Economic Club Hears Speaker On Housing

Edward R. Carr, of Washington, D. C., President of the National Association of Home Builders, was the speaker at the noon meeting of The Economic Club of Detroit on Monday, January 26. His subject was "Housing — Is Private Enterprise Doing an Adequate Job Throughout America, or must We Follow the European Road to Public Housing?"

Allen B. Crow, President of the Club, in introducing Edmund Kuhlman as presiding officer, stated that Detroit had had growing pains for fifty years, that the building of houses had not yet reached the stage of mass production that automobiles had. He stated that Huhman had been a builder in Detroit for 25 years and that ten years ago he was instrumental in organizing the Builders' Association of Detroit. He had been closely identified with it ever since, and it is now an important unit in the national organization.

Kuhlman said that Carr had made a name for himself as a builder in Washington, D. C., and that he is now doing a fine job for the organization of home builders. He also had other talents, the speaker pointed out, relating that he had written some 15 or 20 songs. Recently he received a check for $12.20 as royalties on one that was published. The author also accused the building and other lobbies of trying to keep prices up and to continue scarcity.

The speaker supported his contention that private enterprise could provide enough houses, by giving figures on the number of units started under controls and the number since they were removed. With further reference to England he stated that formerly four out of five houses were built by the Government but now it is five out of five. He said that one could get a nice suite there for $4 per week, "but we are paying for it. Who is going to pay us I do not know, but it probably won't be Russia."

With reference to the Wagner-Elender-Taft Bill, he said that there are some good things about it, but one would not eat a piece of cake that was 90% good but had 10% of arsenic in it. That is the way the N.A.H.B. feels about the Bill.

Carr said that the total number of housing units estimated as necessary to properly house our total population is 30,000,000, pointing out that Catherine Bauer calls for only 300,000 per year. He believes that building and clearing slums are two different things. He points out that only a small percentage of Government housing has been in slum districts.

Concerning prefabrication the speaker said that Fritz Burns, of California, a builder who is connected with Henry Kaiser, told Congress that prefabrication means faster building after it gets going but that inevitably it is more costly.

**TELEPHONE**

The telephone number of the Weekly Bulletin has been changed to WOODWARD 5-3680

As the new directory will not be out for some time we suggest noting this in your present directory.

**NOMINATING COMMITTEE**

M.S.A. President Langius has named a nominating committee for offices and directors, as follows:

- Wells I. Bennett, Robert B. Frantz, and Carl C. Kressbach.

The Board of the Society has elected a second committee as follows:


Builders & Traders
Edited by
E. J. BRUNNER
Secretary-Manager
BUILDERS’ and TRADERS’ EXCHANGE of DETROIT

Everett G. Bush of the Sexauer Roofing Company was elected president of the Builders’ and Traders’ Exchange at the Board’s organization meeting, January 26th. Other officers elected for the 1948 term are Ray T. Lyons of Ray T. Lyons Co., vice president, and Walter Torbet of Detroit Steel Products Co., vice president. R. Douglas Shaw of Shaw and Kauth electrical contractors was elected treasurer. Edwin J. Brunner is entering his twenty first year as secretary-manager.

Committee chairmen for the year are Herman Claehn of Albert Albrecht Co., chairman of Finance, entering his twentieth year; Mervyn Gaskin of Taylor and Gaskin chairman of Legislation, fifth year; G. K. Chapman of Wallbridge Aldinger Co., chairman of Industry Relations, second year; Albert Ameel of Talbot and Meier Co., chairman of Membership, tenth year; Alfred Brodine of Huron Portland Cement Co., chairman of Entertainment, fifth year; and William F. Seeley, chairman of Golf, twenty first year.

The Board consists of the officers named above has on it the following men: Munro Aird; plastering contractor, Mark Atkin of Atkin-Fordon Co., Henry Manley of Manley Marble Co., George Odien of George A. Odien, Inc., and W. Wilbur White, plumbing contractor.* * *

ZONOLITE COMPANY is now the new corporate name of the former Universal Zonolite Insulation Company. It is the same corporate body—only a change in name which more closely identifies it with the product ZONOLITE. The Detroit address is 14300 HENN AVE., Dearborn, Mich. The telephone number is Tiffany 6-1010. The manager is our good friend Dayton L. Prouty. * * *

Gordon Rose of Porce-Lin Tank Lining Company, which name was recently changed from “The Porcelaining Co.,” announces they have moved to their new address 3049 E. Grand Blvd., zone No. 2.

Of interest also is that in addition to their Elastic Ceramic Lining for the protection of new and old water tanks of all types, they have recently been appointed agents for Michigan for Stalpic Coating Corp. of Chicago. This now brings available to manufacturers and processors, a method of applying Phenolic coating (using Bakelite Resins) for protection of tanks and equipment where acid corrosion or product contamination is a factor. The Stalpic coating protects against most of the acids, and protects foods, pharmaceuticals, and industrial products. The material is applied to the plant site by use of portable baking equipment and imparts smooth glass-like finish to the coated surface, and is impervious to any known solvent, such as Alcohols, Ethers, Ketones, Petroleum Hydrocarbons, etc.
PENCIL PICTURES
By THEODORE KAUTZKY
Reinhold Publishing Co., 330 W. 42nd St.,
New York 18, N. Y. — $5.

This book, Pencil Pictures, unlike Kautzky's previous book, Pencil Broad-
sides, which dealt principally with technique, deals with making of pic-
tures in pencil, out of the great variety of subject matter to be found in nature.

Landscapes of the seashore, farming country, mountains, and woodlands—
with fishing boats, barns, village streets, and country homes—are illustrate-
d and analyzed with attention to the arrangement of picture elements in line.

The exhibition plates, drawn only as Kautzky can draw them and re-
produced faithfully in gravure, will give to draftsman, student, amate-
ur, and artist a set of inspiring examples from which to learn. The ac-
companying text explains the principles upon which the author bases his picture making.

The author points out how to reproduce a scene, not as a camera, but, by
knowing what to leave out, to give command over arrangement of pattern,
to apply the principles of proportion, balance, rhythm, contrast, etc.,
upon which the excellence of a picture depends.

Illustrations are of two kinds; Lesson Plates and Picture Plates in which
have been applied the principles described. Each Lesson Plate analyzes a
picture and shows how it has been put together, both as to arrangement of
pattern and the balancing of principal light and dark values.

Ted Kautzky has here shown that there is picture material everywhere
and how the artist can, by selecting the essentials and arranging them to suit
his purpose, grasp and convey the real

and reproduced faithfully in gravure,

and arranged them to suit

truth and beauty in a scene so that

others may enjoy it.

Louis Kamper, sojourning at River-
side, Calif, sends greetings, including
a clipping from the local paper giving
the temperatures for January 1 to 12.

Indications are that he is having a
wonderful time, while escaping the
beating we are taking here, weather-
wise. He states that all is well with him.

Bill Shinderman postcards his regards
from Rio De Janeiro, adding that he
is visiting South America for archi-
tectural study and research "and a few
lessons in Espanol".

NEXT DINNER MEETING, Detroit
Chapter, A.I.A.—Feb. 11, 1948. SUB-
JECT: A Report of the Architects Civic
Design Group. Speaker: V. Gamber, Chairman of the Group, and Eipel Saarinen, Coordinator. Keep
this date open. Notices soon.

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DETROIT CHAPTER A.I.A. COMMITTEES FOR 1947-1948

(Names of Chairmen are in Bold Face Type)

STANDING COMMITTEES

MEMBERSHIP (Incl. Activities with Student Chapters)

PRACTICE (Incl. Activities with State Registration and Schedule of Charges)

RELATIONS WITH CONSTRUCTION INDUSTRY

PUBLIC RELATIONS

EDUCATION (Also counselors to E.S.D.)

PUBLIC INFORMATION

ALLIED ARTS

CIVIC DESIGN

UNIFICATION

ARCHITECTURE CLINIC AT U of M.

ADVISORY COMMITTEE TO CITY PLAN COMMISSION

DETROIT ARCHITECTS CIVIC DESIGN GROUP

PROGRAM

REPRESENTATIVES, APELSCOR

COMMITTEE ON NOMINATIONS FOR FELLOWSHIP

INTERPROFESSIONAL COUNCIL

ARCHITECTURAL COURSES, DETROIT SCHOOLS

VOCATIONAL GUIDANCE BY LAWS

SPECIAL COMMITTEES

Kenneth C. Black, Julian R. Cowin, Wm. E. Kapp, John C. Thornton

George B. Brigham

George F. Diehl, Alvin E. Harley, Andrew R. Morison

Emil Lorch, Marcus R. Burrows, George D. Mason

Clair W. Ditchy, Branson V. Gamber, Wm. E. Kapp, Harry G. Mushkin, Henry F. Stanton

Blanton V. Gamber, Suren Pilafian, Louis G. Redstone

Wells I. Bennett, Talmage C. Hughes, Ralph W. Hammet

Emil Lorch, George M. McConkey, Andrew R. Morison, Paul R. Sewell

Malcolm R. Stirton, Eberle M. Smith

Owen A. Luckenbach, Clair W. Ditchy


Earl W. Pellerin, Paul B. Brown

Clair W. Ditchy, Andrew R. Morison, Malcolm R. Stirton

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PRESIDENT'S REPORT

By Dr. Alfred H. Whittaker, President, Detroit Historical Society. — From the Society's Bulletin.

In compiling the customary President's Annual Review of the activities and accomplishments of the Detroit Historical Society, I am effecting one of the most satisfactory functions of the President. In contemplating the record, I have the same feeling that one has in watching the assembly line of a great motor plant, a sense of limitless semi-liquid power and irresistible force surpassing any obstruction or delay, progressing to a technological and esthetic end result, responsive to public desire. The Society constitutes a corporeal hereditament which in its parvenu phase emphasizes that "the heritage of the past is the seed which brings forth the harvest of the future."

The year 1947 found the City Historical Commission appointed by the Mayor and the Museum Fund, collected by public subscription in the amount of $27,000 transferred to the city for the construction of the first unit of the Museum.

The City Plan Commission, precising the Cultural Center, designated the north side of Kirby Avenue between Woodward and Cass Avenues as the site for the Museum, and the Woodward frontage between Kirby and Ferry as an area of expansion. The Museum will be convenient to the new wing of the Library which will house the Burton Collection, just as the Rackham Building is convenient to the science wing of the Library to the south. Due to the interest of Mayor Jeffries, and Mayor-elect Van Antwerp, the Common Council, President David D. Henry of Wayne University, and the Board of Education, and the Historical Commission, the most appropriate site in the city has been selected and condemnation proceedings are under way.

The decision has permitted Architect William Kapp to develop preliminary drawings which will appear in the Cultural Center Brochure of the City Plan Commission which is just going to the printer. President George W. Stark, of the Historical Commission reports that the plans for the building will now proceed with full speed.

It is probable that two million dollars will be needed within two years, and ultimately eight million dollars to complete the type of museum which the site calls for, and to which the people of Detroit are entitled.

Mention has been made repeatedly that the collections of exhibits in the new building and the past development of the city, customs and people, but emphasis will be placed on the interpretation of the scientific and technological advances to which Detroit has contributed. The Museum will provide such a unique opportunity for industries such as the automotive, the pharmaceutical, chemical, and marine to exhibit their evolution and sociological influence, to hundreds of thousands of Detroit people and out of town visitors, that it is hoped that large sections of the museum will be developed by these industries, thus placing on permanent display the material now used in temporary exhibitions.

In developing the museum, and the Society will soon find this, its chief responsibility, the probability of a great World's Fair to be held in Detroit must be kept in mind, and also the Olympic Games to be held here, which bring millions of visitors.

The Trustees of the Society have been notable in their attendance at the monthly meetings. The period of time elapsed, while the approval of the site was being made, permitted a thorough program of preparation to be effectuated. Inspection of other museums, discussion of types of museums, meetings with patriotic groups, architects, and city departments and commissions, consideration of material for the collections and requests to citizens of long and short residence have resulted in the Society being prepared to go ahead in step with the building program, as well as to continue a comprehensive program of historical activities pending the completion of the new museum.

The activities of the twenty-five committees of the Society are too numerous to review in the space available. Attention is called to the reports to be published, however.

The work of many of the committees has necessarily been of an exploratory and research nature, while waiting for the new museum.

Others have carried out a highly constructive and valuable activity, however. Of these may be mentioned the Editorial Committee, and Director Henry Brown, the greatly improved Bulletin being the result.

The Museum Materials Committee, of which Mr. M. Woolsey Campau is Chairman, has made the early building of a large museum necessary to house the new accessions.

The Membership Committee, under the Chairmanship of Mrs. Wilson W. Mills, and direction of Mr. R. B. Stonehouse, has given us the largest historical society in the country.

The Program Committee, of which Mr. Harold M. Hastings is Chairman, has arranged programs to develop interest in the cultural values of the city, and has carried this out in such a way that the meetings have assumed a high intellectual and creative function. The Noon Day Programs arranged by Mrs. Lloyd DeWitt Smith, have been well attended and have supplied a need for participation in historical activities for those finding it difficult to attend evening meetings.

A development of the years was the formation of a committee of the Directors of the many museums and institutions of the Cultural Center. This cooperative movement has a future potential for great influence and importance. The accomplishments of the Public Relations Committee speak for themselves. Mr. Reuben Ryding, as Chairman, and Mrs. G. Allan McKaig, of the staff, have brought to the public weekly, and sometimes daily, through the newspapers and by means of meetings and museum visits and lectures, the importance and the romance of the history of Detroit.

This review would not be complete without attention being called to the efficient handling of the Society's fund by Treasurer Thomas I. Starr. The financial condition of the Society is excellent.

In wishing the Society greater success in the year to come, I can point to staff and a membership characterized by a sense of service and accomplishment, not marred by a single instance of clash of personalities or emotion tension, which I submit in an organization of twenty-three hundred leading citizens and numerous official bodies, a record unique in society and committee organizational function.

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OUT OF THE DARK

THE PROBLEM: lifting a building, and the business it houses, from the dark of night . . . yet keeping the lighting architecturally harmonious.

THE OBJECTIVE at Burroughs was to achieve strong yet dignified lighting of a dignified architectural design. To preserve, not flatten, the 3-dimensional effect of the graceful recessed entrance.

Edison lighting consultants supplied an effective solution by recommending installation of just six 300-Watt Floodlights. Located one in each corner and two behind each pillar, they make the building a magnet for passing eyes; a beacon drawing attention to the architect's artistry with brick, stone and glass.

Even if exterior lighting is not to be installed at the time of construction, it is wise to provide the necessary outlets to save the expense of trenching at a later date. Edison lighting specialists will be glad to discuss exterior lighting with you, and to spot outlets on your plans. Call your nearest Edison office for this service.

The Detroit Edison Company
GRAY MARKETS

Industry Takes Steps to Stamp out this evil

Douglas Whitlock, chairman of the Building Products Institute, has challenged the statement that individuals who operate gray markets in building materials are performing a public service by correcting maladjustments in the distribution of materials.

"It has been contended that gray market operators buy materials in areas where there is a surplus and resell them where shortages exist, but all available information indicates that the gray marketeers buy wherever they can find someone willing to sell to them, regardless of the total quantities available on the particular market," Mr. Whitlock said.

"Manufacturers of materials will do everything in their power to stamp out gray markets, so far as is legally permissible, but the job is a difficult one because manufacturers of building materials do not themselves engage in such operations and are not a party to them.

"Materials production continues to expand steadily, and gray markets will disappear as production catches up with demand. This already has happened in the case of many individual materials, with the result that the list of critically short materials is becoming steadily smaller.

"The Joint Congressional Committee on Housing has done a real service for the public and for the building industry by bringing gray market operations out into the light. Individuals having evidence of such transactions, in which materials are put into the hands of operators who resell them at excessively high prices, also can perform a valuable public service by making their facts known through the press or otherwise."

DINNER MEETING—DETROIT CHAPTER, A. I. A.

RACKHAM MEMORIAL BUILDING, DETROIT

Wednesday, Feb. 11, 1948

Board Meeting, 4:30 p.m. — Dinner, 7 p.m. — Program, 8 p.m.

Following dinner, members will adjourn to Lecture Hall of the Detroit Institute of Arts for a program on the

ARCHITECTS CIVIC DESIGN GROUP

of Metropolitan Detroit


SUBJECT: "The Theories and Principles on which the Work of the A.C.D.G. is based."

Discussion Period.

NOTE: During the week of Feb. 9, there will be an exhibition of the City Planning Studies prepared by A.C.D.G., on the lower level at the Detroit Institute of Arts

BOOTH FELLOWSHIP

The College of Architecture and Design, University of Michigan, announces that the George G. Booth Traveling Fellowship in Architecture will be offered again this year, and the competition in design will be conducted during the two weeks beginning April 3, 1948. This competition is open to all graduates of the school who have not reached their thirtieth birthday on that date. Prospective candidates should write to the office of the College of Architecture and Design, University of Michigan, at once.

"PAPERCLOTH"

Architects and engineers are displaying keen interest in a new technical paper developed by the Clearprint Paper Company of San Francisco. Draftsmen have long appreciated the virtues of tracing cloth, yet they are well aware of its shortcomings. Clearprint is now marketing Papercloth, a technical drawing paper claiming the advantages of tracing cloth, without the drawbacks of tracing cloth.

For years tracing cloth has been used as a technical tracing medium because of its resistance to the ravages of time. It does, however, have certain disadvantages, including sensitivity to atmospheric changes, resistance to pencil marking and ink erasure, and susceptibility to cracking when folded. Officials of the firm believe that Papercloth has eliminated these shortcomings.

Papercloth shows a marked stability under all atmospheric conditions, resisting stretching, shrinking and buckling. Its surface takes to pencil and ink with equal facility and erases easily. Because Papercloth is not damaged by creases or folding, it outlasts tracing cloth in printing and reproductive qualities.

Officials of the firm invite inquiries for samples of this new drafting medium. Address requests to Clearprint Paper Company, Dept. G, 15 First Street, San Francisco, California.

HOTEL RESERVATIONS

It is suggested that those planning to attend the Michigan Society of Architects Annual Convention at the Statler Hotel in Detroit, March 4 and 5, make their reservations as soon as possible. Write directly to the Hotel, giving your requirements.
Weekly Bulletin

MICHIGAN SOCIETY OF ARCHITECTS

PRODUCERS—A.I.A.
The Executive Committee of the Producers' Council has approved a renewal of the Council's 26 year old affiliation with The American Institute of Architects, according to an announcement by Mr. M. J. Maley, Pittsburgh Plate Glass Co., newly elected president of the Council's Michigan Chapter.

Mr. Maley's announcement followed a meeting of Chapter Presidents which he attended January 27 and 28 in Chicago.

"Under the continuing affiliation, the Council and The A.I.A. will collaborate on technical programs designed to improve the quality and lower the cost of construction," Mr. Maley said.

"The Executive Committee also approved five other programs which the Council and its local Chapters will develop during the coming year:

1. The program of modular coordination will be expanded and further developed, with the aid of a special technical consultant.

2. The Industry Engineered Housing program will be developed further with respect to engineering details.

3. The principles of industry engineering will be applied to multiple rental housing, in cooperation with other industry branches, as a means of introducing into rental construction the same general economies that have been demonstrated in the engineering and design of individual homes.

4. Active support will be given to the research program to be conducted by the Building Research Advisory Board which was officially endorsed.

5. Efforts to modernize restrictive building codes will be continued.

"In addition, the Committee approved a comprehensive program to inform the public of the progress being made by the building industry and of the industry's importance to the national economy.

"Presidents of 29 of the Council's 30 local Chapters attended the two-day conference."

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PAUL HAAS COMPANY

On February 2, Paul Haas Company moved to 70 Palmer St. Telephone numbers remain TR 2-8650 and TR 2-0122. Paul handles Venetian Blinds and factory, porch, and louverproof shades.

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J. R. HILBERT COMPANY

With no change in ownership or management, the Modern Service Plumbing Company has changed its name to J.R. Hilbert Company. Says J.L. Hilbert, "We are moving to our new shop and office at 14851 E. Seven Mile Road on February 2." New telephone number is VE 9-3700.

