor of the late Fred G. Bonfils by his daughter, Mrs. Helen Bonfils Sommes, of New York.

The church itself was the center of much controversy before it was built. A windowless structure of steel and granite, it was hailed by Wright as the "church of the future." Completely functional, it is completely air conditioned.

For some time city officials, although taking no action to stop construction, had refused to issue a building permit for the unusual structure.

LT. COL. LLOYD KNUDSEN, former architect of Rochester, Minn., returned to that city recently to visit relatives there and in Byron. In the army anti-aircraft artillery, Colonel Knudsen has been stationed in Hawaii since June, 1941, and is now on a sick leave because of a broken leg which he suffered in an accident on the Gilbert islands in May. Colonel Knudsen, who was a member of the firm of Knudsen & Burnet before the war, has been in the service since September, 1940.

LANSING — The State Corrections Department has inspected the estate of the late Aaron H. Gould. Detroit architect, situated in the Irish Hills, in its search for quarters for wayward girls.

The 200-acre property is located outside of Clinton in Lenawee County, 12 miles from Adrian where the State maintains the Girls Training School.

PAUL G. HILL, A.I.A., has prepared designs for streamlining the excursion steamer Island Queen, of Cincinnati. Estimated cost of $250,000 is about one-half the cost when she was launched in 1923, according to Ed Schott, company president.

"When we first considered it," Mr. Schott said, "we asked ourselves whether we wanted the Queen to keep her present design, change to Mark Twain style or go modern. We decided that she was for youth—and youth likes to imagine things of the future. So the Queen goes modern."

JOHN R. BRUNT and EMIL O. BAYERL, are architects for the completion of "The Westport," a 10-story apartment project that has stood in skeleton form in Kansas City, Mo., since 1920. When completed, about next May, the building will contain 192 living units.

N. R. BRIGHAM, president of Nebraska Chapter, A.I.A., says the present world war will be remembered for a long time on the plain, even "ugly" buildings, public, commercial and residential built during the "emergency," according to some Omaha architects.

But beauty, which characterized the oldtime buildings, will have its day again, after the present "craze" for the severe, "modern" architectural style has run its course, he adds.

"Beauty and taste are things that people cannot live long without, and they cannot have them in the present style homes and other buildings where they live and work," the architect adds.

He expects the plain, severe type of buildings now in vogue will continue for a time after the war.

"Architectural elegance and all that goes with it will cost additional money, and the first consideration of builders will be to provide shelter for people, offices for business. Even the structures destroyed by bombs in Europe will be replaced by plain buildings, designers taking their cue from America," Brigham believes.

MILWAUKEE CHAPTER, A.I.A., is one of the organizations working with Mayor John L. Bohn on a revised building code. The joint committee was appointed in 1928 to revise the code which was considered ambiguous. Progress was made but the matter was held in abeyance for some years. The Chapter is also co-sponsoring a "Plan Your Home-Now" movement at Milwaukee's Boston Store.

DORR & DORR, Minneapolis architects, formerly at 702 Wesley Temple Bldg., is now operating as William G. Door at 2111 West Fifty-Second St., Minneapolis 10, Minn.

HENRY T. UNDERWOOD, New Orleans architect, has assumed his new duties as area director of the War Manpower Commission in New Orleans.

With General Allison Owen, he was associate architect on the first government slum clearance project in New Orleans. In 1942 he became chief of the housing section of the United States maritime commission there, and was recently released to take the WMC post.
FRANK ALIIO AMODIO, architect, of Atlantic City is the new Commander of Atlantic City Chapter of the Military Order of the World War.

Captain Amodio served in World War I, in the Corps of Engineers. He is an architect, engineer, and publisher of National Public Affairs.

JOHN WILSON, architect, of Collingwood, Ontario, veteran member of the Ontario Association of Architects, was honored at the Silver Jubilee dinner held at Bigwin Inn, Lake Muskoka, recently. Now in his 81st year, Mr. Wilson formed a direct link with the breaking of sod for the famous resort hotel, which he designed 25 years ago.

THE LOUISIANA ARCHITECTS ASSOC., at its annual meeting July 10 elected Sol Rosenthal president to succeed Rudolph B. Rosale. Others elected were, Ernest W. Jones, first vice-president; Charles T. Roberts of Alexandria, second vice-president; E. F. Sporl, treasurer; Murvan M. Maxwell, secretary. Carl L. Olschner and Alan C. Reed were elected to the board of governors for three-year terms.

SIMON BREINES, A.I.A., New York architect was a recent addition as a lecturer in Cornell University's 12-week course in Russian civilization and languages. He spoke on Soviet art and architecture, with special emphasis on recent developments in both Soviet architecture and city planning.

Breines was the American supervising architect for the Soviet Pavilion at the New York World's Fair. He was prize-winner in the international competition for design of the palace of Soviets, 1932, and engaged in architectural study there the following year. He is the author of articles on art and architecture that have appeared in various periodicals.

CAPT. L. BANCET LaFARGE, A.I.A., of New York, is advisor on monuments to the 2nd Army, and is superintending the inventories being made of damage to the historic buildings of Caen, with a view to rebuilding them.

The two great Romanesque Abbeys built by William the Conqueror and his wife, Matilda, to compensate for their sin of marrying though first cousins, emerged almost unscathed by Allied gun-fire. They flank the town and if German shelling does not raze them, they will provide a nucleus for restoration of the "Norman Athens." The churches of St. Nicolas, dating from 1083, and of Notre Dame de la Gloriette, built in the late seventeenth century, are also intact, it is reported.
WGN STUDIO SETS COMPETITION

Climaxing a week's observance of its first 20 years of broadcasting, Chicago's radio station, WGN, looks forward to the world of tomorrow. The station has announced rules for the $10,000 cash prize competition for the design of a studio beautiful and most efficient structure devoted to radio in the world.

The new radio center, to be known as the W-G-N Chicago Theater of the Air, will be erected on property facing Michigan ave. between Tribune Tower and the Chicago river, as soon as materials are available after the war.

The competition, which is for the design of the 2,500 seat studio theater only and not of the proposed structure of 12 or more stories that will house it, is open to all architects.

First Prize $5,000.

First prize in the studio theater contest will be $5,000; second, $2,500, and third, $1,000. There will be 15 honorable mention awards of $100 each. A booklet explaining that the new building will be designed to harmonize architecturally with Tribune Tower and the present W-G-N studio. The new structure will house all the artistic and business activities of the station. It will be designed to take full advantage of the expected post-war developments in television, frequency modulation (FM), and standard broadcasting.

The rules provide that this competition will be conducted under conditions which assure to all entrants equally fair consideration of their design ideas and efforts." said Frank P. Schreiber, manager of W-G-N.

While there are no restrictions on the shape of the theater its interior design must allow for adequate support of floors above the theater for a building of at least 12 stories. The theater is to occupy the northwest section of the new structure.

Entrants in the competition must register their intention to compete by noon Wednesday, Nov. 1, 1944. Registration does not obligate a person to submit an entry, but is for the purpose of enabling the sponsor to make interim communications with the registrants as provided in the rules. All entries must be received by noon Wednesday, Nov. 15, 1944.

The jury of awards, which will judge all entries select prize winners, consists of Col. Robert R. McCormick, editor and publisher of The Tribune and president of W-G-N; Mr. Schreiber, and Henry Weber, director of music for W-G-N. John W. Park, production manager of The Tribune and a licensed architect, has been appointed to act as professional adviser.

Decisions of the jury will be based on general excellence of entries, ingenuity in the use of space, beauty and distinction of design, functional efficiency, anticipation of future needs, and showmanship.

Details of the competition, covered in the booklet, include: The sponsors and purpose; the prizes; who is eligible to compete; how to enter and what to enter; the problem; the professional adviser; inquiries; anonymity of entrants; judging; announcement of decisions; delivery of entries; return of entries; exhibition and publication of entries; adaption and use of entries; disposition of non-prize winning entries, and the purchase and use of materials described in the entries.

LIVING MEMORIALS FOR ALL OUR BOYS

In memory of me, you wouldn't erect
A dreary stone that would reflect—
No thought of joy or living things.
Or hope, for which the whole world sings.

I ask that you go plant a tree
To cast a shadow cool, for me.
A tree to bless the weary earth,
Or any monument of vital worth!

In haunting memory, or marble cold,
I want no story of my valor told.
Forlorn and desolate, they stand for years,
Despair they bring, and lonely tears.

Instead, I beg you plan a place,
A playground—where children race,
A little lake—a bathing beach,
A happy place—in easy reach.

For all the Boys—on sea or land,
For all the Flyers—who victory planned,
From the Spirit World—We unite our plea—
For playgrounds—pools—and glorious trees!

No futile piles of stone to mar,
The landscape view—both near and far!
Dead monuments are but idle toys—
Give living things for our noble boys!

—Millicent Easter

SOUTHERN HOTEL
Trent Sickles 
Columbus, Ohio

TOLEDO ARCHITECTS AID IN CIVIC PLANNING

Sketches of four plans affecting the business section and a fifth depicting a recreation center and seaplane base were submitted by members of the Toledo chapter of The American Institute of Architects, at a meeting of the Toledo Regional Planning Commission, on July 11.

In introducing the plans prepared by the architectural group, Carl Britsch, asserted that with proper utilization the present business area is ample for Toledo's needs after the war. He warned that unless improvement is made the development of outlying business sections with ample parking space will pose a serious threat to downtown establishments.

Mr. Britsch said he believed future buildings should provide for unloading of both automobile passengers and freight to eliminate unloading on the street with its resultant blocking of traffic. He said a great deal of the present difficulty can be solved by providing a central parking area.

The architects were assisting the commission as a civic contribution Mr. Britsch, explained.

A sketch by John Macelwane showing improvements for the free flow of traffic in the downtown area and to routes north and west through use of an elevated roadway; establishments of more central parking space; a restricted retail area; and a decorative approach to the Civic Center.

Plans for what he termed "pedestrian ways," illustrated by Mark B. Stophlet, provide for elimination of traffic from certain streets, a retail area, and a theatrical area. His plan called for removal of pavements in some streets and replants with a parkway, with buildings along the streets penetrated by arcades. Mr. Stophlet also recommended one-way traffic on most of the downtown highways.

A municipal recreation center on the East Side, along the river was explained by M. DeWitt Grow. The park would include a swimming pool, a small craft mooring basin and a seaplane base. Mr. Grow explained that a stretch of the Maumee River above the bridge was considered well suited for seaplane landing.

An elevated through street along the river front, with retention of Water St. as a lower level for ordinary uses, was displayed by H. Lee Smith. His plans include a municipal passenger ship dock as well as a limited freight dock.

Another plan discussed by Mr. Britsch calls for creation of a riverside park with a yacht basin and a parking area.
WILMINGTON, DELAWARE ARCHITECTS ARE ALREADY MUCH DEPRESSED ABOUT THE FUTURE OF THE BUILDING BOOM.

With more than $3,000,000 in building plans already in the planning stage for after the war, Wilmington architects are predicting the largest building boom in the history of the city when the firing ceases and materials for construction are released.

One architect who is working on an estimated $800,000 in plans says that the building boom that will require more material and workmen than will be available for some months after the war, Wilmington architects are working at nights despite the shortage of draftsmen. Some of the architects are working at nights to keep abreast of the requests of business and industrial leaders and private individuals who want plans ready so that building can be started as soon as possible.

The work being planned by the architects covers virtually every phase of building activity including hospitals, memorials, private homes, department stores, industrial plants, and some public buildings. This, coupled with building plans of the State Highway Department, is expected to bring about a building boom that will require more material and workmen than will be available for some months after the war.

One architect who is working on an estimated $800,000 in plans says that this time one year ago he was very much depressed about the future of building for Wilmington but has now reversed himself completely. "As the war comes closer to a victorious end business men and residents are beginning to move and more and more realize that they must be ready for expansion," he said. "Some of our projects are completed in the blueprint stage and are ready as soon as the lid is placed on the gunpowder can."

This architect says the planning going on right now is really an architect's dream because it is possible to give a great deal of time studying the needs of a business or individual. "Previously we always had the builders on our neck trying to get the project started before we were ready."

One thing in which all of the architects agree is that private builders are not going in for the ultra modern home as pictured in many of the magazines. "Delawareans are entirely too conservative for this type of home and the post-war home for this area will probably be just about the same as the ones that were built before the war," one architect said.

