A. I. A. Committee On Contract Documents

A Suggested Guide to Bidding Procedure

FOREWORD—The customary practice of buying construction service through competition is one of long standing. Until owners and architects are prepared to determine the proper cost of the project and select the contractor who is best qualified to execute it, very likely it will continue. Its merit is that such competition forces the contractor to be constantly on the alert in search of new methods and more efficient operation.

To eliminate waste and establish a friendly spirit of cooperation between the contracting parties and the architect, and to obtain other objectives, the following procedure is offered as a guide. It is believed that the best interest of the architectural profession will be furthered if its members will adhere to this procedure, and that if contractors and subcontractors will decline to submit bids when it is ignored, they will further their own interests, the interests of the architects and the public.

The owner has a right to expect, when bids are tendered, that the architect has used due diligence, reasonable skill and good business judgment so that he is assured that the accepted contractor will deliver to him everything needed to complete a building, adequate for the purpose intended, without friction, misunderstandings, or unexpected cost.

The contractors have a right to expect that the information shown on the drawings and specifications is sufficient to enable them to prepare a complete and accurate estimate, and that they will not be penalized for a lack of care or skill in the preparation of these documents.

Note: This is a Revised Draft, prepared by the Executive Committee of the Committee on Contract Documents following receipt, through the members of the Committee, of many comments on the earlier draft from individuals and organizations to whom this draft is being sent with the appreciation of the Committee for their helpful cooperation. Their further comment or endorsement will be welcomed by the Committee. Chairman of the Committee is William Stanley Parker, FAIA, 120 Boylston St., Boston 16, Mass.

The Standard A. I. A. Form of Agreement and General Conditions (latest edition) should be used in all contracts, with such additional general and special conditions as each contract may require. They are drafted with careful regard to the rights and responsibilities of both parties and the appropriate duties and powers of the architect. They aim to establish a national standard. When local conditions, either physical, legal or climatic, require adjustments of the standard clauses, they should be made by the architect.

I Preliminary Investigation

(a) So far as required by the nature of the project, a plot plan should be prepared which shows the correct topography of the surface, existing structure to be removed, sufficient borings and sub-grade surveys to indicate clearly underground conditions, and adequate information concerning utilities.

(b) The contractor is entitled to assume that the architect has described in the specifications any unusual stipulations bearing on the conduct of the work which would affect the cost. (See Art. 11 of the A. I. A. General Conditions.)

(c) Article 10 of the A. I. A. General Conditions makes it desirable for the contractor, when estimating, to give consideration to any costs that may be involved for royalties and license fees for which he will be responsible.

II Drawings

(a) The drawings must be clear, accurate and adequately dimensioned.

(b) In indicating materials and their use, nationally accepted standard symbols should be employed.

(c) Construction sections and large scale details sufficient for intelligent bidding should be shown with the general drawings. This is particularly important when the size of a project makes necessary the preparation of the general drawings at a scale less than 1/8"—1/16".

(d) When necessary for clear indication of mechanical trades they should be embodied on separate sets of drawings.

III Specifications

(a) The specifications should be complete, clear and concise with adequate description of the various classes of work segregated under the proper sections and headings.

(b) Each section and heading should be intensified for easy reference.

(c) Allowances which are to be carried by the General Contractor should be grouped in a separate section called Allowances. Allowances which are to be carried by subcontractors should be clearly indicated in the sections of the specifications involved.

See BIDDING—Page 2
Bidding— from page 1

(d) Standard trade terms for materials and processes should be used.

(e) The use of the term "or equal", in an attempt to establish a so-called "open" specification, frequently results in uncertainty and misunderstanding and should be avoided. This can be done in the following ways:

(1) By specifying the particular material desired.

(2) By specifying two or more materials any one of which is acceptable, the choice being left to the bidder, to be designated in his bid. (See also IV (f).)

(f) Article 29 of the A.I.A. General Conditions makes standard provision for fire insurance, maintained and paid for by the owner. Bidders should include the cost of any fire insurance protection they desire, not covered by Article 29 or by other special provisions of the specifications.

(g) If the time of completion is of the essence of the contract, the architect should set a completion date, and each bidder should provide in his bid all cost necessary to complete the project by the time stated. If sufficiently important a liquidated damage clause may be included.

IV Bidding

(a) Bidders should be limited to contractors of established skill, integrity and responsibility, and of proved competence for work of the character and size involved. They should be selected by the architect or by means of an adequate method of prequalification.

(b) Adequate price competition will generally be obtained from six bidders. If an owner insists on inviting an excessive number of bidders he will create an unreasonable burden of expense and should agree to pay each bidder a reasonable fee for his service.

(c) Each bidder who is invited to figure on the work should be furnished, free of charge, one set of the drawings and specifications. In some cases where bidding time is short or the work is complicated it may be to the owner's interest to provide an additional set. The bidder should be allowed to retain this set or sets until the contract has been let, or until he is definitely out of the competition. If a bidder desires additional sets for preparing his bid, the architect should provide them to him at cost. It is proper to require a deposit from each bidder to be refunded to him upon return of the documents in good condition.

(d) A standard form of proposal, or bid blank, should be prepared by the architect for each project, and furnished to each bidder.

(e) Bids which are not submitted on the standard form of proposal should be rejected.

(f) Alternates should be requested only where they are believed to be of special importance to the owner, either as a means of insuring a bid within a limited appropriation or providing an opportunity to make an important determination in the selection of a material or process. In the latter case the following procedures are appropriate:

(1) Two or more materials may be specified from which the owner desires opportunity to make a selection, in which case the bids shall be based on a particular material specified and alternate submitted, with the base bid, stating the changes in price involved for the alternate materials. The award of the contract should be according to the base bid.

(2) Opportunity may be provided for bidders to offer for consideration with the base bid, substitutions of other materials for those specified indicating any changes in price involved. Acceptance of any such substitution shall be at the option of the owner. The award of the contract should be according to the base bid.

(g) A reasonable time should be allowed for preparing bids. In general this should be not less than ten days. In large or complicated work from two to three weeks may be desirable.

(h) Bids should be delivered at a designated place and not later than a designated time.

See BIDDING—Page 4
South American Designer

Frederico T. Guevera, architect from Chile, has been a member of the design staff of Smith, Hinchman & Grylls, Inc., Architects and Engineers since August 1946. He holds an International Training Administration Scholarship and will remain here in the U.S. for 2 years. Mr. Guevera, a graduate and assistant professor of the Catholic University of Santiago, Chile, will make an extensive study of the housing problem in the United States, which is also a critical problem in his country. Besides distinguished work in the architectural field, his paintings have been exhibited in Argentina, Brazil and Chile and last year at a one-man exhibit in Santiago. Recently his work has been chiefly on a State Capitol development for Lansing, Michigan, and a Beach Project development for Lake St. Clair. This country is very fascinating to Guevera and he is enthusiastic about all the opportunities his scholarship has offered.