Walsh Resilient Flooring Company, 2038 Geneva Ave., announces a change in phone number. New numbers for this company are: UN. 1-2121, UN. 1-2639 and UN. 1-2640.
Proposed New

MICHIGAN SOCIETY OF ARCHITECTS BY-LAWS

JULIAN R. COWIN, Chairman, By-Laws Committee

Draft approved by Board of Directors Feb 10, 1948 for submittal to the 1948 Annual Meeting of the Society.

ARTICLE I. ORGANIZATION

Section 1. Name
The NAME of this Michigan non-profit corporation is the “MICHIGAN SOCIETY OF ARCHITECTS,” a State Organization of “The American Institute of Architects” and is hereinafter referred to as the “Society.”

Section 2. Purpose
The purpose of this Society shall be to promote the art and science of architecture; to educate its members and others in the art and science of architecture; to encourage the development of the allied arts, particularly insofar as they may relate to the art and science of architecture; and to represent and act for the profession within the State of Michigan in all matters affecting the practice of Architecture.

Section 3. Domain
The domain of the Society shall be the State of Michigan. It shall function as the state-wide representative of and unifying body for the various Chapters of the American Institute of Architects chartered within the State of Michigan, on matters of State-wide interest affecting the Members of such Chapters.

Section 4. Definitions
The terms “Institute” or “Chapter” as used in these By-Laws shall refer to “The American Institute of Architects” as incorporated under the laws of the State of New York, or to its local Chapters established or to be established in the future within the State of Michigan.

Reference to “Society,” “Board,” “Committee,” “Officer,” “Members,” “Meeting” or similar designations shall pertain or refer to The Michigan Society of Architects, a State Organization of the American Institute of Architects.

Section 5. Property
Neither the Institute nor a Chapter shall have any title or interest in any property of the Society or be liable for any debt of the Society, nor shall the Society have any title or interest in any property of the Institute or a Chapter or be liable for any debt of the Institute or a Chapter.

ARTICLE II. MEMBERSHIP

Section 1. Active Membership
The Society shall consist of all corporate members of all Michigan Chapters of the American Institute of Architects who are registered architects under the laws of the State of Michigan. Corporate members of the Institute, as defined in the By-laws thereof, assigned to Michigan Chapters and in good standing and who are registered architects in the State of Michigan, shall be considered, ipso facto, active members of the Michigan Society of Architects.

Section 2. Honorary Membership
The Board may elect Honorary Members from among the Active Members, except that not more than one such Honorary Member may be elected in any one calendar year. Honorary Members shall be chosen only for outstanding service to the Society and the profession over a period of at least ten years. Honorary Members shall be elected for life and shall have the same rights and privileges in the Society as active members, but the local Chapter to which such Honorary Member belongs shall not assess or collect from them the proportion of the local dues which are to be levied for the use of the Society.

Section 3. List of Members
An officer designated by the governing board of each Michigan Chapter of The American Institute of Architects shall file with the Treasurer of the Society the names and addresses of all corporate members in good standing at the beginning of each year and shall keep said list up-to-date at all times.

Section 4. Rights of Membership
The grant to and the exercise and use by a member of each and every right and privilege granted by these By-laws shall be conditioned upon his professional conduct and good standing evidenced by payment of Society and Chapter dues of the member in his Chapter.

ARTICLE III. MEETINGS:

Section 1. Annual Meeting
There shall be an Annual Meeting of the Society held each year during the month of March, at a time and place designated by the Board. Official notice of the date and place of the Annual Meeting and an outline program of same shall be given the membership by the Secretary at least thirty (30) days prior to such meeting. Notice of such meeting
may be by mail to each member or in
the Official Publication of the Society.

Section 2. Special Meetings
Special Meetings must be called by
the President upon a majority vote of a
quorum of the Board of Directors or
upon receipt of a written request signed
by at least 20 active members. In emer-
gencies the President may call special
meetings without such vote or request.

Section 3. Quorum of the Society
A quorum at a regular or special
meeting of the Society shall consist of
twenty (20) active members, unless
otherwise set by the Board and so
stated in the notice of the meeting.

Section 4. Board Meetings
The Board of Directors shall hold not
less than ten meetings during the year
for the purpose of transacting the busi-
ess of the Society. The organization
meeting of the Board shall be held in
the month of December of each year
at which the retiring President shall
preside until the election of new offi-
cers. There shall be one meeting of the
Board immediately prior to the Annual
Meeting of the Society. Notice of time
and place of each meeting shall be
mailed to each member of the Board by
the Secretary at least seven (7) days
before the date of the meeting.

Section 5. Special Meetings of the Board
Special Meetings of the Board must
be called by the President upon a major-
ity vote of the Board or may be called
by the President, without such vote,
when emergency requires. Notices of all
special meetings must be mailed by the
Secretary to all members of the Board
at least seven (7) days prior to the meet-
ing. Such notices must set forth the
purpose of the meeting and no such
meeting may abrogate any action taken
at a previous regular or special meeting
unless the proposed abrogation is spe-
cifically mentioned as an item of busi-
ess in the notice of the special meeting.

Section 6. Quorum of the Board
A quorum of the Board at any regular
or special meeting shall be five (5)
members of the Board.

Section 7. Rules of Order
The parliamentary usage governing
the conduct of all meetings shall be as
set forth in "Robert's Rules of Order,
Revised," when not inconsistent with these By-laws.

Section 8. Minutes
Minutes of all meetings of the Board
shall be recorded by the Secretary and
submitted to the Board at its next suc-
ceeding regular meeting for approval
or changes. Minutes of all meetings of
the Society shall be recorded by the
Secretary and submitted to the next
 succeeding Annual Meeting of the So-
ciety for approval or changes.

articlE IV.
DUES, FEES AND ASSESSMENTS

Section 1. Entrance Fees
There shall be no entrance fee on
joining the Society other than the fee
required by the Institute for entrance
as a Corporate Member.

Section 2. Annual Dues
The Board shall set the amount of
the annual dues to be paid to the Society
by each Chapter. Such dues shall be
levied uniformly on a per-capita basis.
Such dues shall be collected by the
Treasurers of the Chapters and shall be transmitted by the Treasurers of the
budget, by the concurring vote of not less than two-thirds of its membership present showing in detail the anticipated income and expenditures of the Society for the fiscal year.

(b) Expenditures

Every expense and financial liability of the Society and every expenditure of money of the Society shall be evidenced by a voucher or other appropriate instrument signed by a person or persons properly authorized to incur the expense, liability or expenditure.

(c) Limitations.

Unless authorized and directed to do so at an Annual Meeting or Special Meeting of the Society, the Board shall not adopt any Budget, make any appropriations, incur any expenditures or in any way obligate or incur obligation for the Society, which in the aggregate in any fiscal year, exceeds the estimated net income of the Society for such year.

Section 4. Audits.

The Board shall appoint three (3) auditors from the members of the Society to audit the books and accounts of the Treasurer for report at the Annual Convention. The Board shall be vested with the authority to employ a certified public accountant to make a final audit if deemed desirable.

ARTICLE IX. PUBLICATIONS

Section 1—The Board may, at its discretion, adopt means to prepare, finance, publish and distribute circulars or information, legal forms for the use of the profession, periodicals and books containing data of information of value to architects.

Section 2—For the financing of a periodical, the Board may direct that a portion of the amount of the annual dues paid to the Society by active members be set aside for such purposes.

Section 3—The Board may create special funds from the treasury of the Society for the financing of additional publications.

Section 4—Publications shall be under the direction of the Administrative Committee. The name of the periodical to be partially financed from the annual dues shall be "Weekly Bulletin, Michigan Society of Architects". All members in the near future.

Section 5—The Board may contract for the Society with an individual or firm to discharge the editorial and business matters pertaining to such publications, at whatever arrangements for compensation it may determine as reasonable, just and expedient.

Section 6—The Board, through its Administrative Committee, shall have the power and it shall be its duty to control the text matter, advertising matter and all matters of finance in connection with any publication authorized by these By-laws.

Section 7—Separate accounts shall be kept for each individual publication. The Board shall have access to such accounts at its pleasure. An annual audit of the books of each publication may be required by the Board, the cost being charged against the account of such publication.

Section 8—The Board may contract for the Society with an individual or firm (not necessarily an architect) for the sale of publication rights of building information held by its members and may, through its appointed committee or committees, arrange for the manner of publication and distribution of such information.

Section 9—The Member, Firm, Individual, or Committee in charge of any such circulars, forms, periodicals or handbooks, shall submit to the Board a complete statement of financial conditions at the Board's request, and must submit such a report, properly audited, at the Annual Meeting.

Section 10—For the purpose of making a complete financial report at the Annual Meeting, the fiscal year of the business of any of the aforesaid publications shall correspond to the fiscal year of the Society from the first day of January of each year and closing on the thirty-first day of December in the same calendar year.

ARTICLE X. AMENDMENTS

Section 1. Proposals.

Amendments to these By-laws may be proposed at any meeting of the Society or of the Board by motion of any active member, duly supported by a second active member. If approved by a majority of the active members present, the Secretary shall then publish the full text of the proposed amendments at least ten (10) days prior to the Meeting at which they are to be voted upon.

Section 2. Ratification.

Amendments so proposed shall require for their ratification the vote of two-thirds (2/3) of the members present at the regular or special meeting of the Society announced for this purpose.

Section 3. Effect.

Amendments shall go into effect immediately upon their ratification.

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Tub & Shower 5.00 6.00 7.00 10.00
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Shower 6.50 7.00
Tub & Shower 7.50 8.00 9.00 12.50
TWIN-BED ROOMS
Shower 7.50
Tub & Shower 8.00 9.00 9.50 12.50
SUITES
For One 12.00 to 22.50

NEW CRITIC, U. of M.

The College of Architecture and Design University of Michigan, announced the appointment of Walter Sanders & Sanders and Malvin, New York, as visiting Senior Critic in Architecture Design. Mr. Sanders will serve during the first half of the spring semester of 1948.

Professor Jean Hebrard, for seventeen years Senior Critic in Design, goes on his retirement furlough with the close of the fall semester of 1947-48.

GEORGE D. MASON & CO.

At the Annual Meeting of the George D. Mason & Company, held January 2, 1948, the following officers were elected for the ensuing year:

George D. Mason, Chairman of the Board; David H. Williams, Jr., President; Eugene T. Cieland, Vice-President; Albert C. McDonald, Secretary-Treasurer.

Mr. Mason, now in his 92nd year, is the dean of Michigan Architects. His office employed many of those who were later to be the leaders in the profession in Michigan, including the late Albert Kahn.

NEW OFFICERS, AGC

At the 32nd Annual Meeting of you Detroit Athletic Club, January 14, 1948, the following officers were installed:

R. E. Pickett—Walbridge, Aldinger Co.—President.

W. R. Bryant—Bryant & Detwiler Co., First Vice-President.

G. L. Bortz—Darin & Armstrong Inc.—Second Vice-President.

J. H. Downie—Talbot & Meier, Inc.—Treasurer.


F. H. Taylor—F. H. Taylor Co.—Director.

R. A. MacMullan—Secretary-Treasurer.

Mr. Herman E. Clafehn of the Alber A. Albrecht Co. was tendered a testimonial honoring his faithful service for the past twenty-five years.

Mr. Mason, now in his 92nd year, is the dean of Michigan Architects. His office employed many of those who were later to be the leaders in the profession in Michigan, including the late Albert Kahn.

Mr. Mason, now in his 92nd year, is the dean of Michigan Architects. His office employed many of those who were later to be the leaders in the profession in Michigan, including the late Albert Kahn.
the part of any Architect registered in the State of Michigan, or cases of violation of the State law providing for the registration of architects, and to report its findings, with recommendations, to the State Board of Registration.

Section 5. Vacancies on the Board
Should a vacancy on the Board occur through resignation, removal to any other state, death, or for any other reason, the Secretary shall immediately notify the governing board of the Chapter affected which shall designate a new director to fill the vacancy. Should the Chapter Board not take such action within sixty (60) days of such notification, the Society Board may make such designation of a new Director and so notify the Chapter.

ARTICLE VI. OFFICERS:
Section 1. Officers and Election
The Officers of the Society and of the Board shall consist of a President, First, Second and Third Vice Presidents, a Secretary, a Treasurer and an Executive Secretary. The Officers, except the Executive Secretary, shall be elected by the Board from among its members at its regular meeting in December and shall hold office until their successors are elected, provided further that the retiring Treasurer shall close the books of the Society at the end of the fiscal year before turning them over to his successor. The Executive Secretary shall be elected by the Board at its organization meeting.

Section 2. President
It shall be the duty of the President to preside at the meetings of the Society and of the Board, to appoint all Committees and to perform such other duties as may be assigned to him by the Board. He shall, together with the Secretary, sign all contracts, and all legal documents for and in the name of the Society, but only when so authorized by the Board. He shall be a member ex officio of all committees. He shall be the spokesman for the Society in matters of public import unless he shall have delegated such duty to another officer of the Society. He shall foster the progress and welfare of the various chapters and endeavor to attend a meeting of each at least once during each term of his office. His traveling and living expenses for such visits, as approved by the Board, shall be paid by the Society.

Section 3. Vice Presidents
In the absence of the President, the First Vice President; or, in the absence of both, the Second Vice President; or, in the absence of the President and both the First and Second Vice Presidents, the Third Vice President shall exercise all of the duties and powers of the President; and in the absence of the President and all Vice Presidents, the Board shall elect from among its remaining members a presiding Officer pro tempore.

Section 4. Secretary
The Secretary shall take charge and be responsible for all of the clerical work pertaining to the business of the Society except that pertaining to publications. He shall:
(a) together with the President, and when so authorized by the Board, sign all contracts and legal documents for and in the name of the Society;
(b) keep a record of all meetings of the Society and of the Board;
(c) make and maintain a complete record of all members;
(d) issue notices of all authorized meetings of the Society to all members, as provided in these By-laws;
(e) issue notices of all authorized meetings of the Board to all Officers and Directors as provided in these By-laws;
(f) have direct supervision over the work of the Executive Secretary;
(g) present a written report of the affairs of his office, together with that of the office of the Executive Secretary, at each regular meeting of the Society and of the Board;
(h) cause to be exhibited any and all data, records, correspondence, documents, membership roll and any other information in his care or possession, whenever so required by the President or the Board.

Section 5. Treasurer
It shall be the duty of the Treasurer to make and forward all invoices, receive and keep all moneys except for publications, and to deposit the same in the name of the Society, in a bank approved by the Board. He shall:
(a) keep regular and systematic books of accounts;
(b) exhibit these books and any and all papers and vouchers when so required by the President or the Board;
(c) submit a written statement of receipts and disbursements to the Board at each regular meeting and to the Society at its Annual Meeting;
(d) pay all such bills as are presented to him upon the authority of the Board only;
(e) sign all checks for the Society, but in his absence or incapacity they shall be signed by the President or the Secretary.

Section 6. Executive Secretary
It shall be the duty of the Executive Secretary to do all of the clerical work in connection with the preparation, purchase and sale of printed matter and publications, and such other work as the Society or Board may require. His salary or compensation shall be fixed by the Board and he shall be reimbursed for the expenses incurred incidental to the work of his office in amounts approved by the Board. He shall receive and care for funds pertaining to the operation and business of publications, but shall disburse same only with the authority and approval of the Board. The Executive Secretary shall attend all meetings of the Board and take part in discussions but shall not have a vote.
Chapters to the Treasurer of the Society at intervals of not more than three months. The Treasurers of the Chapters shall accompany their remittances to the Society with the names of the individuals whose dues are included therein. Membership cards issued by the Chapters upon payment of dues shall bear the statement that they include Membership in the Michigan Society of Architects, unless issued to individuals specifically excluded by these By-laws.

Section 3. Assessments

The Board may not levy any special assessments without the previous consent of at least two-thirds (2/3) of the members present at any regular or properly called special meeting of the Society at which such special assessment has been included in the call of the meeting.

ARTICLE V. BOARD OF DIRECTORS

Section 1. Membership

The Board of Directors of the Society shall be elected from among the members of the various Chapters, in accordance with the following schedule:
(a) There shall be one (1) Director from each Chapter, who shall be a member of the governing board of that Chapter.
(b) There shall be additional Directors from each Chapter in a number determined by the Corporate Membership of the Chapter at the date of its annual election, as follows:

<table>
<thead>
<tr>
<th>Corporate Membership of Chapter</th>
<th>Additional Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 25</td>
<td>One (1)</td>
</tr>
<tr>
<td>26 to 50</td>
<td>Two (2)</td>
</tr>
<tr>
<td>51 to 100</td>
<td>Three (3)</td>
</tr>
<tr>
<td>101 to 200</td>
<td>Four (4)</td>
</tr>
<tr>
<td>201 to 400</td>
<td>Five (5)</td>
</tr>
<tr>
<td>401 or More</td>
<td>Six (6)</td>
</tr>
</tbody>
</table>

Section 2. Method of Election

Directors from each Chapter shall be chosen in such manner as the respective Chapters may determine, and set forth in their By-laws. Election of Directors shall take place in the respective Chapters between October 1 and November 30 of each year. Directors so elected shall take office at a Board meeting held in the month of December.

Section 3. Term of Office

Directors shall hold office for one (1) year from the date of their election or until their successors have been duly elected.

Section 4. Functions of the Board

(a) The Board shall be vested with the authority to manage, direct, control, conduct and administer the property affairs and business of the Society, and in the intervals between Annual Meetings, within the appropriations made therefor, to put into effect all general policies, directions and instructions adopted at a meeting of the Society; to authorize the issuance and mailing of such bulletins and publications to its members and others as it deems expedient, and shall establish and adopt rules and other regulations, supplementing but not in conflict with these By-laws, to govern the use of the property, name, initials, symbol and insignia of the Society; to govern the affairs and business of the Society.
(b) The Board shall have the power to employ attorneys, publicists and investigators to render them assistance in their work or in that of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors.
(c) The Board shall govern the expenditure of all funds of whatever nature. No Officer, Director, Committee or Committee Member may incur any financial obligation for the Society without first having obtained the approval of the Board, and its authority to act for the Society
(d) It shall be the duty of the Board to consider cases of dishonest practice, violation of the "Standards of Professional Conduct," deceit, fraud or misrepresentation in the obtaining of a State Certificate of Registration, malfeasance or gross incompetency on the part of any member of the Society, or to act in any manner to protect the interest of the Society.

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DETROIT BUILDING EMPLOYER'S LABOR RELATIONS COUNCIL ELECTS NEW OFFICERS

We also wish at this time to inform our members that the following officers were installed at the Annual Meeting of the Council held at the Detroit Land Hotel, January 22nd.


Vice-President — L. L. McConachie, L. L. McConachie Co., president of Heating, Piping and Air Conditioning Contractors, Detroit Association.

Treasurer — F. W. Gerhardt, F. W. Gerhardt Construction Co., representative of Builders' Association of Metropolitan Detroit.

Secretary — John E. Kinsella, member of the staff of Associated General Contractors of America, Detroit Chapter, Inc.

The by-laws of the Council provide for an Executive Committee. The three first-named officers are automatically members of the Executive Committee. Two additional members were elected by ballot at the Annual Meeting. They are:


M. G. Gaskin, Taylor-Gaskin, Inc., president of Steel and Metal Erectors Association.

INFORMATION COMMITTEE

Formation of the Construction Industry Information Committee will undertake to inform the public about the performance and progress of the building industry was announced yesterday (Saturday) by David S. Miller, President of the Producers' Council.

"Mr. Melvin H. Baker, President of the National Gypsum Company, Buffalo, has been appointed Chairman of the Committee," Mr. Miller said.

"More than 130 individual companies engaged in the manufacture of building materials and equipment are participating in the program.

"The Committee will conduct a broad fact-finding program to determine the current status of the building industry in order to keep the public closely informed regarding the progress which the industry is making in meeting the housing shortage and other problems.