REBUILT TRADE AREA PLANNED BY LONDON

Old London—the bomb-battered square mile around St. Paul's—will be rebuilt after the war as the business center of the city with wider streets and taller buildings, under plans made public by London officials.

The program would release St. Paul's from its seedy surroundings, but the planners emphasized they did not want to see the famous cathedral set in some exotic arbor foreign to the atmosphere of Old London.

The "city," as this area is known, is the financial center of the British Empire, with a population of 500,000 by day and 10,000 by night—one of the smallest divisions of metropolitan London.

The rebuilding program, to be carried out in 20 or 25 years, calls for construction of a wide ring road north of the city to relieve traffic congestion and extension of the present embankment between Black Friars and London Bridge.

The planners suggested that the height of the buildings, which generally have been under 75 feet, be increased to a maximum of 100 feet. A $5,000,000 airport, first proposed in 1939, was approved.

BUILDING 2500 FEET TALL BEING PROPOSED FOR TEXAS METROPOLIS

HOUSTON—Mayor Otis Massey has before him a plan which contemplates making this city "oil capital of the world."

The plan, advanced by R. G. Schneider, an architect and engineer, calls for the post-war erection of a "petroleum tower" twice the height of the Empire State building in New York City.

Schneider contends that such a building, housing an oil museum and a sight-seeing post atop the 2500-foot structure, would establish Houston as the oil capital of the world.

He said he believed the project would give Houston an edge over Tulsa in such a claim, and that the $30,000,000 building could pay for itself by charging admission to the museum and tower.

STENOGRAPHER with architectural experience available for part-time stenographic and bookkeeping work. Miss R. Corn, 155 W. Congress Street, phone Cadillac 4311.—Adv.

JAMES ROSS, N.Y. ARCHITECT FOR 40 YEARS, DIES AT 73

James Ross, a New York architect, died at his home there on July 19, at the age of 73.

Born in Williamsburg, Va., Mr. Ross attended the Yonkers public schools and was graduated from the Columbia School of Architecture.

Later he was associated with Benjamin Sillsman, in Yonkers, and with Clarence True in New York. For forty years until his death he belonged to the architectural firm of Ross & McNeal, New York.

Mr. Ross was member of the Yonkers City Art Commission, secretary of the Yonkers Art Association and a director of the Yonkers Museum of Science and Art.

E. B. LaROCHE

Prominent Texas Architect Passes

Edwin Bruce LaRoche, A.I.A., whose architecture has reflected great credit to himself and to Texas, died on July 17, at the age of 58.

A leading architect in the building programs at Texas A. & M. College and the University of Texas, La Roche, partner for seventeen years in the firm La Roche & Dahl, was responsible for many fine structures in his home state.

He was educated at the University of the South, Sewanee, Tenn.; Cornell University and did graduate work at Massachusetts Institute of Technology.

At the time of his death La Roche was architectural adviser to the Texas memorial committee, the state organization charged with constructing the memorials for the heroes of World War II.

He was a director of the Texas Society of Architects, as well as off North Texas Chapter, The American Institute of Architects.

J. W. KENNEDY

John W. Kennedy, 46, general sales manager of Huron Portland Cement Co., of Detroit, died on July 29.

Mr. Kennedy attended the University of Michigan, later became a member of the University's faculty.

He came to Detroit as technical sales director for Portland Cement 16 years ago. This year he was elevated to general sales manager.

He was a member of the American Society of Civil Engineers, the Engineering Society of Detroit, the DAC, honorary engineering and scientific societies, Sigma XI, Phi Lambda Epsilon and Tau Beta Pi.

Mr. Kennedy had a host of friends among the architects, who will regret to learn of his passing.
KASURIN BROTHERS FORM PARTNERSHIP

Two brothers, Paul and John Kasurin, architects formed the partnership of Kasurin & Kasurin with offices at 303 State Savings Bank building.

John Kasurin received his architectural education at the Ecole des Beaux Art in Paris, and after working for several years with leading architects in New York, Boston, and Chicago, he came to Detroit to design the interior of Henry Ford's residence. He has been doing architectural work in Detroit since 1914.

In 1927, the city of Dearborn planned the Fordson's Civic Center, and he won the competition and commission to design the municipal project.

His late commissions have included several war plants and a defense housing project in Wayne costing about $4,000,000.

Paul Kasurin was formerly in partnership with Lynn W. Fry, of Ann Arbor. The partnership was dissolved about a year ago.

During his association with Mr. Fry, Kasurin designed many large buildings in Ann Arbor including Slauson Junior High school. North Side Elementary school, an addition to Ann Arbor High school, the Women's Athletic building at Palmer field, the First National building, Ann Arbor Bank building and remodeling of the State Savings Bank.

Paul was educated in Helsinki, Finland, and studied design at Columbia University.

Both Paul and John have had extensive training in designing educational and municipal buildings. In 1919, the brothers were together in Detroit and won first prize in the architectural competition for Highland Park's Civic Center.

MacCORNACK PROPOSES UNION STATION FOR BOSTON

A union railroad station, in Copley square, with a grand plaza stretching down to the Charles before it, providing space for modern hotels, department store housing, and other commercial, civic and artistic improvements, to be provided through the agency of a non-political nonprofit association of the citizens of Greater Boston, is the proposal of Walter R. MacCornack, F.A.I.A., vice-president of The American Institute of Architects and former dean of the School of Architecture at Massachusetts Institute of Technology.

He made the proposal in an address before the recent meeting of the Building Officials Conference of America, Inc., in Boston.

"We have developed the greatest potential production force in the world during the war years," he pointed out. "Why not turn this same power to peacetime accomplishment?"

"Already in Copley square we have two of the finest buildings in America, the Public Library and Trinity Church. Here is a nucleus for future development."

Boston, according to MacCornack, needs such a project. It has no up-to-date department stores, its hotels are old and scattered, its transportation problem has been mishandled and the automobile traffic in its downtown streets is an ever-increasing hazard.

SOUTH CAROLINA REGISTERS SEVEN

The State Board of Architectural Examiners met in Columbia last week for the purpose of examining candidates who desired to secure licenses to practice architecture in South Carolina.

Board members present were: Ralph E. Lee, A.I.A., of Clemson College, chairman; Walter E. Rowe, Columbia, secretary; S. M. Cathcart, A.I.A., of Anderson, and Hayward B. Singley, of Columbia.

Architectural certificates were granted to Jesse L. Bowling, A.I.A., Dayton, Ohio; Gilbert H. Hoffman, Clemson; William H. Redfern, St. Simons Island, Ga.; Baxton H. Williams, Greenville; Raymond J. Gauger, Augusta, Ga.; Chas. Roy McDonald, Greenville; Howard R. Weeks, A.I.A., of Durham, N.C.

COLUMBIA PLANS NEW LIDICE

Designs for a new town of Lidice, to be erected in Czechoslovakia after the war, are being developed at Columbia University under the auspices of the Czech government-in-exile, it has been announced by Leopold Arnaud, dean of the Columbia School of Architecture.

The rebuilding of Lidice was authorized by Dr. Joseph J. Kalenda, head of the Department of Public Works of the Czechoslovakian Ministry of Agriculture. Robert H. Podzemny, Czech architect and town planner, is to direct the design.

The project will utilize the most modern architectural development being studied at Columbia, where plans for the reconstruction of two Greek cities recently were carried on. Its construction will be the basis for future post-war exchange of ideas, students and professors, between Europe and America.

The old Lidice site, which was destroyed by the Nazis in June, 1942, as a measure of reprisal against the killing of Reinhard Heydrich, Gestapo official, by Czech patriots, is to be used as a war memorial park. The modern town will be erected near by.

According to present plans, the new town is to be constructed around a community center comprising movie theatres, municipal buildings, a library, church, shopping center.

A. O. TREGANZA

Alberto Owen Treganza, 68, prominent architect formerly with the firm of Ware-Treganza, Architects, Salt Lake City, died at his home in San Diego, Cal., on July 17.

For 25 years a resident of Salt Lake City, Mr. Treganza helped build and design many Salt Lake homes and buildings, including the Salt Lake Country club. He moved to San Diego about 12 years ago.

Kalman Floor Company announces the appointment of Robbie Robinson Company, sales and construction engineers, Detroit district representative, with offices at 226 Murphy Bldg., 155 W. Congress, Detroit 26, Michigan.

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For complete details see Sweet's Catalog, Vol. 18, Page 13

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LANSING'S LANGIUS

An Architect As An Administrator Means Sound Planning For Michigan

The architectural profession and the building trades generally should be much impressed and grateful for some recent developments at Lansing.

In the past when new buildings or additions were needed at any of the many state institutions it was done without any thought of an overall or master plan. Little regard could be paid to which need was the most urgent and the buildings erected were based on expediency, or more often upon which institution was in most favor in Lansing at the time.

Michigan has never before had in Lansing a department covering existing conditions of its 500-million-dollar investment with 1200 buildings, occupying over 20,000 acres of land and employing thousands of persons to operate them; where building data is available so that maintenance could be uniformly carried on; where decisions can be made promptly so that money can be spent judiciously when justified and not expended on obsolete structures.

Until recently many institutions had no record of utilities below ground, and plans of some existing buildings needed for repairs were not available; others had grown past the point of sound management and operation; and others in recent years have had buildings poorly placed with no idea of future expansion, group planning or architectural treatment.

Only recently has this department directed that long-standing fire hazards be corrected. We've just been lucky that some institution has not suffered a holocaust.

Adrian N. Langius, Director of the State Building & Construction Division is the man responsible for this revolutionary and far-sighted program. After years of plodding with a meager office force he collected enough data to present his idea to Governor Kelly. Be it to the everlasting credit of the Governor that he grasped the logic of the program and got behind it. Work is now progressing so that soon complete data in condensed form will be available in Lansing of all Michigan's institutional buildings (hospitals, educational institutions, etc.).

Langius is a registered architect and registered engineer with the background, ability and energy peculiarly fitted for this work. He also temporarily carried the ball for the Michigan State Planning Commission, when the Director recently died. Although this was an additional load for Mr. Langius, it was most logical, as a large share of the Michigan State Planning originates in his department.

It is refreshing to know that there are still men in public life who give their all to the job and apply the same devotion they would were it their own business in private life.

Another innovation is that politics, “pull” or friendship have no part in the selection of architects, engineers, or contractors. Work will be assigned on the basis of ability and past performance, says Governor Kelly, or the Langius program cannot be carried out on the high plane desired.

Before the present badly-needed time.

See LANGIUS—Page 4
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ALLEN JOINS MILLION DOLLAR CLUB
From the Grand Rapids Bureau of the WB
(Not) By ROGER ALLEN, OUR STAFF CORRESPONDENT

Contract for architectural services in Central Michigan College’s $1,200,000 post-war expansion program has been awarded to Roger Allen, Grand Rapids architect, by the State Administrative board. The board also approved Allen’s completed plans for construction of a gymnasium and an arts and crafts building, each to cost $350,000, at the Mt. Pleasant school.

We hope this disproves any mistaken conception that Allen, famous writer, lecturer and author of “Life Begins at 60,” is not also a good architect.

This character, as we sometimes hear him referred to, has become so well known for his sleepy jumps to Michigan’s favorite watering holes, making droll speeches and quoting from Hamlet and other small towns in Ohio, that some of his dearer enemies have sought to discredit his prowess as an architect. If any further proof is needed, see Ken Stowell’s current and wonderful issue of Architectural Record.

Herbert J. Powell, president of Southern California Chapter, A.I.A., writes that Allen should be syndicated for the benefit of the public and maybe he is, he adds:

Rogers’s services are becoming more and more in demand before groups of architects and penal institutions. I am encouraged to become his manager, as I’ve just signed him up with Bill Perkins to address the Iowa Chapter in the fall. He’s been at it ever since he first raised the question of whether or not the automobile was here to stay, finally concluded that someday it may replace the horse—except in the estimation of Mrs. Horse. He now has a stable of the best jokes in Michigan, which he trots out for the edification of his compers.

Anyway, we know that he has one ardent fan for his daily column, “Fired at Random” in the Grand Rapids Press—Ensign Frances McMillan, of Grand Rapids, now of the Navy’s Procurement office in Detroit. As evidence, she cites his poem on Memorial Day.