Huron Clinton Bathing Pavilion: Smith, Hinchman & Grylls, Architects and Engineers. One of the projects on which Mr. Guevera worked.

Kapp Speaks on New Museum

William E. Kapp, AIA, addressed the Detroit Historical Society on the evening of April 23, concerning the new building he is designing for the Society. The building will be located on Kirby Avenue, in the Art Center area.

The Society has raised about $400,000 to erect a museum which will house a collection covering the history of Detroit. Kapp pointed out that there are now three museums devoted to historical material in and near Detroit. They are Greenfield, Cranbrook Institute of Science, and one owned by Eaton Clark Company. The last named is an industrial collection which this firm has, being the oldest company in Detroit, existing through 150 years of Detroit's history.

The new museum will harmonize in exterior design with the surrounding buildings. The interior will have space and form which will be adaptable to its use.

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Bidding—from page 2
ated time, preferably on a Tuesday, Wed-
nednesday, Thursday, or Friday afternoon, but
not on a legal holiday or the day follow-
ing. If bids are not opened in the pres-
ence of the bidders, a tabulation of all
bids received should be furnished to each
bidder.

(1) If bids are received only from pre-
qualified and invited bidders, the contract
should generally be awarded to the lowest
bidder.

(2) Minor changes required before sign-
ing of contract should be negotiated only
with the selected bidder. If major changes
are necessary, the original bids should be
rejected and new bids should be secured
on the basis of revised drawings and speci-
cifications.

(k) The owner has the right to reject
all bids for a satisfactory reason, but not
as a subterfuge to accept a bidder who
did not submit a proposal before the prices
of the others were made public, or to ob-
tain an estimate of the cost of the work
and proceed to award it in segregated con-
tracts. Such procedure is unfair and if
persisted in by the owner, the architect
should resign and if possible prevent the
use of his drawings and specifications.

V Separate Contracts

(a) When portions of the work are let
by the owner separately, as provided for
in the A.I.A. General Conditions, Article
35, Separate Contracts, it is important that
the specifications and drawings make clear
beyond doubt the elements of the work
so handled and the connection of the gen-
eral contractor’s work thereto.

(b) The provisions of Article 35 apply
both to the General Contractor and to the
contractors for the items of work let sepa-
rate. Each must be responsible for his
own work and for proper cooperation with
the other contractors involved and should
recognize this responsibility in preparing
his bid.

VI Sub-Contractors

(a) A General Bidder has no respon-
sibility to accept any unsolicited sub-bid.

(b) The general contractor should sup-
ply to each invited sub-contractor a form
of proposal for him to use in submitting
his bid. When this is done, the sub-con-
tractor should submit his bid in exact ac-
cord therewith. This proposal should be
based on identified sections or headings
in the specifications and the related draw-
ings.

(c) It is desirable that general bidders
receive sub-bids sufficiently in advance of
the time for filing general bids to permit
adequate analysis and compilation. To make
this possible, some procedure is needed
for the reasonable protection of the sub-
bidders.

The following procedure has been found
feasible:

Sub-bids for such branches of the work
as the architect may designate, de-
ivered to general bidders at least 24 hours
before the general bid is to be filed.

Duplicate sub-bids filed simultane-
ously with the architect or other stated
agency.

Sub-bids used by the general bidder to
be at the amounts named in the bids as
filed.

The sub-bidders used to be named in
the general bid.

Any substitutions to be in accord with
the amounts named in the bids as filed.

The duplicate sub-bids to be opened
only if a sub-bidder named in the general
bid is unsatisfactory, and then only for
the branch of the work involved.

(d) Bids submitted by subcontractors
are confidential information and should be
handled as such.
Michigan Society of Architects

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DETROIT CHAPTER MAY MEETING
MICHIGAN UNION, ANN ARBOR, MAY 21, 1947
Dinner at 6:30 p.m., Program at 8:00 p.m.—Ladies Invited
Board Meeting, Architecture Building, 4:00 P.M.

SPEAKER: KENNETH C. BLACK, newly elected director of the A.I.A., for the Great Lakes District.

SUBJECT: "MODERN HAWAII," illustrated with color slides of photographs taken on his visit to Hawaii in January and February, 1947, mostly of architectural subjects.

This is the Detroit Chapter's Annual Meeting with its Student Branch at the U. of M. College of Architecture and Design, at which the Chapter's Annual Award to students is made. This year, instead of the usual cash award, expenses of several students were paid to attend a part of the Institute's recent Convention in Grand Rapids. A report on this will be given by the students attending.

Michigan was honored by having the 79th Annual Convention of the Institute at Grand Rapids April 29-May 1. In turn the Institute honored eight of Michigan's distinguished architects. Eliel Saarinen, internationally famous architect, of Cranbrook Academy of Art, was awarded the Gold Medal. Kenneth C. Black, of Lansing, was elected Director for the Great Lakes District; Branson V. Gambr, FAIA, of Detroit, was reelected State Association Director, and the following five were elevated to Fellowship in the Institute: Wells I. Bennett and Jean Hebrard of Ann Arbor; Alvin E. Harley, Arthur K. Hyde and William E. Kapp, all of Detroit.

A fuller account of these honors will be given in the National Architect for May, as will be the election of Douglas W. Ort, of New Haven, as President of the Institute.

It's a great honor to be favored with an Institute Convention, and we are proud to have two within five years. But, after all, this one did not come as a complete shock. We had all of a month to prepare for it! Last August, when our State Society held its Mid-Summer Meeting, its "Little Convention" at the Grand Hotel on Mackinac Island, the place was so delightful that the Board prepared on the spot an invitation to the Institute to hold its next Convention there. Since that location is in the Grand Rapids Chapter area, the invitation was from the Grand Rapids Chapter. Some pretty good arguments were advanced: It was pointed out that Grand Rapids was one of the oldest Institute chapters, having been the Michigan Chapter before it was split up into the Detroit and Grand Rapids chapters, that Grand Rapids had never had an Institute convention. Evidently, the Institute Board was not as much impressed with "the longest front porch in the world" as it was with what went on behind it. (There did not appear to be a sufficient number of rooms, and the attendance at Grand Rapids bore this out.) However, the Institute Board was not so sure about the regularity of this procedure, but the Convention was held at the Pantlind Hotel, and a wonderful Convention it was!