"The Committee also will provide individuals throughout the industry with a factual basis for correcting erroneous and uninformed statements about the building industry. In addition, it will explain to the public the importance of building activity to the national economy.

NEW COURSE

The Lawrence Institute of Technology will offer an evening course in Reinforced Concrete Design, Beginning February 23, 1948.

DIRECT COPY DUPLICATING Specifications, Office Forms, Etc.

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MEETING

AMERICAN CERAMIC SOCIETY, jointly with Engineering Society of Detroit.

March 24, 1948,

Dinner at 6:30 p.m., Auditorium

Meeting 8:00 p.m.

SPEAKER — Dr. I. A. Balinkin, Associate Professor of Experimental Physics, Univ. of Cincinnati

SUBJECT — "Color—What Is It?"

Since Color is an interesting subject for architects, it is believed that this program will be of value to them. They are cordially invited to attend.

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M.S.A. THIRTY-FOURTH ANNUAL CONVENTION NUMBER

VETERANS MEMORIAL BUILDING IN DETROIT CIVIC CENTER — MEMORIAL HALL COMMISSION
HARLEY, ELLINGTON AND DAY, INC., ARCHITECTS AND ENGINEERS
GREETINGS

We again take this opportunity to extend to our friends in the Michigan Society of Architects wishes for the best of everything for 1948.

Everything is a very large field so we can only assure you the best in those products we distribute—Celotex Acoustical products and Martin-Parry Steel Partitions.

We're most anxious to continue the pleasant and cooperative relationship that has existed between us for over fifteen years.

In Eastern Michigan: R. E. LEGGETTE COMPANY,
1203 National Bank Bldg., Detroit 26, Michigan.

In Western Michigan: LEGGETTE - MICHAELS COMPANY, 906 Grandville, S.W., Grand Rapids 9, Michigan.
Flexibility in Banking

Obviously, business—large and small, young or old—could not function without banking service and the mechanics of credit provided by banks.

As we see it, and have always seen it, banking service, particularly credit facilities, must be flexible, must be fully prepared by experience and by contacts with informed and authoritative sources, to meet the unusual as well as the usual needs of business and industry, for flexibility in banking is frequently the difference between profit and loss for its customers.

That business and industry appreciate this type of service is dramatically apparent in the unquestioned leadership it has bestowed upon this bank.

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Complete Banking and Trust Service

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FEBRUARY 24, 1948
ABOVE. Truscon, world's largest manufacturer of steel building products, supplied the structural steel, Ferroplate Siding, Ferroboard Steeldeck Roof, Pivoted Steel Windows with Mechanical Operators, and electrically operated Vertical Lift Canopy Doors, for this Lockheed Hangar Building, MacArthur Field, Long Island, New York. Practically your entire steel building products needs can be supplied by Truscon—see SWEET'S Catalog, or write for complete literature.

Lockheed Hangar Building Illustrates Wide Scope of Truscon Steel Building Product Service

ABOVE. A view of the Truscon Structural Steel in the Lockheed Hangar, with the Ferroboard Steeldeck Roof above it, and the Pivoted Steel Windows, mechanically operated, at the left. Write for complete illustrated literature on these products.

AT LEFT. One of the electrically operated Truscon Braced Vertical Lift Canopy Doors installed in the Lockheed Building. Truscon can supply efficient steel doors for any type or size of hangar installation. Write for illustrated literature describing the entire Truscon line.

TRUSCON STEEL COMPANY, Youngstown 1, Ohio
DETROIT, MICHIGAN DISTRICT SALES OFFICE: 615 WAYNE STREET
Subsidiary of Republic Steel Corporation
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NO QUESTION OF OPERATING EASE! The new Silentite operates easily the year around; but won’t rattle or "creep"—thanks to the famous Silentite construction features. No weights or pulleys to get out of order, no sticking or binding. Even a small child can operate Silentite!

NO QUESTION OF SAFETY! The new Silentite locks in two positions—closed or partly open. Two Silentite locks (furnished with every Silentite window) are placed at the sides—no conspicuous center lock as on ordinary windows.

NO QUESTION OF BEAUTY! The new Silentite—available in 12 sash styles—is a beautiful window. Mullions are narrow—glass area is greater—narrow trim is used. Proportions are graceful. More than ever, Silentite is the kind of window that enhances the appearance of any home, large or small.

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Plasti-Glaze is ready for use as it comes from the can; at moderate temperature. No thinning or mixing is required. A putty knife is all you need. Plasti-Glaze works equally well on metal sash, primed and unprimed wood. It is an ideal material for all caulking purposes. Try it, NOW.

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SECRETARY AND TREASURER
DOW-ALLEN PRODUCTIONS ANNOUNCE FORMATION OF GIGANTIC SCREEN UNIT TO FILM ARCHITECTS AT MACKINAC MEETING

By Roger Allen, Eminent Cinema Consultant

At last summer's Mackinac Island conference of the Michigan Society of Architects, Mr. Alden Dow photographer, in Glorious Technicolor, various architects and their wives. Their wives look all right, too. Inflamed by this semi-success, Mr. Dow has decided to do a full-length movie in color using architects for the heroes, which will be a new switch as usually in the movies when an architect appears on the scene, all young women who are reasonably cautious will hide down a closet.

Inasmuch as expense is no object, Mr. Dow has engaged me to write the script and act in this great production. Mr. Dow never made a smaller move. It so happens that I have just finished a one-night appearance with the Civic Theatre production of "The Night of January 16th" which was given on the night of January 26th, just to confuse people, and the result was sensational. Opinions collected by my own corps of experts, the Shuffling Poll (this is merely the Gallup Poll in slow motion) reveal that on the question of my acting, the consensus is ably expressed in the following samplings:

"Allen is undoubtedly the poor man's Boris Karloff."

"Allen's acting is like the breath of Spring. But Spring shouldn't eat garlic."

This will give you a rough idea.

I have decided to form the Architects' Gigantic Super-Colossal Picture Corporation, Inc. (Alden and I happen to be ex-officio Chairman) and Mrs. Dow, Mrs. Allen, and Mrs. Langius will play luxury-type lady spies in this film, and they expect to be simply dripping with diamonds enough to blind anyone within a radius of 3.6 miles, this picture may run into $952.00. However, we do not wish to go into too many details about this but we are trying to get the Shuffling Poll to vote for Miss Turner. The result is merely the Gallup Poll (this is merely the Gallup Poll in slow motion) reveals that on the question of the script, I have not invented it yet. But inasmuch as you architects and your wives are going to be in it, if you show up at Mackinac next summer, I will give you a rough outline.

In this picture the first scene shows a design class in a college of architecture (whichever college of architecture Alden and I happen to be mad at, at the time) and the Prof is a great devotee of eclectic architecture. All the students have to submit design problems based on the styles of Louis XVI, Charles the Second, and Pullman the First. No functionalism is permitted. Organic architecture is out. As the Prof hates functionalism, the student must design a building that one morning as the Prof sits at his desk, one of the students shoots him. This gives you the title of the film, "Death in the Eclectic Chair."

Inasmuch as it has been decided by Mrs. Dow, Mrs. Allen, and Mrs. Langius that Mrs. Dow, Mrs. Allen, and Mrs. Langius will play luxury-type lady spies in this film, and they expect to be simply dripping with diamonds enough to blind anyone within a radius of 3.6 miles, this picture may run into money, and it may be necessary to assess each architect a nominal amount, say $952.00. However, we will try to avoid doing this. The architects will try to avoid having us do it, too.

So come to Mackinac Island next summer. You too can enter the movies and make your mark. Those of you who already know how to write need not make your mark; you can sign your name.
MICHIGAN SOCIETY OF ARCHITECTS
THIRTY-FOURTH ANNUAL CONVENTION
Hotel Statler, Detroit

Thursday, March 4, 1948

8:30 A.M.—Meeting of Board of Directors,
Breakfast, Parlor C, Statler

9:00 A.M.—Registration, Mezzanine Floor, Registration $1
(Holders of Michigan Building Industry Banquet
Tickets Registered Free)

10:00 A.M.—Official Opening of Business Session,
Ivory Room
President Adrian N. Langius Presiding
Greeting to the Convention by the President
Appointment of Tellers on Election of Officers
Minutes of the last Annual Meeting, as published in
the Weekly Bulletin of March 18, 1947
Reports of Officers and Committees, as published
in the Weekly Bulletin of Feb. 24, 1948
Report of the Treasurer, Lyle S. Cole
Announcement of Auditors, Previously Appointed,
for Treasurer's Report
Report of Tellers on Election of Officers
Installation of Officers
Report of Auditors on Treasurer's Report
Consideration of Proposed New By-Laws

12:30 P.M.—Luncheon Hour—No Organized Luncheon or Program
Scheduled

2:00 P.M.—Seminar—The Architects' Problems, Practice, etc.
Julian R. Cowin, Vice-President, Presiding
Arthur K. Hyde, Moderator
Speakers: William E. Kapp, F.A.I.A.
Alden B. Dow, A.I.A.
Leo P. Richardson, Secretary-Treasurer, W. E. Wood Co.
Boyd H. Armiger, General Contractor
Subjects: Costs of operating an Architect's Office,
Streamlining Specifications,
The Draftsman Situation
Plans and Specifications from Contractor's Standpoint

Friday, March 5, 1948

10:00 A.M.—Seminar on Labor and Materials, their Availability,
Costs, etc.
Robert B. Frantz, Vice-President, Presiding
Speakers: Finlay C. Allan, Secretary, Detroit and Wayne County
Federation of Labor
Henry A. Range, Past-President, Michigan Chapter,
Associated General Contractors of America
Manufacturers' Association, Inc.
Film on Tilt-Up Construction, by Portland Cement
Association
Speaker: J. Gardner Martin, Structural Engineer,
Portland Cement Association

12:30 P.M.—Luncheon Hour—No Organized Luncheon or Program
Scheduled

2:30 P.M.—Address, Michigan Room
Earl W. Pellerin, Vice-President, Presiding
Speaker: James W. Pollin, Deputy Administrator, Federal Works
Subject: "The Building Outlook for 1948"
Discussion Period
Speakers: Marvin K. Brokaw, Michigan District Manager,
F. W. Dodge Corporation
James L. Deck, Director of the Office of Hospital Survey
and Construction, State of Michigan

Adjournment of Business Sessions

7:00 P.M.—Michigan Building Industry Banquet, Grand Ball Room,
Wayne Room and Bagley Room
Those to be seated at the speakers' Table will as­
semble in Parlor A
Informal, Ladies Invited
Toastmaster, Roger Allen, Past-President of the
Michigan Society of Architects
Address: The Honorable Kim Sigler, Governor of the State of
Michigan
(Tickets must be Reserved in Advance)

ADJOURNMENT OF CONVENTION
All Sessions of the Convention are open to the Public,
Including Ladies

MAKE RESERVATION EARLY
HOTEL STATLER, DETROIT

SINGLE ROOMS
Shower 3.50 4.00 4.50 5.00 5.50
Tub & Shower 5.50 6.00 7.00 10.00

DOUBLE-BED ROOMS
Shower 6.50 7.00
Tub & Shower 7.50 8.00 9.00 12.50

TWIN-BED ROOMS
Shower 7.50
Tub & Shower 8.00 9.00 9.50 12.50

SUITES
For One 12.00 & 20.00
For Two 15.00 to 22.50

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3350 Scuffin Detroit, Mich.
34th CONVENTION TO HAVE MANY FEATURES

The Thirty-Fourth Annual Convention of the Michigan Society of Architects, to be held at Hotel Statler in Detroit, March 4 and 5, will have many outstanding features of interest to architects of Michigan.

No architect in Michigan at all familiar with the situation can help but feel that the profession is extremely fortunate in having such a man as head of the State’s Building and Construction Division. He has consistently upheld the traditions of the profession and administered his office in a fair and creditable manner, reflecting great credit to the architects of this State. Instead of building up a bureau to do architectural work, he has coordinated the program handled by his fellow architects throughout Michigan. Would that there were more like him in municipal and national positions.

This will be the first time that the Society has held a full-scale Convention in Detroit and likewise the first post-war Michigan Building Industry Banquet.

The Banquet, in itself, is an important event. This will be the Sixth, although they have not been held consecutively, having been interrupted by the War. It is one of the most important and vital factors in the building industry in Michigan, bringing together all elements, in numbers that tax the facilities of our largest hotels.

The Honorable Kim Sigler, Governor of the State of Michigan, will be the speaker and we will have as our Honored Guest James W. Follin, Deputy Administrator, Federal Works Agency, U.S.A., Washington D.C.

Mr. Follin will deliver an address at the Friday Afternoon session. He is in a position to bring to architects a message concerning the building industry throughout the United States, that is invaluable to our members. To this, and all other Convention sessions, the public is invited.

The first Session of the Convention will be at 10:00 A. M. Thursday, when the election and other matters will take place. No organized luncheons are planned, except for ladies.

Thursday afternoon will be devoted to a seminar on Architects Problems, Practice, etc., covering such items as the cost of operating an architect’s office, fees, draftsmen, etc.

Thursday evening there will be a cocktail party and dinners complimentary to Society members, by The Tile Manufacturers’ Association, Inc., of Washington, D. C.

Friday morning will be the occasion of a Seminar on Labor and Materials, their Availability, Costs, etc.

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The Ladies of the Convention have not been overlooked, as you can see by the Ladies’ Committee. Activities will include a visit to places of interest and a luncheon.

THE TILE DINNER

The Tile Manufacturers’ Association, Inc., of Washington, D.C., will be host at a cocktail party and dinner, beginning at 6:00 p.m., at the Statler on March 4.

Mr. Edwin B. Morris, A.I.A., Architectural Advisor for the Association, will conduct. He is well and most favorably known in the profession throughout the country.

Edward G. Rosella

Edward G. Rosella is a native Detroiter and received his education here, in the public schools, Cass Technical High School and the University of Detroit, from which he graduated in 1942 with the Degree of B.A.E. He was registered to practice in Michigan, by examination, in 1942. After being employed by L.R. Blakeslee, Hyde & Williams and Giffels & Valet & L. Rosetti, and as instructor in Architectural Engineering at the U. of D., he was with the Highland Park Engineering Laboratory of the Plymouth Division of Chrysler Corporation. He was elected a member of the A.I.A. Aug. 15, 1944.

He is now in business for himself at 17114 Bradford, Detroit.

Meet Ed Rosella, A.I.A.

He needs no introduction to Detroit Chapter members, for he has been taking care of them most diplomatically at their regular monthly meetings at the Rackham Building.

At the Society’s 34th Annual Convention he will be in charge of registration, together with two charming young ladies supplied by the Detroit Convention and Tourists Bureau.

Edward G. Rosella, A.I.A.

Your Registrar

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Edward G. Rosella, A.I.A.

Your Registrar

Meet Ed Rosella, A.I.A.
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Publications B-1 and C-2 discuss copper tubes for general plumbing, and for heating lines, respectively. Copies will be mailed on request.

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ANNUAL REPORTS OF OFFICERS AND COMMITTEES
FOR 1947-48

Michigan Society of Architects — Thirty-fourth Annual Convention

PUBLIC AND PROFESSIONAL RELATIONS
Arthur K. Hyde, Chairman

Changes in the personnel of this Committee were made necessary when William E. Kapp, the former Committee Chairman, went off the State Board as the Detroit Chapter’s representative. This came about when Bill ceased to be a member of the Board.

Since taking over recently, your present Chairman has just begun to consider the aims and purposes of the Committee. He has decided that our President has, for the first time, taken steps to bring the Society’s activities into line with those of the profession at the national level. This is reflected by his concentration of the various activities of the Society in three main committees corresponding to those of the national body, namely: Administration, Public & Professional Relations, and Education & Research.

It is understood that Public & Professional Relations includes legislative matters, and it is here that the Society has, since its beginning, rendered service to the profession in Michigan. In fact, this was the guiding spirit which prompted the organization of the Society 34 years ago, and it is hoped that the good work will be continued. When the Registration Act was passed the work was not done, nor will it ever be done. The Act has to be administered, enforced, guarded, and improved whenever possible. Our representatives on the APELSCOR Committee have given a good account of themselves in cooperating with the State Board of Examiners, as have our members on the Board, Andrew Morison and Bob Frantz.

With regard to publicity, the Society has received its share of favorable notice in the press whenever the profession or its members did something newsworthy.

Much work was accomplished toward an architect’s show, which was too late for this year. Activities are continuing toward such an event for 1949.

As to the national aspect, we point with pride to the three members we now have on the Board of the American Institute of Architects: Kenneth C. Black, Clair W. Ditchy, and Bronson V. Gamble.

Just recently, Governor Sigler appointed four members, Messrs. Ditchy, Fairbrother, and Sarvis, as Technical Advisors to the State Hospital Advisory Council. It will be their duties to consider standards for hospital construction in the State’s building program, and to suggest practical methods to reduce the present high per-bed costs.

The Society is fortunate in having such men as our President in high places, and he is to be commended for doing a good job for the profession.

The Weekly Bulletin of the Society has constantly carried the news of our activities, much of which has appeared in coordination through other publications. Tal has done a splendid piece of work in the editing of our Society Bulletin. Much of the progress which has been made during the past 22 years can be credited to the unifying effect which the Bulletin has created. Through the Bulletin also, the Society and its work has become known to the profession and laity throughout the country.

One element of the situation cannot help being impressed with the progress being made through unification, and otherwise, of the Society, which with each succeeding year makes distinct gains.

A REPORT FROM YOUR REPORTER
Talmage C. Hughes

Perhaps the most significant activity of the Society during the past year has been its streamlining under President Langius, who lost no time, following the Grand Rapids Convention, in simplifying its processes.

This meant further consolidation of the gains made by the organization over the past 34 years, and particularly with respect to unification, to bring it into harmony with the national body — The American Institute of Architects. This will undoubtedly be covered more fully in the reports of other officers and committees, in this issue.

Your editor wishes to make some observations regarding his official duties, besides management of the publications, Executive Secretary of the Society, of the Detroit Chapter, A.I.A., a free employment service, and general headquarters activities.

The Board of the Detroit Chapter, A.I.A., has been fortunate in having your Executive Secretary, to the best of its ability — an action very much appreciated. This marks the first time that steps have been taken to pay him for such services.

We count back to the years when calls were mostly from men seeking employment, a far cry from the situation today.

It appears that there is never any such thing as normal times, so far as the practice of architecture is concerned. There is always a feast or a famine, a war or readjustment, a boom or a bust. Today we are faced with volumes of work hitherto undreamed of, with a dirth of experienced men to get it out.

The Weekly Bulletin, now in its 22nd year, has not missed an issue since it began. This year, in addition to the Publishers’ Council of Michigan, members of the Builders’ and Traders’ Exchange of Detroit have been added as paid subscribers, thanks to Bill Schumacher and Ed Brunner.

This makes our circulation in Michigan some 1700. In addition, the Bulletin reaches key men in the profession and the building industry throughout the country.

Our advertisers have stood by us in a wonderful manner. It must be that they believe the medium is worthwhile. If so, it is because the architects support it — for time will tell whether we have something to offer or not. We thank our advertisers and the architects who recommend us.

Our publications go to newspapers throughout the state, and often they pick up items and use them. We want to express our thanks to the Detroit Free Press, Pat Dennis, Real Estate Editor of the Detroit Times, and Ernest Baumberg, Realty Editor of The Detroit News. They have been most cooperative, and further, they are all gentlemen and with it is a great pleasure to work.


A day never passes without many calls for information service, etc., concerning architecture, employment, registration, fees, etc. Many are from visitors from other states.

Our calls have increased to such an extent that an extra line was needed. This was not available through the Cherry exchange, so we have changed our numbers to WOodward 5-3680, and WOodward 5-3681 — a new exchange that will eventually take over all Cherry and RANDolph numbers.

We want to pay tribute to Edward G. Rosella, a member of the Detroit Chapter, who has so loyally worked at handling tickets for Chapter dinners; and to John S. Coburn, our official photogragher, who has regularly furnished us gratis, copies of photographs taken at our events.