MRS. HELEN KEATING, Secretary, Indiana State Board of Registration for Architects, has announced that six men successfully passed the State’s architectural examination recently. The new registrants are: Robert F. Hutchinson of Lebanon, Edmund J. W. Knight of South Bend, Gilbert T. Richey, Richard M. Robinson and Lloyd W. Scholl of Indianapolis and Arthur Wupper of Cincinnati, O.

FOUR MORE SKYSCRAPERS PLANNED FOR NEW YORK

Plans for four new office buildings, from thirty-three to fifty stories high and with a total estimated cost of $23,628,000, were filed last week with the Department of Housing and Buildings in the name of four building corporations, each of which is headed by R. Baylor Knox, vice-president of the City Bank Farmers Trust Company. Plans for all four buildings are by Eggers & Higgins, architects.

This makes a total of twenty-three projected buildings of ten stories and more, representing an estimated total building cost of $47,620,000, for which plans have been filed in the last six weeks, the largest volume handled by the department in any comparable period since the building boom of the 1920’s.

The recent spurt in filing plans was interpreted as an indication of ambitious post-war buildings in New York, or as a rush on the part of potential builders to stake out their claims in anticipation of the passage of proposed changes in the zoning laws, which would tighten the restrictions on large buildings.

The largest of the proposed buildings for which plans were filed recently is a forty-two-story structure on the site of a large parking lot on the east side of Sixth Avenue, between Forty-third and Forty-fourth Streets. The building, to be given over to stores, lofts and offices, would have 1,084,000 square feet of floor space and cost $9,375,000 to build. The owner is the Sixth Avenue and Forty-fourth Street Corporation.

The tallest of the four for which plans were submitted recently is a fifty-story building at 14-22 Cortlandt Street, running through to 9-17 Dey Street and costing $5,000,000 to build. The floor space of 786,394 square feet would be used for stores on the main floor and offices above. The owner is listed as the Cortland and Dey Streets Corporation.

The surprise came today, however, when a party produced your ad from his pocket while discussing his project in my office. Your convincingly interesting advertisement had already served its purpose.

The EDWARDS & Co. ADS

If you have been following the series of ads by Edwards & Co. in consumer publications and architectural magazines giving the public good reasons for employing architects (and who hasn’t), you may be interested in the reactions of Mr. Guy Study, F.A.I.A., of Study, Farrar & Majers, St. Louis, Mo. Mr. Study writes:

“The enclosed bit of advertising I consider unfortunate. Other firms than yours may have done this same thing but I have not seen anything just like this. It will do the architects but little good and much harm and the same for your products.

“Let your products stand on their own footing and like wise the demand for architects. In spite of the wall that many of our profession have raised, the profession is not going to die.

“Your intentions may have been the best but it would be difficult to clear up in the eyes of the home builder the fact that his architect might not have been influenced to some degree in specifying your products, should he have done so. I am afraid your advertising expert has misguided you.”

Mr. Study is certainly entitled to his opinion but, of the many thousands of responses received, his is the only one of that nature. Commendation has been received from a very large percentage of the profession, including officers and directors of The Institute—and the president.

Two received in the same mail with Mr. Study’s are typical:

Miss Luta Maria Riggs, former president of the Santa Barbara Chapter, A.I.A., writes:

“Thanks for Edwards & Co. Booklet, which is very good. I regard their magazine ads. as of more benefit than the booklets, however. But, be that as it may, I have commended Edwards & Co. by letter and requested a sheaf of booklets.

“I want to thank you for the groundwork which had to be laid before the appearance of the Edwards cooperation. It will help architects.”

And Mr. Archie G. Parish, A.I.A., of St. Petersburg, Fla., writes,

“Since receiving your letter of the 16th, telling of the response to your advertising campaign designed to sell the services of the architect, to the building public, I have received several letters from old sources telling of interest already stimulated.

“The surprise came today, however, when a party produced your ad from his pocket while discussing his project in my office. Your convincingly interesting advertisement had already served its purpose.”
LANGIUS (Continued from Page 1)

building program starts, the site needs for the future will be carefully considered, building plans are to be functional, and architectural treatment studied, having in mind, of course, maintenance and cost.

There has been a wide diversity of opinion regarding the extent to which it is feasible and economical to go forward with these plans for future projects.

The State is now confronted with a huge state building program. Some action was necessary so that we would emerge from the fog of generalities and advance something other than charters. The building program that will start as soon as materials are released is based on the system of records of the technical documents and details of the state's property and is unique. It provides the basis for thorough examination and decision on projects for the proposed state building program and it will continually serve as the basis for establishing sound future policies of maintenance and efficient operation for all the physical plants. Communications with authorities of other states reveal no similar attempt elsewhere. Langius' office should feel proud indeed if the thought and effort devoted to the solution of our own problems produce something which local units of government, in Michigan and beyond, may find valuable to use as a model.

LAURENCE TECH TO OPEN SEPTEMBER 11

Opening of registration in the College of Engineering at Lawrence Institute of Technology has been announced. Applications for admission may be made immediately.

Approximately twenty percent of the student body is expected to be discharged service men, Genevieve G. Dooley, Registrar, has estimated. The college year begins Monday, September 11. In addition to the Day School, the regular Night School will be continued in order that returning veterans may accept day employment in local war industries.

Engineering, Science, and Management War Training courses will begin Tuesday evening, September 12. Registration for these tuition free short term courses also opens Monday. ESMWT classes in popular technical subjects are given on Tuesday and Thursday nights for terms of ten to twenty weeks duration.

FRENCH ARCHITECTURAL TREASURERS SUFFER FROM EFFECTS OF WAR

Once again the ancient architectural treasures of France have suffered the ravages and destruction of war. Pierre Jeannerat, French war correspondent with the British forces, urges that speedy action be taken to prevent irreparable losses to the art world. "Our heritage," he states, "is inexhaustible, and we must act immediately to save as much as we can."

Specialists are being sent with Allied forces to point out to commanding officers specific buildings, monuments, and works of art which are to be respected and, if possible, preserved. The Provisional Government of the French Republic has also appointed similar specialists. At present, however, the military authorities have other and more urgent concerns. Captain Daniel Lafarge, U.S. Army, now in Normandy, who has been working on the problems, reports that as soon as fighting ceases in each area, specialists will examine damages and try to remedy them.

Describing his recent inspections, Mr. Jeannerat writes: "Mr. Lafarge was like a nightmare; leading from one ruined village to another. I will mention only the town of Norrey, whose church was widely known among students of Thirteenth Century art. This church which resembled a miniature cathedral was perfect in every detail—it had a great purity of style, and was complete from its chevet to the graceful rose-window on the western side. "Today the church of Norrey is still standing but it is horribly mutilated. Its walls are caving in, and inside a heap of rubble rises up as high as the pillars. It was dangerous to go in, because the stone walls were so cracked and shaky, but I examined several parts of the building. I had to climb on heaps of rocks and broken beams that were none too steady. The wind kept blowing plaster and pieces of slate down on my head and shoulders. I could hear cannon roaring far too near me—it was near enough to shake the foundations of the buildings, and I had to keep looking up to make sure the remains of the vault would not crash down on the rash visitor. But I was able to ascertain that the beautiful choir could still be saved, and that a charming frieze, where imaginary animals—a medieval book of beasts—wandered through the scrolls of an elaborately carved vegetation, as well as other unspeakable, decorative details—had not been touched. To protect these treasures the only thing I saw was a piece of torn paper, on which the following was written in English: 'Please do not remove these stones from the church.'

'Joseph Blouet, the mayor of Norrey said to me. 'Our valiant Allies are not only thing I saw was a piece of torn paper, on which the following was written in English: 'Please do not remove these stones from the church.'

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FUTURE HOME TO BE DIFFERENT
BUT EXOTIC DESIGNS ARE OUT

 Architects Cool to Idea of Building Revolution

[By J. D. Callaghan, Free Press Staff Writer, in The Detroit Free Press, July 23, 1944]

Is that dream house of the post-war period just a housekeeper’s dream or an architect’s nightmare?

Is Detroit going suddenly to blossom out with flat-topped houses, something in the manner of Jerusalem and points east, and is the kitchen, bedroom and bath to be an Aladdin’s Lamp affair of knob-turning and button pushing?

The answer seems to lie about equidistant between “Yes” and “No,” with the negative side having a little of the edge, according to informed architectural and building opinion in Detroit.

Conservative Times

Yes, the housewife’s lot will be laid along easier lines, and—No, there will not be a definite change in the City’s profile—at least for a long time yet. A new home stands very high on the list of post-war hopes for Americans,—literally millions of them—and the most will be conservative in their likes and dislikes.

“We are not expecting any radical departure in the exterior design of the average small home,” Clair W. Ditchy, designer of Parkside and Brewster housing projects, said.

“The home to be built after the war will differ in this respect—it will accommodate itself to the modern way of living, with stresses on orderliness, beauty, economy and sanitation. “Builders will take advantage of the new techniques, including large panes of glass, compact heating and ventilating arrangements and the lavish use of the so-called gadgets which take the drudgery out of housekeeping.”

Modern designers favor the use of the flat roof in preference to the old pitched roof, Ditchy said. It eliminates the old-fashioned attic, that catch-all of our ancestors, and has proven itself to be structurally sound.

The basement, Ditchy said, is definitely on the way out, despite its development as a rumpus room, and the dining room is following suit, like all things that have become no longer necessary.

The postwar home, whatever its exterior appearance, will be a place of wide open spaces, with partitions eliminated wherever possible, especially on the first floor.

Dining will be done in a corner of the living room, and just plain family eating in a breakfast nook off the kitchen.

A tendency towards community recreation facilities in schools and recreation centers is expected to do away with the need for recreation rooms.

Tempering the Dream

Architects and builders, of course, using canny people, would like nothing better than to see a “from the ground up” program of construction take place, all modern and streamlined in the showcase manner—a feller can have his dreams, can’t he?

But being the canny folk they are, they have a cooling habit of tempering the dream with the facts, and so are preparing to give you a comfortable, modern home with all the improvements, using the tried and true advancements rather than using their clients as architectural guinea pigs.

Homes with glass-heated southern exposures to let the sun heat the rooms and reduce fuel costs to the vanishing point loom large in the illustrated magazines.

The weather bureau throws quite a fistful of monkey wrenches into the solar-heating machinery with a few bald statistics for Detroiters, based on long time averages. From October through April there have been an average of seven sunny days a month; nine partly cloudy days and 15 days when the sun is completely hidden.

Nevertheless, a home in Dearborn which uses the solar-heat method, reports a very considerable reduction in fuel costs, and Ditchy pointed out that 25 per cent of sunny days are more than enough to make the installation profitable.

Evolution Favored

As for prefabrication, architects seem to be content to let evolution run its leisurely course rather than mounting the barricades for an overnight revolution.

There is a steady expansion in prefabricated parts for homes, including complete bathroom and kitchen installations, dating back to the days when lumber yards first started turning out standard-dized sash, frames, doors, mantels and other items which could be stored during slack building periods.

The prefabricated home, as many builders see it, will be much in demand by those who took over the trailer as the ideal way of life, and by persons owning resort property for summer use. From these beginnings, the fully prefabricated home will eventually grow, but not within the immediate future.

This trend is getting all the encouragement in the world, with bathrooms and kitchens being the immediate beneficiaries. It’s in these two departments of housekeeping that the greatest and most efficient advances are being made towards “robot” housekeeping.

Deep-freeze refrigeration will be a fact for those who want it, and wartime rationing has been the greatest teacher of its benefits. The same is true of heating.

The heating trend is towards smaller and more compact units and away from the Rube Goldberg maze of pipes with a huge plant brooding in the basement like an octopus.

Recently a stockholder of Johns-Manville asked Lewis Brown, president, if he believed prefabricated housing is to be the coming thing.

“There is no question in my mind that a lot of the pieces of the house are going to be prefabricated, but the complete prefabrication of homes isn’t the simple solution it might appear in some newspaper and magazine articles,” he replied.

“The fact is, according to available records, that the carpenter-contractor who knows his stuff can still beat cost of any prefabricated houses we know about.”

Brown saw the trend as toward homes that are more liveable rather than cheaper, with American women going in for color, beauty and comfort, air-conditioning, gadgets and ideas.

Woman in the Case

Many of the “Dream homes” presuppose mass production and standardization to a great degree, and its right there that the dreamer smacks up against the highly individual American woman.