When the writer was in Grand Rapids in March to discuss with Allen and Langius the State Society Convention, they thought that was something, but they didn't know the half of it. Next day Allen called (that was when you could call Detroit), and said, "It's happened!" Asked what had happened, he said, "The Institute Convention is coming to Grand Rapids." Since he didn't sound a bit funny, he was asked if he couldn't see any humor in the situation. He recalled the late Al Smith's story of the Brooklyn Bridge: A laborer, who had just come over from the Old Country, had worked at building the bridge for years. He was very happy in his work, until he went home one night very much depressed. His wife enquired as to the reason and he explained that that day he had attended the ceremonies opening the bridge to traffic. The exercises were interesting and everything had gone off all right, he said, until the mayor took the scissors and cut the ribbon, "and then it happened!" Asked what happened, he said, "They discovered that they could only go to Brooklyn."

Allen said that he had been promising his wife that he would take her to Bermuda, and then found that they could only go down to the Pantlind.

But, we hope the visitors enjoyed themselves out here among the table and chairs. Grand Rapids architects, and especially Roger Allen, who headed the local Committee, entertained their guests splendidly.
Dedicated to Roger L. Waring (who understands.)

My Golf!

Dedicated to Roger L. Waring, who will understand

By JAMES W. FOLLIN

I, too, know what it feels to be

Torn between work and poetry.

I find that my soul craves self-expression

My artistic mind rejects suppression.

Ah, how I yearns on a sunny day,

To toss my governmental chains away.

To the Club, I'd slip away

Ah, to play, play ... and pay!

To create such works as "a hole in one".

Poetry - can be such ecstatic fun!

A man hasn't lived untill he feels,

The beauteous greens beneath his heels.

Dedicated to Roger L. Waring (who understands.)

WANTED—Used Car, suitable transportation for GI Student. — CH. 7660 or write The Bulletin.
No Housing Czar Needed

There is no place in this country for a peacetime housing czar as proposed in the Taft-Ellender-Wagner housing bill, Douglas Whitlock, chairman of the Building Projects Institute, said Monday. "The construction industry itself proposed the creation of a housing commission of the general type specified in the bill to coordinate the activities of the various Federal agencies dealing with housing. It is no need whatever for a permanent housing administrator," Whitlock said.

"In the effort to justify his existence on the payroll and to expand the scope of his authority, an overall housing administrator inevitably would attempt to maintain governmental control of the building industry.

"The Federal Housing Administration and the Federal Home Loan Bank Administration which the Administrator would coordinate, under the terms of the W-E-T bill served a private enterprise and the nation's home owners with entire satisfaction before the war and can do so again if left free to perform their functions without outside interference.

"Although the Administrator is described in one part of the bill as a mere coordinator of housing activities, other sections make him the director of a far-flung urban redevelopment program and make him responsible for public housing policy. We hold that these diverse responsibilities are incompatible. No administrator whose principal activities consist of stimulating Federal programs in the housing and slum clearance field can be the director of an overall housing program.

"Past experience has shown that the opportunities to spend millions of dollars of public funds take precedence in such a combination of responsibilities. If there is to be an agency devoted to public housing, it should be separate from those agencies which are devoted to helping private enterprise meet the nation's housing need."

George G. Booth Travelling Fellowship in Architecture

The judgment on the George G. Booth Travelling Fellowship Competition was held Saturday afternoon, April 19, 1947. The jury consisted of the following practicing architects: Kenneth Black of Lansing; Robert B. Frantz of Saginaw; Amedeo Leone of Detroit; and Lilburn L. Woodworth of Ann Arbor; together with Professors Bailey, Hammatt and O'Dell and Mr. Allen of the staff in Architecture.

Awards were as follows:

PRIZE, Linn C. Smith, Class of 1942. Placed Second, Charles W. Pearman, Class of 1947. Placed Third, John H. Bickel, Class of 1947. Placed Fourth, James H. Blair, Class of 1947, Feb. The Prize is $1,000, and the winner is expected to follow a planned itinerary of travel and study in this country or abroad.

Future Prices

There is good reason to believe that the peak in building costs has been reached and that the future trend will be downward, Tyler S. Rogers, president of the Producers' Council, national organization of building product manufacturers, said in a statement before the Mortgage Bankers' Association, in Chicago recently.

"While it is possible that the cost of building homes and other structures might drop as much as 20 per cent below 1946 peaks during the year, the trend will depend so largely on wage rates and on the productivity of construction labor that no definite forecast can be made," Rogers said.

"Shortages of essential building materials are disappearing so rapidly that 1947 may well become a record home building year which will see about one million new permanent-type housing units started, as compared with about 650,000 in 1946. Counting the 200,000 or more units which were in the process of construction at the beginning of this year, that would permit the completion of about one million units in 1947.

"Assuming good labor relations and continuous production in the many industries contributing to the manufacture of building materials, there are grounds for anticipating that the cost of many materials will decline during the year. "Substantially all building materials are being produced at rates which equal or exceed all past production records. Cast iron soil pipe and hardwood flooring are exceptions, but sufficient of those materials should be available to avoid the protracted delays experienced by most builders in 1946. Elimination of those delays, which added considerably to the cost of building last year, should permit important reductions in housing costs during 1947."
PROPOSED MUSKEGON HEIGHTS PUBLIC BUILDING

This is the first of two municipal buildings for Muskegon Heights. Bernard J. DeVries, AIA, of Muskegon is architect. Louis C. Kingscott and Associates of Kalamazoo, associates. DeVries is Secretary-Treasurer of the Grand Rapids Chapter, AIA, Vice-Chairman of the Muskegon City Plan Commission.

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Five From Michigan Made A.I.A. Fellows

Five Michigan men were made Fellows of The American Institute of Architects at its 79th Annual Convention in Grand Rapids, April 30.

Those elected are Wells J. Bennett and Jean Hebrard of Ann Arbor, and Alvin E. Harley, Arthur K. Hyde and William E. Kapp, all of Detroit.

BENNET, now Dean of the College of Architecture and Design at the University of Michigan, graduated from Syracuse University in 1911 and received his Masters Degree at the University of Michigan in 1916. He was made Dean in 1908.

He has served as President of the Association of Collegiate Schools of Architecture, is now a member of the Michigan State Board of Registration for Architects. Professional Engineers and Land Surveyors, and President of the Detroit Chapter, A.I.A.

