

MARCH
1953

New Hampshire ARCHITECT

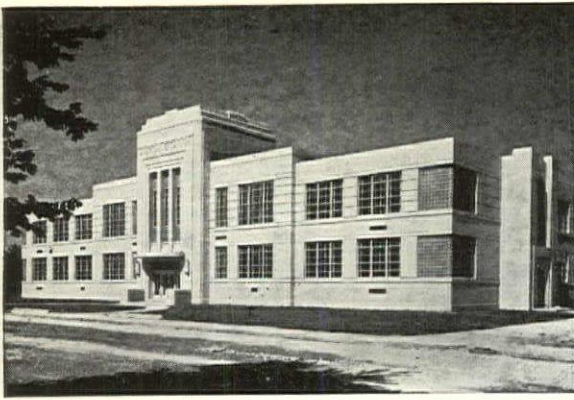


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VOL. 4

MARCH, 1953

NO. 8

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TABLE OF CONTENTS

The President Speaks	4
Architextopics	5
Sixty-Five Percent Gain in N. H. Construction	5
With the New Hampshire Chapter	6
N. H. Chapter Officers and Committees	7
First National Bank of Somersworth	8-9
Fourth Annual Producers' Council Competition	10
Church Construction Going Modern	11
Randlett Chosen as Architect for the Tilton-Northfield School	11
Competition Will Be Keen in Building Products	12
New England Construction On Upgrade	12
Letter to the Editor	14
President Stanton Addresses New England Regional Council	14

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ALEXANDER MAJESKI, R. A.
Palomino Lane
Manchester, N. H.

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LAWRENCE J. MOYNIHAN
Concord, N. H.

ON THE COVER

First National Bank of Somersworth.

New Hampshire Architect is published monthly at 6-A Odd Fellows Ave., Concord, N. H., under the direction of the president and board of directors of the New Hampshire Chapter, American Institute of Architects, to promote the objectives and public relations of the chapter. Advertising rates furnished upon request.

THE PRESIDENT SPEAKS

Before our time the value of the architects' service to his clients had been established at six per cent of the construction cost of the buildings which he designed. Why did this turn out to be six per cent instead of some other figure? Reason tells us that this rate could have become standardized only in accordance with the law of supply and demand. If it had become the rule by any means less basic or fundamental than the operation of such a law, it would have fluctuated more and would have become much less firmly entrenched.

Fluctuations are not necessary in rates as they are in prices because market conditions are accurately reflected in a rate based on a percentage of cost. There is no question about the six per cent figure being firmly entrenched; it still persists in many parts of the country and is continually turning up like the proverbial bad penny, to plague the professionals in those areas where they have tried to keep up with changing conditions.

Changing conditions? The industrial revolution, technological development, specialization, higher standard of living—all have changed our civilization and its architecture to a very great degree. Not only their outward manifestations have changed, but also their character and methods, and those generally in the direction of greater complexity, greater risk and greater demand as to results.

Let us assume that at some particular point in history, six per cent was the exact amount that clients willingly paid for the complete services of a competent architect. Also let us agree that experience on a great many buildings had proved to the architects that their cost of doing business including a reasonable profit, closely approximated one-seventeenth (or 6%) of the cost of construction. It is safe to say this blissful condition occurred many years ago. Therefore in view of different conditions, it would be astounding, would it not, if the same thing were true today?

In the old days, different types of buildings made little difference in the cost of providing architectural services because they were all relatively simple. If engineers or artists were employed on the work, they were either paid separately or the architect was reimbursed

whatever amount their services cost. The architect still got 6%.

Today it is logical to recognize that buildings fall into different types which vary considerably in complexity, detail, mechanical equipment, number of repetitive units, etc. Thus it follows that the ratio of architects' cost to construction cost should be expected to vary for the several building categories—as it actually does. To illustrate, it costs the architect less to draw up the plans and specifications and supervise the construction of an unheated storage warehouse than it does for a high school costing the same to build. Therefore fees should vary according to the *type* of structure.

