

THE
OCTAGON

A Journal of The American Institute of Architects



The Architect and Housing - Today

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Two Hard Years - 1933 and 1934

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OBJECTS

The objects of this Institute shall be: To organize and unite in fellowship the Architects of the United States of America, to combine their efforts so as to promote the aesthetic, scientific, and practical efficiency of the profession, and to make the profession of ever-increasing service to society.

THE RESPONSIBILITY OF LEADERSHIP

From Address of President Thomas R. Kimball, to the 53rd Convention

"Let us keep in mind the fact that while The American Institute of Architects is still far from being numerically representative of the profession, it has from its birth furnished to the profession the ideals and examples after which the architectural practice of this country has been patterned, and has always been the court of last resort before whose bar all its serious and most important questions have been decided. Wherefore, in assuming for the Institute the credit of such leadership, we are debarred from disclaiming our share of the blame, where blame exists, for conditions that are not consistent with what should be present-day architectural heritage."

THE OCTAGON

A Journal of The American Institute of Architects

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The Architect and Housing—Today

By JAMES D. DUSENBERRY, *Director*

Underwriting and Realty Division—Federal Housing Administration

PUBLIC participation in the work of properly housing our people is rapidly becoming of major importance in this country and bids fair to remain of major importance for the next ten years or more. Solution of the housing problem in the United States is only now beginning to be accomplished. Struggle with a similar problem has raged in foreign lands for decades, if not for a century. It is a matter of intense public interest not only nationally but in the village, the township, the city, the county and the state.

As is usual in this great country of ours, we may expect much discussion, much criticism, some misconceived or misintended effort, but out of this welter of words is arising much that is good and necessary for our people. The result will be better housing and better homes.

Promotion of the Architect

When the National Housing Act laid the sound foundation for its share in home betterment it conceived a new basis of real estate appraisal. As part of this contribution it lifted the architectural profession up bodily and projected it into this picture. It was without doubt the greatest single promotion ever given to this group. It was only incidental that immediate work was provided for many architects whose principal collection of recent years had consisted of dust on their drawing boards. It opened new fields which had only been explored by the more hardy and venturesome members of that profession. It set

the precedent in mortgage lending for the inclusion of the architect in that group of financial analysts who file silently into the banking room marked "Board of Directors", leaving outside the hopeful and at the same time fearful mortgagor, folding and unfolding his moist hands as he teeters on the edge of his chair and wonders whether his fate will be to mortgage or not to mortgage.

The Federal Housing Administration, in its understanding of mortgage underwriting, has developed a science in which the architect is an essential element. Now the architect can, of his own initiative, carry this one step further and sell his services to the local lending institutions so that he may become an integral adviser in their lending service.

Architectural Service and Modernization

It is granted that there has been little that the casual architect could do in the home modernization program. With loans averaging not quite four hundred dollars each, the business may have been too scattered to warrant individual search for it. It is true, however, that in some cities more aggressive and perhaps more congenial groups of architects banded themselves together and formed clinics for solving all of the physical ills of the house. Individual fees were not large but in the aggregate they were worth while and much better than nothing. Then too, those consulted feel that they have created good will from which they will hear later when normal times

are established and new homes are being built by these same people or their friends.

At the time of writing there is an amendment to the National Housing Act, before Congress, authorizing a modernization limit of fifty thousand dollars for multi-family and industrial buildings. This throws open a vast field of endeavor to the architect with imagination.

Many properties can be taken from the red and returned to a position of adequate earning by rearrangement and modernization. The problem is half professional and half dollars and cents. An architect who has kept abreast of his times is well fitted to undertake the analytical selling that must accompany this campaign. It is an unlimited field. It can benefit the community, the building industry, material supply houses, banks which either need an outlet for surplus funds or wish to salvage bad investments and the owner whose business or properties do not pay. It can also benefit the architects if they do not miss this opportunity.

The work will go on. There need be no doubt of that, but it will be done by more aggressive salesmen unless many architects cast off the so-called ethical inhibition against straightforward selling which is so often a cloak for ordinary laziness.

This charge does not apply to the architects as a profession for there have been outstanding exceptions. It does, however, apply to a great mass of architects. One firm reports eleven hundred commissions last year for modernization. Yet, in a market made to order for the architect, one thoroughly familiar with conditions in the building industry and The American Institute of Architects makes the statement that there are "Sixty-eight local architectural organizations and not a dozen have organized the profession in their communities to take its proper part in the Housing Program—or even to help themselves".

Main Street Lined with Potential Projects

Any architect, sitting at his office window, is looking on many projects crying for modernization. Where funds in the past have not been available, the proposed new Federal Housing Regulations will do much to relieve this situation.

Down there is the old corner drug store—it used to be the most popular place in town. Trade has been falling off of late. People like the newer, fresher store in the middle of the block. The office building diagonally across the street five years ago was fully rented. Today it has thirty per cent vacancies. The elevator is often out of order and

tenants must climb even to the eighth floor. Its rooms are large and barn-like. Its corridors are drab. We might brighten it up, get modern elevators and pay the costs by making more but smaller modern offices. The little hat shop alongside—funny it doesn't do better. It has nice things, too. Its window displays, though, don't have a chance. Wonder what a new store front would do for it? Well, now that Main Street is under inspection even the Eighth National Bank itself, after five years of embattlement to attain a position of gorged liquidity, is a dreary, drab reminder of the organization it was six years ago.

It's a little sad to see how our communities have slumped in the last years. It's even sadder to know that our eyes have become gradually accustomed to it all. But the time has come, and the Federal Housing Administration is showing the way, to change this trend. Once more we can brighten up Main Street. We can return business and even industrial properties to a condition where they are entitled to earn the difference between loss and profit.

Architectural Service Not Mandatory

The Federal Housing Administration is often asked, "If you really want to help the architects, why don't you issue regulations requiring that an architect be employed on every project which you insure?" The answer may be disappointing but it is easy to understand. We insure any completed buildings that meet with our standards. How these standards were attained is not our concern. We cannot place the Government in the position of forcing the services of any group on the prospective home owner any more than we could force the use of some patented product.

While there may be sympathy for the architect in his desire to become an important factor in this moderate and low price housing field, which he has to a large extent abandoned of recent years because of the larger projects available, yet its recapture is his own problem. Even today, in so many cases, architects, figuring the limited return available on the small home, reject this business and scribble ahead on masses of figures, hoping ultimately to arrive at a satisfactory answer for the value of the common stock of that proposed forty story office building, the perspective of which has been collecting six years of tender thumb prints.

The Fabricated House

While it is felt that the real opportunity for the architect, over the coming decade, lies in the housing field, yet the percentage of return will of

necessity diminish. Architects must learn to produce and to merchandise their products at less cost. Furthermore, the architect will be forced to produce a more complete and more finished product. It will be found that the small purchaser will be educated to demand this.

Unless the architect and the construction industry can meet the inevitable competition of the prefabricated house in both price and service, they will be driven from the low priced field. The mass producers have the advantage of national advertising to educate while repeated orders will iron out construction and arrangement details. It is no easy problem to compete with a product which calls for small payment, financing all arranged in one package, no construction worries, no extras, all conveniences and modern inventions, even down to food in the electric ice box, medicine on the shelves of the medicine cabinet and, yes, air conditioning—all for less per month in many cases than the rent being paid today.

It isn't easy to discharge this threat to the architectural profession by the statement that Americans do not like to live in houses similar to their neighbors. This is not true, even if we have kept repeating it for years. Look at the outskirts of New York, look at Philadelphia, look at Baltimore, look at Washington—rows upon rows of human filing cabinets.

The Architects Must Unite

Singly the architects will meet defeat in the low priced housing field. Jointly they can find success. It will require, however, much more aggressiveness and thought than they have exhibited during the last year. In several cities organizations that have been skillfully designed to meet the competition of today are well under way. They no longer look longingly back over their shoulders at the past because their attention is focused on the future. They are on their way to success.

There is, for instance, the Architectural Service Corporation of Maryland, a non-profit making corporation now functioning in Baltimore. It is not competitive with the established architectural profession. It supplements it. No architect abandons his own practice but has an opportunity to add to it.

The Baltimore Plan

The basic thought in the Baltimore plan is to bring together the architects of a community who will sell their services by group effort. They maintain a central organization with which designs

prepared by all members are filed. Any competent architect of the community can become a member regardless of membership or non-membership in any professional society.

Each architect may file as many sets of plans as he wishes, provided that they represent plans of homes costing not more than \$7,500.00. These drawings are submitted to at least one contractor who is asked to file a bona fide bid for building a particular house within a predetermined radius. The contractor may, upon due notice, revise his price from time to time. Plans of the group may be used more than once. They are filed in the corporation's headquarters where the future home owner may make his selection. Plans are filed by number rather than by name. The name is disclosed only after selection has been made. Supervision of construction is by the architect whose plans have been used. The group is not in the business of selling drawings, therefore no plans may be sold without supervision.

If an alteration to the standard plan is desired, an executive committee passes upon the charge for such alteration. If the change is incidental, the charge is only nominal, but if it is so extended as to cause a radical modification to the plan, an excessive charge is asked so that the prospective home owner will seek the services of an architect who will meet his own particular requirements.