HARLEY was born and educated in Canada. He began practice in Detroit in 1910 under the firm name of Harley and Atcheson. Later, after practicing alone, he formed the partnership of Harley and Ellington, which became the present firm of Harley, Ellington & Day. This firm is currently engaged in a large program of important buildings, over a wide area. Harley & Ellington were architects and engineers on the Horace H. Rackham Memorial Building, in Detroit's Art Center, which is headquarters for the University of Michigan Extension Division and The Engineering Society of Detroit. He has served as President of both the Michigan Society of Architects and the Detroit Chapter, A.I.A.

JEAN HEBRARD was born in Paris, France, educated at Ecole des Beaux Arts, received the Diploma due Government Francais in 1903 and Gold Medal Salon des Artistes Francais in 1903 and Gold Medal Salon des Artistes Francais in 1904. He was prominent in the present firm of Harley, Ellington & Day. This firm is currently engaged in a large program of important buildings, over a wide area. Harley & Ellington were architects and engineers on the Horace H. Rackham Memorial Building, in Detroit's Art Center, which is headquarters for the University of Michigan Extension Division and The Engineering Society of Detroit. He has served as President of both the Michigan Society of Architects and the Detroit Chapter, A.I.A.

KAPP was born in Toledo, Ohio, educated at the University of Pennsylvania. He was employed in the office of George S. Mills of Toledo and Smith, Hinchman & Grylls of Detroit. He entered his own practice in 1941 and has done some of the largest industrial plants in the country. His work, which is characterized by a high degree of excellence, covers a wide range of projects.

He has served as President of the Detroit Chapter, A.I.A.

KENNETH C. BLACK of Lansing, Michigan, was elected a Director of The American Institute of Architects, representing its Great Lakes District.

Black graduated from the University of Michigan, won the Booth Traveling Fellowship and studied in Europe. For some years he has practiced in partnership with his father, Lee Black. On many occasions he has been honored by appointment to important commissions, locally and for his State. He is currently a member of the Michigan Planning Commission.

He has served as President of the Michigan Society of Architects, and as Director of the Detroit Chapter, A.I.A.

At the recent Institute Convention he presented a paper on Urban Planning.

BRANSON V. GAMBER, Fellow of the A.I.A., was re-elected State Association Director of the Institute at the 79th Annual Convention in Grand Rapids, May 1st.

A member of the Detroit firm of Derick & Gamber, his office has done such work as the Detroit Federal Building, Ford Museum, Charles Godwin Jennings Hospital, River Terrace Apartments, Detroit Garages, Inc., and many others.

He served as President of the Michigan Society of Architects and of the Detroit Chapters, A.I.A.

He was elected a Fellow of the Institute in 1945.

WANTED — Experienced architectural draftsman for steady employment in a small well-established office, also a construction superintendent to handle outside work.—Edwin E. Valentine, 99 Miller Ave., Muskegon, Mich.

Morison Reappointed

Andrew R. Morison has been reappointed as a member of Michigan's State Board of Registration for Architects, Professional Engineers and Land Surveyors, it is announced by Governor Kim Sigler.

This is a deserved recognition for the valuable service he has given on that Board from many years past.

New Partnership

Clarence B. Merrill and Frederick E. Wigen, Architects, is the name of a new firm with offices at 1133 Cornelia St., Saginaw, Mich.

Merrill, a member of the Saginaw Valley Chapter of The American Institute of Architects, was formerly associated with Carl Macumber of Saginaw. In the past several years he has practiced alone.

Wigen had been employed by Giffels and Vallet, Inc., Louis Rossetti, Associated Engineers and Architects, in Detroit; Alden B. Dow, of Midland, and Frantz & Spence, of Saginaw.

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Page 3
Light At Work

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HELEN L. FASSETT
City Plan Commission's New President

From the Publication of
Citizens' Housing and Planning Council

First woman ever appointed to the City Plan Commission by the Mayor of Detroit, Helen L. Fassett was recently elected by that body to serve as its President for the fiscal year 1947-48. Although she was actually appointed to the Commission as one of the two architect-members, regardless of sex, she prefers to think of herself as a representative of women's interests in city planning.

If women, as they say, are the realists, the practical ones, they have a fine representative in Helen Fassett, who combines the power to envision the ideal city of her desire, with a down-to-earth sense of the one-two-three steps that must be taken to achieve it.

Miss Fassett, who grew up in Findlay, Ohio, and attended public school there, received her B.S. in Architecture at Chicago's Armour Institute in 1921, later studied and traveled on the continent and took special courses in architecture at Columbia. Her first ambition was to design small houses, which she did for Morrell Smith in New York until she found that "the field of small houses was limited," because increasingly they were being copied from magazine pictures and builders' catalogues.

In spite of this primary fact, seldom mentioned to students aspiring to an architectural degree, Miss Fassett has never let go of her interest in "where people live", the color, forms and furniture with which they spend their waking lives. Returning to Detroit in 1923, she held a series of interesting jobs: Home-Furnishing Training Director for J. L. Hudson; Director of Residential Modernization for Detroit Trust; Managing Director and Consultant for Holden & Reaume when they were building River Terrace. In 1941 she returned to Smith, Hinshaw & Grylls, Inc., where she had been architect-draftsman from 1925 to 1929, to become Senior Architect specializing in color, as well as in housing and city planning.

Last summer Helen Fassett did over a thousand-hour job of interesting jobs: Home-Furnishing Training Director for J. L. Hudson; Director of Residential Modernization for Detroit Trust; Managing Director and Consultant for Holden & Reaume when they were building River Terrace. In 1941 she returned to Smith, Hinshaw & Grylls, Inc., where she had been architect-draftsman from 1925 to 1929, to become Senior Architect specializing in color, as well as in housing and city planning.

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and assume full responsibility for village operation and administration. This involved research into the social and economic structure of the area, a survey of existing conditions and facilities, as well as the development of a practical plan to make best use of present physical, social and economic resources, with full recognition of the financial limitations and existing laws. The plan also involved a major shopping center, a community and recreation center, the planning of schools in relation to parks and playgrounds—actually a plan to service the region as well as the town.

Quite a job for a lady who wanted to plan small houses—and exactly the proper experience for a woman who now heads a city commission which, to our perhaps prejudiced mind, is Detroit's most important.

This is probably the place to stress again the little-realized fact that the nine-man City Plan Commission serves without pay, giving more than a half day each Thursday, and, in the case of conscientious commissioners, many sleepless nights worrying about how this great amorphous urban mass can be brought into some semblance of orderly development.

Since completion and acceptance of the
Competition Jury

Seven distinguished architects have accepted invitations to serve as judges of the nation-wide competition to obtain a design for the $30,000,000 Jefferson National Expansion Memorial on the St. Louis riverfront.