She just isn’t going to be content with a house exactly like, or even closely similar to that of her neighbors. Her house has got to express her personality as nearly as her hat or its no go.

If you are fortunate enough to own a lovely $7,500 prewar home, don’t sell it for fear that those marvelous post-war homes will perhaps cost about half as much. It just ain’t so, as Charles B. McGrew, public housing architect of the Detroit Housing Commission, pointed out in a recent issue of Michigan Society of Architects bulletin.

Labor, he reminds the prospective owner, is up in price and is a big part of the cost of any construction, and people who work for a living are con-
tent to let the laborer be worth his hire.

Changes in Design

"It seems probable," McGrew says, "that most of the more valuable improvement will result from changes in design rather than in materials. All-plastic doors and windows may be many years in the future.

"Insulating glass is the most spectacular achievement of the glass makers so far, with two sheets of glass with a metal, or maybe a plastic separator. Existing houses, however, are unlikely to be reglazed because of the difference in thickness of sash required."

Steel-framed houses are to be expected, and radiant heating and cooling are definitely in, with hot or cold air or water circulating through pipes or conduits within the walls.

Long Wait Ahead

"When housing construction is resumed it will take up a few years in advance of where it left off, with development in technique, appearing with regularity just as in the auto industry," McGrew said.

But as a final bit of advice, he warns against waiting for the last word in housing unless you are prepared to wait plenty long. Get busy now, make your plans and be ready to come out of your corner with the bell when war restrictions are lifted.

ZONED MAIL SHOWS GAIN

The Postal Unit Numbering System of addressing mail, instituted in May, 1943, has proven most successful in keeping its movement current and avoiding delay at a time when prompt mail handling is most essential.

"It has provided an opportunity," said Postmaster Roscoe B. Houston, "of replacing experienced help, lost to the armed forces, with school students who are willing and anxious to do their part in the war effort, even though it may be only a few hours each day or every other day. Serious mail delays have been avoided by their assistance."

The following figures tell a story of the fine cooperation of the public:

- Feb. 1 July 18
- Incoming letters 62.2% 79.9%
- Local Letters 61.7% 67.7%
- Incoming Circulars 25.4% 29.8%
- Local Circulars 39.0% 50.1%
- Mixed Papers 33.9% 45.8%
- Outbound Letters to Zoned Cities 40.1% 44.7%

"Each succeeding test since the plan was inaugurated has shown a corresponding increase," said Mr. Houston.

PREFABRICATION HOLDS VALUES FOR ARCHITECTS

Whether an architect is for or against prefabrication depends on his conception of his own job, according to Arthur C. Holden, author of "Pocket Guide to Construction."

Mr. Holden, Fellow of the American Institute of Architects, president, N.Y. Chapter, member of the board of governors of the New York Building Congress and chairman of its land utilization committee, goes on to say, "To those who consider it their work to utilize every available facility to produce a better house, prefabrication has no terrors. Such architects will regard it as something to be improved and used."

Mr. Holden says open-minded architects, working to advance the building industry, will profit by prefabrication, for the public wants an increasingly better product for less money, and the architects will follow through with those who are trying to achieve that goal.

"Architects," he says, "will find new opportunities, not only in prefabrication itself, but in changes accompanying its growth. There certainly will be many opportunities in connection with the activities of developers of fabrication and of the work of development contractors. More architects will be needed as consultants in design as this type of house is improved and used."

A prominent Hartford architect who does not wish to be named, commenting on Mr. Holden's ideas, said: "While in agreement with the suggestion that liberal architects should keep aware of developments in the prefabrication field, it is deplorable that a large and misguided American public has come to associate its promises with dream and miracle houses that are presently utterly unrealizable. They are in for some rude disillusionment, since the whole prefabrication process, both technical and commercial, is still in the stage of experimentation."

FREDERICK W. GARBER, F.A.I.A., of Cincinnati, is listed in the latest edition of Who's Who in America. Mr. Garber is a past Regional Director of The American Institute of Architects, for the Great Lakes District.

The Bulletin has been carrying such information about architects in Who's Who as is made public in news releases from time to time. We now learn from the A. N. Marquis Co., publishers, 919 North Michigan Ave., Chicago, that the latest edition lists all fellows of The American Institute of Architects. This volume will prove most valuable to Committee on Public Information.

NEW PATTERNS FOR AMERICA?

HON. EARL C. MICHENER, of Michigan
In the House of Representatives, March 13, 1944

Mr. Michener. Mr. Speaker, the news carrying an editorial in which is included a letter written by a man in the military service. The letter evidences sound reasoning on the part of our soldiers and is well worth reading. It is as follows:

NEW PATTERNS FOR AMERICA?

A soldier writes: "What do they mean, fussing around about what kind of an America we servicemen want when we get home? Do they value America as something that can be changed with the seasons like same as women's hats and clothes?

"We can't escape the notion here that some people back home are trying to fashion new patterns for America—running around with tape measure, shears, chalk and things, and quarreling among themselves as to what style of a tailor-made country will please us after the war.

"You tell these self-appointed designers to let Uncle Sam alone. When we get back, we want to see his swallow-tail coat still there, and his boots—receipts, tall hat, and everything else that's familiar. His way of dressing has been all right for a long time. It's what we're fighting to keep all right for a long time to come. Leave him be. Just have him there to say 'Hello' when we return—dressed the way we know him.

"It's swell that our first few months in civvies are getting some forethought instead of the hindthought—or no thought of the last time.

"When that period is over all that we want is to be free to work at what we can do best—with an employer who is free to expand—all of us managed by someone who knows how to weld us into a going business to the end that our work and risk in a fair, open market, will bring reasonable returns that we'll be free to use for building family and country into a still wondrous future!"

Doesn't it make sense?
Mr. Speaker, it does make sense.

MISS CONNIE M. WEBEZIAH of Syracuse was awarded a full Scholarship of $400 a year for five years in architecture when the College of Fine Arts, Syracuse University, announced the results of its annual competitions.
U. S. ARCHITECTURE SHOW IN USSR

Preliminary arrangements have been completed for the preparation by the Architects Committee of the National Council of American-Soviet Friendship in collaboration with the Overseas Branch of the OWI of an exhibition of American architecture for showing in the Soviet Union.

The exhibit is to be an introductory survey of American building from colonial times to the present with a detailed presentation of the contemporary scene. It will endeavor to give to the Russian architect and public a coherent picture of the state of building in this country, of the factors influencing its development, and problems.

The historic part will be presented chronologically, beginning with indigenous Indian architecture and the early work of the settlers, followed by sections on the rise of the colonial cities, of the development of the agricultural South, on the rapid development of a national architecture, on the new forms accompanying westward expansion and the rise of mechanized industry.

The contemporary section which will form the largest part of the exhibit, will examine the main types of present-day building, industrial, dwelling, government, commercial, health and education, traffic architecture, agricultural architecture. It will also show new community concepts in building and planning, on regional lines such as TVA, in greenbelt communities, in war housing, and in neighborhood planning.

The organization of this material will be under the direction of Vernon DeMars, chief of the housing standards section of the National Housing Agency; Prof. Talbot Hamlin, librarian of the Avery library of the Columbia University School of Architecture, and Joseph Hudnut, dean of the graduate school of design of Harvard University.

RECONSTRUCTION IN SICILY

The task of clearing debris, and in some cases reconstructing churches, public buildings and dwellings in Sicily has been widespread through the island since the last bombing occurred, as the last Germans were driven from the island. These pictures show some of the work which is going on. These are official OWI photographs.

Above. This view of the church of San Francisco D'Assisi in Palermo show a lone workman (with hammer) on scaffold which is being built in preparation for restoration of the building.

Lower right. Stone cutter refacing building block for reconstruction of church, Cassa Professa, at Palermo.

Lower left. Workman on scaffold, interior of St. Giuseppe Church, Palermo.
UNIFICATION IN ILLINOIS

Illinois Society of Architects Monthly Bulletin for August-September carries an editorial on unification, making the point that state societies were organized many years ago to fill a definite need and that there is just as great a need today. The editorial states, "Nothing has happened in the Chicago Chapter management to warrant a change of opinion from that of the Chapter members who organized in 1897 the Chicago Architects Business Association." (CABA later became ISA).

President John C. Thornton of The Michigan Society of Architects is quoted as saying that one cause of The Society’s reduced membership was because of the erroneous idea on the part of some that The Society was going out of business. “This is far from the case,” the quotation continues. “The Society will go on stronger than ever. It will relinquish local activities to the chapters, but this is as it should be and is the unification goal for which we have been striving.”

We in Michigan can borrow the words of Winston Churchill by saying that we did not start unification for the purpose of liquidating the Michigan Society of Architects. Throughout the proceedings there has been the expression that The Society’s structure and functions have been most desirable and should be retained. When its local divisions are replaced by Institute chapters we firmly believe, in the words of our president, “The Society will go on stronger than ever.”

PETTY OFFICER WILLIAM CALEB WRIGHT, son of Mr. and Mrs. George Caleb Wright, and like his father an architect by profession, keeps busy in his leisure moments on a Southwest Pacific island in the Green islands by drawing post-war house plans for fellow-Seabees. The boys there get a lot of comfort out of dreaming how their honeymoon cottages will look, down to the smallest detail. He also does a lively courtesy business in painting anniversary and birthday cards. One he sent his own wife in June on their wedding anniversary shows a big kettle laden by natives. Says the caption, “After two years I’m still in a stew about you.”

GEORGIA CHAPTER, A.I.A., and Georgia Engineering Society are sponsoring a proposal that the City of Atlanta appropriate $100,000 for architectural and engineering services in developing an integrated post-war improvement program for the metropolitan area.
ON MR. YOST'S "IS ADVERTISING SO DEGRADING?"
By William Roger Greeley of Kilham, Hopkins & Greeley

You published an article by L. Morgan Yost, "Is Advertising So Degrading?" He handles a difficult assignment in a way that leaves something to be said. To ridicule the architect's reluctance to advertise and to assume that advertising is beneficial are questionable attitudes. It shows a lack of careful thinking when a man confuses legitimate new with advertising and refers to it as "free advertising." His statement "Advertising our professions is unethical only when we pay for it out of our own pockets," is thoroughly out of focus. The public notice given our profession by the press is open to no such slur. The press would not carry it if it were not news. As it is news, it would be highly improper for the architect to pay for it.

If an Art Museum buys a painting entitled "American Gothic" there is no reason why the author, if living, or his heirs, if not, should pay the press to attach the name "Grant Wood" to the work of art. It is part of the news item, and so regarded by the press. The same attitude applies to giving credit to the sculptor for the equestrian statue, to the author of a book or a poem, to the discoverer of a new gas or a new operation, or a new star.

Architects are entitled to be ranked with these other professional men, and the press would be even more ready than it now is to include their names as part of a news item if the design impressed them as being distinguished. We must always bear in mind that our own abilities have much to do with the position which our profession occupies in the public esteem, and that while many a worthless product achieves enormous sales through advertising, it is also true that thoroughly competent professional service wins its way without a trumpet.

A society in which this is not true, is an undiscriminating society in which there is little incentive to good work. In such a society paid advertising encourages many depraved tastes and becomes essentially a method of exploitation rather than of service.

Mr. Yost's article seems to imply that impersonal advertising of the profession is regarded as unethical. It is, per contra, entirely in order and has no stigma of any kind attached to it. As chairman of the Committee on Publicity of my Chapter, I am trying to help achieve this kind of "advertising" for the profession hereabouts.

It is not unlikely that Mr. Yost and the writer agree on policies of professional publicity, namely: (1) that advertising and paid publicity should be in the interest of the profession and not an individual enterprise and (2) that raising the quality of their service is the best way for individuals to establish good-will and a growing clientele.

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Chairman Golf Committee

CENTRAL NEW YORK CHAPTER, A.I.A., has issued Vol. 1, No. 1 of its Bulletin dated Aug. 1, 1944. Cyril T. Tucker, of Rochester, is the editor. The first issue carries a letter from president Leonard A. Waadrop, reports of chapter activities news of members in service and other interesting and pertinent information.

CARL R. JENSEN, A.I.A. has moved to 17166 Wildemere Ave., Detroit, 21.

NICHOLAS M. CIRINO is architect for "Los Angeles Tomorrow," an exhibit of scale models depicting "a realistic and honest interpretation of projects already under consideration for the development of post-war Los Angeles." The models, on which F. J. Ostronic assisted are being shown at various L.A. department stores.