As a result of this joint effort and the repeated use of the plans, it is possible to make a substantial reduction in architectural fees. The individual architect receives the income from his plans and his services, with only such small deduction as is necessary to defray the expenses of the corporation.

Housing Projects

In the field of large scale low cost housing projects the architect will find a problem which should be very close to his heart. Close study, forward thinking and much of imagination can well find play. Because of the searching public and political attention that will, in the coming years, be directed on such projects, the architect is placed in a position of rendering an important public service or disservice.

To fulfill properly the requirements of a generation not yet born, much of the thought and custom of today must be passed over in the development of a new housing technique. This is said on no less authority than Frederick L. Ackerman, Technical Director of the New York City Housing Authority and long recognized as a

leader in this field: "I should like to go back fifty years to start to illustrate my point. When we were building apartments in those days in New York and elsewhere, we were thoroughly aware of the fact that even at that time they were obsolete. We likewise knew that the new housing law in New York of 1900 represented a standard of building that was obsolete when we wrote the law. We have always built buildings that were obsolete even at the time that they were building. I have in mind not only the quality and character but the quantity of the building in relation to the land available."

New Ways—New Hope for the Future

The panorama painted, while noting great changes, should be one, not of discouragement, but of hope to every architect. New fields for conquest are offered—new methods—new thinking—but it must be so recognized lest the future roll over you.

Note: If the Federal Housing Administration has been remiss in furnishing any information, publication or regulation that may be desired concerning any questions raised by this article, please advise me.

JAMES D. DUSENBERRY, Director

Criticism and The Architect

BY ROGER ALLEN

OF all the professional men whose handiwork might be assumed to lend itself to fair critical comment, the architects, in New York at least, are the least able to stand adverse comment. A musician can shrug off a blistering comment on his recital; a sculptor may say, "sorry he didn't like it, but what the hell?", but let a critic print his opinion that a certain building is a monstrosity and the architect will get his lawyer and go into battle with all the legal weapons from Blackstone to Max D. Steuer.

Thus Mr. Stanley Walker, in "City Editor". Since Mr. Walker is a former city editor for the New York Herald Tribune and is now editing the tabloid "Mirror", he knows whereof he speaks.

Thin skins are not peculiar to New York architects; their brothers in other parts of the republic display a similar lack of epidermic toughness. Among editors this fact is well known, and the consequence is that little intelligent criticism of American architecture gets into our dailies or (with a few exceptions) into our weeklies. Obviously, if a writer knows before hand that unless his criticism is favorable, some cautious editor will consign it to the hell-box, there is little incentive to treat a new architectural work with the same freedom displayed in the discussion of a new book, a new play, or a new painting.

If it is true, then, that most architects bitterly resent pointed criticism of their works, it will be worthwhile to examine the reasons for this resentment and see if they are well founded. It is probable that an architect's reaction to an unfavorable

notice of his work is compounded of equal parts of wounded vanity, belief that the critic is not well enough equipped, technically, to set himself up as a judge, and a fear that adverse criticism may scare away potential clients.

The sting of injured vanity cannot be cured; it must merely be endured. Probably no artist ever really wishes to hear unfavorable comment on his work, but in every other field this fact does not deter the critics from blithely taking the artist apart to see what makes him tick.

The question of the technical equipment of the critic is entirely relevant. Today it is doubtful if there are more than half a dozen lay-writers able to write an intelligent critique of the manner in which an architect has solved a particular problem. Why should there be? There is no market for their work, no matter how excellent that work might be. Lewis Mumford and Douglas Haskell are certainly far better equipped by training and education to criticize a new structure than are most drama critics to analyze a new play. I mention Messrs. Mumford and Haskell because, at the moment, I can think of no other popular critics of architecture who are all well known.

If honest and frank criticism of architecture is ever encouraged and practiced, there will soon be plenty of qualified critics available. Asking for them now is like demanding that a man shall be a proficient performer on a non-existent instrument.

And now for the real point: Does hostile criticism, to put the case as strongly as possible, deprive an architect of lucrative commissions by

frightening off clients with their pockets full of money and their heads full of profitable schemes? I doubt it very much; in fact I think the exact opposite is true.

When Critic Joseph Doakes, chronicling the erection of a building designed by Architect William Noakes, remarks that "the new building for the Blitz Spinach Exterminator Corporation lower Umpty-umph street resembles nothing so much as an overgrown cracker box with the mumps. Architect Noakes' solution of the problem indicates that he failed to look in the back of the book to see if he had the correct answer", the layman may imagine that all the readers of this candid critique will henceforth and forever believe that Architect Noakes is a fine lad to stay away from when they desire any architectural work done.

Nothing of the sort, as any experienced editor knows. What happens is this: Readers of the Doakes critiques will long since have divided themselves into two classes; those to whom the words of Critic Doakes will seem worthy of some respect, and those who never give Mr. Doakes and his star-spangled sentences anything but a good letting alone. Of the readers who took enough pains to read the whole criticism, a certain number will also take the trouble to go and look at the offending structure. Some of them, on beholding the monument of Mr. Noakes' genius, will agree that the building *does* look like a cracker box with the mumps. An even larger percentage will be able to see nothing whatever wrong with the building. They will then remark to themselves, and subsequently to anyone who will listen: "This fellow Doakes is certainly no judge of buildings, and I have no doubt that his home life is far from perfect."

Meanwhile, the architect has had his name mentioned, albeit unfavorably, in the middle of a lot of pure reading matter; a location that thousands of manufacturers, professional men and citizens

of all descriptions yearn for as the hart panteth for the water brooks. It is better, from every standpoint, to be mentioned unfavorably than not to be mentioned at all.

When Miss Gertrude Stein, landing in her native America, favors the delighted news cameramen with a sample of her somewhat less than crystal prose, the sample consisting mostly of "Pigeons in the Grass, Alas", she probably knew that shortly thereafter her efforts would be rewarded with giggles from large numbers of people who have no interest in pigeons in the grass, alas. They prefer Turkey in the Straw, Alas. Yet the net result of her good showmanship is an immediate increase in the sale of copies of the various volumes of Stein songs. Enough people either see something admirable in the samples, or wish to have a larger sample to giggle at, to cause them to buy her books. Thus everyone is satisfied.

Architects must learn to endure and to encourage frank criticism of what they are doing. Architecture cannot be a popular art, or even a lively art, until it is freely and frankly discussed in the same manner in which the sister arts are examined and discussed. If criticism is tabu, then one of the most promising avenues for the popularization of good architecture is closed. Architecture and its practitioners must come of age; all of us must be adult enough to allow and to encourage a state of affairs that will make the design of a new church as much a legitimate subject of comment as the premiere of Lydia Lovesome in that great dramatic spectacle, "Murder in the Percolator."

If we are not willing to adopt this attitude, then as architects, we should never, under any circumstances, criticize work done in any other field of art. In the vernacular, if we can't take it we shouldn't dish it out.

Courtesy of the Bulletin of the Michigan Society of Architects.

The News of the Convention

THE Convention is too late in the month for a report on its decisions in the May number of THE OCTAGON.

Therefore, the news of the Convention will appear in the June number, which will be gotten out as promptly as conditions permit—after the adjournment of the Convention.

It will contain the President's Address, the

Board's Report, a summary of the Treasurer's Report, the resolutions adopted by the Convention and other interesting papers; including, we hope, some "impressions" by two or more from the ranks of the distinguished literati within the ranks of the Institute.

CHARLES T. INGHAM,
Secretary.

Victorian Advertising

THE following paragraphs are quoted from an address by John H. Fahey, Chairman of the Federal Home Loan Bank Board, made on May 8 to the American National Advertising Convention, at White Sulphur Springs:

"I do not think that that potential market is being fully capitalized by American advertising for the benefit of American business. Our architectural magazines are filled with designs and photographs showing how to make old homes more attractive, and more in line with the present trend toward sounder construction and lower cost. Yet the advertising pages of our general magazines and newspapers pay astonishingly little attention to these far-reaching developments in public thought and taste.

"One recent issue of a leading weekly magazine which I read the other day carried nearly 200 different advertisements of products ranging from tomato juice to motion picture cameras, practically all of them things used in or around the home. Yet only two advertisements in the entire magazine carried even a suggestion of a home in their illustration. One of those two advertisements actually showed, under the label of 1935, a home that any architect and most laymen would promptly identify as the gingerbread vintage of 1898.

"That is the sort of thing that makes me feel that American advertising is overlooking a genuine opportunity. I do not think I am making

any dangerously radical suggestion in recommending that *the home* be included in more advertising, and that *some of the larger advertising agencies might even find it worth while to retain, as a consultant for their art departments, one or two practical, experienced architects*, even if their major function would be to show bottled salad dressing or canned pineapples in *home settings more modern, and more likely to invite the interest of the average reader*, than some of the antiquated backgrounds that leave so little to our imagination, and do so little to stimulate our appetite".

In commenting on the same subject, Pierre Blouke, Architect Adviser of the Home Owners' Loan Corporation, said:

"I know that the readers of THE OCTAGON are fully aware of the possibilities of advertisers of various products engaging architectural talent as advisers in the development of advertising copy. I noted particularly in a recent number of one of the leading weekly magazines some very inferior copy advertising a well-known building material. In connection with the advertising of building materials there should be no excuse for not presenting the subject in an attractive manner. The excerpts quoted above are of particular interest to me because of the awareness of Mr. Fahey to the present lack of appropriate material used in advertising, wherein competent architectural advice would have been of great practical value."