George Howe, internationally known Philadelphia architect who is serving as professional adviser to the Jefferson National Expansion Memorial Association, sponsor of the competition, announced the following as judges:

Herbert Hare, Kansas City, Mo., landscape architect and city planner who helped design the Kansas City Country Club area; Fiske Kimball, Philadelphia, Pa., architect, historian of Jeffersonian architecture and director of the Philadelphia Museum of Art; Louis LeBeaume, St. Louis architect, former president of the board of control of the City Art Museum and former vice-president of the American Institute of Architects; Charles Nagel, Jr., architect, formerly acting director of the City Art Museum of St. Louis, now director of the Brooklyn Museum of Art.


The competition will be held in two stages and will require approximately a year to complete. At the end of the first stage next September, five finalists will be named to compete in the second stage. Each will receive $10,000.

The author of the final winning design will receive a prize of $40,000. A second prize of $25,000 and a third of $10,000, together with two honorarium awards of $2,500, will be given.

Architects, construction engineers and students in these fields are eligible to enter. Landscape architects, painters, sculptors and laymen may take part by associating themselves with an architect. An area of 42 blocks along the Mississippi riverfront in downtown St. Louis, historic as the funnel of early migration to the west, has been cleared as site for the memorial. Administered by the National Park Service, the memorial will be dedicated to Thomas Jefferson and the pioneers of the westward expansion of the United States.

Announcement of the architectural competition was made here March 29. Requests for applications to enter, now totaling more than 500 from 31 states, are being received at the office of the professional adviser, Old Courthouse, 415 Market street, St. Louis 2.

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Fussett—from page 1

Master Plan, plus a program of priority and performance, is basic to making a start on capital improvements, Miss Fassett is currently bending her energies toward that end. We'll let her tell it:

"The Master Plan is a program to provide a definite pattern to guide city authorities in present and future improvements and development. Planning serves as a guide for public improvements as well as developments by private enterprise.

"No Master Plan is ideal. It is always a compromise between the ideal and the present unplanned, congested condition, an attempt to resolve present problems into a practical plan that will not impose new handicaps.

"As I see it, there is a definite relation between the planning of a small house for one family and the planning of a city for many families: both aim to making living easier, healthier, happier, more attractive for people."
Simpson Joins Fisher

The office of Harold H. Fisher, Specialists in church architecture, announce the addition to their staff of Mr. Lewis W. Simpson, A.I.A., as an Associate.

Mr. Simpson was formerly connected with the office of Bertram Grosvenor Goodhue, who was perhaps the most famous church architect America has produced.

Mr. Simpson has practiced in Detroit and was associated with W. E. N. Hunter, for whom he designed some of the leading churches in Detroit and in the state. Among them are the Metropolitan Methodist Church, Trinity Lutheran Church and Grosse Pointe Memorial Presbyterian Church. He is at present the Associate-Architect for the new Christ Episcopal Church, Dearborn, Michigan.

Of English descent and training, Mr. Simpson gained his knowledge of church architecture in the offices of Sir Arthur W. Blomfield, F.R.I.B.A., London; Herbert J. Green, F.R.I.B.A., (Architect to the Dean & Chapter of Norwich Cathedral, and the Diocese), in building large numbers of new churches, rebuilding, and repairing large parts of old churches, cathedrals, and abbeys.

Mr. Simpson will shortly take a 3-month's trip for the study of Ecclesiastical Architecture in England and France. He will visit the new Liverpool and Guildford Cathedrals and make a special study of the stained glass and heating systems.

Store Contest

A competition for students of architectural colleges to prepare a plan for modernization of a shopping center has been announced jointly by the New York chapter of the American Institute of Architects and the Store Modernization Show. Plans submitted will be exhibited at the show at Grand Central Palace, New York, July 7-12, inclusive, and judged there by a committee of the New York chapter of the A.I.A. Prizes of five hundred dollars will be awarded.

Fifteen colleges already have accepted invitations to participate. The plan for the shopping center must be designed for a city of 50,000 inhabitants and contain ten or twelve stores. Details of the competition, as well as registration cards for the show, may be obtained from Store Modernization Show, 20 East 53rd St., New York 22.

Judges appointed by the A.I.A. chapter are Morris Lapidus, chairman, Jose Fernandez, Victor Hugo, Morris Ketchum, Jr., Gordon Lorimer and Thomas H. Creighton, consultant.

Colleges which have tentatively accepted invitations to participate include Alabama Polytechnic Institute, Auburn, Ala.; Carnegie Institute of Technology, Pittsburgh, Pa.; University of Cincinnati, Cincinnati, O.; Cornell University, Ithaca, N. U.; University of Illinois, Urbana, Ill.; Iowa State College, Ames, Ia.; Kansas State College, Manhattan, Kans.; University of Nebraska, Lincoln, Neb.; University of North Carolina, Raleigh, N. C.; North Dakota Agricultural College, Fargo, N. D.; Pratt Institute, Brooklyn, N.Y.; University of Texas, Austin, Tex.; University of Virginia, Charlottesville, Va.; Virginia Polytechnic Institute, Blacksburg, Va., and Western Reserve University, Cleveland, O.

On exhibition at the show will be lighting fixtures, floor and wall coverings, ceilings, store fronts, display cases and fixtures, signs, refrigeration equipment, cash registers and related equipment for modernization.

A six-day conference on store modernization will be held concurrently.

Building Stopped

Despite demands for housing, a building slump in the New York area has caused 20,000 carpenters, plumbers and painters to be laid off, it was reported today.

Plans for scores of apartment buildings and housing developments, costing hundreds of millions, have been shelved, officials said.

One construction firm said it had canceled 40 projects costing an estimated $100,000,000 within the last year.

High cost of materials and labor, bottlenecks and the low margin of profit were blamed for the slump.

William C. Wheeler, secretary of the Building Trades Employers Association, explained that contractors hesitated to start projects because "by the time they finish a job it may cost twice what they originally planned."

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MICHIGAN SOCIETY OF ARCHITECTS
Dearborn Planner

Joseph Goldfarb, formerly with the Detroit City Planning Commission, has been appointed Dearborn city planner, according to Mayor Orville L. Hubbard. Goldfarb holds a Bachelor’s degree in architecture from Carnegie Institute of Technology and a Master’s degree in city planning and housing from Columbia University. He served as a Navy lieutenant four years during World War II.

Rosella, Architect of Month

Edward G. Rosella, of Detroit, member of the American Institute of Architects, has been chosen as local architect to be honored by Kern’s Civic Center for Home Planners for the month of April.