Finally, we cannot pass over lightly the loyalty of your Board of Directors in their regularity of attending Board Meetings, whether in one area of the State or another. With such enthusiastic support, how can we fail?
It's usually the new office girl who's assigned the desk in the drafty corner which office oldtimers have always avoided. Despite its shortcomings though, it's her niche in the business; one she could be proud of, given half a chance. But instead, she's chilly all day...finds excuses to be somewhere where it's warmer...is home a lot nursing a seemingly endless series of colds.

While at her desk she looks like a queen, with her coat flung over her shoulders, **but queens don't work!**

The solution? Place a "gift" at her feet; an electric heater. Then watch how fast she'll warm up to her job. How quickly she'll catch up on her filing. How much more productive time she spends at her desk.

Electric heaters pay their way in increased office efficiency; pave the way to better office morale. They're portable—unplug here and plug in there, and they meet any weather or room condition. They're fast—begin radiating welcome warmth the minute they're connected. A 1000 watt heater costs the average commercial user about 3c an hour to operate. That's small cost for such an effective foot- and heart-warmer.
THE PRESIDENT'S REPORT TO THE SOCIETY

By ADRIAN N. LANGIUS

The President's report to the Society is required in the by-laws. Only those who have held that office can realize the shock I experienced when our ever-efficient Executive Secretary advised me that copies of my document should be in his hands within ten days if I wanted it to meet the deadline which had been set for the convention number of the Weekly Bulletin.

During my lifetime, I have heard of many trick innovations such as the loaning of large sums of money to be re-paid within 90 days, in order to accelerate the passage of time. None of those innovations, however, not even the loaning of large sums of money can compare in the matter of how "tempus fugit", upon being elected to the Presidency of the Michigan Society of Architects.

It seems only yesterday since our Grand Rapids Convention in March of 1947. Nevertheless, as I review the past year I am convinced that the only reason time has passed so quickly is because so many things have been accomplished during that period.

The American Institute of Architects held its second National Convention in this State within a 5-year period and its first in the district of the Grand Rapids Chapter. This occurred within 30 days of the Society's State Convention. The pre-convention seminars on urban planning, hospitals and public schools, inaugurated as a part of the program, were among the activities that made that convention one of the most successful in the Institute's history.

In 1947, for the first time since the war, meetings of the Board of Directors were held with regularity. 10 meetings (11 including the one scheduled for the morning of March 4, 1948) were held alternately in Detroit and out-state. Out-state meetings were held in Grand Rapids, Saginaw, Kalamazoo, Lansing and on Mackinac Island. All of the meetings were exceptionally well attended. 12 of the 14 members of the Board were usually present.

The fourth annual mid-summer meeting of the Society on Mackinac Island was a great success. Of interest to everyone was the splendid report on the work of the National Council of Architectural Registration Boards which was presented by Architect Warren D. Miller of Terre Haute, Indiana, President; and Architect William L. Perkins of Chari­ton, Iowa, Secretary-treasurer. The architect's show and many other sub­jects concerning the profession in Michigan was set in motion. This was accomplished by the adoption of a resolution by the Board of Directors which as a State association member of the Institute, and the adoption of another resolu­tion requesting a charter as a State organization. The President's recep­tion and cocktail party sponsored by the Portland Cement Association was the principal social event of the meeting. Architect Roger Allen was presented with a piece of artistry by our own Frank H. Wright and a poem, copies of which were to be tattooed on his manly chest to cer­tify that the affair should be "for­ever annual" by P.C.A. Architect Alden B. Dow's moving picture-taking created much interest—those present doubted that anything would come from his shenanigans. However, those of us who have pre­viewed the film and read R.A.'s ac­count of Dow-Allen's productions and the formation of Architects' Gigantic, Super-Colossal, Pretty Big Picture Corporation, Inc., are con­vinced that the picture is a success. In October of 1947, your President represented the Society in Dayton, Ohio, by presiding at the banquet held on the last day of the Regional Conference of the Great Lakes Dis­trict of The American Institute of Architects. Roger Allen did the toastmastering. The three-day con­ference, featuring seminars on the planning and designing of retail trade centers, urban planning and contemporary residential architecture, was organized and directed by Architect Kenneth C. Black, our Regional Director. Architects Ken­neth C. Welch of Grand Rapids and Alden B. Dow, participated as semi­nar speakers. Architects Black, Al­len, Welch and Dow performed in a manner which was a credit to them­selves and Michigan architects.

This year, your President established a precedent and abolished the appointment of standing committees of the Society with their ambiguous duties duplicating the work of the three State chapters of The Institute, and in place thereof created three committees of the Board of Directors, whose duties are to coordinate the work of the three chapter commit­tees which concern state-wide prob­lems and also the three principal phases of the work of the Board of Directors. In this new organization, each Board member becomes a part of the work of the Society and the chapters. The activities of each committee, namely: 1) administration, 2) public and professional relations, and 3) education and research; con­cerns itself with matters admin­istered by the three similar depart­ments of the Institute. Architect Roger Allen is chairman of the admin­istration committee. Architects Cole, Cowin and Zimmermann are also members. To this committee are referred all matters concerning fi­nance, publications, by-laws and general administration. Architect Arthur K. Hyde is chairman of the public and professional relations committee. Architects Frantz, Moriso­n and Hughes are the other mem­bers. To this committee are referred all matters concerning membership, unification, fees, standards of prac­tice and public and professional re­lations. Architect B. Bow­er is chairman of the education and re­search committee. Architects Brys­selbou, Flanagan, Stone and Pel­lerin are also members. To this com­mittee are referred all matters of education, both professional and public; and all matters concerning research on new materials and construction methods.

These committees, in an effort to fulfill their obligations to the mem­bers of the Society, have devoted much time discussing and studying many subjects concerning the profes­sion in Michigan. The revisions to the Registration Act, rewriting of the By-laws, reduction of Society dues, programs for education of the public, a small house competition, an archi­tect's show and many other sub­jects have had the attention of the Board. I am sure that each committee See LANGIUS, Page 21
CAMPBELL CONSTRUCTION COMPANY

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DETROIT 10, MICHIGAN
Governor Sigler to be Convention Speaker
Will Address the Michigan Building Industry Banquet

A spectacular career as prosecutor of governmental graft cases raised Kim Sigler from political obscurity to the governorship of Michigan.

Sigler, former rancher, professional boxer, and factory worker, was elected on a platform of a people's government, free from political bossism, and a pledge to clean up state government. He was swept into office with the largest majority any candidate for governor had received since 1928.

The new governor is 53 years old and a native of Nebraska. Three years ago he was almost unknown outside the legal profession, which recognized him as an able, fearless, and successful trial lawyer, with a flair for courtroom dramatics.

Then Sigler, in December 1943, became Special Prosecutor for the Ingham County Grand Jury, investigating reports of graft and corruption in the state legislature and other branches of government.

During the next two and a half years, in a series of trials, he obtained forty-one convictions, eleven pleas of guilty, and numerous confessions of bribery. Prominent legislators, business men, lobbyists and state officials, including a former lieutenant governor, were included. Only seven defendants were acquitted.

The people of Michigan learned, from these trials, that laws had been passed because legislators had received bribes—bribes ranging from $25 to $500, free dental work, overcoats, etc.

A state senator, Warren G. Hooper, was murdered on a lonely country road because he had told his story to the grand jury. His murder is still unsolved, although Sigler prosecuted four men for conspiring to commit the murder.

As Special Prosecutor, he attracted statewide attention from the start, with his unusual and successful courtroom tactics, his colorful personality, and his extensive wardrobe. He is an accomplished orator and extemporaneous speaker, and has scheduled two regular weekly radio broadcasts to report to citizens of Michigan on state affairs.

During the election campaign he visited every county in Michigan, making several speeches daily, almost always extemporaneously, and carrying his attack on bossism and corruption in government to large groups and small, throughout the entire state.

Deadly serious most of the time during the campaign, he nevertheless added dramatic touches to his tour, and then—rode a bronco, baked flapjacks, at a small resort hotel, took over the controls of an air liner and flew it from the Upper Peninsula to Detroit.

Both during the campaign and since his election he has emphasized the importance of the public interest in good government and attacked what he described as the prevalent "let-George-do-it" attitude.

"We have a state that has everything," Sigler has often stated, "and any state first in so many things, should be equally first in good government. The citizens must not be so selfish running their own businesses and making money that they fail to realize that they have a public duty to perform in return for the privilege of living under our system of government."

In addition to his "clean-up" platform, Sigler also pledged:

A crack-down on foreign "isms"
An immediate financing of the veterans' bonus, adopted at the general election
A complete revision of state tax laws, based upon a revision of the state constitution
A consolidation of all state agencies dealing with labor

Full cooperation with honest leaders who are doing a sensible job in trying to improve working conditions, and no hesitation to expose those labor leaders who are racketeers, using their positions for selfish interests or in promoting communism and discord.

A clean-up of local units of government
An immediate dismissal of all state employees, shown by grand jury investigations to have been parties to illegal or unethical practices.

An increase in compensation for elected state officials and other employees

Elimination of overlapping departments of government

He has given no indication of withdrawing any of these pledges. Rather, he has added more to them. His number one problem, as he took office, was a state financial crisis, resulting from the adoption of a constitutional amendment earmarking approximately 76% of the state sales tax revenue, the state's largest source of income, for schools and local units of government. Financing the payment of the soldiers' bonus was another fiscal problem.

Governor Sigler's only previous political position was as prosecutor of Barry County in southwestern Michigan, between 1922 and 1929. Although normally a Republican, he was elected on the Democratic ticket. He explains that he ran at the request of a coalition of Democrats and Republicans who wanted to defeat a prosecutor, who was unopposed. In 1928 he was an unsuccessful candidate for Attorney General on the Democratic ticket, and in 1942 was defeated for the Republican nomination for state senator.

After several years in Detroit law offices, Sigler established himself in Hastings, Michigan. Later, in 1943, he moved to Battle Creek and entered a partnership with Durritt Hamilton, an outstanding and successful corporation lawyer.

In 1917 he married the former Mae Louise Pierson. The couple have two daughters—Madalyn, a student at Michigan State College, and Mrs. Byron Slattery, the wife of an army captain now stationed in Yokohama, where Mrs. Slattery has joined him. They are the parents of two children.

Among Sigler's hobbies are aviation, horseback riding, a study of Civil War generals and campaigns, and golf. He shoots golf in the low 70's, owns his own plane, and has obtained his private pilot's license.

He is former district governor of the 151st Rotary International, a commissioner of the State Bar by appointment of the State Supreme Court, a member of the Masonic Blue Lodge, the Council and the Commandery, the Oddfellows, Knights of Pythias and the Loyal Order of the Moose.
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WEEKLY BULLETIN
"DON'T FORGET THE STATE LEVEL"
1947-48 Annual Report of the Secretary
ARCHITECT A. J. ZIMMERMANN

State government concerns the architect. There is school and hospital administration, state-wide, state legislation. Health and safety regulations are established there. A state organization is the logical stepping-stone to greater national achievement and recognition.

When I assumed the responsibility as Secretary of the M.S.A. in March 1947, there was a question in my mind, as I believe there is in the minds of many of our members: Just what purpose does the Society serve now that all registered architects in Michigan belong to The American Institute of Architects? The Institute organization ought to be enough. Wasn't unification accomplished? (Report of Unification Committee accepted March, 1947 Annual Meeting).

This summation, rather than the usual annual report from a secretary, will be a study of the things I have learned as a result of a year's activity. The M.S.A. is active. It is essential to the welfare of every architect in Michigan. Each of us should retain "pride of membership" in the organization that has always represented all of our interests in Michigan. Architects need state-wide representation in this modern age of transportation.

Your demand for action through a state organization and payment of dues as members of the M.S.A. will continue to identify us with all of the others who are active on the state level (i.e. State Medical Association, State Bar Association, Michigan Engineers Society, etc.). The older architects know M. S. A. history; the younger ones are interested in Michigan. Each of eighteen committees and appointees of every architect in Michigan. Each of eighteen committees and appointees are interested in Michigan. Each of eighteen committees and appointees are interested in Michigan. Each of eighteen committees and appointees are interested in Michigan.

Our Board, acting in the capacity of a coordinator for the three A.I.A. Chapters and the representatives of the executive body for all Michigan architects, has met monthly throughout the year 1947-48. Numerous direct contacts were made with the State Legislature in the architects' behalf. Advice was given to the Governor on appointments to State Board of Registration for Architects, Engineers, Land Surveyors; also the Hospital Advisory Council.

A number of direct appeals were made to the Michigan Institute of Architects for concerted action on vital matters.

Your State organization, which is also a member of the American Institute of Architects, has only two general membership meetings a year. The annual convention is primarily for the business of the profession and concerned with furthering our technical and educational associations. The mid-year meeting is one of pleasure and recreation only for our fellow architects. The convention is culminated by a building industry banquet.

Your M.S.A. membership supports the Bulletin which weekly brings a personal message to you of what is happening in our profession.

My first meeting with the Officers and Directors immediately followed last year's convention in Grand Rapids. One of the considerations was that of having a Michigan man as the Great Lakes Regional Director for the A.I.A. We now enjoy a greater share in the administration of our profession nationally by having Ken Black as our representative. At the Annual Convention, President Langius created a more effective organization through the elimination of eighteen committees and appointment of only three modeled after the three divisions of A.I.A. activity: administration, public and professional relations, education and research. Minutes were to be printed and mailed to each officer and director prior to each meeting so that they would come prepared for accomplishment.

In May the following order of business was established: call to order, special hearings, and ceremonies, minutes and communications, old business, new business, reports and recommendations of committees. We were concerned with a proposed legislative Bill #302 amending the present registration law and for #340 proposals on public housing in Michigan.

Space does not permit a re-write of all the years' activities. Reports were printed in the Bulletin and a limited supply of copies of minutes of the meetings is available should anyone desire them.

The Education and Research Committee worked energetically to develop an architectural show.

The Administration Committee to revise present By-Laws to meet requirements of the new State Organization.

Your Secretary has been writing all year to keep up with energetic efforts of Officers and Directors to forward the interests of the architects in Michigan. I therefore, want to close the year 1947-48 with a statement: "The Michigan Society of Architects is, in reality, an integral part of our unified organization The American Institute of Architects. It functions, not locally, not nationally, but on a state level. Let us not forget that."
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<tr>
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<td>Acoustical Plaster</td>
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<td>4-E-6</td>
<td>PRECAST GYPSUM Roof Decks</td>
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<td>SHEETROCK® PYROFILL® Roof Decks</td>
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<td>13-C</td>
<td>USG® Steel Roof Decks</td>
</tr>
<tr>
<td>12</td>
<td>Asphalt Roofing, Asbestos Cement Siding</td>
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<tr>
<td>25-B-22</td>
<td>Imperial TEXOLITE® Washable Oil Resin Flat Paint</td>
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<td>25-B-25</td>
<td>EXT. TEXOLITE® Oil Resin Masonry Paint</td>
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<td>25-B-30</td>
<td>CEMENTICO® Masonry Paint</td>
</tr>
<tr>
<td>4-E-2</td>
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REPORTS, Continued

ADMINISTRATION
ROGER ALLEN, Chairman

This Committee is charged with the Society's matters of Finance, Publications, By-Laws and General Administration. I am pleased to report that all of these departments are in extremely good condition.

The previous treasurer, Kenneth Michel had upheld the tradition established by John Thornton of leaving more in the treasury than he inherited. Lyle Cole has been no exception to this good rule.

The Bulletin is in a distinctly healthy state and continues to be a force for good in the profession. It has had no difficulties that it could not overcome.

President Langiis had the good judgement to appoint Julian Cowin as a Committee of one to prepare draft of proposed new by-laws. I only had to supervise (not superintend) the work. The results have just been published and will be presented at this Convention for consideration and, we hope, adoption. What you see are only the results.

After much consideration and, we hope, adoption. What you see are only the results.

In an early meeting we came to the conclusion that one of the major problems facing the profession of architecture was a matter of putting before the public the really great part architecture is playing in society. We concluded that the best way to do this was through an architectural show, starting in Detroit of grand scale and then breaking up in smaller shows that could be sent around the State to any interested groups.

We first presented this plan to the Society at the meeting in Mackinac. Previous to this, Earl Pellerin made a thorough investigation of possible sites for such a show in Detroit. One of these was a portion of Convention Hall and we decided that it was the most desirable.

In addition to the show, it was planned that we would run a Small House Competition and use the drawings or models that resulted as a means of advertising the show. Bill Stone and Paul Brysselbout did the groundwork for this idea.

Following the Mackinaw meeting more definite plans were developed and finally it was soon realized that a great deal of work had to be done in Detroit if the plans were carried through. In view of this, President Langiis appointed a new committee, known as the "Show Committee", and its members are working toward this feature for 1949.

IN MEMORIAM

The following members have passed away during the past year.

David E. Anderson
George L. Harvey
Clarence B. Merill
Harry G. Muchman
Charles J. Sullivan

was clarification of many matters pertaining to registration, both state and national.

In closing, I should like to pay tribute to Alden Dow and his Committee on Education and Research, for their excellent idea of an architect's show. Undoubtedly, this would be one of the most constructive steps the Society could take. Time ran out before it could be consummated for this Convention, but, certainly, it is something to aim for in 49.

EDUCATION and RESEARCH

ALDEN B. DOW, Chairman

At the first regular meeting of the Board of Directors, President Langiis appointed the Educational and Research Committee, composed of Alden Dow, Earl Pellerin, Bill Stone, Paul Brysselbout and Paul Flanagan. After this this Committee met for its first meeting and thereafter this committee preceded every board meeting with a two hour session of its own.

The summer meetings at Mackinac have come to be highlights, Michigan chapter. The present membership will be discontinued and the profession in Michigan.

The adoption of these by-laws, their approval by The Institute and the three Michigan chapters will mark the final step in unification of the profession in Michigan.

The Society's non-resident membership will be discontinued and there will be only one way that one can join the Society—by joining the Institute and being assigned to a Michigan chapter. The present membership of 503 is an impressive one.

The summer meetings at Mackinac Island have come to be highlights, second only to our annual conventions. The last one was the first occasion of a joint meeting of the National Council of Architectural Registration Boards and our State Board of Registration. The two groups meet with our membership and the result was clarification of many matters.
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ON THE COVER
The Veterans Memorial Building, in the Detroit Civic Center Group, featured on the cover of this issue, is by the office of Harley, Ellington and Day, Inc., Architects and Engineers.

We recently had the opportunity of visiting the new offices of that firm, at 153 E. Elizabeth St., Detroit, and of going over, somewhat in detail, the plans for this building.

YOUR CHAIRMEN
ANDREW R. MORISON, Chairman of the Convention Committee, has prepared a program of features that will be of vital interest to architects.

His wife, Helen Morison is Chairman of the Ladies' Committee. She too has something of interest for that group.

PAUL R. MARSHALL, Chairman of the Michigan Building Industry Banquet, is responsible for resuming that important event after it was suspended during the War.

Governor Sigler will be the Speaker, and a list of Who's Who in the Building Industry will be in attendance.

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Night view, looking south from Grand Circus Park in Detroit.

Top of David Broderick Tower is flood-lit.

Hotel Statler is shown at right.

Day-time view of the Park from a similar position. The David Broderick Tower was formerly known as Eaton Tower. Louis Kamper was architect.

These photographs are by John S. Coburn, the Bulletin's official photographer.
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WEEKLY BULLETIN
YOUR CONVENTION HOTEL

View of the Statler, looking south along Park Avenue.

George B. Post & Son, architects for original building; Smith, Hinchman & Grylls, for addition.

Photo is by Elmer L. Astleford.
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Detroit News air view of downtown Detroit. White building in the center is the Federal Building — Derrick & Gamber, architects.

Looking south on Washington Boulevard from near Grand Circus Park.

Sax-Kay is by the office of C. Howard Crane & Associates.