There is a growing trend for architects to assume complete responsibility for design of their buildings, including engineering design for structural, mechanical and electrical portions. But engineering design costs real money and they should not be expected to absorb such costs without some adjustment of the fee, whether the engineers are on the architects' own staff or are retained as consultants. The same is true vice-versa when engineers employ architects on projects in which the engineering features predominate.

Fees should also vary according to the *size* of a project. The size and number of drawings, the number of pages of specifications and other costs of doing business do not vary in direct proportion with construction cost. They decrease somewhat as the construction cost increases. The schedules of recommended fees in many states recognize this simple truth in principle, but the substantial differences in levels as well as in the rate of decrease and in the changes in rate of decrease, are hard to justify on any logical and consistent basis.

The problem is to find the point on the scale of construction costs at which six per cent (Old Faithful) is exactly the right fee for any given type of structure; and then to determine the uniform rate at which this figure increases for smaller jobs and decreases for larger jobs. The New Hampshire Chapter's Committee on Ethics and Fees is working on this problem and would welcome any constructive suggestions.

Eugene J. Magenan

ARCHITEXTOPICS

By Richard Koehler, A.I.A.

*Think, in this batter'd Caravanserai
Whose Doorways are alternate Night & Day,
How Sultan after Sultan with his Pomp
Abode his Hour or two, and went his way.*

OMAR KHAYYAM



Recently I whipt myself to attend a meeting from which I hoped a bit of wisdom would trickle through the dark crevices of what I am forced to call my mind. Here in the halls of the exalted, here among the Names, there would be something to carry back to we the Simple souls—. Came the main delivery, perhaps here one of the Names would be uncouth enough to be "meaty"—but no, comes out nothing. Doubting my own ability to hear, I asked a Name, "Why? Why is there so much frosting and no main course?" To which he replied, "No guts" you mean! I don't know, I don't know! A sign of the times no doubt! Not many are "entertained" by the weighty. Perhaps it hurts, who knows?" The "meeting" now done, open the door, lordy-me? Breathe that crisp, clear air—.



I've often wondered what looking creature it would be, if all who took part in structures large or small, each his own burden of purpose would bring, in the shape, color, texture and material of its source—would this thing really stand? Would we chuckle or would we weep? Perhaps it is fortunate that society has disciplined itself so that purposes of money, social standing and honest neighborliness assume forms of brick, steel and glass.



There are things wonderful to see, some to hear and some to smell. Have you ever watched the sure clean cut of a good hand plane? Have you ever breathed the scent of pine from the curl shavings? Or stared at a bare waisted sweating man strained to breaking? Or heard the scream of winter wind while hot on your back the fire from a hardwood fire made you ache with heat? Have you like God's little people "wasted" a bit of time to study the brilliance of Jack Frost's

early morning paintings? Or watched, smelled and stole a taste of newly baked apple pie bubbling sugar and cinnamon through buttered brown crust? Have you noticed the unmatched finish on a broomstick handle? If tangible architecture can give evidence of full use, not with abuse but with respect, it too like the broomstick is well-designed. Have you looked into the face of an old-timer, a body wrung dry of juices, who in his own way has done much building: be it farm, family or friend—Lord! what a tribute to have been used. What sadness not to have a use, to be needed! What sadness in architecture not to have a use or be needed! If this shelter does all and more than asked of it though it burst its seams and its creator holds a license or no, and its porches be ungainly I'm sure its frame must creak with pride.



Because my "innards" were created to appreciate full well the round, the solid and the tangible and to express in sensuous symbols because of a healthy respect for the real, I find myself at odds with "tea-cup and glib tongue architecture." I've met many verbal practitioners and patrons whose right to express themselves I defend, yet bless the inarticulate whose work needs no more than to be used.



Sixty-five percent gain in New Hampshire Construction

New Hampshire in January had construction contract awards totaling \$1,823,000 or 65 per cent more than December and 44 per cent more than January 1952, it was announced today by James A. Harding, district manager of F. W. Dodge Corporation, construction news and marketing specialists.