Rosella’s design is on display in the Civic Center and is for a two-bedroom house, in which the children’s room can be separated into two sleeping rooms.

By the use of a large glass wall, the living room is carried outside into the yard. Partitions and storage, walls are used to define areas instead of inclosing them.

Kern’s Civic Center for Home Planners, located on the ninth floor of the Ernst Kern store, is open to the public during store hours.

Ed has served the Chapter faithfully, in taking care of the sale of tickets at dinner meetings.

White Heads FPHA Office

Harry L. White, AIA, member of the Detroit Chapter, has assumed charge of the Fargo, N.D. office of the Federal Public Housing Authority and its program of veterans’ emergency housing in North Dakota, also nearby centers in South Dakota and Minnesota, it is announced by Arthur H. Knox, Area Engineer for FPHA.

The Fargo office directs work on 14 veterans’ housing projects in North Dakota, five in Minnesota and nine in South Dakota. So far 16 projects have been completed as of April 1, four are scheduled for completion May 1, three more by June 1, and the last by July 1.

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Houses And Housing For Mr. And Mrs. Average America  
RALPH W. HAMMETT, A.I.A., PROFESSOR OF ARCHITECTURE
UNIVERSITY OF MICHIGAN

At the Michigan Society of Architects convention in Grand Rapids the 7th and 8th of March, part of the Friday afternoon session was given over to a panel discussion that was organized by the writer of this article. Professor John Hyde of the University of Michigan, Department of City Planning, acted as the moderator for the panel with members of the audience entering in. Messrs. Clair Ditchy of Detroit, Kenneth Black of Lansing and Professor Jean Hebrard of the University of Michigan added a great deal to the discussion. The panel was made up of Professor George Brigham, authority on prefabrication, Alden Dow of Midland, one of Michigan's most versatile architects, William A. Stone of Kalamazoo who is becoming a specialist and authority in the small house field, and Henry F. Stanton of Detroit, Fellow of the A.I.A. and eminent authority on public housing.

Nine questions were given to the panel by its organizer, as follows:
1. Is Rental Housing for the $3000 and less income group possible?
2. Are individual homes for the $3000 to $5000 income group being satisfactorily solved?
3. Is the Taft-Ellender-Wagner bill the answer?
4. Can the contractor with old methods do today's job?
5. Is the contractor a middle man who should be eliminated by the architect?
6. Are labor prices too high; are materials too high?
7. What about prefabrication?
8. Is there too much government interference; or not enough?
9. Is the architect a vital part of the picture; if yes, what is his place?

Professor Hyde opened the discussion by explaining some of the salient points of the Taft-Ellender-Wagner bill that is now before Congress. He pointed out very definitely that Houses and Housing constitute America's Number One Problem, and backed up this statement with many statistics. He left very little doubt in anyone's mind of the seriousness of the situation. A normal supply has not been produced since 1929; almost none were built during the depths of the depression and then when the country was on the way to reaching satisfactory production, war put a stop to everything for five years. The United States is at least ten years behind in the building of homes, and homes form the foundation of the nation.

The first question, "Is rental housing for the $3000 and less income group possible?" was asked of Mr. Stanton. He replied that he thought that it was not possible except with government or some kind of subsidy. The others agreed except for Mr. Dow who said that he didn't believe in taking a pessimistic viewpoint. He said that he thought anything is possible if we put our minds to it. He said that the thing he objected to in the question was the word, "rental". Ownership of home is the only way to build a happy nation. Under present standards of building, it is not easy to build a four or five thousand dollar house, but he said that he did not believe that minimum rentals can ever be profitable until we create minimum houses and surroundings that dignify the idea of being small. Unless dwellings possess this dignity we can never expect the renters to respect them, and without respect costs of upkeep will forever be climbing, even if we build of granite. Mr. Stanton did not take the view that renters lose dignity, even in public housing developments; however, he thought that individual families should furnish and be responsible for their own utilities and should pay for upkeep on a direct basis, if such a scheme could possibly be worked out.

Mr. Stone was asked the second question, "Are individual homes for the $3000 to $5000 group being satisfactorily solved?" He answered, No, but thought that it was possible. He said he assumed that this meant a house to cost between $6000 and $8000 and that present houses in this price range were not generally worth the money. He said that if a man contributes his own spare time, buys carefully so as to reduce the cash expenditure, he may get the kind of house he should have for the money. He agreed with Professor Brigham that prefabrication might help solve the problem; i.e., prefabricated unit design. Mr. Dow thought again that it was a matter of false standards. He said, "If I had to have a home and only had $4000 to build it with, I am sure I could get something worth living in, but I am sure I would abandon all standards of present day building."

The question about the Taft-Ellender-Wagner bill caused a great deal of discussion for a few moments. Professor Brigham

See HAMMETT—Page 2
Hamm from page 1

Ham thought that it would help where it provides subsidies for low income groups. He said that its research provisions are excellent, but it was an attempt to solve the monopolistic practices which are at the root of high costs. Alden Dow said that he did not agree with the TEW bill, because it would mean government control of design and standards, and if we want to create new and better housing we must provide every possible way to encourage individual action and ingenuity. Clair Dickey disagreed with Mr. Dow and stated that there was nothing in the bill to cause alarm that the government will control design; the bill is primarily to expedite loans. To which Mr. Dow added, “under any method a loan under FHA you design as they tell you to and under their standards.” It looked for a few moments as though there was going to be a hot argument but Mr. Dow’s reference to FHA rigidity seemed to effectively stop all rebuttal. Professor Hyde popped the next question:

Can the contractor with old methods do today’s job? Mr. Stone did not think that there was anything wrong with the contractor if he used new methods; i.e., electric power and possibly panel construction. The men agreed that methods of construction need to be analyzed and simplified. Alden Dow pointed out that many of the old methods of building are still the simplest, though by “old methods” he wanted it understood that he was not referring to old styles. He said that it is the architect’s job to offer the contractor new forms that are simpler to build. Professor Brigham said that it was his opinion that conventional construction methods are too costly in man hours. The conclusion seemed to be that many of the old methods referred to are in reality the fault of the architect, though it was admitted that the alert contractor will have labor saving tools and will use his labor most efficiently.

To the question, “Is the contractor a middle man who should be eliminated by the architect?” Alden Dow answered No. Mr. Stone thought that it is possible for the architect to break down the building into its various subcontracts and to build an organization to carry on work of that kind, but did not think that anything would be gained for the building industry. Mr. Brigham on the other hand thought that it is about the only way that an architect could do small house work; i.e., he advocated architect and contractor forming an organization on a fee basis. He said that he had carried on such a practice in California for ten years and it worked 100%. About this time in the discussion, Henry Stanton had to leave in order to catch a train back to Detroit, but interest in the discussion was running so high that his leaving was hardly noticed.