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Effect of Retail Distribution on City Plan

Kenneth C. Welch, A.I.A., at Great Lakes District Seminar, Dayton, Ohio, October 3, 1947

CHANGING PATTERNS

Retail trade, together with consumer services, has an important influence upon urban transportation, urban land and structural use and upon the regulatory ordinances that attempt to control land use. The cumulative effect of these factors upon retail shopping structures, collectively and individually, and the resulting effect upon the city plan have, in my opinion, not been sufficiently understood, and consequently have not always been given the important role that they should play. The revolutionary change that has been and is taking place in urban land use and transportation is not only affecting retail areas, but due to the fact that many otherwise able merchants do not realize the far-reaching extent of this change, their sales are and will continue to be materially affected.

There can be little controversy over the statement that the increased use of the private automobile as a means of urban transportation has been one of the major factors in the current pattern of decentralization of population in our metropolitan areas, not only building up fringe satellite communities, but actually taking away population from the parent city. The shift, however, in retail purchasing power is greater than in actual numbers of people. I think we can concede that this trend will continue regardless of the few high density housing projects being built in some large cities.

ECONOMIC IMPORTANCE OF CITIES

The topic assigned me has to do entirely with city, and it is more important to the larger city. I would like to take a moment to give you a few figures to emphasize the importance of our metropolitan areas and cities.

The 1940 Census lists 137 metropolitan districts with populations of over 60,000 persons. These, together with a few individual cities of over 50,000 persons, constitute over half of our entire population. The central business districts of these hundreds of communities house many functions important to the proper functioning of the entire community, and which should obviously be centralized. They form in certain of their aspects the actual vital heart of the community.

The central business districts of these hundreds of communities house many functions important to the proper functioning of the entire community, and which should obviously be centralized. They form in certain of their aspects the actual vital heart of the community. That today many of these central districts are quite inefficient mechanisms and present a very definite planning and design problem is quite apparent. A great deal of the difficulty is due to the fact that in our expanding economy the know-how in selling shopping goods has not expanded in the same pattern and to the extent that have happened in mechanics, entertainment and other similar factors. This expansion has been possible because of the increased individual mobility the automobile has given us.

A half million or more is a lot of people to group together in one community, and as the size increases, obviously the communication and transportation problems increase in complexity. But in the 1943 Census we find listed 26 metropolitan areas with over a half million persons each. They totaled over one-third of our entire population. They were located in 23 states that alone produced over 80 per cent of the national income payments to individuals, the very great majority of which (80 per cent) represented income from salaries and wages of workers and proprietors.

It is also interesting to note that over 90 per cent of these larger communities started as seaport or river ports and their important central districts have in all cases been a slow expansion, a slight shifting and a partial rebuilding of the original rather crude structures which were based on Indian and wagon trails. These early streets also had to serve as arterials for such regional land transportation as existed, and the local contacts had, of necessity, to be made on foot.

RETAIL AREAS DEFINED

Retail areas and merchandise vary very considerably in the factors that dictate location, transportation facilities, and other phases of land use in our cities. Accordingly, before discussing the changes taking place and suggesting some possible solutions, we should carefully define and describe these various areas and their kinds of goods in terms that are pertinent to the problem.

We can base the location terminology on that used by the Department of Commerce in a study made in Philadelphia in 1933. We can first divide what we call the central business district into three rather easily defined areas, that can easily have a line drawn around them in any city.

INNER CORE

First, we have the central core whose main characteristic is the fact that it has the highest concentration of pedestrian traffic. It is usually a small area fed by the many radiating mass transportation systems and arterials. The land values are highest here because of these things, and a certain and most important type of retail outlet, which attracts and at the same time lives on this high concentration of pedestrian traffic, is found concentrated here. In our very large cities, there can be a number of these cores. They have a tendency to (and often do) shift, leaving obsolescence and lowered values in their wake.

INNER BELT

Then there is the inner belt immediately surrounding this core, consisting of clusters of logically segregated, but important functions such as governmental, financial, professional, cultural, entertainment, wholesale, and so forth. Land values are lower, although structural values may be greater than in the inner core. The ability to communicate by walking within these functional clusters is important, and is the only justification for the high density of structural use found in certain areas of our larger cities. The pedestrian traffic is much less concentrated in the inner belt. Depending upon limiting topographical and geographical features, this belt can be a continuous affair surrounding the central core.

OUTER BELT

There is a third area, a part of the central district, that we can call the outer belt, generally made up of obsolete commercial structures and dwellings, the latter partially converted to commercial uses; or remaining as dwellings, they have generally deteriorated to the so-called slum. They can also be abandoned one-time central cores. These three central district zones can always be outlined by looking at a valuation chart of the area.

PRINCIPAL BUSINESS THOROUGHFARES

Next comes what we can call the "principal business thoroughfares" consisting of the many radiating main thoroughfares that are lined with all manner of retail outlets and services. But a few years ago our important and about our only means of urban transportation was the streetcar operating on its comparatively fixed rails, and it was logical...
to originally zone the land contiguous to these streets for commercial use. The automobile has changed all that, and these streets are today one of our major physical city planning problems.

OUTLYING BUSINESS CENTER

We then have the outlying concentration called “Outlying Business Centers” or, in the jargon of the real estate promoter, they are “hot spots.” They are mostly a confused conglomeration of structures and are generally concentrated at the junction of two major thoroughfares. They are, in a way, miniatures of the main central district and their problems are in a way similar, but to a different degree.

NEIGHBORHOOD BUSINESS STREET

Next we have what we can call the neighborhood business street, a group of convenience goods stores with decidedly a neighborhood appeal. The above four basic retail areas all rely greatly upon the good old American system of competitive private enterprise.

ISOLATED CLUSTER

Last we have the isolated cluster usually comprising two or more complementary, rather than competitive, convenience goods stores. This completes the definitions of retail area types.

STORE CLASSIFICATIONS

Retail stores as a group defy accurate detailed classification as to type; that is, type in the sense that they affect transportation or can be related to land use types. This is because there is a considerable overlapping in the merchandise carried and other obvious complexities, but we can name certain important general characteristics as they would apply to these planning factors.

CONVENIENCE GOODS AND SHOPPING GOODS STORES

We can immediately mention two extremes as to appeal or demand. First, there are what are called convenience goods stores, selling primarily the necessities of life, and second, the stores selling primarily shopping and luxury type goods. Food and drug stores, restaurants and certain types of apparel stores best illustrate the convenience group, while the large institutional departmentized store best illustrates the shopping goods.

As an example of the possible overlapping, the small neighborhood apparel store (which is primarily a convenience store in that it sells necessary family everyday work and play clothes) can also attempt, on a limited scale, to compete with the downtown store in high fashion apparel. Their ability to compete is increasing every day due to still changing urban transportation habits. In a similar manner, the large central district department store sells a multitude of convenience goods, such as food, drugs, hardware, and so forth. Another characteristic defining the two types is the fact that the convenience store has a very limited geographical area market, whereas the market of the large department store can extend over a considerable area or region. For example, in 1939 the Census lists a food store for every 235 persons, and to the other extreme, a department store for every 32,319 persons. A sussor market doing much over a million dollars a year is not found very often, but we have individual department stores that have done a million a day—for example, Macy’s main unit in New York.

Shopping goods can be further divided into two sub groups; first those requiring post-sale service, such as automotive, major appliances and some other so-called durables; and second, those not requiring after-sale service, such as high fashion apparel, which, of course, are classified as non-durables.

SPECIALTY GOODS STORES

There is also a group which we can call “specialty goods”, the outlets for which have many repeat sales and a similar manner, the large central district department store sells a multitude of convenience goods, such as food, drugs, hardware, and so forth. Another characteristic defining the two types is the fact that the convenience store has a very limited geographical area market, whereas the market of the large department store can extend over a considerable area or region. For example, in 1939 the Census lists a food store for every 235 persons, and to the other extreme, a department store for every 32,319 persons. A sussor market doing much over a million dollars a year is not found very often, but we have individual department stores that have done a million a day—for example, Macy’s main unit in New York.

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MERCHANDISE CLASSIFICATIONS—IMPELSE GOODS

In addition to these store group and type classifications, there are a few merchandise types within the store itself which should be mentioned. First are the pickup items which must be displayed at the point of sale. The greater concentration of pedestrian traffic, excepting to the extent that harmful congestion is created, the greater opportunity there is to sell impulse items. Further, a great many stores rely heavily upon these kinds of sales for their total sales and their important profits. For example, the variety store can in a high-pedestrian traffic location rely sixty per cent or more upon impulse sales. This is why they are always placed in these locations in the central core or outlying business center.

NECESSITIES

The opposite of impulse goods is demand goods. They include many of the so-called staples. It is elementary in store layout design as well as shopping center planning, that those “pullers” are put at the rear and impulse goods displayed in the natural paths of travel thereto.

You seldom go into a men’s store to buy a necktie, but you might go to buy a suit or some shirts. However, if you see a tie or two that appeals to you or that goes with a particular shirt or suit you are buying, the pullers are placed in the natural paths of travel thereto.

You seldom go into a men's store to buy a necktie, but you might go to buy a suit or some shirts. However, if you see a tie or two that appeals to you or that goes with a particular shirt or suit you are buying, the pullers are placed in the natural paths of travel thereto.

EMERGENCY GOODS

There are also what are called necessities which in many cases are almost emergency items, things that are needed in a hurry and often.

They are generally items with a low average sale, and accordingly, their location cannot always be treated the same as other demand goods. Sometimes they can be placed as a puller and sometimes they should be placed at the entrance. Tobacco, drugs, prescriptions, certain groceries and repair services would fall in this classification. Luxury goods, as opposed to convenience goods, are found both in impulse items and in demand goods. Their nature is evident. In depressions luxury goods suffer the most. The automobile a few decades ago was a luxury. Today it is very much a necessity.

RELATION OF TIME TO STORE TYPE

The important aspect of these various classifications as far as transportation and location in the city is concerned is the time element of time, time spent in reaching the store entrance and the time spent making the selection of goods after the store is entered.

CONVENIENCE STORES AND TIME

The convenience goods store caters to daily, weekly and short-time interval needs, and the shopping time seldom exceeds fifteen minutes. Therefore, it is logical that they should be rather completely dispersed throughout the entire city so that they may be reached by the shortest possible time. They should be convenient to not only dwelling neighborhoods, but convenient to other land use groups. For example, the typical central business district requires a certain number of convenience stores, such as eating places and drug stores, for the convenience of those who work in the central district as well as those who go there in search of shopping goods.

Conservatively, over 85 per cent of the number of retail stores and 65 per cent of the total community con-
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Architects and engineers for Boston's newest skyscraper chose Thermopane for all windows because it is the most modern glazing material available.

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consumers' services are dispersed outside of the main central district. But probably only about 75 per cent of the dollar sales from a chain store are done outside of the central district due to the greater productivity—by necessity—of the center.

This great dispersion is logical because these stores mostly carry the merchandise used directly by the homemakers mostly foods—and our residential areas being the largest, it is logical that many small neighborhood centers should be dispersed throughout the city. In fact, a well planned convenience goods shopping center is a decided asset to any neighborhood when it is properly planned. It is surprising how many people will drive their cars, to use them as parcel carriers, just a few blocks to reach such a center, but a short drive without congestion or traffic hazards is most desirable because this trip is made almost every day. It is also logical that the majority of these can be grouped conveniently together to provide a further convenience to the shopper. The automobile should not be made to play the role of the pedestrian as is being done in many localities, notably Los Angeles. The unplanned parking and un-parking to visit individual stores, even if there is a fairly convenient space, can be a decided nuisance. As a measure of this dispersion, the ratio of the number of retail stores and consumers' service outlets to the number of urban families is a rather such unit, makes it possible to economically use one-story structures of relatively small area per unit.

SHOPPING GOODS STORES AND TIME

The shopping goods store, as best represented by the departmentized store selling fashion apparel or home furnishings or both, caters primarily to seasonal or even lifetime needs. Accordingly, it is not visited very frequently by any given individual, but it is visited by many customers from a considerable area. The average shopping time in this kind of store is three or more times that of the convenience goods store.

Further, to perform the best service, such stores must carry rather complete stocks or selections of merchandise, which require a larger structure, often multi-storyed. It is a common practice to have over fifty per cent of the net area of such stores used for service or non-selling, generally including a remotely located warehouse and delivery station. Such stores obviously must be centrally located because they not only appeal to an entire city, but also often to a region extending well beyond a metropolitan area. Before the automobile, these stores could only have progressed to their present status and the magic of inherited size (which gives them momentum) because they were located at the hub of an expanding and peak-satisfying system of mass transportation.

PARKING TIME AND TURNOVER

Parking turnover is another and a new time element entering the picture. The fact that any real survey data pertaining to this very important phase of the problem has not been published is one reason for so many inadequate and unbalanced standards for parking being introduced in legislation. It also is one basic reason for a lot of the wishful thinking that illogically puts the downtown merchant, that the central parking problem can be solved.

Turnover is the total number of cars parked in a day in a given area, divided by the net capacity of the area. For example, if an old fashioned parking lot could hold 100 cars at one time, and 200 cars were parked there on a given day, the turnover for that day would be two. The space per car obviously is important to the economic phase of parking and is an indication of the type. It can vary from about 160 square feet per car, for the very congested downtown lot to 280 square feet for the roomy suburban park-yourself area. These figures assume that so-called access and reservoir space or area required for maneuvering the cars is all within the area itself, there are no ambulatory streets being used for this purpose.

The parking turnover for the isolated cluster of convenience stores can exceed twenty and hence requires very little parking space in relation to the store building area. The shopping time is not only short, but more customers walk to the stores from their homes in the average residential area than to other kinds of shopping areas. The only exception is the shopping center which is a part of the possibly too high density of the development, as, for example, Parkchester in New York. This high density within easy walking distance of the centrally located shopping center even constitutes the bulk of the market for a successful branch of R. H. Macy & Company. There is very little parking space available or needed in this case.

As the size of the convenience goods shopping center increases, its market increases in area and there is a greater tendency to compete in the shopping goods field. The shopping time in the individual store and in the center itself increases in time; there is a great tendency to produce a standard pattern of a single diurnal peak and accordingly parking turnover decreases. In the neighborhood business center it might be reduced to ten times, and in the outlying business center, to as little as two and a half to three times. If there are services such as professional, or work spaces as part of services or governmental offices requiring a relatively greater labor force (which produce a parking turnover of a little over one), the total turnover can be still further reduced.

In the central district the practical standards for certain kinds and degrees of structural uses relative to their potentials as an automobile traffic and parking space generator have not been adequately established. We are hoping to contribute something constructive to this phase of planning in a survey we are currently making in Grand Rapids.

PULLING POWER OF CENTRAL STORES

In a survey in early December just prior to the last war, in a large department store in the central district of a metropolitan area of over 400,000 population, 18.6 per cent of the shoppers in the store were from outside of the parent city, and only 58.8 per cent of them were from the parent city (exclusive of its suburbs) which had a population of a little over 300,000 persons. The relative population of these three zones was 27.2 per cent of the total 600,000 population ABCD trading area outside of the metropolitan area, 18.7 per cent in the suburbs and 54.1 per cent in the parent city.

The fact that a store could pull 18.6 per cent of its customers from the 27.2 per cent of its total potential market would indicate the extent of the community is an indication of the regional pulling power of the large department store. The pulling power or the immensity as a traffic generator of such a store, which presupposes a group of stores, has not been fully realized in the development or redevelopment of our urban plans.

CURRENT CONGESTION

Unfortunately the stifling congestion and the alarming loss in downtown values (averaging over one-third in ten years according to the American Automobile Association) has, because of our unprecedented economic expansion, resulted in a little more than an openly and frequently expressed annoyance by most citizens. It has resulted in a lot of talk by many groups with diverse names such as "Central District Development Committee" and whatnot. The knowing city planner has many of the answers, but a multi-

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tude of organized pressure groups, who only know the answer as it concerns their own selfish interests, have succeeded to date in effectively blocking any real solution.

Further, there are still a great many merchants and members of these central district groups who think that in some manner they can pull a rabbit out of the hat and in some way solve the parking problem in the central district.

If the solution means having a parking space for everyone who could afford or would like to use a private automobile to come to the central district to shop or work, the answer is definitely “No” in any city of any great size. The problem could not possibly be solved in any city that I know of over 200,000 people.

Walter Blucher indicates in the September Kiplinger Magazine that when you increase parking space, you invite more motorists, which again requires more parking space and continually requires a materially increased capacity of streets and highways to serve the parking. So, as a vicious circle, and when you consider the tremendous structural area in the central districts of very large cities and their magnitude as traffic generators, it is a matter of simple mathematics to determine that it is quite impossible to even approach a solution to the problem.

Walter Blucher finally says, “The cheapest form of locomotion is still our legs. If we have to move people, the best way to move them is on foot. The second best way might be on bicycles. The third best way is to have some kind of transportation facilities.” Mr. Blucher means this to apply only to existing business districts because the great majority of families who have moved to the suburbs are quite dependent upon their private automobile for their local transportation. We can obviously not ask the bicyclists to travel the great distance that we have to travel today in our urban areas. This applies not only to the suburbanite worker, but particularly to the homemaker who likes to use her private automobile for transportation and mailing and parcel carrier facilities.

The American Automobile Association, for example, says that those who are employed in the business district should use public transportation for their daily trips. I ask the question, Who is going to make them do this?” It is obvious you cannot pass a law to make people who work in the center use mass transit. The only thing that will force them to use the streetcars, buses and subways, if they have a private automobile and can afford to use it, is the fact that there isn’t any place to park. The minute this condition is approached, as it is in all large cities today, it means, by making it so inconvenient according to their new standard of transportation, that you are keeping out of the central district to some degree many of your suburban shoppers. They will certainly shop first in the outlying stores, and many times will purchase merchandise they are not completely satisfied with because of a lack of selection in the dispersed stores.

It is also certain that if the day-after-day visitor and worker in the central district who knows his way around cannot find adequate parking facilities for visitors from outer regions, when they would like to come to the city to buy Christmas gifts, cannot find a place, or at least a convenient place to park. This is important because many shopping goods stores do double or more the business in December that they do in any other month. It is very common for a men’s furnishings department in a store to do a third of its entire year’s business in December alone. It is obvious that with this highly seasonal business, a very important and vital part of all these peak demands is quite unnecessary to the continued well-being of these central shopping goods stores as it was necessary to provide in some manner for the peak in mass transportation.

EXPANDING ECONOMY

I have mentioned our expanding economy. Let us examine a few figures to determine its extent. Retail sales in department stores, which includes the greatly increased sales in mail order or retail outlets, taking the 1935 average index as 100, showed an increase to 114, for 1940, which was the last normal prewar year. In 1946 this had increased to 264, or an increase of over 130 per cent in the six war years.

At the same time, from 1940 to 1946, the Bureau of Labor Statistics tells us that the price on both clothings and house furnishings increased about 58 per cent. The sales and prices have both gone up since—in 1947—although the sales are currently leveling off and even declining slightly. This all means that, despite the pressure there has been about a 45 per cent increase in sales activity or unit sales.

Food, for which people spend the greatest share of their disposable income, has increased 65 per cent in cost from 1940 to 1946, and in July the index showed an increase over the average of 1940 of just 100 per cent. On the other hand, disposable income of individuals has increased 109 per cent in dollars or almost 98 per cent per capita in the same six-year period.

Certainly one reason that department store sales increases have been more than increase in disposable income is the fact that we have not had relative increases in the cost of rentals, or in fuel, power, or in transportation.

I mention these few statistics to give you a picture of the extent of this expansion which must level off and once again, when we can satisfy the many current demands, including the requirements for the kind of an economic balance. Department store profits in dollars just reported in the second quarter of this year are one-third to one-half of what they were in the same period in 1946. This is due primarily to inventory adjustments, but larger cities with a considerable greater share of disposable income than have the department stores or the men’s stores concentrated in the central district. As for Current Business, regional department store sales indicate a down trend for larger cities and an up trend for smaller cities. There are many complex reasons for this shift, but it is significant that the downward trend is by no means universal but central department store sales increases have been made to a much greater extent in the outlying department store. For example, the outlying store and the mail order retail outlet which are included in outlying districts and provided some measure of parking, have received a considerably greater share of disposable income than have the department store or the men’s stores concentrated in the central district.