The Architectural Service Corporation of Maryland

(The Baltimore Plan)

BY EDWARD HUGHES GLIDDEN, JR., A. I. A.

"IT is an ill wind that blows no good."

For the past few years the winds fanning the members of the architectural profession have been adverse in the extreme, but a close examination of the grounds that they have swept indicates that some good should result. This is particularly true in the field of small residences.

Heretofore the prospective owner of the small house costing \$7500 and under, has for the most part relied upon the speculator, the unemployed draftsman, and other such agencies for advice and guidance in building ventures. He has felt that the services of a recognized architect were a

luxury, the cost of which he could not afford, and has imagined that he could secure a larger or more completely equipped building if his entire expenditure went into the actual structure rather than to pay an architect to design his building and supervise its construction.

On the other hand the architect, not feeling that the small house field could be profitably developed, has not made much effort to attract prospective owners of such small buildings to himself and has more often than not declined commissions for such work when offered.

Editor's Note: Mr. Glidden is President of the Corporation.

As a result of the failure of the owner and architect to work together on small residences, our cities, towns, and countryside have been covered with buildings that are not only architectural nonentities, but are models of inefficient planning and poor construction.

To this picture the winds of the depression have brought a new point of view.

The possibility of the revival of the activities of the profession seems to lie largely in the field of small buildings, the boom years having provided us with sufficient apartment houses, factories, office buildings, and other structures of more or less commercial nature, to last for some time to come, while the depression has deprived us of the sources of those donations so necessary to the building of churches, hospitals, and other buildings of like character.

To the small house field the architects have been directing their attention and almost every issue of the professional magazines carry illustrations of the excellent results that have been secured, insofar as design and low cost are concerned. Little attention, however, has been paid to the development of a method that will permit the architect to provide his services, in connection with the small buildings under discussion, with some assurance of both a reasonable profit to himself and a complete service to his client.

Appreciating the necessity of some new method of operation that would permit the logical development of the small house field a group of architects, all members of the Baltimore Chapter, organized during the latter part of August, 1934 for the purpose of investigating the matter. Several months later this group embodied their investigations and conclusions in a paper addressed to the Chapter and suggested that this be used as a basis for Chapter action in the matter. The final result was the formation, under the auspices of the Baltimore Chapter of the "Architectural Service Corporation of Maryland."

Among the purposes of the organization are the following: First, to aid the building owning public in securing maximum value through sound planning and construction. Second, to make available to the public, at a minimum charge, the services of architects on buildings costing less than \$7500, these services to include supervision and use of such "stock" working drawings, details, specifications, and other documents necessary to assure properly designed and constructed buildings costing not in excess of \$7500.

The organization, which is of the non-profit

type, operates as a clearing house for prospective owners who wish architectural services, based on "stock" designs, and for architects who wish to make their services available in the manner provided by the corporation.

The designs, while referred to as "stock", are prepared by the members of the corporation, though it is possible under the plan for any member to sponsor a design of which he is not the author. As used by the organization the term "stock" is intended to indicate: First, that the designs are the property of the corporation and may not be used except under its service plan; Second, use of the drawings and other documents pertaining to the service may be arranged for through the corporation only; Third, that the use of the drawings and other documents shall not be limited or restricted to any one individual, corporation or groups thereof.

It is upon the above conditions that the entire organization is built and only by relying upon these conditions, which are the basis of the corporate plan of offering architectural services is it possible for the members of the corporation to provide the services offered at the charges made.

All of the "stock" designs on file have been prepared or sponsored by members of the corporation and each design has been examined and approved by the Executive Committee. This Committee is controlled by the Baltimore Chapter in that five of the seven members of the Committee are also members of the Chapter. Members wishing to file designs, prepare preliminary sketches for submission to the Executive Committee. If these designs are approved, working drawings are then prepared and estimates secured. These are then reviewed by the Executive Committee. If approved, they together with preliminary drawings presented on a standard sheet, are filed at the office of the corporation. The cost as shown by the estimates is not guaranteed.

A prospective owner desiring to avail himself of the services of the corporation calls at its office where he is shown as many designs as he cares to see. After making a tentative selection, he is put in touch with the architect in whose name the selected design is filed. This architect then visits the client's property to determine whether the design selected is suitable to the site. Should the architect decide that the house is not suitable to the site he may refuse permission for the use of the selected design upon the owner's property. In the event the use of the design is approved for the owner's lot, the architect then secures firm

bids, prepares the necessary contracts, and supervises the construction of the building.

None but minor changes are permitted in stock plans and these must be paid for upon a time basis.

The schedule of charges is considerably below the normal minimum fee but it is justified by the fact that one design may be used as often as desired, and that upon completion of the drawings there is no additional work for the architect to do other than to prepare a plot plan and to make such adjustments in the foundation plan as may be necessary to locate the house upon any given lot.

The corporation is supported, first, by a membership fee and, secondly, by a service fee which is paid by the members each time they secure a client through the organization. The service fee is a percentage of the fee received by the architect. The organization's income is used for de-

fraying actual expenses and does not provide for any profit.

This organization is the result of approximately seven months' work on the part of several committees. By limiting its services to buildings costing not over \$7,500, it is restricted to a field which has heretofore received little attention from the profession.

The acceptance of the service of the corporation should not only assure better results for owners but safer investment to lending institutions, and at the same time should provide for the public and the community in which it operates not only better planned but more attractive buildings.

The Baltimore plan has already been used as the basis for similar organizations started by other chapters. A copy of the Prospectus, Articles of Corporation, and By-laws of the Maryland organization are on file at The Octagon, Washington, D. C.

Induction of New Members—Approved Form

BY IRVING F. MORROW

"Under the above title THE OCTAGON (November 1934) printed a new form of 'ceremony for the induction of newly elected Institute members'. Of a 'long form' and a 'short form' presented to it, the Board of Directors chose and published the latter, which is to be issued to Chapter Presidents."

An architect who joins the A. I. A.

The parent body, not a local chapter

May view initiation as a play

Designed to feature him as stellar actor.

As evidence that one is qualified

By inspiration, ethics and instruction,

Symbolic virtue can not be denied

To highly ceremonial induction.

Considering the architect's innate

Propensity for obsolete expression,

No ritual can pass as adequate

Which slights this antiquarian obsession.

A person who by instinct spurns the real,

Training and current sentiment abetting,

Assuredly will cherish as ideal

Historic costume in authentic setting.

Conditions prompt a pageant such as ceased

With days of gay attire and flaunted banner:

And yet the form officially released

Repudiates this retrospective manner.

Eschewing florid trappings of romance,

It moves in life's contemporary sectors,

Impassive as an audit of finance

Presented to a meeting of directors.

To document as such there can attach

No pledge of presentation with conviction—

Not every Chapter President can match

The radio announcer's fervid diction.

Besides, transcending details of approach

In dispensation of initial greetings,

The shortest form devised will still encroach

Upon allotted cocktail time at meetings.

The answer's simple. Let the long form come

Printed *de luxe*, in antique type, with ample

Display of decoration studied from

One or another recognized example,

(Token of trust in precedent undamped,

As well befits a scholarly profession),

Furnished with mailing tube and wrapper stamped

NOT TO BE OPENED TILL INDUCTION SESSION.

Two Hard Years—1933 and 1934

Excerpts from a Report to the St. Louis Chapter

BY W. O. MULLGARDT—RETIRING PRESIDENT

Fellow Members—

TWO years ago when you elected me to my present office, frankly I looked with considerable misapprehension upon the job before me. The then worldwide prevailing conditions were not pleasant to behold which in turn were reflected in our business, our Chapter, and in our Institute.

Individual purses and organization exchequers, like our spirits, were low. Private practice was at the zero point and the momentary hope held out by the Federal Government's PWA program was unceremoniously taken from us.

Members were obliged to forsake their profession for reasons of livelihood, and inferences that Architecture was becoming a vanishing profession were common even in the pages of our Journal.

I paint this picture not particularly with a view of emphasizing our own immediate conditions but with a view of putting *this* thought in your minds—what would have happened to our profession during these trying times if the Architects had not been organized—if there had been no A. I. A. While THE OCTAGON, the messenger of our organization, brought to us unpleasant facts as they existed, it was by no means a gloom dispenser—quite to the contrary. For every word of despair, there were many more from which emanated hope, encouragement, commands to "stand by and keep the faith", giving assurances "that our flag was still there".

It is not necessary for me to review these facts to you readers of THE OCTAGON but I do not believe that they should be allowed to go by as having been mere words. Every assurance so given represented to me an effort on the part of someone who was giving unselfishly and at a personal sacrifice in time, brains and money a service not only in behalf of my profession but a service which I consider distinctly personal.

Among them were men we know intimately, men taken from our own Chapter who, like those before them, made most valuable contributions toward the promotion of the objects and ideals of the Institute, and so it is with special pride and gratitude that I here and now acknowledge and recall their services with sincere appreciation and

in so doing I am sure that I am also expressing the sentiments of our membership.