Are labor prices too high; are materials too high? These questions caused such statements as, “Work prices are basic in anybody’s world. If labor is high everything else is going to be high. It is only a question whether labor and materials for building are out of line with other commodities.” Professor Brigham thought that perhaps labor efficiency is low and will continue so until the building mechanization can be placed in the factory with efficient machine tools. The only way that labor can raise their economic standard is to produce more. A comment made from the floor did not think that all building mechanics would want to go into an assembly line factory, but the comment went without challenge. In general it would seem that the panel was not particularly interested in this phase of the problem, or maybe they thought the subject too big for the time that remained for the discussion.

Regarding prefabrication, Professor Brigham said that the only hope for low income group housing was by employing prefabrication. Alden Dow said that he did not believe that a standard house in a world that was made for individuals will ever create a happy solution. Brigham said that by prefabrication he did not necessarily mean a standard house, but a standard unit panel that could be put together by architects as the individual owner so desired. William Stone said, however, that he did not think that prefabrication would ever be the complete answer to all home building, though he hoped so. Alden Dow answered that when and if fabricated units are made available that will allow for all kinds of flexibility of form, they will fill a real need. He and Brigham agreed that in their opinion such units were nearer than most of us think.

On the question of government interference, whether too much or not enough, the argument became heated immediately. Alden Dow and Stone were against government interference, while Brigham thought that some direction and control is unquestionably necessary. Dow thought that the action of the government of the last two years in restricting house building to GI’s was a great mistake. It put the GI definitely behind and it put the 8 ball. He had to build and what is more he had to build less and less for more and more. Furthermore, he pointed out that even with FHA, the government tends to standardize in order to make a bureau of non experts into a functioning body. They therefore have to adopt standards of plans, standards of rooms sizes, standards of heights and innumerable other standards that make it practically impossible to build a small house of character. He said
Board from page 4

Carl Rudine, Committee Chairman. It was a splendid report, showing the fine work done by Carl and his assistants. The cost had been kept considerably below the estimates. The Society is to pay one-half, and recommend that the three chapters pay the remainder, according to their membership. This would mean about 60c per member.

A vote of thanks was extended to the Grand Rapids architects for the way the entertainment features of the national convention were handled, and also for the splendid manner in which they managed the State Convention. In connection with the latter, the University of Michigan, College of Architecture and Design, faculty and students, came in for praise and thanks for helping so much to make a success of the exhibition, as well as the Convention program.

The next meeting of the Board will be held at the Detroit Athletic Club on the afternoon of June 11. They are scheduled for the second Wednesday in each month. However, there will be no July meeting. The Mid-Summer “Little Convention” will be held at the Grand Hotel, on Mackinac Island, August 4 and 5. The Hotel will accept reservations of our members the day before and they may remain until the day following the scheduled dates. This means you may have a four-day vacation there—Aug. 3 to 6, inclusive.

Off-Street Parking

Detroit will need downtown parking space. 23,500 cars by 1970; 65 per cent more than at present—if the central business district is not to deteriorate, Richard Fernbach, an assistant city planner, predicted in a special report to the City Plan Commission.

Fernbach said the downtown business area has developed haphazardly in the past. “For planning purposes, however, there is a well-defined 'core' bounded by Larned, First, Elizabeth and Brush streets”, he said.

“Inside that core, Wayne and Randolph streets should be widened—Wayne from Jefferson avenue to Michigan avenue, and Randolph from Gratiot avenue to Cadillac Square.

“Present parking facilities, both garages and lots must be expanded to provide more than 50 per cent additional parking space.” Fernbach said 14,200 cars can be parked in the loop district now—1,100 at the curb, 510 in lots and 8,000 in garages.

“The traffic engineer has recommended four new downtown garages to accommodate 3,000 more autos,” he added. “But most of the additional parking space must come from developing parking belts on the east and west edges of the business district core.”

FOR SALE—Leroy Lettering Set ($72), slightly used, 8 ten plates upper & lower case, 10 pen points, perfect condition. Price $55.—Jack Barton, Room 324, 7310 Woodward Ave., Detroit, Mich., MADison 0245.

Frantz to Europe

Robert B. Frantz and family will sail in June for Europe. C. Howard Crane, AIA, has been most helpful to Bob, in arranging accommodations, such as hotel reservations, a car to drive while there, and many other details.

On the return trip, late in August, the Frantz family will join Mr. and Mrs. Eliel Saarinen aboard the Gripsholm.

OFFICE SPACE—Architect in downtown Detroit location will share office space with structural engineer. Box 211, Weekly Bulletin.

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profession on a pedestal?"

How about it, directors of the Society? Could there be some prizes to get this thing going? Certainly we ought to do more than just talk about it? Remember the statement made in the beginning of the discussion, "Homes form the foundation of the nation."

Air-Conditioning of New Market

James and Roach, Inc., of Detroit, is the firm which has just put the finishing touches on an outstanding air-conditioning job. The project is the big, modern Jack Cinnamon Super-Market in Wyandotte, Michigan.

The Cinnamon store itself is a mammoth conception of mass merchandising with the basic idea to keep the shopper under one roof for nearly everything he needs. Besides a tremendous food inventory, the store includes a beauty shop and flower store.

Charles Horner, architect, and the Mahoney Construction Company have built for Jack Cinnamon a staunch building, comfortably and pleasingly decorated, with many visible modern innovations, not the least of which are the handsome and convenient entrances.

In the fruit and vegetable department during summer months, customers may enter the store through the windows—because these will actually be open during working hours for this purpose.

The air-conditioning system was done by Svend Sogaard, of James and Roach, Inc.—a veteran of 20 years' experience. The standard parts of the system are of Carrier manufacture and design—but the application of these parts to the Jack Cinnamon Market is of special design.

The store is divided into four main sections: 1. Market; 2. Fruit and Vegetables; 3. Beauty parlor; and 4. Flower Shop.

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MSA Board Meets In Saginaw

The Board of Directors of the Michigan Society of Architects met at the Saginaw Club on the afternoon of May 14. The meeting was followed by a dinner at the Club.

Present were Messrs. Langius, Stone, Cowin, Kapp, Hughes, Pellerin, Franz, Cole, Brysselbout and Zimmermann. In addition, Messrs. Spence, Nelsen and Knuth were present at dinner.