BILL DOWNS, CBS correspondent, broadcasting from France, says German architects who tried to set up business in Normandy suspected that occupation was merely temporary. They built a number of not very pretty brick houses. He adds:

"It is interesting to note that every one has improvements for living under the New Order. Every window has steel shutters . . . for protection against Allied bombing or Hitler's Gestapo. Steel shutters seem symbolic or something."

S. B. MARSTON HEADS PASADENA PLANNING COMMISSION

Sylvanus B. Marston, F.A.I.A., energetic community worker has been named chairman of the City Planning Commission of his home city of Pasadena, Cal.

Mr. Marston was chairman of the commission at the time the war started. Soon afterward he was called out of the city to take charge of an important war construction program and was not able to complete his full term of office.

"I feel that Pasadena is facing the greatest period of expansion in history and I feel that the Planning Commission should direct this expansion," Mr. Marston said in taking over the gavel.

Mr. Marston, for two decades head of the architectural firm of Marston & Maybury of Pasadena, has for years been a leader in the architectural profession in Southern California and an active participant in all movements for its betterment both as a member of The American Institute of Architects and the State Association of California Architects. He served one term as president of the State Association, 1939, and two terms as president of Southern California Chapter, American Institute of Architects, 1940 and 1941. He has also been a frequent attendant at the Institute conventions.

For the last two years Mr. Marston has been a member of the National Architectural Accrediting Board whose function is the rating of colleges of architecture in the higher educational institutions throughout the country.

WILLIAM M. COUNCELL, business manager of East Cleveland, Ohio, schools and an expert on athletic field construction, has been retained by Kalamazoo College, Kalamazoo, Mich., to assist their architect in an athletic field development program. Counsell, who has recently visited Kalamazoo College, will give expert advice on various aspects of the $300,000 athletic field and field house. Under his guidance construction on the field will begin early in the fall.

CLEVELAND CHAPTER, A.I.A., is offering free speakers to classes, groups and organizations, in collaboration with Regional Association which will operate a bureau to further interest in neighborhood and city planning.

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A POST-WAR PROJECT ADVANCED
From The New York Times, July 2, 1944
By OLIN DOWNES

A letter of exceptional interest and importance because of the possibilities it outlines to music in New York City has been received by The Times. Our correspondent is Electus Litchfield, the distinguished architect and public servant, and for long the influential president of the Municipal Art Society of this city. His suggestion of a nobly designed home which might be acquired for a New York music library follows:

To the Music Editor:
The announcement has been made of the sale of the Fahnestock house at Madison Avenue and Fifty-first Street.

This is one of the great group of houses occupying the block front on Madison Avenue between Fiftieth and Fifty-first Streets built by the late Henry Villard in the early Eighties from plans by McKim, Mead & White.

It was, I believe, largely the work of Stanford White (though it has all of the refinements characteristic of the work of McKim), while John Carrere, soon to form with Thomas Hastings the firm of Carrere & Hastings, made, he once told me, many of the drawings.

The group constitutes perhaps the most distinguished architectural monument of the period—certainly of residential architecture—here in New York.

Architectural Asset

It is, and has been, an architectural asset of the city. It is in a sense a monument to the men of an age of giants in railroads and finance.

It is a forerunner in plan of residential groups about a wide court open to the street, of which, I think, we may hope to see more in the years to come.

A few years ago, as president of the Municipal Art Society, I had occasion to point out the changing condition, which might result in the eventual sale of the property, or part of it, for commercial developments; and I urged then that thought be given to its acquisition for a public or semi-public use, which would insure its preservation for the enjoyment of succeeding generations.

I suggested that it could prove ideal as the home for a great music library for the City of New York—an institution which should collect and place on file records of the outstanding performances of the great orchestras, under the most distinguished conductors of all time; records of the singers and instrumental virtuosos who have made this city in our days leader in the musical history of the world. I pointed out that its many beautiful rooms would provide space for chamber concerts, for composers and students who would profit by study of the records of the past—and now we have the news of the sale for business purposes, of the north wing of the great group.

Must the dream pass?
The Fahnestock house, with its interior remodeled beautifully for Mr. Fahnestock by another great architect, Charles A. Platt, is at present occupied by Coty, under a lease which is said to run till the end of the war.

The purchaser, Robert J. Maroney, is said to contemplate changes in the building to prepare it for use as offices for one of the companies in which he holds major interests. Is it too much to hope that he will continue the integrity of the structure, and that it may continue for years an intrinsic part of the notable American monument?

Electus D. Litchfield, F.A.I.A.
New York, June 25, 1944.

There is every reason for consideration of this suggestion, which has most constructive possibilities. The record section of the music division of the New York Public Library is now housed, and cramped beyond the possibility of adequate exploitation of its resources, at the music lending branch at West Fifty-eighth Street. In this place is packed, and perforce incompletely catalogued, the big collection of between 9,000 and 10,000 records of important music. A few more records are kept at the Central Library at Forty-second Street, where there is available one pair of earphones for their use.

The existing situation is extremely inhibitory to one of the most useful functions that a music library can have. For it is the actual hearing of music, corresponding to the actual seeing of pictures which results, as reading alone never can, in the understanding of the art. In the modern age every properly equipped division of a public music library must have its adequate quota of records, if it is to provide the service properly expected of it.

Then there is a companion necessity, never adequately to be met under present limitations of space. It is the necessity, fully realized by Miss Dorothy Lawton and her staff, of a record lending as well as reference library. At present the records cannot be loaned. But in the future there should be, side by side with the collection kept on the shelves for immediate reference use.

Nor is the record situation the only housing problem. Nowhere today, in any part or branch of the New York Public Library, is there the needful accommodation for one of the most useful of its music collections. We mean the WPA collection of orchestral and other scores, numbering between 3,000 and 4,000 items, which the library acquired from WPA when that institution passed from existence—a collection in constant use, with many items unobtainable elsewhere, now contained in a loft, owned by the library, on Twenty-fifth Street.

So much for the present. What of the future, and the needs, for music as for an infinite number of things, of the millions of men and women coming home from the war? First of all, after the war—immediately after—new methods of recording, far better than the present ones, will go into effect. Replacement of the older records when possible and the addition of a far greater number of the new ones will be a demand. Where are these to be put? Accommodations now inadequate will soon be adjudged obsolete in face of the demands which will quickly be upon us.

Chamber Music Room

Then there is the companion feature outlined in Mr. Litchfield's letter—the space that would be provided by the city's acquisition of the Henry Villard property, or a portion thereof, for chamber music and the like. It may be said that the value of a music room, or rooms, after the model of the music room donated to the Congressional Library by Mrs. Elizabeth Sprague Coolidge in 1935, is incalculable. Nothing more enhances the use of a music library, in a way immediately effective with the public, than such an asset. In Washington, certainly, this acquisition has played an extraordinary part in the development of the entire music life of the capital.

There is finally a broader aspect than any of these in the possibilities that the acquisition of such a headquarters for the knowledge of music would have for this city. We mean the possibility of New York being the first of all the great cities of the world to have a separate building for its music library alone. This is not true of any other music center of which we know, on either side of the Atlantic. It is not true of the Vatican in Rome, of the Bibliothèque Nationale of Paris, of the British Museum in London. In all these places the music divisions are an incidental part of the library structure, and a minor one. The New York Public Library's music collections, and the needs of
the readers thereof, are more than enough to absorb any accommodations that the acquirement of the Villard edifice might supply. The establishment of a music library in surroundings of such dignity, beauty and usefulness would be a real step toward the future, and the realization of an objective of which the city could be eternally proud.

McLintock and Craig have been selected by the Public Works Division of the Navy to draw plans for alterations at Springfield, Mass., College in preparation for turning the college into a Naval convalescent hospital, it has been learned. It has been estimated that approximately $80,000 will be spent at the college by the Navy.

Architectural Record, for July, carries in its post-war portfolio Clair W. Ditchy's municipal garage for his home city of Royal Oak, Mich. This issue also reviews Roger Allen's talk before the Torch Club of Grand Rapids and, as mentioned elsewhere herewith, a picture of Allen's neighborhood fire house to be built in that city.
LIKE ALL GOOD AMERICANS
We have and will continue to devote all our manufacturing facilities toward the winning of the war. After the peace, in place of only aircraft hinges and connectors, we will again be at the service of the Architects with greater than ever facilities and techniques for the design and manufacture of—

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CONCRETE FOR MOSES

Elsa Maxwell, in Her Column, "Elsa Maxwell's Party Line," in the New York Post of August 8, Comments as Follows:

I have consistently, throughout the years, praised Park Commissioner Moses because he gave us Grand Central Parkway on Long Island and the Hutchinson River Parkway link to the Merritt Highway from New York to New Haven. This is one of the most beautiful roads in America.

It does not compare with the Rome to Ostia Auto Strada or the drive from Sospel, in France, to Genoa, one of the most beautiful mountain roads in the world. It does not compare with Hitler's highway over the Alps to Switzerland, nor does it compare with the Swiss Highway from Basle to Lucerne, or with the Moyen Corniche from Monte Carlo to Nice.

Still to be able to improve the ugliness and discomfort of the approaches to and from New York as Moses did has always roused my admiration. But there is always something contrary cropping up every now and then in a man of conservative tastes and high position. It suddenly possesses him and he goes a bit berserk and this is what seems to have happened to Park Commissioner Moses; in fact he seems to be perilously close to the prima donna stage, when he, not content to rest on his laurels, recently plunged into a high-pressure attack on the "long-haired" city planners.

These men Moses labeled "Beiunskis" a word set to backfire as quickly as the ill-starred "globaloney." The implication is that these men are "foreigners." They don't understand American ways. They are always saying, in effect, "with us, its different."

The city planners who come in for Moses, frontal attack are the German, Walter Gropius, now at Harvard; Eliel Saarinen, Finnish founder of the Cranbrook (Michigan) Academy of Art; and, by some contradiction in terms, the 100 per cent American Frank Lloyd Wright.

Moses doesn't like these men because they are impractical, he feels, they're revolutionary, and they don't have enough respect for the best interest of the real estate business.

Now, let's take a quick look at Moses, nestled in the political bulrushes.

Moses is a highly publicized, politically conservative commissioner. If you add up his achievements and consider the total in the light of cold reason, you will find that he is a slightly overrated man.

His other parkways around New York remind me of Samuel Johnson's time-hallowed quip about dogs walking on their hind legs. The parkways are not in themselves so wonderful. They reflect no particular genius or imagination. They are only remarkable in that they exist at all.

Mr. Moses, who is a politician, gets things done. Mr. Gropius is a professor; he doesn't. Is Mr. Moses, therefore, the more practical man?

Mussolini, we must never forget, cleaned up the Italian streets and made the trains run on time.

Neither Socrates nor Plato ever got a revolution, and they didn't have enough respect for the best interest of the real estate business.

Mr. Moses is a vastly over-inflated symbol. His implication, as Joseph Hudnut, Professor of Architecture at Harvard, recently pointed out, is that "to be of foreign origin in New York City and to possess an analytical mind are indeed misfortunes."

If the Harvard School of Design, continues Mr. Hudnut, "has built fewer miles of concrete highway than has Mr. Moses, it may be that the School was not founded with precisely that purpose. There are other criteria for measuring the usefulness of a university."

Oh, no, punkawallahs, there are no short cuts to practicality. And La Maxwell is not one to fling out kudos for tough-minded action.

Frankly, for all his realism, I think Moses is a vastly over-inflated symbol. Praising himself for his concrete achievement of "limited objectives," he has left the slums and chaos of American cities in status quo ante. Instead of imagination and vision, he has given general confusion a little more concrete.
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CORRECTION
The item, "Gardiner C. Vose Joins Moynahan Bronze Co.," on page 3 of the August 8 issue of The Weekly Bulletin, was incorrect in its reference to the president of that organization. Mr. R. D. B. Moynahan is president of Moynahan Bronze Company. Our apologies are offered for this lapse of editorial accuracy.