Nonresidential awards at \$627,000 were 3 per cent less than December but 77 per cent more than January 1952.

Residential contracts of \$620,000 were substantially above December and January 1952.

Heavy engineering (public works and utilities) totaled \$576,000 or 27 per cent more than December but 20 per cent less than January 1952.

With the

New Hampshire Chapter

More than 32 architects and their guests attended the 1953 business meeting of the New Hampshire Chapter of the American Institute of Architects, held on February 19, 1953, at the Millville Inn, Concord, N. H., President Eugene F. Magenau presided.

Guest Speaker, Regional Director Philip Creer, of Providence, R. I., announced that the first New England Regional Council A. I. A. Annual Meeting will be held Saturday, March 14, 1953, at the Harvard Club in Boston, Mass.

The theme of this Regional Meeting will be "Public Relations." This meeting will bring together architects from six New England States for the first time in the history of the American Institute of Architects. New Hampshire Architects will take an active part in this event. If the Architects of New England have something to say about their future progress, this Regional Meeting will be the place to say it.

Reports of Chairmen of the various committees were presented.

John D. Betley, Chairman of the Membership Committee, announced that a new program is under consideration for increasing membership in the New Hampshire Chapter.

Roland S. Simonds, of the Scholarship Committee, gave a brief report and noted that further meetings of the committee will be necessary before all the suggestions offered by the Chapter can be considered.

Malcolm D. Hildreth, Chairman for the Architects Traveling Exhibit mentioned that the Exhibit has two showings left to complete its itinerary—Exeter during the month of March and Portsmouth during the month of April.

Maurice E. Witmer, Chairman of the Public Relations and Information Committee, reported that his Committee has taken steps on a new program which will be in conjunction with the Institute's program on Public

The best public relations that an Architect individually or the A. I. A. as a group can offer is through doing a job of architecture well. "Doing good and taking credit for it."

The report that brought out the most discussion was that of Carl Peterson, Chairman of the Bidding Service Committee, pertaining to Resolution #1, relative to Lump Sum Bidding which was referred back to the Committee for review by the Chapter.

Stewart A. Lyford, Chairman of the Committee on Revision of By-Laws, presented amendments to the By-Laws which were adopted by the Chapter.

A special committee was appointed to cooperate with the New Hampshire Society of Engineers—relative to House Bill #72 pertaining to—The Employment of Professional Consultants of Public Works Projects.

Steps were taken toward the establishment of recommended fees for the performance of architectural work in the State in line with a nation-wide trend whereby fees are reduced as the size of a project increases.

Committee Chairmen are requested to prepare their Annual Reports for presentation to the Chapter at the 5th Annual Meeting, May 21, 1953.

Nominating Committee President Magenau has appointed Willis Littlefield of Dover, N. H., Chairman of the Nominating Committee. Other members are Eric Huddleston of Durham and Alexander Majeski of Bedford.



Officers and Committees

Officers and Committees of the New Hampshire Chapter American Institute of Architects are listed on Page 7.

Your committee chairman needs your assistance in preparing his annual report.

New Hampshire Chapter, Officers and Committees

1952 - 1953

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JAMES A. BRODIE, Durham

Membership

JOHN D. BETLEY, *Chairman*, Manchester

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ROLLAND R. GOVE, JR., Laconia

MARGARET HUNTER

Extension Service (Joint Com. with N. H. S. E.)

STEPHEN P. TRACY, Nashua

JAMES A. BRODIE, Durham

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ALFRED T. GRANGER (2 years) *Chairman*, Hanover