The facilities of the Club, a delightful place to meet, were extended through the courtesy of Franz and Spence.

Kenneth C. Black, who was unable to attend, sent a request by letter that his resignation as a Director be accepted. President Orr has asked him to serve as a member of Louis Justement's Committee on Urban Planning, which will also require considerable time. His resignation was accepted with regret, but with understanding.

Mr. Black also requested that he be relieved of Society committee work. He had been named Chairman of the Committee on Public and Professional Relations. William E. Kapp was named to succeed him, and Arthur K. Hyde was added to the Committee.

President Langius announced that there would be only three main committees of the Board, corresponding to the principal activities of the Institute. They are as follows:

1. ADMINISTRATION
   Roger Allen, Chairman
   Lyle S. Cole, Vice Chairman
   Robert B. Franitz, Secretary

2. PUBLIC AND PROFESSIONAL RELATIONS
   William E. Kapp, Chairman
   Robert B. Franitz, Secretary

3. EDUCATION AND RESEARCH
   Alden B. Dow, Chairman
   Paul A. Brysselbout, Secretary
   William A. Stone, Secretary

In addition, there will be an Executive Committee, consisting of the President, the chairman of the three other committees, and the Executive Secretary.

Roger Allen sent his regrets at being unable to attend and to see Franitz and Spence in their native costumes.

Julian Cowin was named Chairman of a BY-laws Committee, to revise the Society's by-laws, to conform to the new unification plan, when this is completed. Malcolm R. Stirton will assist him.

A financial report of the Committee on Local Arrangements for the recent Institute Convention was received from

See BOARD—Page 5

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New Michigan Company

Recently organized at Dowagiac, Michigan is the Gilcor Products Corporation with J. L. (Jack) Gillen as president and general manager.

Mr. Gillen, who until recently was president and general manager of the J. L. Gillen Co., is well known in the water heater and automatic furnace field, being active in it for the past fifteen years.

The new company's production will include oil and electric water heaters and automatic furnaces.
that right after the war the market was ripe to do all kinds of experimenting, but government restrictions eliminated that great opportunity. Now the money is gone, the time is past and there are no developments to show for it. Clair Ditchy rose to defend past government interference, so called, and asked the audience to remember the great mission that FHA had performed in lowering interest rates; also the accomplishments of Federal Public Housing in promoting slum clearance and building large housing developments for communities and cities that were unable in themselves to do the job.

Professor Hebrard said that he feared that the group were confusing the issues by mixing houses with housing; that is, houses constitute the building of individual homes and is the problem for the individual, while housing is the problem of taking care of large groups, usually made up of a class or strata of society, and is therefore not an individual problem but one belonging to a government, either local, state or national. Housing becomes a problem when there is lack of houses; however, it is more than that, it is a social as well as economic problem and reaches into the $3,000 and less income group. Housing will have to be taken care of either directly by government or by large moneyed interests such as insurance companies; but no matter who puts up the money, because it effects so many people and is a social problem, government has to exercise a certain amount of control.

To the question, "Is the architect a vital part of the houses and housing picture?" The answer was an unqualified yes. The panel said that you can not eliminate the expert in design and construction; though Professor Brigham said that he thought the profession was being challenged and must think along more progressive lines. Certainly building Cape Cod cottages or Spanish villas does not add to progress. The architect, being the professional inventor must find better solutions.

Kenneth Black got up at this point and said that he thought that one solution to the houses and housing problem was lower interest rates. He pointed out the impetus that lower rates gave in the period between 1936 and 1941 and said that there was no reason why money could not be loaned at 2 1/2 to 3 percent on houses as well as on government and industrial bonds. He pointed out that though prices had practically doubled in the building industry, interest rates are at their old level; and, that to loan $10,000 at 3 1/2 percent costs the same as $5,000 at 5 percent. Therefore, because it is necessary to have twice as much money in order to build, lower interest rates should compensate. The argument sounded very good, and was very convincingly given, though it was the same old argument of cheap money which every economist will point out is inflationary. No one answered or challenged Black's thesis, probably for two reasons, (1) there were only architects present and the question is one that raised complicated problems of economics, and (2) time was called on the meeting and the group adjourned to the lounge where cocktails were served.

However, the discussion of houses and housing was carried on with the aid of liquid refreshments and afterwards in many a small group. The best after-panel suggestion was made by Alden Dow who wrote in the following suggestion:

"Let us personalize this housing problem by supposing every architect in the State of Michigan is houseless. And let us suppose that all the money that any one can scrape together to build himself a house for his family is $4000. I cannot believe that with such conditions the architects would continue to sleep in the parks. They would certainly provide some unique solutions.

"I propose that we call on the architects of Michigan to put themselves in this position, and get busy with a pencil and work out a solution for themselves. We will not restrict them in any way. They can build anywhere, of any material, and use any standards they please.

"When sketches are complete, let us get cost estimates from a good builder and send them in for the society to have a look at them. Let us criticize them freely, and then call on each architect to produce working drawings. Then have a grand exhibition of these sketches and drawings, and offer them free to the public, charging only blueprint and mailing costs.

"Isn’t it true that this would be doing the greatest good for our country and in the bargain would put the architectural

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"Telephone conduit belongs in my plans."

HOME-BUILDING TIME may still be a while off for most folks. But they're planning now and many of them want conduit for concealed telephone wires included when they build.

For they know, as you do, that modern building features such as fire stops, air ducts, stud bracing and insulation make it next to impossible to conceal telephone wires in walls after the house is constructed. But pipe or conduit installed while the house is being built will provide clear passageways, making it unnecessary later to mar attractive walls and baseboards by running wires along them in plain sight.

Your customers will thank you for reminding them of the ease of installing telephone conduit when they build. For information, call the telephone business office (in Detroit, call CHerry 9900, extension 2624) and a telephone engineer will gladly consult with you. There is no charge for his services.
OFFICE LIGHTING today is light at work . . . doing its job more efficiently than ever before. Modern fluorescent equipment gives the architect inspiring opportunities on new construction . . . makes remodeling of old offices surprisingly easy.

For instance, this accounting office was formerly lighted by six incandescent luminaires. Since these have been replaced by fluorescent fixtures in continuous rows, the over-all lighting levels have been doubled—but just about the same amount of electric current is being used! The new installation provides a better distribution of light . . . reduces ceiling contrast, glare, and eyestrain.

Our lighting engineers will be glad to help you with any lighting problem or to answer any question on how light can be put to work for you. Just call RANDolph 2100 or contact your nearest Edison office.

The Detroit Edison Company