GYPSUM MEN DISCREDIT "DREAM HOUSE"

The Gypsum Association have announced a program for stimulating building activity during the reconversion period. The aim, according to Henry Schwein, general manager, is to "help to promote realism" in the industry. The points in the program are:

- Debunk the "dream house" publicity. Make it clear to everyone that houses with everything from the vacuum cleaner to the dishes built in are not going to come the day the war is over.
- Impress local officials with the importance of allowing proved new materials and new methods of construction, both of which may make possible better buildings.
- Emphasize the importance of safety features, fire protection and durability.
- Promote remodeling and modernization of homes and apartment buildings. Although wonder houses will not be possible, older buildings will have to put on new clothes to compare favorably with the new ones that will go up in quantity.
- Educate farmers to the best methods of construction and the importance of fire protection.

AMERICAN ARCHITECTURE DISAPPOINTS URUGUAYAN

Salt Lake City—Keen disappointment that the United States does not have more buildings of modern architecture was expressed by Idedefonso Aroztegui, Melo, Uruguay, architect, now in this country on a traveling fellowship. "Motion pictures would lead observers to believe that you have principally streamlined buildings in this country, but instead, I find that most of your buildings are copies of older styles of architecture," he said.

The visitor expressed admiration for the "original approach" utilized by designers of the Latter-Day Saints tabernacle, and expressed keen disappointment at not being able to see the interior of the Latter-Day Saints temple, the exterior of which, he said, is a mixture of various styles of architecture embodying less originality than the tabernacle.

REOPEN OFFICE
After two and a half years of handling contracts under the United States Army engineers in West Texas and New Mexico, Herbert Voelcker and J. G. Dixon, architects, of Wichita Falls, Texas, have reopened their offices there at 913 1/2 Indiana Ave. Both are members of the A.I.A.

The firm of Voelcker & Dixon, after establishing offices in Lubbock and Alburquerque, N.M., designed a dozen air fields, army cantonments and housing projects, and construction has been practically completed on all of them.

With army construction virtually at a standstill, Voelcker believes civilian construction will gain momentum as materials, equipment and manpower become available, Voelcker & Dixon have designed and supervised construction of many schools, gymnasiums, government buildings and other structures throughout the area.

N.Y. TIMES PLANS ADDITION
Shreve, Lamb & Harmon are architects for an 11-story structure as an addition to the 14-story Times Annex on West 43rd St. in New York. The addition, planned for post-war construction, is estimated to cost $2,250,000.

With construction prohibited by present War Production Board restrictions, the Forty-fourth Street Theater, occupying the site, gains a reprieve from demolition. It is the present home of the hit musical, "Follow the Girls." The building includes the Nora Bayes Theater, which is erected on the roof.

ARCHITECTS INDORSE METRIC SYSTEM

Los Angeles—Increased use of the metric system, especially by manufacturers of building material, is expected to develop in this section as the result of a resolution adopted by the Southern California chapter, The American Institute of Architects, at its last regular meeting, indorsing the metric system and urging that it be utilized to supplement the English system of measurement.

In adopting the resolution the architects called special attention to the fact that the metric system is in general use throughout Latin America and that its use by Southern California manufacturers of building material would, therefore, be a contributing factor to the expansion of trade between this country and the Latin nations.

H. V. BABCOCK, 16601 Chapel Ave., Detroit, real estate dealer, has been named by Mayor Jeffries to succeed Ethan W. Thompson on the Detroit Housing Commission.

GIFFELS & VALLET OPENS ATLANTA OFFICE

M. W. Cochran Added to Staff

Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects, Inc., one of the nation's largest Engineering and architectural firms, has opened offices in Atlanta, Ga.

The company, which has home offices at 1000 Marquette Bldg., Detroit, Mich., plans to make the Atlanta office a permanent one with a staff of approximately 30 persons. Headquarters will be maintained at 505 Mortgage Guarantee Building Atlanta, with Paul Hayes, who has been with the firm in its Norfolk office for the last four years, in charge. William A. Jaeger, chief engineer at the Norfolk office, is expected to join the Atlanta staff within the next few months.

The firm, incorporated in Michigan in 1925, has expanded considerably within the last few years. The volume of its work handled increased from $8,000,000 in 1935 to $230,000,000 in 1942. In July, 1940, the firm opened an office at the Naval Operating Base, Norfolk, Va., to provide architectural and engineering service for the Government. Since that time, the company has handled about $175,000,000 worth of construction there.

After the war, the office in Norfolk will be closed, and the firm will maintain offices only in Detroit and Atlanta.

Since the outbreak of war, the firm has concentrated its entire activities on war projects. At the peak of its operation, it maintained a staff of 1,100 engineers and architects with branch offices in Norfolk, LaPorte, Ind., St. Louis and Waboo Nebraska.

Coincidentally, the firm announces the addition to its Detroit staff of M. W. Cochran, who was traffic engineer for Detroit in 1939 and 1940. He leaves his own consulting practice to become head of a newly formed airport engineering division of the firm.

Cochran has achieved prominence because of his airport installations in South and Central America, also for his recent inspection and evaluation of airport facilities for the Government in more than a dozen states.

Cochran's department at Giffels & Vallet will offer to municipalities, state government and industrialists consultation on airport design.

The firm is now engaged on extensive post-war planning.
ARCHITECTS, BUILDERS SEEK MATERIALS
Raymond J. Ashton, President, A.I.A., Meets with Industry and Donald Nelson

A committee of the construction industry, brought together by the Chamber of Commerce of the United States, met in Washington last week with Donald M. Nelson, chairman of WPB, to emphasize the need of prompt resumption of construction as labor and materials become increasingly available.

The construction industry, the committee pointed out, realizes its responsibility as one of the first industries which must get started to sustain employment as war work eases off.

The industry committee, which included representatives of building materials and equipment manufacturers and suppliers, as well as engineers, architects, contractors and home builders, told Mr. Nelson that several months would be saved in the resumption of all types of construction work if the industry could be given assurance that necessary equipment for buildings and other structures as well as building materials, could be produced and permitted to flow through industry channels as rapidly as war needs permit.

Since the pipe lines of building equipment are nearly empty, it will be essential, the committee declared, to start filling them at the earliest practicable time, to give encouragement to the start of construction work.

Positive stimulation will be needed to get construction work in process, the group told Mr. Nelson. It expressed its conviction that major reliance should be placed on the industry and upon construction users to decide which work should be started first. The committee pointed out that where projects are ready to start and where men and materials become available, priorities assistance and other necessary encouragement should be given to enable the work to get under way promptly.

Such a procedure, the committee said, would require a minimum of regulation or direction from Washington. If combined with the provision for the manufacture of needed equipment, the committee held it would insure a morale-building increase in civilian jobs during the critical transition period.

Mr. Nelson assured the committee that WPB would take steps to insure a speedy start for the construction sector of the country's economy.

The chairman of the Construction Industry Committee which met with Mr. Nelson is Allen J. Saville, representing the American Society of Civil Engineers. Other members of the group are: Raymond J. Ashton, president, American Institute of Architects; Wilson Compton, secretary-manager, National Lumber Manufacturers Association; Robert P. Gerholz, president, National Association of Home Builders; Norman P. Mason, regional vice-president, National Retail Lumber Dealers Association; William Muirhead, president, Associated General Contractors of America; Douglas Whitlock, president, the Producer's Council, and E. P. Palmer, chairman of the Chamber's construction and civic development department, who is also chairman of the Chamber's industry advisory group, from which the committee that conferred with Mr. Nelson was chosen.

F. Stuart Fitzpatrick, manager of the Chamber's construction and civic development, is secretary of the group.

U. OF M. SELICTS ARCHITECTS

The University of Michigan has launched its postwar expansion program when the Board of Regents selected four Michigan architectural firms to plan new buildings.

Harley, Ellington & Day of Detroit, received a commission to design a $1,000,000 administration building to replace University Hall.

Louis C. Kingscott & Associates, of Kalamazoo, will design a $700,000 addition to the chemistry building. Lee and Kenneth Black, of Lansing, will prepare plans for a $1,500,000 addition to an engineering building, and the firm of Giffels & Vallet, Inc., L. Rossetti, associated, of Detroit, was authorized to plan business administration building costing $600,000 to replace Tappan Hall.

RICHARD J. NEUTRA, A.I.A., has moved to 2348 Silver Lake Blvd., Los Angeles 26.

NYSTROM, PIONEER DULUTH ARCHITECT, DIES AT 76

Carl E. Nyström, 76, for many years a Duluth architect, died at a Duluth hospital Aug. 2.

A resident there for 52 years, Mr. Nyström began practice as an architect in 1903 as a member of the firm of Young and Nyström which designed many buildings in Northern Minnesota and Michigan.

Later he and William T. Bray organized the firm of Bray and Nyström, architects for Duluth projects including the Holland hotel and the Fidelity building.

W.D. BROWN

Willard Dalrymple Brown, 72, for 50 years a Boston architect, long prominent in Lexington, Mass., civic affairs, died July 26 in Lexington following a week's illness.

Born in Charleston in 1871, he was graduated from Harvard in 1892 and from the Massachusetts Institute of Technology in 1894. He since had maintained his office at 755 Boylston street. He had designed many public buildings.

Years ago Mr. Brown served on the Lexington school committee, and more recently was a member of the town planning board for three years. He had been active in the establishment of the Lexington Children's Museum. He was president of the Buckman Tavern Community Association of Lexington and vice-president of the Lexington Historical Society.

WILLIAM B. ITTNER, JR., A.I.A., has moved to 665 West Polo Drive, Clayton, Mo. His address was formerly 911 Locust St., St. Louis.

SKIDMORE, OWINGS & MERRILL are architects for replacing Douglas Aircraft's Chicago plant destroyed by fire.
BULLETIN BOARD

GLEN C. RICHARDS has taken the oath of office as acting Department of Public Works commissioner. He succeeds William M. Walker, Jr., who joined General Motors Corp. Richards retains civil-service status as DPW general superintendent.

PENNSYLVANIA ASSOCIATION OF ARCHITECTS met at Scranton on Aug. 1 and 2. Searle H. Von Stroch, A.I.A., president presided. Representatives from A.I.A. chapters throughout the state were in attendance.

HOWARD R. PERRIN, A.I.A., of Kalmath Falls, Oregon, has been elected president of the Oregon State Board of Examiners of Architects, to succeed Glenn Stanton, A.I.A., of Portland, who remains on the Board. The Board has also elected George H. Jones, A.I.A., of Portland, to replace Perrin as vice-president and re-elected Fred Aandahl, architect, of Portland, as treasurer. Mrs. Margaret Goodwin Fritsch, A.I.A., of Portland, was re-elected secretary. These, with Graham B. Smith, architect, of Eugene, Ore., constitute the Board.

ILLINOIS SOCIETY OF ARCHITECTS, Monthly Bulletin, current issue, quotes Roger Allen on the subject of architectural publications. Roger also is represented in the August A.I.A. Journal.

THE VANDERBILT RESIDENCE, on New York's 5th Ave., is to be wrecked. The 52-room stone mansion, last of seven homes the family once maintained on Fifth Ave., will be replaced by an office building.

THEODORE L. ESCHWEILER, A.I.A., was bequeathed $30,152 and his brother, Alex C. Eschweiler, F.A.I.A., was left the library of the late Mrs. Margaret Batchelor of Milwaukee. Mrs. Batchelor, widow of Dr. John S. Batchelor, died July 15.

STANDISH MEACHAM, Cincinnati architect, has been appointed Chairman of the Membership and Speaker's Committee of the Citizens' Planning Association. Meacham is President of the Cincinnati Chapter, American Institute of Architects.

DEAN LEOPOlD ARNAUD, of Columbia's School of Architecture, announces 19 courses for 1944-45, evenings. A seminar devoted to a description and analysis of the architecture of New York City will be included. Related courses in psychology, sociology and economics supplement the program.


JOHN HUGH CLARK, of Flushing N.Y., senior at the Columbia University School of Architecture has won the seventh annual Warren Medal in construction. The problem this year was the design for a large public utility company garage operating vehicles of various sizes. The competition is held annually in memory of Professor Charles Peck Warren, Columbia building construction instructor for twenty-five years.

REDWOOD CITY, CAL.—A board of five architects from San Mateo county, to aid the County Planning Commission on building details and specifications for post-war projects, has been chosen. Appointed were Arthur Jansen of Atherton, chairman; Hervey Park Clark, Woodside, secretary; Harry A. Thomsen, San Mateo; Leo Sharp, Burlingame; and James Mitchell, Burlingame, chairman.

WILLIAM H. HARRISON, A.I.A., of Los Angeles, addressed the Whittier Cal., Lions Club on July 20.