Upon my election to office, needless to say my duties brought me closer to the Institute and its problems than I have ever been, and thus a keener appreciation of its leadership.

The constant flow of Institute literature which came to my desk was as astounding as it was interesting and, frankly, many times would have been a darn nuisance had it not been so worthwhile.

Naturally from these and the aforesaid assurances, my apprehension waned and encouragement took its place.

Believing that our first step should be toward uniting our members and affiliates into even closer fellowship, it was concluded that this would be best accomplished by putting you all to work, out of which grew the largest number of Committees, I am told, the Chapter has ever had.

Education

So now just as I have paid tribute to the men who led in Institute activities, so do I pay tribute to men who have led in our immediate activities. I believe it is generally conceded that the profession of Architecture as a profession is more vague in the minds of the public generally than any other profession and so when our Education Committee set out to plant the seed of understanding and appreciation of the profession in the minds of the youths in our high schools by means of lectures and intimate talks, I believe it should be recorded that the Committee was not only pioneering in its procedure so far as the Institute was concerned, but rendering the profession a most valuable service.

I believe it should likewise be recorded that the lectures were mostly given by our youngest and most recent members from which, in my opinion, assurances may also be taken that the future of the Chapter is in good hands.

Competitions

I somehow look upon our Competitions Committee as the kindly corner policeman, always on his beat, however believing that it is every man's right to seek the pursuit of happiness so long as he does not seek to conduct an Archi-

tectural Competition which would lead to unhappiness.

While the proposed St. Louis County Court-house died with the defeat of the County Bond Issue, the fact remains that because of the Committee's activities, both the St. Louis County Chamber of Commerce and the County Court officials and the public generally are better informed as to Competitions.

I personally believe that if the County authorities at the outset had adopted the A. I. A. Competition Program, to be conducted by a Bi-Partisan Committee, giving assurance of its removal from politics, the Bond Issue would have carried.

The Small House Competition, sponsored by the Chapter for a large St. Louis department store and a realtor, resulted not only in creditable drawings and models, but also in desirable publicity and credit to our organization.

The Joint Architects and Engineers Registration Bill—

Thanks to our Legislation Committee, is still with us.

The Committee's perseverance, to my mind, is one of the most outstanding and creditable activities of the Chapter. They deserve to and I am sure will eventually win. Waging an up-hill fight on the basis of merit and not money has, no doubt, made their endeavors more difficult, but it is hoped that future Committees will always maintain the fine standard of the present Committee.

Membership.

In the early part of the review I stated that the Executive Board believed its first efforts should be toward knitting our membership into closer fellowship. The Membership Committee, evidently believed new blood was desirable and so set out to increase our membership, resulting not only (as you shall hear in a more detailed report later) in an increase in Chapter membership but Institute membership as well.

The Chapter today enjoys the largest number of members in its history, and the Committee has to its credit the recruiting of more members in the last two years than during any two years of the Chapter's activities. This, I think, is particularly commendable in view of the times.

On behalf of the Chapter, may I at this time again extend to all new members a hearty welcome, and may also at this time inject a bit of advice particularly to the younger members?

You have joined the Chapter because you believed it could help you but I believe that every one of you is too fine not to in return want to help the Chapter, the Institute, and ultimately your chosen profession. This you can unquestionably do as a Chapter member but I earnestly hope and urge that every one of you definitely plan to extend your field of possibility by becoming members of the Institute as soon as you possibly can. The Chapter and the Institute afford through service a training in executive duties which not one of you can afford to look upon lightly, so I again urge that you lay your plans accordingly, and that you prepare yourselves to carry on when called upon.

Smoke Abatement.

Seems rather far removed from Chapter interests but after all it does involve health, appearances of our buildings, and civic pride, and I believe we should continue our interest as established by our Committee.

* * * *

Court House.

When the General Council on Civic Needs requested the Chapter to make a survey of our old Court House on Broadway and Market, the building of which was begun in 1839 and completed in 1862, it met with immediate response by our Committee on the Preservation of Monuments and Historic Buildings.

The survey included detailed recommendations for restoration, maintenance, and estimated cost. It was a job worthwhile and well done bringing particular credit to those responsible.

State Planning.

State Planning, like City Planning, has always had the Chapter's interest, as evidenced by the program prepared by our Committee and submitted to the Governor's State Planning Commission. The program was duly acknowledged with expressions of appreciation and commendation, and again it is felt that a service has been rendered reflecting credit upon our profession.

Thomas Jefferson Memorial.

I am sure that Thomas Jefferson, having been an architect, had a sense of humor and would have enjoyed with us the trials and tribulations experienced by our Committee which prepared, upon request of the Mayor's Committee, the first drawing for the proposed Thomas Jefferson Memorial to be built on the river front.

We all felt quite proud and pleased over our contribution and no less so when the St. Louis Chamber of Commerce requested that it be allowed to use a stereopticon reproduction at its annual meeting. Hell has no fury like the scorn of architects when someone deliberately removes names and titles from drawings and replaces them with credit unto the remover. Anyway the Chamber knows better as a result of this experience, and some day we hope it will also learn the difference between an architect and a contractor.

Incidentally, a representative of the Jefferson National Expansion Memorial Association very graciously acknowledged the Chapter's contribution at the banquet given to the guests of honor representing appointments made by the President of the United States, President of the Senate, Speaker of the House of Representatives, and by the Jefferson National Expansion Memorial Association. The fact that the proper acknowledgment required a bit of prodding makes it none the less interesting in the Chapter's history.

Slum Clearance and Low Cost Housing.

When the Federal Government raised a flag signifying a proposed program of Slum Clearances and Low Cost Housing on a 100% grant basis, we found the Chapter among those who rallied round the flag, however not as a job seeker but as an information seeker. Believing that Uncle Sam meant what he said when he invited cities to present their credentials and seeing that the City was not thusly disposed, the Chapter decided to set up a civic spirited group which might lead the way. The first group called together for this purpose was a representative of the St. Louis Engineers' Club, the Associated General Contractors, the St. Louis Real Estate Exchange, a City Planner, and two members of the St. Louis Chapter. They agreed to carry on, elected one of the Chapter members Chairman, called itself the St. Louis Slum Clearance Committee, drew up a plan of procedure, and within a surprisingly short time was asked to report to the Mayor.

Their program of procedure was submitted and approved, the Committee enlarged and in the ensuing meetings the City Plan Commission's studies and data for a White and Colored Development were reviewed and compiled and sent on to Washington as evidence that St. Louis was craving the clearance of its slums and the building of low cost houses.

A Chapter member continues to act as Chairman of this Committee.

I considered it proper for our Chapter to have

acted as host at one of the meetings during the Slum Clearance and Low Cost Housing conferences held in our city in September at which European and American housing experts brought us messages of interest on this and allied subjects of importance.

HABS.

You will recall a Government agency entitled HABS—meaning Historical American Buildings Survey.

When the Chapter received a telegram from the Chief Architect of National Parks in the Department of the Interior requesting the earliest possible recommendation of a State Director to conduct a survey, the purpose of which was to record by means of measured drawings historical buildings within our State, and to provide employment for those of our profession, a telegraphic recommendation was on its way to the Chief Architect within the next 36 hours.

The splendid record made by the Director and the men who assisted him is well known to all of us. Suffice it to say that it was given special mention by the Department and I believe further appreciation is reflected in a later appointment when the State Director, because of this fine record and his other many fine qualities, became Chief Architectural Supervisor of the Federal Housing Administration for the St. Louis area.

PWA

And just as the Chapter was called upon to recommend an Architect for HABS so was it called upon to recommend Architects to serve on the technical staff of the Bi-Partisan Advisory Board in Jefferson City with relation to the State penal and eleemosynary building program.

The names of five members, with a brief statement of their qualifications, were prepared and submitted, and one of the architects is now serving in the aforesaid capacity.

In both of these cases, like in many other instances, the request called for immediate action and, therefore, could not be held over for Chapter action, and was therefore disposed of by the Executive Board.

Unlike our National and City Governments, the State plans to engage private architects to assist in its building program instead of setting up its own bureau. This very likely prompted the technical staff to invite the President of the Chapter to meet with them in Jefferson City to discuss fees, services, etc., and also in turn prompted the Chapter to arrange a luncheon

meeting at a local hotel to hear more about the State's program from their Chief Advisor. Approximately 200 invitations were sent out to representatives of various civic organizations and to our own membership.

FHA-BHP

When the Institute wired for a report on the Chapter's activities in the Federal Housing and Better Housing program, it was not known that the request came originally from a Government official, nor was it learned until later that THE OCTAGON wished to publish the report in its December issue. I shall not review it here, on the assumption that if you are interested, you will read it.

I do not believe, however, that we should pass over the activity without expressing our indebtedness to those who served on the Architects' Advisory Committee, the Exhibition House Committee, and the Committee which prepared the exhibition at the Auditorium, whose reports you will hear later.

I too think that it should be recorded that for the first time in its history the Chapter has indulged in a paid publicity program. There is no way of measuring the benefits but I believe that the old slogan "it pays to advertise" is still in vogue.

Building Code

At a recent meeting it was reported that a letter had gone out to the Mayor recommending the desirability and importance of modernizing our City Building Code. The ensuing correspondence was quibbling and evasive.