IRVING W. HERSEY (1 year) Durham

Revision of By-Laws

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WALTER WILLIAMS, Rochester

EDWARD B. MILES, Exeter

Ethics and Fees

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ARCHER HUDSON, Hanover

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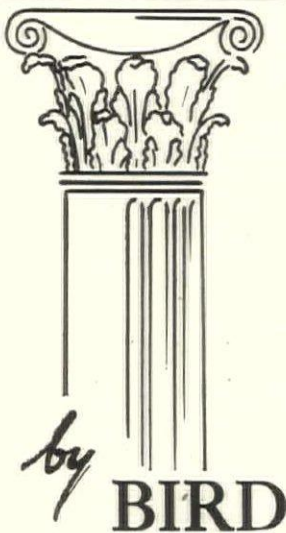
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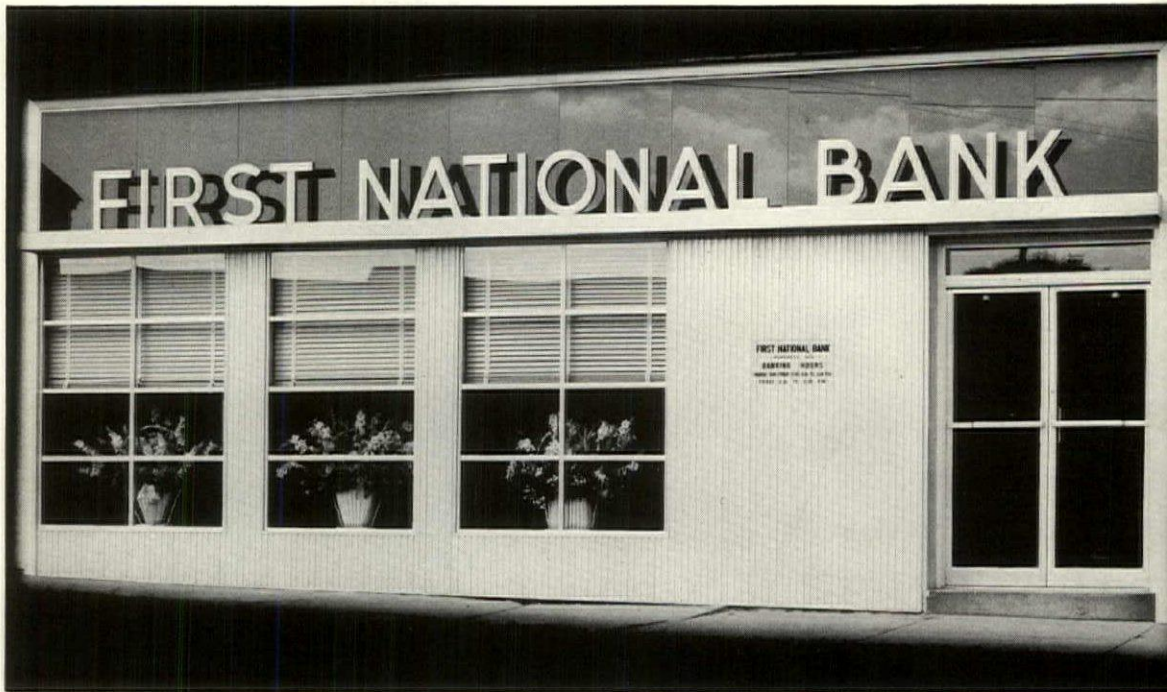
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Willis Littlefield, born in Wells, Maine. Educated in Dover schools and the University of New Hampshire. A registered architect in the State of New Hampshire. During World War II served with the Bureau of Yard and Docks, United States Maritime Commission and 1st Service Command, U. S. Army. He resumed his private practice in 1946.



Interior View of Somersworth Bank.

The First National Bank of Somersworth has occupied the same building for over one hundred years. It conducted its business on the second floor only, renting the store which was on the first floor. The building is built on ledge, situated on a hillside, and, like the majority of the other buildings along the street, it has no basement.

Since the alterations have been made, the First National Bank occupies the entire building. On the second floor, now, is located a directors' room, a large bookkeeping room, the bank vault, storage room for supplies and filing cabinets, and toilet facilities. On the first floor are the work area, lobby, and a conference room; also, a fire-proof boiler room, and toilet facilities. There is an electric dumbwaiter, with the floor of the cab stopping at counter height, which operates between the first and second floors.