For example, Chicago has shrunken from 37 per cent of the Chicago District sales in 1929 to 26 per cent in 1940. It has remained until now, regardless of the considerable increase in department store sales activity. Baltimore has dropped from 28 per cent to 21 per cent in 1946, and Pittsburgh from 26 per cent to 21 per cent. These decreases are in spite of a considerable central department store and merchandising promotion and operation. New Orleans, with a bad congestion, has dropped from 15 per cent of the district sales in 1930 to around 12 per cent since 1945. San Francisco has dropped from 13 per cent to 9 per cent. Cincinnati has maintained a rather even keel, holding to an average of 9 per cent in a rather narrow range. I believe that excellent long-range plans continually formulated for many years and their excellent form of municipal government are in the case of Cincinnati bearing good fruit.
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One more important factor having to do with our unprecedented economic expansion is the tremendous increase, not in automobile production, but in registration, and because of the greatly spread and higher in- 
dividual incomes, in the greatly ex- 
panded use of the automobile. I might add, in its attempted use as 
urban transportation.

In a 1948 comprehensive report by 
a joint fact-finding committee on high- 
yways, streets and bridges for the 
California Legislature this was said:

"Universal acceptance of the 
main automobile has shown that the 
monopoly of movement unattainable with any other form of 
transportation."

Highway travel is not limited by the use of heavy, 
expensive equipment which must be operated 
on fixed schedules and routes. A 
road can be cut anywhere and at any- 
where man's activities require, even in 
mountainous terrain where the 
only other access is by foot or 
horse traffic.

"In highway transportation the operat- ing unit is individually 
rather than corporately owned, 
which means that a person can get into 
his own automobile at any 
time and go any place he desires. 
This ability to move about at will 
did much to free man from the 
limitations of his environment. It 
is no exaggeration to say that rub- 
ber-borne transportation has re- 
volutionized the economy of the 
State and the Nation."

Perhaps the desire to own and 
operate an automobile has subcon- 
esciously a deeper meaning. This in- 
dividual liberty of motion—to choose 
our own route and on our own 
schedule might be an inherent ex- 
pression of our love of personal 
freedom that we have and are striving 
so hard to preserve.

Also, pertaining to a further in- 
dustrial decentralization is an acce- 
elerated production and registration 
and use of the truck. The important 
figure to scrutinize in this connec- 
tion is the greatly increasing truck 
vehicle-miles. This only partially 
compounded the private car terminal 
problem, but it did establish this 
lack of paralysis to our already par- 
alyzed and congested city streets.

SUMMARY OF DEFINITIONS 
AND PROBLEMS

Having discussed (1) the economic 
importance of our cities, (2) having 
defined types of retail areas, and 
(3) kinds of merchandise, (4) hav- 
ing discussed their time-space im- 
portance and (5) their relation to 
our urban insufficient transporta- 
tion, and (6) having briefly exam- 
ined the extent of our expanding 
economy and the indication that the 
seller's market is leveling off, let us 
see what cities are doing about it.

What we can do about it is one 
thing, what will be done might be 
terribly different. First, it depends 
on the size of the community which 
in turn governs the structural den- 
sity or the investment in multiple 
level structures in the central core 
and inner belts. Second, it depends 
upon how effective the planning 
program is, who is behind it, and 
how successfully the selfish, short- 
range and uneducated pressures can 
be pared.

As we have shown in discussing 
parking turnovers, the isolated clus- 
er and even the neighborhood Busi- 
ness street does not have too serious 
a problem because they naturally 
have a high turnover. With almost 
minimum of cooperation and ef- 
fort by the land owners and stores 
—with sympathetic support from 
the city government—their parking 
problems can generally be solved.

The Principal Business Thorou- 
gfare, however, presents a very dif- 
f erent problem. A considerable in- 
vestment has always been and is 
continuing to be spent in commer- 
cial improvements on what we have 
defined as the Principal Business 
Thoroughfare. When curb parking is 
permitted on these streets (which, 
as we have intimated, takes about 
36 feet from the usable width of the 
street as a major thoroughfare—not 
16 feet as commonly supposed), to 
solve an immediate traffic conges- 
tion problem it forces a costly by- 
passing process. To force this traffic 
to filter into and use the adjacent 
parallel residential streets destroys 
their value for this important pur- 
pose. To accommodate all of this traffic on a continuous 
network of new expressway type thor- 
oughfares is not only very costly, 
but must obviously be part of a long- 
rage construction program. Initial- 
ly, during the early stages of such 
a program his method of improving 
trafic, by eliminating curb parking 
and using pre-streets thoroughfares 
would help very materially.

Of course a network of express- 
ways makes so much sense and can 
so soon pay for itself, that we will 
have that eventually, however, they 
will be more particularly for 
through and longer distance urban 
travel, but even so, the Business 
Thoroughfare should be made safe 
and efficient for its own sake for 
primarily its own local traffic. It is 
obvious, when properly analyzed, 
that an ample capacity, safe, non- 
congested thoroughfare providing 
access to these important commercial 
uses is more essential than the 
amount of advertising they derive 
from so much in-a-hurry, not inter- 
ested traffic rushing by their doors.

If and when such an expressway 
system might be achieved, these im- 
portant major thoroughfares would

Page 41
TURNER
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Electrical
Contractors
and suggested by our metropolitan consultant, Mr. Segoe, has just been announced in Grand Rapids. It will be constructed as part of an outlying Street-Thoroughfare-Shopping Center, our most heavily traveled thoroughfare, Division Avenue.

While these minor problems can apply to any size city, the Central Business district parking problem and the similar outlying business center problem depends upon the size of the city.

Let us first consider the more difficult, if not impossible problem, of the larger city.

THE LARGE CITY

The very large city in its central district can produce only token private automobile terminal space. If this problem could really be solved, it would be impossible to provide the highway space resulting moving traffic. We now know that the two things-tertiary space and arterial capacity-must be balanced and kept balanced.

For example, a great deal has been written about the Union Square underground parking garage in the center of San Francisco. It actually fills a very minor transportation need. It cost a thousand dollars a car space on free land, when building costs were reasonable. It parks 1,500 cars at one time and they currently claim a turnover of two. I had an opportunity to investigate this about a year ago and at that time my computation figured the turnover at not much over 1.6 per working day. San Francisco, according to my formula*, needs over 80,000 spaces for their central district, with only 50 per cent of the people using private automobiles.

In other words, this well publicized parking device is obviously taking care of mostly the high income group labor force and business visitors. There are few shoppers. If its turnover could be increased to that of a shoppers' three, the contiguous streets would be more paralyzed than they are.

So-called perimeter parking, a recent theoretical solution often attempted, might be of some benefit if the people could be induced or made to use them, and providing the shuttle busses serving them provide additional needed transportation service within the central, outside of serving just the parking terminals.

Theoretically this scheme seems to be, in part, a solution, and it is partially successful in some places in taking care of the labor force, but not the shopping force. The most energetic attempt made recently in Baltimore has been a failure because it was tried on too small a scale and the parking, who are currently making a profit on their high fees, have violently opposed it. Its difficulties are many, including reluctance of shoppers to transfer from one type of transportation to another, difficulty of providing sufficient thoroughfare capacity to feed them in the large city and not strangle the movement of goods, excessive waiting time, additional cost due to the fact that bus fare must be paid in addition to the parking fee, zoning difficulties, and similar problems. It was tried in Grand Rapids, was a costly failure, and was soon abandoned.

Off-street trucking terminals, as opposed to public individual car parking, in the central district are a necessity and they must obviously be provided in some manner on land now privately owned by the tenants of the land. It is also necessary that these be supplemented by ample peripheral warehouse terminals.

However, the parking problem in any central district must be approached realistically from a design standpoint and be solved to the extent that it can be in the best way possible. There is considerable controversy today in every city as to just whose responsibility it is to attempt to solve this problem. The large stores first, as a matter of self preservation, attempted to solve it for themselves, but they soon discovered two things. First, they were not solving the problem for themselves alone, but for every other structure within three or four blocks. They could not use customers that they could only park in their space, shop in their store and then go away, because they discovered that when the women homemaker consumer takes the trouble to buck today's traffic to come downtown, they are going to shop, and that means visiting a number of stores and services and perhaps taking in some entertainment. That is the main idea of the high density use downtown. Accordingly, the parking problem is definitely in congested business districts a community affair, not any individual land owner's.

Second, the large store discovered it was not good advertising to have their name on a service facility such as a parking area, which was unusable part of the time because it was filled, and that they could not add the expense of subsidizing parking for a ten or twelve block segment of downtown to their already strained expense budget, regardless of the fact that they might be the greatest traffic generator. A partial, and what might be called an emergency solution has been provided by the downtown "parking lot." Many old buildings have been razed in central districts, and at current fees a good profit can be realized in the parking business. The O.P.A. restricted price increases and the result was that all day, largely central district workers took over all the convenient spaces early in the morning and at the bargain price, stayed in them all day because, being private enterprise, the police power could not be used to enforce turnover. When restrictions were lifted, up went the price, especially for all day parking, and this succeeded in keeping most of the all day parkers out of the convenient spaces and it also kept a lot of would-be shoppers away because of the price charged. The answer to the parking problem does not lie in fees so much in excess of other transportation costs just to increase the turnover and incidentally make a high profit for the private lot operator.

Let us consider some of the economics of the central district parking problem. When discussing turnover, we mentioned 160 square feet to 280 square feet per car, including access space, roads and maneuver space, as required. This 100 square feet includes a bumper-to-bumper, inconvenient, attendant parking in a parking lot. 280 square feet provides extra roomy, no-fender denting, park-your-own-car type of space. It is possible to have a satisfactory park-yourself arrangement of a 225 square feet with a scheme requiring only 42 per cent more area than the 160 square feet congestion.

It is interesting also to note at this point that parallel curb parking on the same basis requires at least 350 square feet per car, including paving and curb space, in addition to being a traffic hazard.

There are cases, depending upon land and structural costs, where the parking attendant salary expense...
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doubles the cost per parked car per day, and a 50 per cent increase is common.

A survey in Grand Rapids showed a cost of $.055 per parked car per day for the attendants only. Therefore, if the space can be found, and it is not too costly, the logical system is to have a maximum of park-yourself spaces, and a minimum of attendent parking.

The parking lot operator, a new form of private-public utility enterprise, is making a considerable profit today in our transportation emergency at the expense of the automobile user. It is almost as good a thing for them as if our street system were operated as a private parking enterprise, lacking this proper regulatory legislation, would attempt to see to it that not too much highway capacity was furnished exactly as the private parking operator and the real estate dealer may have planned. If the operator the land are doing today. It is human nature, if you own a piece of land that you have converted to a parking lot, that you will charge all the traffic will bear, especially when you have the logical excusa the increased fee for a short period increases the turnover and provides more parking spaces. Without much question, if we had no other great interest in the center, we would all do likewise.

There is one device that has pretty well proven itself as a turnover producer, and that is the parking meter. Why, there is a meter in the center, but in the off-street parking space. A municipally operated metered lot adjacent to Lincoln Road in Miami Beach has proven very successful. The proper meter kills two birds with one stone. It provides the simple and most economical way to enforce time limits and hence insures higher turnover, and it automatically collects the fee, which can put parking on a self-paying basis.

If solving the maximum amount of parking possible in central districts is essential for increasing sales and profits of the entire community (same way streets benefit the fact that the private lot owner can only make a profit when there is insufficient parking and it is necessary to use the police force and meters to regulate turnovers, it is obvious that parking downtown should be classed as a public utility.

As such it is the direct responsibility of local government. Everyone immediately says, "Why should local government subsidize parking for a few people?" This is a fallacy used as a red herring by a few people, including the lot operators, who are afraid of the government competing with private business. We can all agree that we do not want the government to do what is legitimate private business. Parking is not in that classification.

If a city government is administered by a modern efficient city manager, or if a proper authority is established for the purpose, with power to act and accomplish things, parking can be put completely on a revenue basis. And, accordingly, would not require any subsidy whatever, except possibly the energy used by some citizens in administrating the Authority or the use of eminent domain.

The total transportation problem solution in the large city, however, depends upon two things in addition to and more land sales. These things will help the central district in all of its normal and important functions by reducing some of the current paralyzing congestion; it will help the merchant and, above all, it will help the consumer by providing a real convenience and also by lowering the cost of distributing these kinds of goods.

RETAIL RECENTRALIZATION

We have named this new process of creating new regional shopping centers, based on an entirely new plan, "Retail Recentralization." You have probably all seen, or at least glanced at the presentation of the North Shore Center at Beverly, Massachusetts in the June Architectural Forum. This is Retail Recentralization. I had the pleasure of working on this with Morris Ketchum, Jr., who follows me in this Seminar. The idea is based on the now proven theory that the homemaker who lives on the edge of the city and the suburbanite who is increasing in number and purchasing power per family, and who is necessarily quite dependent upon the automobile, will spend without any hesitation as much as 20 or even 35 minutes to reach a really ample selection of shopping goods and fashion merchandise combined with good service. There are, however, other important objectives in Retail Recentralization.

First, such a center must be served by efficient safe highways of ample capacity. Today we know how to engineer such highways. At present the short-sighted pressure groups are properly deflated and we can completely divert the gasoline sales tax to this purpose, we will eventually have them. It is quite necessary to our national economy and well-being.

Second, there must be an excess of roomy, convenient parking spaces even during the week before Christmas. This means a planned and perfectly balanced ratio of building, structural area of a high, profitable productivity, ample but minimum length and simply planned walk-ways and ample thoroughfare capacity. This is the exact opposite of the approach of the majority of commercial estate promoters to this problem. They insist upon a minimum of building area, a minimum parking area possible, and do not even think of thoroughfare capacity or safety.

Third, there must be created an ending, orderly, functional and efficient architecture, and this includes the landscaping. This is the opposite of the honky-ton disorderly inefficient architecture that is so typical of the majority of shopping centers today.

Fourth, and last but not least, there must be a skilled and enlightened management of the entire project, to insure a healthy balanced competition in shopping goods, according to a studied community need. Because of this careful selection, there will be no business failures that are due to poor store management, which in turn is so often combined with a poor location. The result is a combined pulling power and an unprecedented concentration of pedestrian purchasing power. This, combined with many other factors, such as planned minimum maintenance, income tax on customers, parking spaces per customer, elimination of 70 per cent of the delivery problems, higher productivity of space and personnel, can materially lower store operating expense ratios. This obviously increases the cost of the goods, increases profit margins of the owner, if it is a branch, partially subsidize the main central district general store.

There are other necessary supplemental factors; for example, adequate protective zoning to protect what should be a good residential neighborhood, which can well be made a part of the development itself. It must be located on uninflated, inexpensive land, possible when people are perfectly willing to provide their own transportation.

One of the initial steps in such a development is to contact the local planning agencies. We think their way and we talk their language. We have yet to fail to secure their complete and enthusiastic support.

Another basic function of the design is to provide as complete as pos-
sible a segregation of various types and velocities of traffic which varies from a high speed expressway to a terminal access road, to the pedestrian walkway, from the terminal to the concentrated display walkway, that last inner loop, the smallest in perimeter, which is devoted 100 per cent to the exposition of things 100 per cent interesting to the consumer. This spells convenience again, insures safety and a leisurely, unhurried atmosphere. The shopper, before she realizes it, has interfaced a covered walkway with greenery on one side and a continuous merchandise display on the other. She has not dented a fender, she does not get a crick in her neck, and she can concentrate completely on the display of the things she has come to see.

THE SMALLER CITY

In the medium size or smaller city, the terminal and thoroughfare problem and even partially the architectural problem might possibly be solved from a design standpoint and even partially the economic standpoint. I have my doubts, however, if it can ever be satisfactorily solved from a political standpoint in a democracy. If this is so, I think that we will all take the democracy and forget a complete solution. But at least it is fun to try and provide the old town to the greatest possible degree and at least provide the maximum amount of parking together with the correlating highways.

The best explanation that I can give of this statement is perhaps to give you a brief description of what we are trying to do about it to date in Grand Rapids.

Our metropolitan area of almost 200,000 population comprises seven separate civil divisions. Our retail trade area has more than double this number because, for one thing, we are located on a peninsula, have had an active Planning Commission for only a few years, and it will be many more years before we make up for the lost time.

Walter Blucher, whom you are going to hear this afternoon, helped get us started by giving an excellent talk at our meeting on planning April 15, 1943. If you heard our Mayor George W. Welsh, who is currently the president of the United States Conference of Mayors, speak at the annual dinner of the Institute in Grand Rapids last May, you know he enthusiastically supports city planning as a continuing municipal function. His help and support have been invaluable.

We have a good Planning Commission set up under a good enabling act. We have a staff typically inadequate in numbers, but adequate in quality, headed by Mr. Floyd Jennings. We have the services of one of the best Planning Consultants in the country, Mr. L. Segoe, of Cincinnati. We receive the benefit of his advice through the courtesy of an active and aggressive citizens planning group who are doing an excellent job in promoting metropolitan-wide planning.

The City Planning Commission has officially adopted what is conceded to be a practical and sensible, thoroughly studied, long-range thoroughfare plan. We have partially completed the first preliminary survey preparatory to revising an antiquated and, in past years poorly administered, zoning ordinance. Our staff has performed literally hundreds of so-called "politically expedient" missions. These have delayed our comprehensive planning program, but we know that they are quite necessary to the planning process.

We are in the process of making a rather comprehensive parking survey. We have used the questionnaire method in certain structural uses and the State Highway Department has made its first study of the latest techniques, and including an unusual amount of information pertinent to our terminal problem.

I had lunch two days ago with their staff of four competent and well-trained technicians who have been conducting the count and filling out questionnaires for several months. We are enthusiastic with the possibilties of combining all of this useful data as an aid in arriving at an efficient urban transportation system and in furnishing some useful information pertinent to the general parking problem.

We know, for example, that in the central district core and inner belt we have 1,540 parking spaces, of which 461 are at the curb and metered. In the outer belt we have over 4,000 spaces, 1,000 are at the curb partially metered. What we think is a reasonable demand that might be properly planned for a properly zoned and reconstructed central district would today be over 11,000 spaces, or, in other words, we have a deficit of some 5,500 spaces.

When I say a reconstructed central district, I mean zoned for height and use in such a manner as to limit structural capacity to balance the planned terminal area and the highways that can be provided.

By reconstruction of the central district I mean only the reconstruction of a considerable number of early General Grant period buildings erected prior to 1890. This would function as an entire community re-development project to preserve and increase the value of the owner and to the community of the many modern and adequate structures we do have in our central district.

When and if we could obtain these parking spaces, none of them would be at the curb because then we would need all of our streets for moving traffic, including the pedestrians. The vehicle traffic would be much less than a car in the core. It would be quite necessary, however, to execute our complete thoroughfare program and we would have to have a sensible plan for staggered hours for the labor force and even for some retail stores.

Another important part of this program is an ordinance passed on the 8th of last month by the City Commission, creating a Parking Authority. It has rather broad powers under the law, is coordinated with the Planning Commission and the so-called master plan, and it could provide a representation of the majority of the citizens, solve the problem to the extent that I have indicated. I doubt if we can ever sell it to some groups or a few individuals that I can't mention, but fortunately they are very much in the minority. It would be possible in the central district to provide peak parking for 75 per cent of the visitors and 45 per cent of the labor force at an average cost to the private car owner of $8.20 per day, and less for a shorter time, with an average turnover over a period of two times.

We have such a great many old three-and four-story buildings whose upper floors are economic liabilities, that a design could be created converting or reconstructing these to single story and basement structures, with connected and coordinated roof parking accessible from peripheral outer belt ramps, in turn accessible from an ample capacity thoroughfare scheme.

Please note that I said a design could be created, realizing that often a design and a project are two different things. But on the other hand a project that would solve the problem would be quite impossible without a design.