The Chapter voted to appoint a Committee to cooperate with the City when the need arose.

Within the last three weeks an invitation was received to attend a conference at the City Hall in University City to discuss a uniform Master Building Code for the metropolitan area of St. Louis.

Representatives of the League of Municipalities of St. Louis County, St. Louis Building Commissioner's office, Engineers' Club, the Chapter, East St. Louis Chamber of Commerce, Alton, Madison, and of other neighboring communities (numbering approximately 20 men) were present. After considerable discussion, a Sub-Committee was appointed consisting of an Engineer, a representative of the St. Louis Building Commissioner's office, and the Chapter, with instructions to prepare recommendations and a program

of procedure for the Committee's consideration at the next meeting set one week hence.

At the following meeting the Sub-Committee's program was read but before it could be discussed, the St. Louis Director of Public Safety addressed the group, saying that he had come to inform those present that the City of St. Louis was now engaged in preparing a new Building Code which he believed would serve the metropolitan area as well as the City proper; that an expert would very likely be engaged to write the Code, bear all expense and make the new Code available to all communities which desired it. The offer was accepted, and the meeting adjourned.

City Plan

I do not believe that the City Plan Commission has more staunch and appreciative admirers and supporters than our membership. We have always stood ready to praise its work, and resent the lack of appreciation on the part of others. Records in our minutes bear me out in this, and it is sincerely hoped that the City Plan Commission will always be as deserving of our endorsement as our present Commission.

The recent controversy between the Commission and the City authorities was most refreshing and evidently most edifying. It seems as though it was not understood that the Commission was a part of the City Government and created for the purpose of making plans for the City's future and not to spend money. We have evidence of this taken from a letter written by the Mayor to the City Plan Commission and published in our local newspapers which reads in part, "the point you emphasize in your letter that City Planning does not necessarily involve immediate expenditures interests me greatly, and I shall be very happy to discuss with you any plans or proposals you may care to offer when it is convenient for you to call upon me".

I believe we might all infer that a similar lack of knowledge prevails within the walls of the City Hall with regard to our profession. The recent attack upon the Plaza Commission is another example. Even though it has, in my opinion, been truthfully, emphatically and commendably refuted by the Secretary of the Commission, I do not believe that we should be content.

If the Plaza Commission contract can be called "infamous", then I believe most of us are guilty of having committed a similar wrong in our profession. I know nothing of the contract existing between the Commission and the City but my regard for and faith in the men who executed

it stands unshaken. It is recalled that the majority of the architects on the Commission were selected by ballot and recommended by the Chapter as architects which the Chapter believed were thoroughly capable of serving the City in its building program. So I consider that the unfair and unjust accusations are a reflection on our organization just as they are on the Commission, and should not go unchallenged.

Further evidence of the City Administration's unholy and unhealthy attitude toward the architects is found in its present Architectural Bureau set up to prepare all plans for the City buildings authorized under the recent Bond Issue. Those responsible at the very outset have violated the intent of the PWA program which is to help establish business and professions but this, to my mind, is the least of the offenses unless we too believe that a political bureau can serve the public's interest in the building program better than architects in private practice.

I know that there have been Committee meetings where the subject was discussed, and I know there were personal contacts with City officials with the commendable intent of correcting this wrong, but obviously it requires more than protests and personal appeals. This problem, I believe, is one on which the Chapter should definitely concentrate, not necessarily with regard to the present situation but with regard to the future. If the public must be educated, then the architects and no one else must do that job.

Following in the footsteps of the New York Chapter, letters went out to the twenty-eight candidates for the Senate and Congress prior to the last election requesting that they state how they stood on the Government's invasion of private business. Fourteen replied "opposed"—the rest remained silent.

The local newspapers gave our letter column space, and the architects' protest editorial support.

Our Congressman, now in Washington, has given evidence of continued interest, and we have at least reason to believe that they are all better informed.

Summing it all up, the invasion of Government is not only a question of principle but also a question of actual livelihood.

Architects' Memorial Day

An Architects' Memorial Day as inaugurated year before last, I believe, has become a fixed observance in the Chapter's yearly program, and

I sincerely hope that the future Committees will arrange as suitable ceremonies as were arranged by the Committees up to the present time.

Paying tribute to those who are no longer with us is a privilege, and by honoring them, we honor ourselves.

Deceased Architects.

You will have noticed that up to this time I have refrained from the use of names in my review of 1933 and 1934. This I did partly because you will have more detailed reports about some of the activities later on, and also because I believe that we would all rather have our contributions recorded as Chapter activities than personal accomplishments.

Now, however, I have come to a point where I wish to use names and I do so with deepest reverence and affection—names of men who are no longer with us but whose memory will remain with our Chapter as long as it exists, for it is men like John Lawrence Mauran, Thomas C. Young, and Gabriel Ferrand, whose interest in the Chapter and in affairs of the Institute were unflagging, and whose memory to all of us who knew them will always be an inspiration to carry on.

Conclusion.

This, gentlemen, brings me to the end of my review. If I have left out anything which you think should have been included, please believe that it was unintentional, and that I want it included when my review is finally compiled.

This also brings me to the threshold of my term, headed in the opposite direction of two years ago. Frankly I am sorry but also glad. There has been a lot of fun, but there has also been a lot of hard work. You have been splendid to me, understanding, and helpful and I thank you for it as I thank you for the honor which you bestowed upon me when you made me your President. I shall always cherish the memories and if my endeavors have made the Chapter and the Institute a bit more valuable to you and the profession, then I am indeed well repaid.

Finally may I urge that every one of you give the incoming administration your fullest cooperation and every administration after them as long as you are members of this organization. I am sure that they will want it and need it just as we all need help in worthwhile endeavors.

The purpose of the Chapter is to promote the ideals and objects of the Institute. If you believe this and want to accomplish it, you must all help.

XIIIth International Congress of Architects

AN INVITATION TO THE ARCHITECTURAL PROFESSION

THE American Institute of Architects has received a cordial invitation from Architect Plinio Marconi, Secretary General of the Permanent International Committee of Architects, Bureaux du Congres, Lungotevere Tor di Nona N. 1, Rome, Italy, to send representatives to the Thirteenth International Congress to be held in Rome, September 22-28, 1935. Signor Marconi says "We are confident that the American architects will not fail to participate largely in this important event, and we are counting on your valued collaboration in supporting the Congress by an active propaganda and diffusion among your members.

"We are at your entire disposal in order to give you any other particulars or materials that can contribute to the greater success of the Congress."

The notice which accompanies this invitation, which is really to the entire profession in the United States, contains the following information:

Preliminary Information

You are hereby informed that the Permanent International Committee of Architects has accepted the invitation of the Italian Section of the C. P. I. A. and of the National Fascist Syndicate of Italian Architects, duly authorized by the Italian Government, to hold in Rome this year 1935 the XIII International Congress of Architects.

The opening of the Congress will take place with great solemnity at the Capitol on Sept. 22nd, and the meetings will be held at the Institute of Architecture, Valle Giulia.

Visits and excursions in Rome and to the new centres of Littoria and Sabaudia and other Italian towns will be organized in order to give to the Members of the Congress a clear idea of constructive and architectural activity of New Italy, as regards the development of modern organizations as well as the precious artistic inheritance of the past in the harmonious whole contemporary town planning.

The Congress members will enjoy special rail- and sea reductions for their journey to Rome

and the visits to other Italian towns. The Executive Committee will take every care in view of facilitating and rendering the Congress Members' sojourn in Italy both useful and agreeable.

Themes of the Congress

1. Design and production of new materials and results obtained from their use.

2. Knowledge useful to architects, both official and independent, in the study of public buildings and town planning, so that they can usefully collaborate in the carrying out of these plans, which comprise all buildings, bridges, roads, stations etc., the whole of which contributes to the general aesthetics and town planning such as it is nowadays understood.

3. Report of the means which architects can employ so as to make various State Administrations and the public clearly understand the advantages to be obtained by resorting to their experience and direct services without the useless intervention of other persons such as Building Societies.

4. The standardization of apartment houses.

5. The underground construction, circulation and protection.

6. The protection of plans and right of architects to supervise their construction.

7. Architectural competitions and constructions of public character.

Congress Members are kindly requested to send their reports to the Secretary's Office—Lungotevere Tor di Nona, N. 1, not later than July 15th.

You will be further informed of the programme of the works and other meetings of the Congress.

For any information please apply to the Secretary's Office.

Secretary General

Arch. PLINIO MARCONI

President of the Executive Committee,
Arch. ALBERTO CALZA BINI

With the Chapters and State Associations

(Excerpts from Minutes, Bulletins, and Reports)

Baltimore.

At the April meeting of the Chapter's Executive Committee, the Committee for the Demonstration House reported that it had turned over to the Executive Committee all of the data which they had affecting the choice of the house to be sponsored by the Chapter. Inasmuch as the voting in the papers for a choice of the demonstration house to be built, manifestly was not a true expression of public opinion, the Committee felt that the original selection of the jury should be followed and that the Chapter should sponsor the house given first place by the jury.

The question of a representative on the Board of Directors of the Baltimore Association of Commerce was discussed, and upon motion Thomas G. Machen was instructed to accept the offer of the Association to become a director representing the architects, and that he be a member of the Executive Committee of the Chapter, *ex officio*.