The banking rooms on the first floor have acoustic ceilings and fluorescent lighting. Walls are brown mahogany "Flexwood" finished with lacquer. The floors are mottled

gray asphalt tile, with black rubber base. Radiation is cast-iron baseboard type with automatic hot water heat.

The exterior of the first floor has a new front of aluminum, with "Kawneer" entrance doors. Stainless steel lettering stands out from the backing of black structural glass. The small information sign consists of black plexiglass letters mounted on a sheet of clear plexiglass.

General Contractors are Joseph L. Bernier & Son, Somersworth.

Other contractors are as follows: electrical, and plumbing, Dumais Bros., Somersworth; heating, James K. Horne, Inc., Dover; painting, E. A. Pike & Son, Berwick, Me.; window grilles, Hussey Mfg. Co., North Berwick, Me.; asphalt tile floors, Lessard Floor Covering Co., Somersworth; Flexwood wall covering, Carlson, Powell, Inc., Boston, Mass.; tellers' counters, Calley, Henderson & Stewart, Inc., Boston, Mass.; metal front, doors and glass, Demers Plate Glass Co., Haverhill, Mass.; office furniture, L. J. Peabody, Boston, Mass.

The Fourth Annual Producers Council Competition

The fourth annual Product Literature Competition has been announced by the Producers' Council and the American Institute of Architects.

The competition is part of a continuing program designed to recognize excellence in technical and promotional literature and in space advertising prepared for architects by building product manufacturers and to assist manufacturers in preparing literature which will best meet architects' requirements.

A jury of five architects designated by the A. I. A. will judge the entries. Literature may be entered in the contest by individual architects, by Chapters of the A. I. A., and by manufacturers or their advertising agencies.

Awards consisting of Certificates of Merit will be made to four classes of literature:

Class I. Literature consisting primarily of basic technical information, such as manuals and handbooks, dealing with the proper uses of a class or type of product.

Class II. Literature offering technical information concerning the particular products of a single manufacturer.

Class III. Literature primarily promotional in nature but directed specifically to architects.

Class IV. Space advertising directed primarily to architects.

To be eligible, literature must have been published subsequent to December 31, 1951, except Class I entries which must be currently available. Awards will be made at the Institute's annual convention at Seattle during the week of June 15, and the literature receiving awards will be placed on exhibition at the convention.

"A Topeka woman escaped from the police the other night by slipping out of her pajamas. This proved to be a fatal mistake, however, as it made it easy for the police to trail a little behind and eventually make the arrest."—The Firebox.

Wife: "Have you ever wondered what you would do if you had Rockefeller's income?"

Husband: "No, but I have often wondered what he would do if he had mine."



"Gad—if we could only harness all that energy!"—Courtesy The Plant

One vacationer reports seeing this sign in a restaurant on his travels: "Pies like mother used to make before she took up bridge and cigarettes."—Gowrie News.

Today's profits are yesterday's good will—ripened.—Swing.

Middle age is the period of life when you'd do anything to feel better, except give up what's hurting you.

A parson was counseling one of his parishioners about his matrimonial troubles. Said the parson, "I'm sorry that discord has set in; but you must remember that you took your bride for better or for worse."

"Yes, sir," replied the dejected husband, "I know, but she's worse than I took her for."



Church Construction Going Modern

Church construction is beginning to break away from the traditional into the modern. This is the present trend in church architecture according to opinion expressed at the 13th annual national joint conference on church architecture held in Washington, D. C.

About 200 designers specializing in church work attended from all parts of the country. Sponsor was the Church Architectural Guild of America, and the Bureau of Church Building and Architecture, National Council of Churches.

Walter Pool, Philadelphia, chairman of an exhibit held in connection with the conference, said people are after a new expression in architecture. "This is an outward expression of people who have become interested in the churches since the war," he said.

Smaller churches seem to go toward the contemporary style while the larger ones remain traditional, was one opinion expressed. Modern type churches are usually less expensive and are being erected in suburban sections inhabited by young couples more willing to accept changes than the older generation, one delegate said.