Mr. Harrison, whose reputation as an outstanding architect has been enhanced by the planning and construction of the auditorium of Whittier High School, the Whittier National Bank Building and a dozen other fine structures there, discussed city planning in relation to industry.

Making use of charts he showed blighted areas in the city of Los Angeles, where industry, residences, schools, parks and recreational centers have been hopelessly scrambled. The same areas, replanned in the interest of harmonious and efficient working and living, were then presented by way of contrast.

ARCHITECTURAL FORUM "Complete Housing Program" is a series of meetings, emphasizing to the industry the importance of offering the consumers homes fully equipped with all essential appliances. At the Waldorf-Astoria last week Howard Myers, editor; George Nelson, co-managing editor, and Arthur Goldman, the magazine's director of marketing and research presented a word picture of the post-war house. Also on the program were bankers, prefabricators, builders, producers and public utility executives. About 40 manufacturers and others attended.

PASADENA, CAL.—Disclosure that Bullock's, Inc., Los Angeles department store has purchased eight and one-half acres in Pasadena, on which to erect the new $2,000,000 Bullock's-Pasadena, has given impetus to that city's post-war plans.

Discussing the disclosure Harrison Baker, chairman of the Pasadena City Planning Commission, said "this is a major development for Pasadena and is an evidence of the trend toward decentralization of shopping centers by the Southland's big stores . . . and it will be another move toward putting Pasadena on the map as a regional trading center for the whole San Gabriel Valley and other adjacent areas."

Even as the decentralization of the Los Angeles downtown shopping district becomes increasingly apparent, Pasadena city and county officials are rushing plans for a public park expansion program, with recreational areas within the city limits. Thus the traditional character and tone of Pasadena as a residential city, a city in which the "goodness of life" goes forward in stride with its business and commercial progress, is not just preserved but invigorated.

DAYTON, OHIO—While construction at present is retarded by reason of inability to move building material, architects offices are busy drawing plans for future residential construction. Most of the plans, they said, are for the better class homes.

Considerable activity is in store for the two local architects organizations this fall, for they will meet as a merged body. Dayton chapter of The American Institute of Architects and Dayton section of the Architects Society of Ohio will function with the identical set of officers under the banner of the Institute.

Ralph W. Carnahan is president; M. R. Williams, vice-president; George Siebenthaler, secretary; Emory Ohler, treasurer. They with William G. Ward, W. J. Thies and J. D. Lorenz constitute the board of directors.

G. STANLEY WILSON, A.I.A., of Riverside, Cal., was the guest speaker at a meeting of the Riverside Chapter of the Building Contractors Association on July 25. His subject was "Riverside: Its Place in the Post-War Future."

The meeting was attended by representatives of civic organizations, city planning commission, council, the board of supervisors, the post-war committee of the chamber of commerce, public utilities, the engineer and the Riverside Real Estate Board.
LETTERS FROM:

WALTER CARLSON, President, Delaware Chapter, A.I.A.: Thanks very much for your article, "Hooray for the Delaware Chapter." The boys have been "sore" for sometime because the local architects were not given recognition in public service work, so we started this movement with the idea that by giving something ourselves we can better win a place in the affairs of our city and state.

GEORGE B. MAYER, A.I.A., Cleveland, Ohio: Your Bulletin is certainly right on the job. If more architects felt that anything concerning architects was of importance to each architect, how much further ahead we all would be. The Bulletin shows me weekly how I should keep up with things. I regard it as the best and most thought-provoking publication in the profession and I regard its editor equally highly.

CLINTON H. COWGILL, A.I.A., Virginia Polytechnic Institute: My apologies for not notifying you sooner that I have been succeeded as President of the Virginia Chapter, A.I.A., by Milton Grigg of Charlottesville. I had overlooked the fact that it was that office that had made me eligible to be placed on your mailing list. I have been placing the copies in the Architectural Library and shall continue to do so if I am left on your mailing list. If you make a practice to send your excellent magazine to the libraries of architectural schools, please place ours on your list.

JOHN POSTLER, A.I.A.: Since becoming secretary of the Cincinnati Chapter I have been receiving the Weekly Bulletin, for which I want to thank you. Each copy is kept in the secretary's file.

KENNETH K. STOWELL, A.I.A., editor, Architectural Record: It seems that someone got hold of my copy of your May 16 issue, and I did not see it in time to write you a prompt thank-you letter. I appreciate your thinking well enough of the "Plan Now" editorial to give it space in your Bulletin. I certainly do enjoy reading your stimulating and lively reports, but the trouble is that others around here also do and I am never sure who will grab the issue first.

WILLIAM EDWARD KAPP, president, Detroit Chapter, A.I.A.: I am sure you know how pleased I am with your success at the Thursday luncheon with the National Council of Architectural Registration Boards, and I am just as sure that you will succeed in your expanded operations. You will have an opportunity to do a tremendous amount of good for the entire profession.

HERBERT J. POWELL, President, Southern California Chapter, A.I.A.: May I tell you how much I appreciate receiving the Michigan Society Bulletin. You certainly set a standard for the rest of the country. Your Roger Allen ought to be syndicated for the benefit of the general public. Maybe he is! The passage at arms between Fairweather of New Jersey and Goldsmith of Texas shows the scope of the Detroit Chapter's interests, so please accept this wreath of myrtle from the Southern California Chapter.

CHESTER N. GODFREY, A.I.A., of Cram and Ferguson: The Weekly Bulletin M.S.A., is read by several in this office with great interest. Enclosed is $1.50 to continue my subscription one year and for five additional copies of the August 1 issue.

LORIMER RICH, A.I.A.: I have not seen you since our very pleasant visit in Bill Lescace's office, a year or so ago, but you have been very much in my mind, however, because of the swell Bulletin, for which you are, I understand, largely responsible. It is a most stimulating and helpful sheet.

E. C. KEMPER, Executive Secretary, A.I.A.: The article by Robert Moses which you have so courageously republished has been read with great interest. It is sure to provoke pungent discussion and we are sure to have inquires about it. Can you spare us half a dozen copies and oblige.

W. A. CORY, Otis Elevator Co.: Have just received your special number. You and the boys deserve a lot of credit. This is the finest of its kind I have ever seen and all the material therein about the architects is certainly interesting. Congratulations! Believe me, I am for you.
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A PEEK INTO AMERICA’S POST WAR BUILDING

There is a homecoming house with gabled roof and stone walls and a fireplace out in an imaginary suburb. It awaits the return of many soldiers.

Homecoming house is a combination of hopes of what they’ll have when peace returns. L. Morgan Yost, A.I.A., designed it from what they told the magazine, Small Homes Guide, of which he is editor.

It has built-in closets and sliding doors, and a big first floor with living room, dining room and kitchen in one open space for easier living. Flowers bloom in the window boxes and roses climb the lattice at the front door.

Aware that billions will be spent on new homes as soon as building material restrictions are lifted, Small Homes Guide made a survey to get an idea of what people all over the country wanted.

The homecoming house was the choice of 365 out of the first 2,443 questionnaires tabulated. The .365 include both civilian and soldier respondents and no attempt was made to separate the vote.

A one-story job surrounding a patio was second in popularity with 337. Some type of modern design was another favorite. Nearly 40 percent of the prospective home builders proposed to move to the suburbs and 24.2 per cent want to move to the country.

$4,000 to $10,000 Cost

Seventy-eight percent of the planners dream of homes that will cost from $4,000 to $10,000—enough for at least a couple of bedrooms, a big living room, a bathroom and a half, and perhaps a third bedroom. These dreams are not empty, because 30.8 per cent propose to pay cash—which means they are already saving for building today.

But 52.8 per cent propose to adorn the premises with the conventional mortgage to be paid off at the rate at which they now pay rent.

In most replies the emphasis was on livability. The patio house was popular because it provides a central yard for the children, who can be watched by the mother working in any part of the home.

The two-story house, No. 1 on the list, filled a desire for a simpler, functional house, with a merging kitchen, dining and living rooms.

For added livability, 86 per cent wanted some kind of recreation or hobby room. Eighty-four per cent wanted real fire places.

Electronics a Feature

Out of the 2,443 replies, 1,249 thought such postwar developments as prefabrication, electronics and plastics would change the household. Just how they did not know, since they were not sure what all is coming or what it will cost.

But there were inquiries about electronic eyes to open garage doors, more than 30 per cent were putting in bids for television, quick-freeze units and the like, and 41.6 per cent wanted air conditioning.

Almost every one wanted more and bigger closets. Of “pet hates,” about the home as it now stands, 569 recorded insufficient closets, 246 said lack of storage space, and 193 said “small closets.”

Stone was the favorite exterior wall material, with wide clap-board or beveled siding second, and brick and painted concrete ranking next. Two-thirds of the signers wanted the garage attached to the house.

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Saturday 11 p.m. ... Richard Arlen ... "ALASKA HIGHWAY"
SUNDAY THRU THURSDAY SEPTEMBER 3 THRU 7 Walter Brennan - Lon McAllister ... "HOME IN INDIANA"

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FOX THEATRE BEGINNING FRIDAY, AUGUST 25, 1944 EDW. G. ROBINSON "MR. WINKLE GOES TO WAR" With Fred Donaldson, the Kid ‘Find’ of "Once Upon a Time" A SECOND FEATURE WILL ALSO BE SHOWN

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A total of $4,750 in War Bonds is offered to architects, engineers, designers and craftsmen in a competition for the most attractive and practical basement designs incorporating provisions for "flexible heating," the Bituminous Coal Institute announces.

"Flexible heating" is attained, according to the Institute, when heating facilities can be changed quickly to any type of fuel. The feature of flexibility assures the home owner protection against supply shortages or drastic price changes.

"Wartime shortages and price changes have focussed public attention on the fact that the nation's reserves of some fuels are constantly becoming more limited, and that, therefore, it would seem wise and prudent to design heating facilities so that conversion from one fuel to another could be accomplished with a minimum of expense," Harry M. Vawter, director of the Institute, explained.

He pointed out that next to taxes, heating is the largest single operating expense in most American homes, and that heating costs should be a major consideration in calculating amortization payments in the purchase of the several million new dwelling units which estimates indicate will be constructed when the war ends and materials become available.

The program of the competition calls for design of a basement of a six-room house "in such a way that it shall be most useful, convenient, efficient, and attractive." The program specifies that "the design shall include provision for 'flexible heating'—that is, for the use of any major fuel, including bituminous coal."

Conducted by the Architectural Record with Editor Kenneth K. Stowell, A.I.A., as professional adviser, the competition will close November 15. Following the judging winning designs will be published, with credit to the designers. These designs will show to builders and prospective house buyers the most practical, useful and ingenious ideas in modern basement planning.

Prizes, in War Bonds, will be awarded as follows: first, $1,500; second, $1,000; third, $750, and fifteen of $100 each.

Explaining the advantages of flexible heating, he further pointed out that "the prospects are slim for a return to pre-war prices for fuel oil."

Complete details of the competition program together with the necessary title pasters and name pasters can be obtained by writing Kenneth K. Stowell, A.I.A., 119 W. 40th St., New York, N.Y.

ARCHITECT HEADS TOY INDUSTRY

Ambrose Stevens Higgins, A.I.A., is managing director of a new industry that has come to the popular watering place of Bar Harbor, Maine.

A decade ago craftsmen were busily engaged fashioning souvenirs of Bar Harbor out of odds and ends of pine, birch and maple, but the war cut off their market and the workmen were idle. Then some one had the idea that small toys could be made from the same scraps of wood as used for souvenirs, approached the New England Industrial Development Corporation, a Boston service organization, who had the solution.

N.E.I.D.C. put architect Higgins to work on an investigation to determine: what sources of supply existed, what capital was available, what machinery existed, and what new equipment would be required, how much labor was to be had and at what rates of pay, and largely, it conducted a thorough analysis of markets, both in and outside New England.

Higgins worked out a detailed plan of management, and submitted designs for the toys. The first designs were taken to the New York toy show last month. Reactions of buyers were noted, and the designs were afterward changed slightly. Now the task is complete.

Two toys only are made: a miniature railroad engine with its tender, and a small wooden truck. No new factory was built. On the contrary, various parts of the two toys are made in the small shops already there, and assembled at another point. A committee of townsmen was formed to handle the financing of the project, and stock has been issued.