A plan was drawn up to be submitted to the members for the selection of architects for work to be done under the supervision of the Quartermaster at Aberdeen.

Boston.

The meeting, in March, was held in the Library of the Boston Architectural Club.

President Chandler read a letter from the Boston Common Tercentenary Committee asking the Boston Society of Architects to sponsor the construction of a "somewhat near reproduction of the first house in Boston—that of William Blackstone".

Mr. W. H. Kilham moved that the Society go on record in opposition to "the petition of the Out-Door Advertising Association of Massachusetts for an investigation by a special commission (including members of the General Court) relative to billboards and other outdoor advertising devices." On vote, the motion was passed.

Mr. Burr called attention to a bill for the establishment of a Division of Architecture in the Department of Public Works.

Mr. Putnam announced an exhibition of original designs of the Capitol at Washington by Latrobe and Bulfinch, to be held in the Library of the Rogers Building, at M. I. T.

In introducing Mr. George Nelson, the guest of the evening, President Chandler said that Mr. Nelson was a Fellow of the American Academy in Rome. After finishing the period of his fellowship at Rome last spring, Mr. Nelson traveled during the summer months through Central Europe.

He interviewed the important architects of a number of countries to find out the secrets of their success and their problems, and what is in the mind of the European architect today. In a delightfully informal manner, using charcoal on large sheets of paper, Mr. Nelson made quick diagrammatic sketches to illustrate his talk, in the manner, he said, that architects and students in Europe invariably sketched on the white linen or the marble topped tables at the cafes.

Among the architects of the international style, Mr. Nelson interviewed LeCorbusier. LeCorbusier told him that architecture "is not a problem of axis and composition." Primarily only two things have to do with the architect, "lungs and the sun." "The problem is to get sun and air into the building. Speed of transportation is the reason why the plans of cities, adequate up to modern times, must be revamped to meet recent great increases in speed."

Mr. Nelson told amusing and interesting stories of his visits to the important architects in Zurich, Stockholm, Czechoslovakia, and in Berlin with the brothers Luchart.

Buffalo.

The Board of Directors of the Chapter reports that at its March meeting Mr. Schmill read a form for a brochure to be sent out by the Chapter to prospective builders for the purpose of aiding in the selection of an architect and describing the distinguishing characteristics and necessary qualities of a good architect. This brochure should contain, it was suggested, ten reasons why one should have an architect, it being felt that the public is totally ignorant of what an architect is and what he does, and what the A. I. A. stands for.

Mr. Wade spoke about the F. H. A. attitude toward the architects. They have asked him to appoint an advisory group to govern the activities of the Architectural Clinic—also to appoint from E. R. B. architects a general manager for the Clinic, to be stationed at the headquarters to

Buffalo—Continued.

handle all business, obtaining work for architects and distributing it among them. Messrs. Horton, Schmill, Shelgren, East and Wolfe were appointed members of this advisory committee.

California Architects—State Association.

A joint Executive Board meeting of the Association was held in San Francisco on April 10, attended by members from the northern and southern sections of the society. Several guests from the State Board were present also.

President Gill of the State Board of Architectural Examiners discussed the needs of the Board, and certain amendments as proposed to the registration law. It was moved and ordered that the Joint Executive Boards of the Association support the policy of the State Board of Architectural Examiners in amending the act.

The Board instructed Mr. Orr to call a pre-convention meeting of State Societies in Milwaukee, before the A. I. A. Convention, to discuss the proposed changes in the plan for unification of the architectural profession.

Central Illinois.

The first regular Chapter meeting of the year was held in the Southern Tea Room at Champaign. Members and guests assembled for luncheon, which was followed by the regular business meeting.

The principal item of business considered pertained to the national Convention of the Institute. Chapter delegates and alternates were appointed to attend the Convention in Milwaukee. A message from Regional Director, H. E. Hewitt, who was unable to attend the meeting, was read, regarding pre-convention matters.

Following the business meeting, the guest speaker, Mr. Ralph W. Varney, Chief Architectural Supervisor of the Federal Housing Administration in the area, explained in an able manner the purpose of the work coming under the Administration.

Mr. E. E. Lundeen, District Officer of the work of the Historic American Buildings Survey for the Chapter, gave a most interesting talk on the work of the Survey last year, and for this year.

Cincinnati.

A meeting of the Chapter was held at the Fireside Inn on March 19.

In a discussion of the matter of newspaper publicity it was announced that sufficient material was not yet at hand. The President was instructed to prepare titles for articles and ask the members

to write them. The Chair was authorized to appoint a suitable committee. It was decided to take no further steps with the Enquirer until adequate material was at hand, but it was the concensus of opinion that it was very desirable to have the material as soon as possible.

The President announced the receipt of a telegram from Walter McCornack, President of the Ohio State Association of Architects, calling a meeting of his executive committee at Columbus for completing organization plans and arranging for a state convention. He requested at least two representatives from the Cincinnati district. Messrs. Martin, Cellarius and Schulte were appointed with any other members who could attend.

An informal discussion of methods of strengthening the profession locally preceded adjournment.

Illinois Society of Architects.

On February 26, a day of snow storms, stalled automobiles and deep, wet sidewalks, occurred the monthly meeting of the Illinois Society of Architects at the Architects Club of Chicago. Its comparatively small attendance was manifested by second and more portions offered at the excellent dinner—always a silver lining!

The subject of the evening was "Home Heating—Shall it be by Coal, Gas, Oil or Electricity?" President Elmer C. Jensen was in the chair.

Mr. Fuller, substituting for T. A. Marsh, engineer with Iron Fireman Manufacturing Company, held out for coal, H. B. Johns of Peoples Gas Light and Coke Company championed gas, W. A. Matheson of Williams Oil-O-Matic Heating Corporation, held the torch for oil, while J. W. Stribling, engineer from the Schenectady office of General Electric Company, demonstrated that electricity was the fuel of the future.

* * *

The first escalator ever built and run for public use was in the Paris Exposition of 1900 and this escalator is still running but now in a Wanamaker Store in the U. S. A. So stated H. H. Dahlman, statistical and traffic engineer of Otis Elevator Company. He was speaking at the monthly meeting of the Society on March 26.

Charts, diagrams, photographs of escalators in many countries of the world, installed by Otis Elevator Company, placed along the walls, were used to illustrate Mr. Dahlman's presentation.

Kansas City.

The March meeting of the Chapter was attended by sixteen members.

Mr. Archer, Chairman of the Legislative Com-

mittee, reported on the proposed registration act for architects and engineers for Missouri. He described various points of the act and enlightened the members as to the general conditions contained. Following his report there was a general discussion of the bill.

Mr. Maurice Carroll and Mr. William H. Saylor gave interesting talks regarding the Better Housing Program of the F. H. A.

The first of a series of advertisements in the Kansas City Journal Post and Kansas City Star was sent to The Octagon by the Secretary of the Chapter. It is an advertisement by the Kansas City Power and Light Company, and contains the following text, in large type:

We are not Architects (We Know Lighting)—Consult an Architect—about that contemplated construction work. No matter if alteration or new—an Architect will save you money—get more construction value—give you greater maintained value—greater re-sale value.

An Architect's Fee is the most useful money spent on construction. Spend that F. H. A. money wisely. Don't be your own Architect. Hire one—and save!

Michigan Society of Architects.

Notes from the report of the Twenty-first Annual Convention in Detroit in March:

President Clair W. Ditchy opened the meeting and offered a warm welcome and greeting in his address. He briefly outlined the Society's ambitions, and the outlook for architecture and the building industry in general.

After reading several telegrams and letters to the convention, and hearing the reports of officers and committees, various resolutions were offered and adopted.

A resolution was passed protesting the action of the Board of Education of Detroit in its recommendation that the plans and specifications for the proposed new high school building shall be prepared by assistants furnished by or secured through the F.E.R.A., who shall function as architects or draftsmen under the direction of the Director of the Department of Buildings and Grounds of the Board and his assistants. The Board was requested to reconsider its action and to employ regularly registered architects to prepare the plans, etc.

The Committee appointed to study the proposed Building Code for the State of Michigan reported in detail, and it was resolved by the convention that the importance of careful and comprehensive consideration of such a code, by those conversant with the subject in its entirety, be brought to the attention of the Governor of

the State and representatives in legislature, with the recommendation that a commission of citizens of the state conversant with the subject be appointed to examine fully into the whole subject and to recommend such legislative action as the facts found may justify.

At the luncheon meeting on Friday, President Ditchy introduced Mr. Frank Eurich, who in turn introduced Mr. Theodore H. Hinchman of the architectural firm of Smith, Hinchman and Grylls. Mr. Hinchman, Vice-Chairman of the State Planning Board of C. W. A., spoke of his work on that board.

Further action at the afternoon session related to the passage of resolutions regarding the employment of private architects by the Federal Government; the submission of free sketches, which was disapproved; and the endorsement of the movement to create homestead projects.

Mr. Ditchy then called upon Mr. Ed. Thal, President of the Detroit Building Trades Council, who spoke concerning the use of Union Labor on building construction.

That evening the informal get-together was a smoker in the night club style with music, entertainment, refreshments and a buffet supper.