If it could be accomplished, the regional retail sales could be increased very materially, and economic retail trade is an important part of our local economy, much more than the furniture industry that you hear so much about. Many municipalities in Michigan have been literally strangled by a fifteen-mill property tax limitation sold to the community on false pretenses some time ago. Some relief, theoretically, has been provided by the voters returning a third of a three per cent state sales tax to the cities, based upon their sales. It is evident that any increase in regional retail sales in our community, possible only when transportation extends to serve it, means not only sorely needed increased revenues from increased property values, but from an increased sales tax. Such an expansion in sales could require an expansion of the central district, but it would be lateral rather than ver-.
tical, and that we can plan for too.

In the past few years, our aggressive Chamber of Commerce has done an excellent job of publicizing, outdoors and in the press, Grand Rapids as the "Shopping and Entertainment Center of Western Michigan." I wonder if some of the people who drive fifty or so miles to Grand Rapids from the hinterland and have a great deal of difficulty finding a place to park, will not wonder why, if we so publicize our fair city, we do not supply a convenient place for them to land when they get here (because 90 per cent come by private automobile).

We have also recommended to the City Commission a so-called off-street parking ordinance. However, I feel that the main value of this type of legislation is to make the people realize that there is a parking problem, and that they do not realize it, but it's like the weather: no one does anything about it. But when it is mandatory to do something if you are building, it is a different matter. Due to the fact that it cannot be made retroactive, it is too late, and much good in solving the problem and it might even do some harm.

The requirement to provide off-street truck loading and unloading space is most important. This might, in a way, be made retroactive by using the police power to prohibit or make it difficult to use the street for this purpose. Some contend that there is legal authority to permit this procedure, and most buildings or groups of buildings, by use of interior, less valuable areas, ramps to basements or van lifts, all supplemented by peripheral truck terminals, could, in the smaller city, solve this problem.

Rather than this type of legislation, however, to solve the privately the example of a commercial success which is due in part to a rather complete solution of the highway and terminal area. This can do more to make those who use, rather than sell, the land realize the advantages of a publicly owned automobile parking problem it would be fair to try and rely upon of solving our contemporary transportation problems. Without any question of a doubt, it can perform miracles in increasing retail sales and profits.

For example, in flying over downtown Grand Rapids, one is impressed that a minimum of 50 per cent of the total area is devoted to roof area doing nothing but acting as a protection from the weather, and all in the exact place where terminal parking is so badly needed. Less than half of this area is covering modern or modernized, well-maintained buildings. The remainder is so located that by eventual mass rebuilding into mostly single story and basement structures it could be connected together at the second floor level by combination bridges and street level covered walkways (which would be quite necessary). This would form an entire new level of terminal space to gether with thoroughfares designed to serve as access and egress from the terminal area. This would permit the access ramps of properly engineered connections direct from elevated expressways to connect with what would be, in effect, a large and, hence, higher capacity circumferential thoroughfare located in or on the edge of what we have defined as the center belt. This would not only feed the terminal space, but would serve as the necessary dispersal area during peaks, and also feed this traffic into a maximum number of dispersal streets as well as to the expressways.

This is the same general scheme, which is for a smaller area study was presented as the "Grand Rapids Parking Plan" in the February 1945 Architectural Record. This would obviously free the present street level thoroughfares from all traffic except trucks, busses, taxi cabs and a few private cars which might be parked in the few such areas in the lower level or sightseers, which in turn would materially facilitate the movement of pedestrians. Only pedestrians purchase goods or work in the central structures.
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GENERAL CONTRACTORS
1334 TEMPLE AVENUE
Detroit 1

GLANZ & KILLIAN COMPANY
CONTRACTORS
PLUMBING HEATING VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS
1761 WEST FOREST AVE.
TEmple 1-7820

FEBRUARY 24, 1948
Colorful Brick
For Permanence

Tile For Beauty
and Economy

BELDEN - STARK
BRICK COMPANY
14305 LIVERNOS
HOGARTH 1331 - 1332

WESTERN
Waterproofing Company
WATERPROOFING
WEATHERPROOFING
MASONRY RESTORATION
ABOVE OR BELOW GRADE
155 W. Congress St., Detroit 26
CA. 9645

James A. Moynes & Co.
19640 CHARLESTON
DETROIT 3, MICHIGAN
“Specialists in High Grade
Millwork”

DARIN & ARMSTRONG
INCORPORATED

GENERAL CONTRACTORS

DETROIT - LANSING - FLINT
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<tr>
<th>Company Name</th>
<th>Contact Person(s)</th>
<th>Address</th>
<th>Phone</th>
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<td>ALUMINUM CORP. OF AMERICA</td>
<td>P. R. Marshall, R. J. Ogden</td>
<td>610 New Center Bldg. (2)</td>
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<td>AMERICAN BRASS CO.</td>
<td>J. F. Pyne</td>
<td>174 S. Clark St. (9)</td>
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<td>AMERICAN GAS ASSOCIATION</td>
<td>Ernest C. Baker</td>
<td>415 Clifford St. (26)</td>
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<td>ARMSTRONG CORK COMPANY</td>
<td>E. D. Ainslie, Jr., W. J. Portland, R. C. Stabern</td>
<td>Free Press Bldg. (26)</td>
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<td>BELL &amp; GOSSETT COMPANY</td>
<td>R. L. Deppmann (R. L. Deppmann Co.)</td>
<td>5853 Hamilton Ave. (2)</td>
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<td>CECO STEEL PRODUCTS CO.</td>
<td>John F. Skleid, Gordon Baskwell</td>
<td>408 Michigan Bank Bldg. (26)</td>
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<td>CELOTEX CORPORATION</td>
<td>R. E. Leggrette (R. E. Leggrette Co.)</td>
<td>1728 National Bank Bldg. (26)</td>
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<td>CHAMBERLIN CO. OF AMERICA</td>
<td>H. K. McCabe, F. A. Sansom, E. B. Ingersoll, F. W. Morse</td>
<td>1254 LaBrosse St. (26)</td>
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<td>DETROIT STEEL PRODUCTS CO.</td>
<td>W. J. Torbet</td>
<td>2250 E. Grand Blvd. (11)</td>
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<td>FIAT METAL MFG. CO.</td>
<td>Louis T. Ollesheimer</td>
<td>2539 Woodward Ave. (1)</td>
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<td>C. J. Bradley, R. J. Holihan</td>
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<td>E. F. HAUSERMAN CO.</td>
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<td>F. W. Clise, P. D. Lee</td>
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<td>Edwin J. Anderson</td>
<td>14 Smith St. (2)</td>
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<td>5737 Commonwealth</td>
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<td>WAYNE MOHR</td>
<td>14360 Livernois (4)</td>
<td>TO 8-1354 (Thomas Brick &amp; Tile Co.)</td>
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<td>OTIS ELEVATOR CO.</td>
<td>Harry Fritznak, Wm. A. Cory</td>
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<td>Wm. H. Hunt</td>
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<td>U. S. QUARRY TILE CO.</td>
<td>R. C. Faulwetter</td>
<td>7-227 G. M. Building (2)</td>
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<td>VERMONT MARBLE CO.</td>
<td>(Detroit Marble Co.)</td>
<td>1301 Kales Bldg. (26)</td>
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<td>WESTINGHOUSE ELECTRIC &amp; MFG. CO.</td>
<td>G. A. O'Keefe</td>
<td>5757 Trumbull Ave. (8)</td>
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<td>WEYERHAEUSER SALES CORP.</td>
<td>B. D. Collins, E. T. Griffiths</td>
<td>323 Stephenson Bldg. (2)</td>
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<td>ZONOLITE CO.</td>
<td>Dayton L. Prouty</td>
<td>14300 Henn Ave., Dearborn</td>
<td>TI 6-1010</td>
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<td>J. A. ZURN MANUFACTURING CO.</td>
<td>W. F. Mulcahy</td>
<td>403 Donovan Bldg. (1)</td>
<td>CA 7623</td>
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**FEBRUARY 24, 1948**
BRUNY BROTHERS, INCORPORATED
Tile and Terrazzo Contractors
TYler 6-6019 4753 GRAND RIVER DETROIT 8, MICH.

"Since 1907"

F. A. CHAPPER IRON WKS.
TAppan 7-6611 12801 AUBURN AVE. DETROIT 23, MICH.

TURNER-BROOKS, Inc.
FLOOR COVERING AND ACOUSTICAL CONTRACTORS
Townsend 8-2470 9910-30 DEXTER BOULEVARD Detroit 6, Mich.

JOHN D. BUSCH & SONS, INC.
Manufacturers of
Peerless Skylights and Howie Fire Doors
ROOFING AND SHEET METAL CONTRACTORS
RANDOLPH 7889-7890 639 EAST FORT STREET
THE MICHIGAN SOCIETY OF ARCHITECTS
SCHEDULE OF RECOMMENDED CHARGES
(American Institute of Architects Document Adopted by the M.S.A.)

Ratified and adopted at the
16th Annual Convention
M.S.A., 1928

Distribution Authorized at the
16th Annual Convention
M.S.A., 1930

Revised Feb. 15, 1948

The Michigan Society of Architects, as a professional body, recognizing that the value of an Architect's services varies with his experience, ability and the location and character of the work upon which he is employed, does not establish a fixed rate of compensation binding upon all of its members, but, in the light of past experience, recommends that for full professional services, adequately rendered, an architect practicing in the State of Michigan should receive as reasonable remuneration therefor at least the compensation mentioned in the following schedule of charges:

1. The architect's professional services consist of:

(a) Preliminary studies, including the necessary conferences and the preparation of preliminary sketches, the least compensation of which is 20% of the hereinafter mentioned fees.

(b) Working Drawings and Specifications, complete ready for taking bids, the least compensation for which is an addition 55% of the hereinafter recommended fees.

(c) Supervision, including the taking of bids, the preparation of full size and large scale details, the general direction of the work, the checking of contractors' monthly statements, the checking of shop drawings for various trades, and the issuance of certificates of payment, the least compensation for which is an additional 25% of the hereinafter recommended fees.

2. The proper minimum charge for professional services on the average type of work, when let under a general contract, is 6% of the total cost of the work. When the major portion of the work is let under a general contract and a minor portion is let separately to individual contractors, then 6% shall govern for the entire work, plus an additional 4% upon that portion let separately.

When all of the work is let separately to contractors for individual trades, then the 6% fee shall be increased by 4% additional to cover the architect's extra cost of keeping records and dealing with several contractors instead of one contractor.

3. On residential work it is proper to charge from 8% on the first $50,000.00 of cost, and 6% on the balance. On residential work at a sufficient distance from the architect's office, to require unusual time in travel, but not far enough distant to require rail or boat transportation, it is customary to increase the above-mentioned 8% and 6% charges to 10% and 8% respectively. In both cases the fee shall cover stables, garages and other dependencies.

4. In the hands of architects best qualified to design them, churches and ecclesiastical buildings generally bear a commission of from 8% to 10% on work under $50,000.00, and 7½% on work over that amount. Designing of or assisting in the selection of or purchasing of church furniture and fixtures, depending on the amount of detail work necessary and the time required, bears a commission of from 10% to 20%.

5. Buildings with complicated equipment such as laboratories bear a higher rate than the 6% quoted in paragraph 2, above, for average work. If taken at 6%, the equipment should be charged separately at a higher rate.

6. On monumental decorative and landscape work, special interiors, and special cabinet work, as well as alterations to existing buildings, whether federal, municipal or private, the minimum charge is 10%. Should the work involved require unusual study or specialization, it is usual to charge 15% or even more.
7. Designs for fabrics, furniture, fixtures, lighting fixtures, and special decorative work other than for churches, the minimum charge is 15%.

8. On articles not designed by the architect, but purchased under his direction, the minimum charge is 6%.

9. On work of such nature that the final total cost cannot be reasonably accurately approximated, it is advisable and permissible to charge on a pay roll-overhead-profit basis, that is to say, to charge the actual amount of the payroll, plus the average percentage of overhead, plus a profit of, say 25%. If pay roll totals $100.00 and overhead amounts to 85% of the pay roll, then the charge will be:

<table>
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<tr>
<th>Pay roll</th>
<th>$100.00</th>
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<tr>
<td>Overhead, 85% of $100.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$185.00</strong></td>
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<td>Plus 25% for Profit</td>
<td>46.25</td>
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<tr>
<td><strong>Total charge</strong></td>
<td><strong>$231.25</strong></td>
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</table>

In offices having an overhead of 100%, this method amounts to charging 2 1/2 times the pay roll, which is quite generally used. It is fair to both owner and architect. It often saves the owner a considerable amount, and insures the architect a reasonable profit.

10. As a substitute for the method suggested in paragraph No. 9 above, the architect may be paid a fixed fee for his own personal services, or, in some cases, a commission upon the cost of the work. In addition thereto, he is reimbursed by the client for his actual office expenses (pay roll, exclusive of his own drawing account, plus overhead). This is known as the “Fee-plus-cost” method.

11. All disbursements for traveling expenses, measurements, surveys, fees for expert advice when requested or sanctioned by the client, and the cost of all prints, to be paid by the client.

12. All of the above charges are subject to increase by special arrangement, where the cost of the work is small or the conditions unusually difficult.

13. By special interiors and cabinet work, is meant that part of the work which is individual, and requires special study and drawings for each room or each feature thereof, as distinguished from the work which is repetitious and which can be executed from typical drawings and general specifications.

14. The supervision of an architect does not guarantee the performance of the contract by the contractor, or insure the client against defective work thereunder.

Where the architect is retained to oversee preparation, manufacture, execution and installation of work, as well as to check final requests for payment for same, he will do everything in his power to enforce the spirit and the letter of drawings and specifications. Beyond that he is not responsible.

15. The architect is construed by the courts to be the owner’s agent and the owner is responsible for payment for labor and material ordered by the architect for the owner. The architect’s power of agent is limited, however, to the building or work upon which the architect has been commissioned by the owner to perform professional services.

16. It is proper to charge for the preparation of sketches of any nature whatsoever, even if the client be asked only to reimburse the architect for his actual costs of payroll and overhead.

Under no circumstance will the architect offer to make sketches without charge or obligation in order to assist in soliciting business; nor will he submit to a prospective client’s invitation to submit sketches under such conditions, for, by so doing, he may institute or be drawn into an ungoverned and unethical competition.

If the architect chooses to work without reasonable compensation, he may do so only under conditions which will not tend to injure his fellow practitioners.

**UNETHICAL PRACTICE**

In an architect has quoted a rate of fee to a prospective client, another architect seeking the same work and having knowledge of the rate quoted by the first, is guilty of unprofessional conduct if he attempts to obtain the work by quoting a lower rate of fee. Such conduct is unethical.

**SUBMITTING SKETCHES**

If an architect knowingly competes with other architects by submitting sketches without obligation, thereby submitting to an ungoverned and unauthorized competition, he is unfaithful to the profession, and guilty of unprofessional conduct.
# COST PER CUBIC FOOT IN CENTS

(Permission, 1948, by Detroit Real Estate Board)

## Classification of Buildings

|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|

## Returns and Warehouses

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<td>Factory (Over 30,000 cu. ft.)</td>
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## See explanation on Page 64
Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of Jan. 1, 1948 is presented herewith on page 63.

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale. Additional copies may be purchased from the Detroit Real Estate Board at 25 cents each.

The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schedule is appreciatively acknowledged. In using this schedule, the rules established by Commissioner Joseph P. Wolff and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof or to the highest point of a flat roof. The volume shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches.

"In the case of buildings without basements, the measurements shall be taken from the ground line, and in the case of large buildings having deep foundations, the height shall be measured from a point below the basement floor by an amount equal to 1-5 of the depth of the foundation.

"In the case of open shelter sheds and other open sheds, the volume shall be determined by measuring from the projection of the edge of the roof and from the ground line to the mean height of the roof."

The cost figures presented are presumed to represent the minimum cost at which a fairly good building of economic design, may be constructed under most favorable circumstances within the Detroit district. The costs contain architect's fees, contractor's profits and all general items of construction and equipment including plumbing and heating systems, elevators, incinerators, refrigerating systems, etc. Financing costs, however, are not included.

As bids of individual contractors may vary from 20% to 50%, so may there be a marked variance in the costs of similar buildings erected within a single area. The quality of construction must be taken into account. The schedule presented is based upon the cost of average construction. The costs might be lessened by inferior construction or substantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant the experience, information and judgment of the user.

Since 1915, the schedule has been prepared under like circumstances, and based upon like factors. It may be assumed, therefore, to present a rather accurate picture of the movement of building costs in the Detroit area during the past 33 years.
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Orlie J. Munson, Architect.

Women's and Married Couple's Dormitory, Michigan State College, East Lansing.

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Suren Pilafian, Architect.

Right: Administration Building, University of Michigan, Ann Arbor.

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Results of their independent research study of the basic principles of city planning were presented to the public by the Architects Civic Design Group of Metropolitan Detroit at a meeting in the lecture hall of the Detroit Institute of Arts Feb. 11, 1948.

Basis of the study, said Eliel Saarinen, president of the Cranbrook Academy of Art, world famous town planner and architect, who served as co-ordinator of the group, was to provide the family with all the advantages of neighborhood and community living in a city.

The group’s work was illustrated by lantern slides and explained by Suren Pilafian, one of the group.

At Left: View of model of project by Eberle M. Smith and Dorothe W. Taylor.
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Above: Sizes of circles indicate density of residential population — areas required for one neighborhood containing 1,000 families, 4,000 persons.

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Left: Model by Louis G. Redstone.
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REPORT OF CHAIRMAN GAMBER

An introductory statement by Branson V. Gamber, Chairman
at the Feb. 11 Meeting

The Architects' Civic Design Group of Metropolitan Detroit is composed of a sizeable number of architects who are voluntarily engaging, in collaboration with the Cranbrook Academy of Arts, in a research study of the planning of the Detroit Metropolitan Area in accordance with certain recognized basic principles. The project has been sponsored by the two professional organizations—The Detroit Chapter of the American Institute of Architects and the Michigan Society of Architects.

This Group was formed nearly five years ago, and, at a considerable sacrifice of time and other interests and occupations of its members, the work has continued, until now—the first phase of its studies, the physical stage, has been completed.

At the time the Group was organized much attention was being directed to the necessity for "post-war planning." This enthusiasm and effort was largely pointed to the creation of shelves of plans to be used in the reconstruction period to follow the war. Practically all of the planning was for separate and unrelated projects. In this way the Detroit area was using the pattern which was being established in a number of other great metropolitan centers.

Many architects in the Detroit area felt the need to overcome the tendency, then prevalent, of considering and advocating "Post-war reconstruction", without recognizing the need for the large scale planning which should precede such construction.

Accordingly the members of this Group accepted the opportunity of placing before the public a clear demonstration of the tremendous benefits which would accrue from planning areas broadly before planning individual projects.

It was recognized that architects, by virtue of their training, experience and vision, could well undertake a research study of this magnitude and importance for their own benefit, from an educational standpoint, and upon completion, offer it to the public and the governing officials as a contribution to civic improvement and advancement.

Instead of attempting to create a Master Plan of the Detroit Metropolitan Area, the Group is chiefly concerned in making a study of the application to the Detroit area of the principles of organic decentralization over a period of fifty years. In this way, the study is not too limited or too rigidly restricted by the many artificial and fundamentally unnecessary barriers and physical obstructions which customarily handicap official planning agencies.

Shortly after the Group entered its task, it was fortunate enough to obtain the invaluable assistance of Mr. Eliel Saarinen, world renowned city planner and architect, who agreed to act as consultant to the Group. It is an understatement of the first order to say that his able assistance contributed a great deal to the study.

The program of the work included a number of meetings of the entire group, and many meetings of its Executive Committee. Several general meetings were held, to which were invited city officials and representatives of organizations which were interested in this work. Members of the staff of the Detroit City Plan Commission attended a number of the Group meetings, and cooperated fully and generously.