Last week the department stores of New York City saw the first of the finished toys, liked them so well they ordered more. A large Boston department store has already disposed of two lots and is demanding another delivery as soon as possible. The industry as it is now established can turn out between 50,000 and 70,000 of the toys a year.

S. F. TO BUILD $4,000,000 STYLE CENTER

Preliminary plans drawn by Architects John S. Bolles and J. Francis Ward for San Francisco's $4,000,000 fashion apparel center show modern, streamlined buildings, parkways and recreation facilities. The apparel center will house manufacturers, wholesalers and suppliers of clothing for the entire family.

Mr. Bolles is president of the State Association of California Architects.

The culmination of months of work on the part of designers, manufacturers, civic leaders and members of the California Reconstruction and Re-employment Commission, the project is designed to do three things—make money for its private industry backers, give employment to thousands, and place San Francisco squarely on the world fashion map.

Awaits Materials

It will be put into operation as soon as materials for its construction are available. The project is being financed by issues of common stock.

The plant will have facilities for the production and distribution of goods as well as consumer services, such as restaurants, beauty shops, banks, post-office, coffee shops, drug stores, swimming pool, nursery and an auditorium for fashion shows. Space will also be available for sales representatives, buying offices for visitors, show rooms and fabric and accessory crafts.

Post-War Solution

Colonel Alexander P. Heron, representing Governor Warren and head of the California's Reconstruction and Re-employment Commission, praised the project, saying that it will create a new day in the industry in California, and go a long way toward solving our post-war problems.

"The project is the realization of a plan which will go far beyond the boundaries of San Francisco, or California, or the fashion industry," said Colonel Heron. "The planning has been done by a group of people who know what they are about, who have an intelligent, self-interest in making the plan and in carrying it out. In this they are solid American builders of a better community and a better economy."

Mayor Lapham and Adrien Falk, president of the San Francisco Chamber of Commerce, are also interested in furthering the project.


The speaker was H. W. Sloan of Chicago, who has done extensive experimenting with the new heating.
NEW BATHING BEACH NEAR MT. CLEMENS

A great new beach comparable to Coney Island in New York, with facilities to serve as many as 40,000 bathers at one time, will be built along the south shore of Huron Point on Lake St. Clair, 4½ miles from Mt. Clemens.

Land for the project has been acquired by condemnation proceedings instituted by the Huron-Clinton Metropolitan Authority, created by the legislature, and comprises a 385-acre tract with a frontage of 6,000-feet on Lake St. Clair.

In planning intensive recreational development of the area the H-C authority consulted with W. Earle Williams of New York and the architect firm of Smith, Hinchman & Grylls of Detroit, who have drawn the preliminary plans.

Application for a dredging permit has been made to the United States Engineers Office and all preparations are being made for an early start on construction work.

The beach itself will extend for more than a mile with a depth of 400 feet for dressing rooms and bathing equipment.

Parking space will accommodate 8,700 cars and a board walk more than 3,500 feet long will be a feature of this new lakeside resort.

In addition there will be a golf course, baseball diamonds, tennis courts, restaurants, boat basins and a higher tower for a panoramic view of Lake St. Clair.

FACILITIES OF PIERCE FOUNDATION AVAILABLE THROUGH STRAN-STEEL

Trustees of the John B. Pierce Foundation has announced an arrangement by which many of the research developments and products of its laboratories will be made generally available to the public through the Stran-Steel Division of Great Lakes Steel Corporation, Detroit, Michigan.

The Pierce Foundation is a privately endowed organization engaged in research, educational, technical and scientific work, and has been a leader in the development of mass-produced, low-cost housing.

The Pierce Foundation has experimented for years with the pre-engineered house and its utilities, especially heating, ventilating and sanitary equipment. Many thousands of Pierce Foundation designed houses have been erected in connection with the war effort. The Stran-Steel Division, which is the sole manufacturer of the Navy's famed Quonset Hut, is today engaged one hundred per cent in war work.

However, the possibility that the war in Europe may end in 1944, bringing a tremendous demand for shelter in many sections of the United States as well as in bombed-out areas of Europe, has made it important for the Pierce Foundation to have its research developments promptly materialized and made accessible to the public, Joseph F. O'Brien, general manager of the Pierce Foundation, said. The agreement with Stran-Steel, a leading fabricator of steel buildings and building products, will provide such an outlet.

Association of the engineering resources and productive capacity of the Stran-Steel Division with the research facilities and experience of the Pierce Foundation should help solve many of the most perplexing problems of post-war house production.

Funds for carrying on the activities of the Pierce Foundation are provided by an endowment created by the late John B. Pierce, a prominent industrialist.

FIELDS STAGES "CHICAGO OF THE FUTURE" EXHIBIT

Chicago—British plans for rebuilding their bomb-torn cities were presented to the Metropolitan Housing Council here at the "Chicago of the Future" exhibit now showing at Marshall Field & Co.

The plans show that England visualizes a long period of rehabilitation after the war, perhaps 50 years, with Parliament giving vast authorities to local governing bodies to take over and rebuild damaged areas. Other features of the British plan are more open spaces, a minimum of four acres for every 1,000 population; housing centers near business districts, but far enough to eliminate smoke, dirt and noise; all railroads electrified and tracks in cities underground; better highways, with main roads skirting cities.

Among the exhibits at the show, in addition to the British plan, is a four-room model house built to scale, which has an entire front of glass, for solar radiation heat, and which can be expanded and contracted as families change in size, and part of which can eventually be converted into a separate apartment, should the owner desire.

The model was constructed by George Fred Keck, Chicago architect, and furnishings were made to scale by the Institute of Design.

Mr. Keck

MR. YOST ON ADVERTISING


Mr. Greeley and I seem to be in perfect agreement as to the place that advertising and publicity should assume in our profession. I do not see one statement in his comments in the M.S.A. Weekly Bulletin with which I can disagree.

My original purpose in writing the article "Is Advertising So Degrading," for Oral Hygiene, was not as a discussion of advertising for architects but, by inference, to make a statement to all practicing dentists that architects are members of a profession just as dentists are. In this purpose I believe the article was eminently successful, as this
ARCHITECTS NAMED FOR STATE HOSPITALS

Two more new buildings costing about $850,000 are definitely planned for the Kalamazoo State hospital as soon as funds and materials can be released for them, it was announced recently.

One of the structures, planned to be a $400,000 edifice for housing all hospital service departments, will bring the location of the heating units, plumbing and the electric wiring. Everything was worked out in precise detail. The beautifully colored drawing of the building as it would appear when completed revealed the perfection of the architect’s concept. The plans were turned over to the construction supervisor who proceeded to put into stone and cement and steel and mortar the architect’s concept of the building. The building construction foreman could not have prepared the plans, but he knew how to reproduce them in stone and steel and mortar. I thought as I looked at the plans, and later saw the building take form and shape, how like erecting such a structure is the building of a human life character. Christ, the architect, has furnished the blueprints of the plans and specifications. We, the builders, have but to follow them. Instead of using stone and mortar and steel, if we put into our lives, industry, charity, love, faith, kindness, tolerance, forgiveness and the other Christian virtues we will build a life true to the pattern and the blueprint given us by the Master Architect.

THE ARCHITECTS’ BLUE PRINT

From “A Two-Minute Sermon” by Thomas Hastwell, in the Milbank (S.D.) Herald.

I saw recently an architect’s drawing of a beautiful modern building. Accompanying it were the plans and specifications after which it was to be built. They were complete in every particular. They showed with minute precision where each door and window was to be, the location of the heating units, the plumbing and the electric wiring. Everything was worked out in precise detail. The beautifully colored drawing of the building as it would appear when completed revealed the perfection of the architect’s concept. The plans were turned over to the construction supervisor who proceeded to put into stone and cement and steel and mortar the architect’s concept of the building. The building construction foreman could not have prepared the plans, but he knew how to reproduce them in stone and steel and mortar. I thought as I looked at the plans, and later saw the building take form and shape, how like erecting such a structure is the building of a human life character. Christ, the architect, has furnished the blueprints and the plans and specifications. We, the builders, have but to follow them. Instead of using stone and mortar and steel, if we put into our lives, industry, charity, love, faith, kindness, tolerance, forgiveness and the other Christian virtues we will build a life true to the pattern and the blueprint given us by the Master Architect.

ARCHITECTS AND ENGINEERS ROSTER

By now, most registrants have received the directory published by the Michigan State Board of Registration for Architects, Professional Engineers, and Land Surveyors. This is a consolidated report and covers a five-year period. In addition to listing all persons registered in the State it contains the Rules and Regulations of the Board and other items of interest.

Watts A. Shelly, Executive Secretary of the Board, states that the following should be shown in good standing: Alfred P. Allen, John Kasurin, Charles W. Maass, Gordon A. Sheil.

JAY DEWEY HARNISH, architect, has opened offices in the Anderson building, San Bernardino, Cal.

Prior to the war, Mr. Harnish was associated with DeWitt Mitcham. As San Bernardino County's housing authority architect he designed and supervised construction of projects running nearly $5,000,000.

August 27, 1944

Michigan Society of Architects
CARL STANLEY TAYLOR DIES
Had Been Owner and Editor of
The Architectural Forum

Carl Stanley Taylor, of 145 East Eighth Street, New York City, who had been owner and editor of "The Architectural Forum," died Aug. 16 after a long illness. He was fifty-five years old.

Mr. Taylor was for years a leader in the building industry as an engineering and architectural counselor and was a prolific contributor to publications dealing with these subjects.

He was born at St. Thomas, N.D., came to New York in early youth and was graduated from the architectural and engineering schools of New York University, where he also took postgraduate courses in law. He became a member of the architectural firm of Lyon & Taylor and during the New York World's Fair in 1939 and 1940 he was director of the "Town of Tomorrow" exhibit.

Mr. Taylor was a veteran of the World War and employed his talents as an architect in planning and erecting housing projects and cemeteries for the government during that conflict. He retired from all active practice in 1941 because of illness.

Mr. Taylor gained fame in his field because of his staunch advocacy of wood as the basic material for housing construction as against a growing popularity of metal and other materials. He was convinced that "as far ahead as any one could see, wood framing will continue to be used for 90 per cent of all homes." He had little faith in standard design houses of metal which would be turned out on an assembly line because, he said, "of the independent spirit which is an inherent characteristic of the American people."

JAMES A. REESE, A.I.A.

James A. Reese, 49, of Cleveland Heights, Ohio, one of the leading architects in Cleveland, died suddenly at Lakeside Hospital, Cleveland, August 14.

A native of New York, Mr. Reese had been living in Cleveland for 35 years. He graduated from Columbia University and started practicing architecture in 1916.

Mr. Reese was one of the finest homes in Shaker Heights, Cleveland Heights and University Heights and also some of the newest apartment buildings in the eastern suburbs.

For the last two and one-half years he had been connected with Arthur G. McKeel & Co. as an architectural engineer. Prior to that he had his own offices in the Hanna Building and on Shaker Square.

He had been a member of the Beaux Arts Society, The American Institute of Architects, the City Club and the Cleveland Athletic Club.

JOHN P. THOMAS, A.I.A.

Comdr. John P. Thomas, 58, USNR, former Boston and New York architect, died Aug. 9 of a heart attack at his home in Portland, Me. He was attached to the Naval intelligence office there.

He was born in Portland and graduated from Milton Academy and Harvard College class of 1909. He attended the Harvard Graduate School of Applied Science from 1909 to 1912.

After two years at the Beaux Arts in Paris, he took up the practice of architecture. He was employed as an architectural draftsman in Boston and New York firms from 1912. He enlisted in the Navy in the first world war, and re-enlisted after Pearl Harbor.

After the first war he returned to Portland and established the firm of Poor & Thomas. He was a member of The American Institute of Architects. Boston Architectural Club, Harvard Club, Portland Yacht Club, Cumberland Club, Purpoodeock Club and Kiwanis Club.

JOHN M. KITCHEN has been appointed by the Ontario Government as their representative in the Registration Board of the Ontario Association of Architects. The Registration Board operates on behalf of the Provincial Government and the Association to control the issuing of licenses. Mr. Kitchen is Supervising Architect for the City of Ottawa, and at present is on loan to the Department of Munitions and Supply. He is also president of the Kiwanis Club of Ottawa.

EGGERS & HIGGINS are architects for a church to be known as Church of Our Lady of Victory to be erected after the war, at Pine and William streets, New York City. Archbishop Francis J. Spellman has announced.

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