The next morning (Saturday) was devoted to a closed business meeting, and several architects were called on to address the meeting, including Leigh Hunt, of Milwaukee; Mr. Jos. Sweeney of Sweet's Catalogue Service; Professor Emil Lorch; Herbert G. Wenzel; Frank Cordner; Wm. D. Cuthbert; Andrew R. Morison; N. Chester Sorensen; and Walter E. Lentz.

At the luncheon meeting, Mr. Mason P. Rumney, President of the Builders' and Traders' Exchange of Detroit, was the speaker. He told of some of the things the builders and traders are doing to cooperate with the building industry, and their endeavors to bring about a closer cooperation among the building trades and the architects.

The afternoon session was in charge of Mr. Lancelot Sukert, Chief Architectural Supervisor to F. H. A. in Michigan, who addressed the meeting, interpreting the standards by which it is decided whether or not a building, old or new, is acceptable as security for a mortgage loan insured by the F. H. A. in the State.

Dinner Saturday evening was an informal stag affair, well attended with about 250 guests present. Professor Emil Lorch, Director of the College of Architecture, University of Michigan, acted as Toastmaster. Frank Eurich, Jr., presented Stephen F. Voorhees with a sketch which the M. S. A. wished him to have as a

Michigan Society—Continued.

memento of his visit to Detroit. Professor Lorch then introduced Mr. Voorhees as the speaker of the evening.

Mr. Voorhees addressed the meeting on the subject of the unification of the construction industry.

After this talk, President Ditchy dismissed the meeting with appropriate remarks, and the 21st Annual Convention was adjourned.

New York.

At the March meeting, a letter from Robert D. Kohn was read proposing the establishment by the Chapter of an architectural clinic. A committee of five was appointed to consider this matter.

A letter from "Quarrying the Highlands", requesting the Chapter's support in efforts being made to stop the destruction of the scenic beauty along the Hudson was read. On motion the President was asked to write letters of protest to the proper authorities.

President Walker spoke of the request of Mr. Bach of the Metropolitan Museum, for the Chapter's interest in recognizing outstanding figures in the field of industrial art.

A memorandum from Philip L. Goodwin, on the establishment of a traveling architectural exhibition, was read. It was felt that there is merit in the idea, although the exhibition might be more properly something for the Institute to do rather than the New York Chapter.

A letter from the Bureau of Architectural Relations, requesting the Chapter's endorsement of a traveling exhibition of architectural and allied arts in the suburbs of Metropolitan New York, was read. It was the sense of the meeting that the exhibition might be endorsed, but the Secretary was instructed to inquire as to how it would be financed.

The members were invited to attend The North American Conference on Church Architecture, May 7, Old Synod Hall, Cathedral of St. John the Divine. The program included illustrated lectures by Walter A. Taylor, A. I. A. and Walter H. Thomas, F. A. I. A.; and addresses by the Rev. Milo Gates, Dean of the Cathedral, and others. The afternoon session included addresses by Bishop Manning and Dr. Ralph Adams Cram, F. A. I. A., followed by a personally conducted tour of the Cathedral.

Northern California.

The regular monthly meeting of the Northern California Chapter was held at the Plaza Hotel,

San Francisco, March 26. The meeting was conducted by Vice-President Will G. Corlett.

Mr. Allen reported on plans for a joint meeting with the State Association at the time of the Exhibit and moved that such joint meeting be held on May 4 in place of the regular April meeting. The motion was unanimously carried.

The meeting was designated as an occasion to extend greetings to the newly organized California Society of Mural Artists and many of its members were present in response to the invitation to meet with the Chapter.

Mr. Albert Barrows, President of the Society, replied to the welcome expressed in behalf of the Chapter by Mr. Corlett and Mr. Perry.

His remarks dwelt upon the use of fresco painting and sculpture as mural decorations and the opportunity afforded through their revival for greater collaboration between architect and artist. The cooperation of the artists was pledged with hearty enthusiasm and met with cordial response from the Chapter.

Others who spoke in this light or pointed to these forms of decoration as appropriate to modern design were Messrs. Worth Ryder, Ray Boynton, Jacques Schneier and Ray Strong. A display of recent mural decoration in this vicinity brought the meeting to a pleasant ending.

Oregon.

Reports of recent meetings of the Chapter include the following:

Mr. Whitney, Chairman of the City and Regional Planning Committee, reported that he had talked with several people about the development of the water front into a park, and that "Bud" Frank suggested the holding of a competition, with prizes. He also talked with the county assessor who gave the total valuation between Morrison and Burside bridges as around \$417,000. The committee recommends that the public be educated to the desirability of the park and that steps be taken to obtain bond issue.

Mr. Jaccobberger reported for the Legislation Committee, stating that the House bill on architects' license law had passed the House, after having a few teeth extracted.

Mr. Parker, Chairman of Public Works Committee, reports Milwaukie, Oregon, as the entrance to Portland with the highway now finished, is ready for the finishing touches. He would like to make it a Chapter project. There is a quarter mile to be improved, chance to clean up, do planting, remove poles from highway and open up water front and develop park. The Leuwelling

House to be preserved. Something might be worked out for a Chapter project, not entirely free service, but recompense for expenses only, providing that the advice is taken from the Chapter only.

Mr. Stanton reported for the Education Committee that on the trip to Eugene to look over the students work, Aandahl and Tucker made quite a hit. The Committee is having the upper classmen visit Portland to be informally entertained in the various offices on a Saturday.

Pittsburgh.

At the meeting in March, held at the Pittsburgh Architectural Club, the Secretary reported briefly on the results of the meeting of the Chapter Committee with the Committee on Property and Supplies of the Board of Education. Harrold mentioned provision of the School Code that limits expenditure to a certain amount without competitive bid. On motion of Boyd (Reutti), the Chair was instructed to appoint a small committee to investigate the status of this matter from the point of view of the provision of the School Code. President Schwab appointed Boyd chairman with the request that he appoint two additional members.

The President reported progress on the matter of the abolition of the Office of City Architect.

Palmgreen, Chairman of the Special Committee on Compensation for Small Houses, reported. The Secretary announced that the Directors had accepted this report earlier, and referred it with favorable recommendation to the Chapter. On motion the Chapter recorded itself as favorable to cooperating with the F. H. A. in establishing a bureau, and only those members who are interested will be expected to give their services to the effort. The details of operation of this Clinic will be worked out by the Special Committee and circularized to the Chapter membership.

Palmgreen reported that WWSW had invited a speaker from the Chapter for April 2 on the subject of "Architecture". The President was instructed to appoint a committee to take over for the Chapter this broadcasting, and, if possible, to arrange to have a member speak each Tuesday night.

St. Louis.

The February meeting was held at Garavelli's. The President started an innovation by having each member arise and introduce the second member to his right. This procedure continued around the entire table, so that all the members

would become better known to one another. The reaction to this was most favorable.

The President made a report on the architectural registration bill now pending for Missouri. Mr. Mullgardt, who had just returned from Jefferson City, also commented on the status of the bill and expressed a conviction that there is no chance that it will pass. Mr. Mullgardt suggested that an educational program be carried on for the next two years to the end that a similar bill be successful at the 1937 Session.

Mr. Klingensmith suggested that the Chapter expend more effort on publicity, particularly to stress the advantage of architectural services over the services of a combination contractor and architect. He feels that the public are even more antagonistic to the employment of architects than they were before the depression.

Mr. Pendleton announced his candidacy as a member of the Board of Aldermen on the Democratic Ticket and promised, if elected, to work for the betterment of the architectural profession.

Mr. Friton suggested that some architect run for membership on the Board of Education at the coming election. No one volunteered.

In March, the Chapter members were the dinner guests of the Anderson Frame Corporation, represented by Mr. Bell of that Company, and by Mr. Schuette of the St. Louis Sash & Door Company.

The President reported on a recent luncheon meeting of the Committee Chairman and the Executive Board.

After the business of the meeting, it was turned over to Mr. Bell, who gave a very interesting and enlightening talk on frames and sash made by his corporation. Mr. Bell and Mr. Schuette had a number of samples of their product for exhibit, and, with the help of a large number of questions from the membership, the subject was thoroughly discussed in all its phases.

Toledo.

The March meeting of The Chapter was held at the University Club, with fifteen members present for dinner.

During the business meeting it was decided to take a booth in the Toledo Home Improvement Exposition to be held April 27 to May 4, inclusive, and to prepare an educational exhibit for same.

Following the business meeting, the members listened to a talk by Mr. W. W. Nixon, Field representative, F. H. A., which was followed by a round-table discussion of the subject presented by him.

Toledo—Continued.

During the week of March 18 there was placed in a prominent display window an exhibit consisting of renderings of residential work from practically all the offices represented in the Chapter.

Wisconsin.

At the January meeting of the Chapter, held at the City Club, Earl H. Reed, of Chicago, was the guest speaker.

Mr. Reed is a member of the faculty of the Armour Institute of Technology in Chicago, and the Illinois Director of the Historic American Buildings Survey. He has collected much material and has studied the early work throughout Illinois, Iowa and Wisconsin for the past nine years, and gave a most interesting talk, illustrated with slides and photographs which he has collected.