The Executive committee formulates the program and the policies of the Group, and actively administers its affairs. One of the members of this committee who has been most active, devoted and helpful in this work since its inception, will tell us something about the work which is being done by the Group. We believe that you will enjoy this illustrated talk, and that you will find it interesting and stimulating. I take great pleasure in introducing our speaker, Mr. Suren Pilafian of the architectural firm of Pilafian and Montana, a member of the Detroit Chapter A.I.A. and the Michigan Society of Architects—Mr. Pilafian.

And now it is my privilege and pleasure to introduce the Consultant to the Group. Here is a man who is famous throughout the world as an architect, a town planner, an author and an educator. Were I to recite a list of his works and achievements, it would take too much time, and also, he would not enjoy it, for his modesty is a measure of his greatness.

I will mention two recent distinctions which have come to him. Last year The A.I.A. conferred upon him its Gold Medal for his outstanding achievements in his profession as an architect, and in the field of education. More recently he with his associates, was engaged as Consulting Architect to the City of Detroit to design the new Civic Centre.

The members of this Group who have worked with him during the past five years respect and admire him for his great ability and his many talents. We love him for his warm, human friendliness, his understanding, kindness, cheerfulness and patience! We are proud of him too, for his great ability and his many talents. We love him for his warm, human friendliness, his understanding, kindness, cheerfulness and patience! We are proud of him and we are grateful to him. I am happy to present Mr. Eliel Saarinen of Cranbrook, Michigan consultant to the Group, who will tell you more about the principles of town planning.

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DETROIT ARCHITECTS CIVIC DESIGN GROUP

Address by Suren Pilafian at a public meeting at the Detroit Institute of Arts, February 11, 1948, held in conjunction with the regular meeting of the Detroit Chapter, A.I.A.

This evening’s meeting is the first public presentation of the work of the Architects Civic Design Group of Metropolitan Detroit. Our presentation, therefore, will be, in a sense, a report on the accomplishments of the Group since its inception almost five years ago.

My assignment as the spokesman in this part of the program for the more than forty members of the Group, is made a little more difficult by the presence here of both persons well versed in the subject of city planning and persons who are eager to learn what it is about. We are sure, therefore, to cover inadequately some phases of our discussion on which one or the other of these groups would prefer to have more detailed information. We hope the discussion with your participation that we will have later on will help remedy that situation.

As Mr. Gamber has told you, the Architects Civic Design Group is interested principally in research in city planning, especially as it concerns the application of sound, basic planning principles to the Metropolitan Area.

In conducting such a research program, we found it necessary to approach it from three distinct directions.

First, we attempted to determine what basic principles of planning should be followed in our studies. It is too easy to lose sight of such principles while being involved in the solution of the myriad detailed problems with which planners are constantly confronted. We believed a good set of planning principles, once established, could well be reaffirmed constantly, even at the expense of being over repetitious.

Our second approach was to adopt a simple, yet effective technique of study that we could use to apply these principles broadly and logically to actually existing areas.

Thirdly we had to present this material in an understandable and convincing form. For our aim is to prove that sound basic principles, while appearing very idealistic, at times, can be used successfully in the solution of our problems by their intelligent application and adaptation.

In both the recognition of these three problems and the development of each of them, we were guided very largely by Mr. Saarinen’s suggestions and advice. In fact, all of our work has been built on the foundations for the study of city planning which Mr. Saarinen had laid long before we had started, and what I am going to tell you tonight about our principles and our work is to a very great extent a paraphrase of what we have learned about city planning from Mr. Saarinen.

Let us take first the seven basic planning principles which we have adopted for use as a guide in carrying out our studies.

First, PLAN FOR FIFTY YEARS. While the question of time may seem somewhat unimportant, we have found that it has a very great influence on the results of the planning process. A plan for execution in twenty years would be restricted by many more existing conditions than a fifty year plan. A hundred year plan on the other hand, would be still less restricted. A fifty year planning period is reasonable because it is long enough for most of our present structures to become obsolete, yet short enough to allow all of us to enjoy some of the early stages of the plan's realization. Some persons have criticized us for making a plan that would take so long to materialize in its entirety. But, we believe planning so far ahead is the only kind of planning that is practical, the only kind that will make unnecessary the tearing down before complete depreciation of structures erected after a plan has been adopted.

Our second principle is that we should PLAN FOR PEOPLE. We have been prompted to emphasize this trite-seeming statement by the frequency with which planning problems involving such elements as streets, airports, and land subdivisions have been approached with but little regard for the needs of the people who are to use or live near them.

Thirdly, we think plans should be organic. We have allowed our cities to develop too far in the direction of an inhuman massing of persons whose individual community responsibilities have been virtually annihilated. It is time that we recaptured the blessings of rural living and combined it with the advantages of living in a large city. Only by planning for organic decentralization can we have the advantages...

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And by organic decentralization we mean the systematic grouping of living units about community services which can serve efficiently that particular group of living units. The most useful nuclear unit for these organic elements is, of course, the school. Therefore, we make the elementary school the nucleus of a neighborhood, and the junior high school, the high school, and the junior colleges respectively the nuclei of successively larger numbers of neighborhoods.

Our fourth basic principle is to plan for the maximum desirable population growth. In undeveloped areas this may mean planning for a much larger number of people than use the land at present. In overcrowded areas, it will mean planning for a reduced population. In both cases it is necessary to determine first what are the appropriate densities for the particular area. Where such densities, or where the extension or shrinkage of the geographic extent of an area leads to a radically different population extent than is found at present, the organic decentralization feature of the plan enters to justify the procedure. For in such a plan, the services are broken down into smaller units, so that the full advantages of the plan can be enjoyed even if only a part of it is realized.

Fifthly, our plans should reduce traffic. The less traveling people have to do to satisfy their needs, the better can be considered the plan of their community. Cities and towns should be so planned that it would be possible for most persons to go to work without spending a large amount of time traveling.

Sixthly, we should protect our neighborhoods and communities with generous areas of surrounding green-belts. Without these, it would be difficult to prevent encroachments from destroying the advantages of decentralized planning and to prevent the fringes of neighborhoods from deteriorating into undesirable living spaces.

Our seventh and last principle is the one we should like most to stress because it is the one which official planning agencies most frequently are prevented from applying. That is to plan across temporary restrictions. One of these restrictions is found most frequently in the limits on authority placed by political boundaries. In a closely knit group of communities like that covering the Detroit Metropolitan Area, political boundaries, if taken as absolute limits of planning, often seriously hinder the planning of organically decentralized communities.

Another unfortunate restriction commonly found, is the exaggeration of the permanence of existing conditions, both physical and legal.

Now in stating these principles, our purpose is not to claim that they are new ideas. Our object is to focus attention on these principles in order to prevent our forgetting them in the process of developing our plans, and then to demonstrate with these plans that these basic principles can be applied to the replanning of actual areas in mature cities. These principles are not just pipe dreams. They are not impractical text book theories. We believe that no plan is a really practical plan unless it is made in accordance with all of these seven principles. And to prove that these principles are practical, at least from the physical point of view, we are now going to show slides of several studies our group has made of the redevelopment of various specific portions of the Detroit Metropolitan Area, showing how these areas would be transformed if replanned according to those seven principles.
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Slide 1

PLAN ACROSS TEMPORARY RESTRICTIONS. If we are to ignore political boundaries, how far, geographically, shall we plan? We used this plan to help us answer this question. It was made by J. David-son Stephen as part of his work with Mr. Saarinen at the Cranbrook Academy of Art, and it shows the relation to each other of the communities in eastern Michigan. The population figures shown on the plan are the expected figures for 1990, reached by an exhaustive analysis of probable trends first in the entire country, then in the north central region of the country, in Michigan, and finally in southeastern Michigan. It shows the area of which Detroit is the nucleus, or the Detroit sphere of influence and accordingly exemplifies on a large scale, the nucleated pattern of planning which we will presently see carried through several stages down to the individual neighborhood. In the next slide we will find this information shown in a more pictorially sym-bolic form.

Slide 2

Here discs, or bubbles have been used to indicate the relative number of people in each part of the Detroit Sphere of Influence. The tan bub-bles represent population centers in areas which, the white ones repre-sent the major employment centers, which in this case are, of course, the concentrations of industrial activities. Lest you have not oriented your-self yet, the body of water at the lower right is Lake Erie, above that is Lake St. Clair, and above that, Lake Huron.

Slide 3

On this slide of the same plan we have indicated a smaller area which has been studied similarly in a little greater detail on a plan we will show in the next slide. This smaller por-tion is what we have called the Detroit Metropolitan Area. It covers the area between the Lake St. Clair shores as far as Mt. Clemens on the east and about six miles beyond the Detroit City limits on the west, and between the Detroit River down to the towns of Grosse Ile and Tren-ton on the south to a line about 20 miles beyond the Detroit City limits on the north.

Slide 4

This is the Detroit Metropolitan Area. We have tried to determine on this plan symbolically a general distribution of population that would permit us to plan the area further in detail in accordance with our adopted planning principles.

Two features are noteworthy on this plan. One is the network of thoroughfares that forms a basic pattern for the distribution of population and the other is the variation in the density of population distribution.

The network of thoroughfares is represented by the gray bands that run through the plan without interrup-tion. The thoroughfares for which we have adopted for our studies is in itself a departure from what this area has become accus-tomed to. Instead of converging to a point in Downtown Detroit, as the present system of thoroughfares does, we have expressed a little more evenly, even at the core of the Metropolitan Area. Once the activities of this area have been organically decentralized, there will not be the need for the exces-sive concentration of people in the downtown area which has been creating so many unsolvable problems for our planners and adminis-trators.

Another innovation in this plan of thoroughfares is the subordination of the northern city limit on Eight Mile Road as a basic thoroughfare. A major thoroughfare from the north-east and west is not a convenient one when considered in the light of the origin and destination of the travel-ers. It is now being used as a major thoroughfare only for administra-tive convenience, since it coincides with the city and county lines. This is an example of how planning re-stricted by municipal and county lines is often prevented from doing just what it is supposed to do—serve the people.

An added advantage of this uncon-gested type of road network is that it divides the area into subareas of sizes and shapes that permit better planned communities between them. Each area bounded by these thoroughfares is in effect a town, con-sisting of groups of subcommunities and neighborhoods, uncut by major thoroughfares awkwardly passing through them.

Now we come to the variations in population densities. These are in-dicated by the different sizes of the bubbles. Each bubble represents a neighborhood of about a thousand living units, or 4,000 persons. The larger the bubble, the more people it contains and the less dense is the use of the land. Note that in and around the down-town area all the bubbles are con-siderably smaller than those in the outskirts. This indicates that there would be a preponderance of multi-ply dwelling units in the former, and of single dwellings on large lots in the latter.

Note also that these bubbles them-selves are clustered in groups, with a red bubble in the center of each group and with red bubbles else-where in the center of a number of these groups. This represents the or-ganic feature of the decentralization pattern of the plan, the systematic coordination of localized services. The red bubble indicates a school center. Each neighborhood has an elementary school near its center. These have not been shown on this particular plan because of the small-size of its scale. In the same way a group of four or five neighborhoods has a junior high school center as a nucleus, and groups of these groups are served by a centrally located high school group of community fac-ilities.

Viewed in these lights, this bubble map becomes a clearer exemplification of these of our basic planning principles:

PLAN FOR FIFTY YEARS. This plan does not show the present dis-tribution of population. In some areas we have planned for more people than are there now. In others for less. For what this area needs now is a redistribution of population in accordance with the princi-ples of organic decentralization.

PLAN FOR MAXIMUM DESIRABLE POPULATION GROWTH. The distribution of population shown on this plan followed a careful analy-sis of the probable population needs of the area and of the desirable densities for such a population. It represents the provision of liv-ing space for such a number in the best conceivable manner.

PLAN ACROSS TEMPORARY RESTRICTIONS. Obviously such a plan cannot be realized if present city and county boundaries must be res-pected in the locating of major thoroughfares and in the planning of well proportioned organic communities.

Slide 5

On this slide of the same plan you have just seen, is marked the area covered by our next slide at larger scale, the central portion of the De-troit Metropolitan Area, which takes in a little more than Detroit, Dear-born, and the Grosse Pointe communities. The top limit of the plan is about four miles north of Eight Mile Road.

Slide 6

On this plan we have shown in greater detail the distribution of population, the network of thoroughfares and also the location of major centers of employment and rail-road lines. In this case each bub-ble represents space allotted to about 200 families, so that each cluster of five bubbles represents a neighbor-hood. Again the relative densities are indicated by the sizes of the bub-bles. In the central area the prepon-derance of smaller bubbles indicates higher densities that in the outskirts where larger bubbles or lower den-sities, are the rule. In the center of each neighborhood are shown red, green, purple and brown discs. These represent respectively the school, recreational, civic and commercial
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concentrations serving that particular neighborhood. Larger discs of these same colors represent similar concentrations serving a number of neighborhoods, such as at the junior high school and the high school levels.

The large bluish gray areas are those devoted to industrial uses. The clusters of very small rectangles near the center are the cultural and commercial centers serving the entire Metropolitan Area.

So much for our overall planning efforts.

No one has seen these bubble maps for the first time without being amazed that we call them practical plans. Aside from the fact that they are pretty and decorative (you might even like to use them as wall paper designs), we admit that the apparent indiscriminate translation of which we have located the bubble maps will make it hard for you to understand how the plans can be taken seriously. Look at the way we have placed residential units squarely across such established thoroughfares as Grand River, Woodward, and Gratiot Avenues, and across Eight Mile Road, and across so many municipal boundary lines.

Well, the fact is that in spite of these seeming absurdities, this is a practical plan. We believe it is the only type of plan that can be considered really practical. And these are our reasons for thinking so.

In the first place this plan is purely symbolic. It represents the objectives at which we want to aim in principle. We will show you in succeeding slides how this symbolic expression of a set of principles can be translated into a realistic concept of the principles involved.

Secondly we have chosen deliberately to ignore unreasonable obstacles to good planning, no matter how deeply rooted they may seem in our living habits of today.

Remember that we are planning for fifty years. And if Grand River Avenue, for example, is considered an indispensable, immovable artery to the people using it today, we should not be deterred for that reason alone from planning to change the character of that street over a period of fifty years if its preservation is not compatible with sound planning for the people of the area it traversed.

Again we will show in succeeding slides how we have suggested that these impossible seeming changes could be made without being as disastrous as they seem to be in these symbolic studies.

We are now going to show more detailed studies made by individual members of our group, of certain sections of this overall area.

Slide 7
On this slide we have designated an area at the extreme right, (the Grosse Pointe communities to be specific) whose plan has been developed a little further by Mr. Obata. The geographic extent of this area was determined by a major thoroughfare on the northwest side, the lake on the east, and by secondary thoroughfares on the north and south.

Slide 8
This is a duplicate symbolic plan of the same area, shown here at larger scale.

At densities which were proportioned properly to those used elsewhere in the Metropolitan Area, it was possible to provide for 14 neighborhoods in the area, or about 14,000 dwelling units, or about 50,000 persons. In addition to providing an elementary school for each neighborhood, there have been provided three junior high school groups and two high school groups, indicated by the larger red discs.

Slide 9
In the next plan this symbolic pattern of population distribution has been translated into a street pattern plan in which the actual shapes of the various neighborhoods have been determined as well as the location of the secondary streets bounding them. Those two elements, the shapes of neighborhoods and the locations of streets are interdependent since it is desirable to plan to avoid having any thoroughfares go through residential areas. In this study each irregularly shaped tan block represents an area devoted to about 200 families. A group of four or five of these constitutes a neighborhood. Three factors are noteworthy in this study:

First is the closeness with which the locations of the neighborhoods and community services in this study coincide with those on the symbolic study preceding it.

Second is the fact that this particular area is one that is not very fully developed at present. Accordingly the author of this plan has taken more liberties with the relocation of streets than he might otherwise have done.

The third factor is the significance of the particular shapes of the residential units shown here. In the center of each neighborhood is an open space for the elementary school group. It is accessible to all the living units in the neighborhood without having to cross any thoroughfares. It is in turn connected by means of an open area to the junior high school and the high school group, which serve its population. This, then, carries the principle of organic planning to a point where a physical manifestation of the principle itself becomes a useful feature.

Slide 10
On this overall study we have indicated the location of the town of Warren and its relation, in this fifty year plan, to the other communities in the metropolitan area.

Owen A. Luckenbach developed studies of this area, which we will now show.

Slide 11
This study has been predicated on a maximum possible growth of the town to a population of about 90,000. This may seem like an ambitious program for a town with a present population of about 600, but even should the town never grow to that size, it would do well to follow in its growth, a plan like this.

Note that the neighborhoods with the lowest densities, that is those with the largest discs, are placed along the periphery of the communi-
Slide 12
In this study, the symbolic plan has again been translated into one showing the actual shapes of the neighborhoods and the locations of the thoroughfares.

Slide 13
The next set of individual studies we will present is one prepared by Eberle M. Smith and Dorothe White Taylor. Its geographic scope is indicated on this overall plan. It covers the area south and west of James Couzens Highway and Eight Mile Road.

Slide 14
The two hundred thousand people that could be accommodated in this area at appropriate densities have been grouped into four communities, each of which is served by one senior high school and two junior high schools.

The large red squares are senior high schools, the smaller ones are junior high schools. Each of the 39 tan blocks is a complete neighborhood, with an elementary school near its center, not shown here. You will note that in this study an attempt has been made to utilize existing streets as much as possible. They have been relocated only at points where their retention would interfere seriously with the establishment of an organic plan.

The boundary street on the northeast is James Couzens Highway. That on the north is Eight Mile Road. The one on the southeast would be the extension of the present Davison expressway. The others are new thoroughfares we have proposed. The gray area in the southeast corner is an industrial center of employment.
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Coon-DeVisscher Co., The 38
Cornell & Woolworth Co. 94
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Cummins, John W. Co. 51
Curtis Companies, Inc. 5
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Degen, James E. Co. 78
Detroit Bank, The 68
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Detroit Edison Co. 14
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Mechanical Heat & Cold Co. 5
Michigan Bell Telephone Co. 96
Michigan Consolidated Gas Co. 70
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Miller, The Donald Co. 54
Maysara Architectural Metals Co. 72
Maynes, James A. Co. 89
Multi-Color Co., The 5
Munno Bros., Inc. 21
National Bank of Detroit 72
National Fireproofing Corp. 5
Nelson Co. 38-43
Oden, D. E., Inc. 46
Oden, G. A. Equipment Co. 47
Owen-Ams-Rhimball Co. 76
Patterson Co., The 74
Parsons & Company 68
Pack & Harsh 86
Petersen Portland Cement Co. 9
Phillips Engineering Co. 7
Pittsburgh Plate Glass Co. 10
Plastic Products Co. 7-25
Raymond-Concrete, Inc. 7-26
Restrick Lumber Co. 82
Revere Copper & Brass, Inc. 5
Robinson, Robbie Co. 7-26
Rogers, Maurice V. Co. 7-94
Rohr Fireproofing Co. 92
Rohr Sash & Doors Co. 25
Russell Flastering Co. 20
Sawyer Steel Sash, Inc. 93
Sales, Murray W. & Co. 78
Sherwin-Williams Co. 86
Smith & Bowen Fireproofing Co. 57
Smith-Orr Co. 57
Spitakian, R. A. Heating Co. 56
Stevens, Frederick B., Inc. 94
Stevens Heating & Ventilating Co. 94
Stibbard Construction Co. 10
Stiles, Inc. 88
Stokes Construction Co. 71
Talbot & Meier, Inc. 94
Taylor & Gaskin, Inc. 28
Thayer Co., R. D. 47-54
Thomas Brick Co. 47-54
Trane Co., The 44
Trowell Construction Co. 57
Truscon Laboratories 64
Trucon Steel Co. 2
Turner-Brooks, Inc. 60
Turner Engineering Co. 42
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U. S. Radiator Corp. 86
Vermont Marble Co. 12
Viking Sprinkler Co. 47-46
Walaum, W. S. Co. 60
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Western Watering Co. 38
Western-Kamm Co. 94
Whitcombe-Bauer Flooring, Inc. 96
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