At the February meeting, Richard Philipp, Chairman of the Exhibition Committee, outlined

two exhibits which his committee had arranged at the Layton Art Gallery. The first consisted of thirty-three photographs of the work of Eliel Saarinen, showing his development of the Cranbrook School in Michigan. The Gallery was open for inspection of the photographs by the public from March 1 to 15. The second exhibit was planned for the period of April 15 to May 1, to show the work of Paul Cret, and drawings of the Nebraska State Capitol.

Mr. William Doll, Milwaukee Attorney and Counsel for the Milwaukee Real Estate Board, outlined the aims and the progress being made by the Tax Limitation League in the State. The subject was most interesting to the architects, and Mr. Doll presented it in a concise and forceful manner.

Peter Brust moved that the Chapter endorse the aims and purposes of the Tax Limitation League and assist in every way possible to bring about the results which are desired. The motion carried.

As of Interest

Conference on Planning—Bigger Appointed.

President Russell has appointed Frederick Bigger, of Pittsburgh, to act as the representative of the Institute at the meeting called by the American Civic Association, as a conference on city, regional and national planning in Cincinnati, May 21-22.

An Architect-Mayor.

For several years and without the knowledge of the profession, an architect and a member of the Institute, James L. Law, has been the Mayor of Madison, Wisconsin. Furthermore, all reports are to the effect that he has been a good Mayor.

This kind of participation in civic affairs has many things to commend it. Would that many other cities had architects for mayors!

British Architects' Conference, Glasgow, 1935.

Attention is called to the Annual Conference of the R. I. B. A., and its Allied and Associated Societies, in Glasgow, June 19-22, 1935.

Members of The American Institute of Architects visiting in Great Britain are cordially invited by Sir Ian MacAlister, Secretary of the Royal Institute of British Architects, on behalf of the British Architects.

Scholarship—University of Pennsylvania.

The Department of Architecture of the University of Pennsylvania announces that two graduate scholarships, covering tuition fees, are being offered to qualified graduates of Schools of Architecture. Those who are interested should file an application for admission to the University with the Dean of the School of Fine Arts, as a requirement for consideration. Samples of work should be submitted not later than May 25, 1935, with three letters of recommendation.

Scholarship—New York University.

The School of Architecture and Allied Arts announces a competition for the selection of a student of unusual ability to pursue graduate work leading to the degree of Master of Architecture during the academic year 1935-36, on the basis of a scholarship with an income equal to the tuition fee for the year.

The competition is open to any graduate of an approved school of architecture who is between 22 and 30 years of age on July 1st, 1935, and who is a citizen and resident of the United States. A photostat or official copy of the applicant's college record or degree must be presented with the formal application.

The competition will consist of a design problem involving a reasonable knowledge of design and construction. Program will be mailed to reach the contestant on June 15th, 1935. The drawings must be done without criticism or aid except from reference works and must bear a postmark prior to 12.00 noon, June 24th, 1935. Each competitor must work under the supervision of a member of The American Institute of Architects. The competition will be judged by three nationally known architects who are in no way connected with New York University.

For application forms and additional information address Dean E. R. Bossange, School of Architecture and Allied Arts, 1071 Sixth Avenue, New York City. Application forms must be filed on or before June 8th, 1935.

University of Michigan—Summer Classes for Architects.

This summer the University of Michigan is again conducting classes for architects as follows:

College of Architecture—Emil Lorch, Director.

The Summer Session of the College of Architecture extends from June 24 to August 16. The courses are designed for students of architecture, those enrolled in landscape design, decorative design, and the curriculum for teachers of art and design in the School of Education. The courses in drawing and painting may also be elected by any University student having sufficient preparation.

The Cranbrook Academy of Art.

Department of Architecture, Eliel Saarinen, Director.

The Cranbrook Academy of Art announces that the fifth year of its Post Graduate Architectural Department, under the direction of Eliel Saarinen, will begin in the fall of 1935.

A full description of the work and purposes of the Academy was published in the July, 1934, issue of THE OCTAGON.

Department of Painting and Drawing. Zoltan Sepeshy, Instructor.

This department offers a full time course to resident and non-resident students who are interested in the intensive study of Painting and Drawing. Being closely allied with those of Architecture and Sculpture, it gives the student the advantage of gaining a broader conception of the function and purposes of his Art.

In general, the course is divided into the following: Still Life—all mediums; Painting and Composition—any medium; Landscape Painting; Mural and Fresco.

Department of Sculpture. Carl Milles, Sculptor.

Mr. Milles, the internationally known sculptor, has been in residence at the Academy since 1930 and has during that time executed several large commissions for this country and abroad. Owing to the many requests which have come from students, he has consented to have a limited number who will work in their own studio, receiving his occasional criticism and advice.

"Convictions and Controversies".

By Ralph Adams Cram, F. A. I. A.

A review states that—

This recently published book is the third volume of the uniform edition of the works of Ralph Adams Cram. The two previously published are "The Ruined Abbeys of Great Britain" and "Impressions of Japanese Architecture".

The book contains fifteen essays, each admirably conceived and written. Taken as a group they serve to show Dr. Cram's amazing variety of interests, and the clarity and penetration with which he writes upon problems of the widest scope and implication. It is generally regarded that Dr. Cram is the greatest living authority on Gothic architecture. He has a happy faculty of relating architecture to philosophy and religion, and to civilization itself.

The titles of the essays included in the volume are: "Challengers of Democracy", "The Mystery of Sakkarah", "Post Caesarem Quid", "Ordeal by Beauty", "The Last of the Squires", "The Educational Value of Beauty", "Christian Unity", "White Magic", "The New Middle Ages", "Radio City—and After", "The Oxford Movement and Public Worship", "Fulfillment", "Beyond the Nemesis—", "Recovery or Regeneration?", "Why We Do Not Behave Like Human Beings". The price is \$2.50.

Publisher: Marshall Jones Company, Boston.

Outline of Town and City Planning.

By Thomas Adams.

A review states that—

This book presents simply, briefly, and in proper historical sequence the whole story of the planning of cities. It begins with ancient cities where defense was a chief consideration—Ninevah, Babylon, Jerusalem, the cities of the Nile, the Chinese, Greek, Roman, Mayan cities. The narrative proceeds through the close-walled feudal cities, the artistic glories of the cities of the Renaissance. It continues with a much fuller treatment of the modern period, when the auto-

Outline of Town Planning—*Continued.*
mobile and the massing of great populations have brought new and urgent problems, expanding the scope of planning to regions, states, and whole nations. It describes the evolution of the planning of Washington as perhaps the greatest example of effective city planning. It closes with the criticism that "too much planning has ended on paper," and with a call for action and positive achievement.

Consideration is given to the aims and methods of city planning and its probable future, but technical discussion has been avoided. The book

as a whole is enlivened and clarified by an abundance of illustrations (125 in all) ranging in subject from line drawings of the plans of cities to photographic reproductions of out-standing features of civic architecture in the past and architectural renderings for possible cities of the future.

This outline stresses, from the viewpoint of architecture and engineering, both the practical and artistic aspects of the subject.

This is a timely and valuable book.

Price \$3.00. Publisher: Russell Sage Foundation, 130 East 22d Street, New York, N. Y.

Applications for Membership

May 21, 1935.

Notice to Members of the Institute:

The names of the following applicants may come before the Board of Directors, or its Executive Committee, for action on their admission to the Institute, and if elected, the applicants will be assigned to the Chapters indicated:

<i>Alabama Chapter</i>	- - - - -	HARRY PEMBLETON
<i>Boston Chapter</i>	- - - - -	LUCAS EDWARD BANNON, SAMUEL E. HOMSEY
<i>Buffalo Chapter</i>	- - - - -	JAMES WILLIAM KIDENEY
<i>Chicago Chapter</i>	- - - - -	WILLIAM N. ALDERMAN
<i>Delaware Chapter</i>	- - - - -	ALBERT KRUSE, GEORGE EDWIN POPE
<i>Indiana Chapter</i>	- - - - -	CALLIX EDWIN MILLER
<i>New York Chapter</i>	- - - - -	GEORGE BARR KAYSER, MORRIS B. SANDERS, FRITZ STEFFENS
<i>North Carolina Chapter</i>	- - - - -	LUCIAN JACKSON DALE
<i>Oregon Chapter</i>	- - - - -	ROI L. MORIN, JOHN T. SCHNEIDER
<i>Philadelphia Chapter</i>	- - - - -	S. ARTHUR LOVE, JR., HENRY D. MIRICK, LANCELOT F. SIMS, JR.
<i>South Texas Chapter</i>	- - - - -	JAMES IRA CAMPBELL, CLAUDE E. HOOTON, ALBERT HOWZE
<i>Utah Chapter</i>	- - - - -	LLOYD W. McCLENAHAN
<i>Washington, D. C. Chapter</i>	- - - - -	E. PHILIP SCHREIER
<i>Wisconsin Chapter</i>	- - - - -	HERBERT W. TULLGREN

You are invited, as directed by the By-laws, to send privileged communications before June 21, 1935, on the eligibility of the candidates for the information and guidance of the members of the Board of Directors on their final ballot. No applicant will be finally passed upon should any Chapter request, within the thirty-day period, an extension of time for purpose of investigation.

CHARLES T. INGHAM,
Secretary.

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