Seven of the 13 awards at the meeting went to contemporary design; six to traditional style and one to a modernized Spanish style.

Randlett Chosen as Architect for the Tilton-Northfield School

The Tilton-Northfield school board has selected Norman P. Randlett of Laconia as the architect for the proposed new school facilities to relieve the crowded conditions at the Union school, William T. Desmond, chairman of the board, has announced.

Mr. Randlett was the architect for the Laconia High school building, the New Hampton school and the new gymnasium at Ashland. He was chosen by the board after their interviews with 16 architects during the past two weeks.

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5th. Annual Meeting

of N. H. Chapter A. I. A.

will be held in May

Competition Will be Keen in Building Products

Building product manufacturers, facing a really tough competitive market for the first time in more than a decade, gathered recently in Rye, New York, to trade ideas and hear advice on how to get their share of the \$40 billion-plus construction market forecast for 1953.

Company advertising and sales managers, agency officials, and promotional specialists told them that competition will be keener than in many years both because plant capacity has been expanded greatly and because a host of new and improved products will be fighting for acceptance.

During the two-day conference, sponsored by The Producers' Council, national organization of building product manufacturers, speakers urged the producers to give architects and builders the type of factual copy they want in their publication advertising and technical literature, to sharpen up their consumer advertising copy, to tackle head-on the task of reselling salesmanship to their sales representatives, to develop a dependable means of measuring the effectiveness of trade and convention exhibits, and to engage in advance research on the selling power of their promotional programs.

Differences of opinion inevitably cropped up, Ben John Small, of Alfred Hopkins & Associates, architects and engineers, told the manufacturers that well-presented technical data in an advertisement directed at architects has more appeal than eye-catching devices commonly used in promoting over-the-counter consumer goods. He admitted, however, that an advertising man undoubtedly

would disagree with him.

Don Poor, advertising manager of Ceco Steel Products Co., took issue with the architectural viewpoint, saying:

"Some of us are a little put out with the architect who says he wants technical information, period, in space advertising in periodicals. He does not want that at all. What he wants is a lift, a feeling of excitement over the presentation of a product or a method of building, so he can get going with his ideas and go to that technical information that is so easy to consult. That is what he wants in periodicals."

Robert Lear, advertising manager of American Radiator & Standard Sanitary Corp., and Elliott C. Spratt, Council president presided over the conference.

New England

Construction on Upgrade

January construction contract awards in New England totaled \$107,767,000 compared with \$44.5 million in December and \$43.7 million in January 1952, it was announced today by James A. Harding, district manager of F. W. Dodge Corporation, construction news and marketing specialists.

Non-residential awards were \$34,036,000 compared with \$12.0 million in December and \$13.9 million in January 1952.

Residential contracts at \$63,587,000 compared with \$26.2 million in December and \$26.4 million in January 1952.

Heavy engineering awards (public works and utilities) at \$10,144,000 were up 64 per cent over December and up substantially over January 1952.



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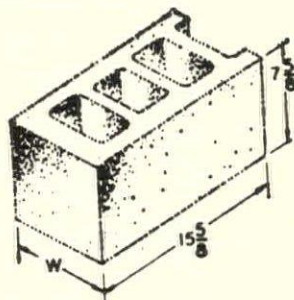
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February 19, 1953

Mr. Alexander Majeski
Editor: New Hampshire Architect
Palomino Lane
Manchester, New Hampshire

Dear Editor:

I am reminded of the old man who was asleep in the sun on a hot summer day. The flies were crawling over his nose and closed eyes, but he was seemingly not bothered by them. Finally, a large bumble bee lighted on the tip of his nose whereupon he sat up, angrily brushed his face, and said, "Alright, that does it, now you all have to get off."

The last issue of the New Hampshire Architect is the bumble bee for me, I have opened issue after issue of the New Hampshire Architect only to read tearful pleas for a return to "Traditional" architecture and a turn away from modern architecture. If they did not carry a current date I would think that these comments had been written ten or fifteen years ago. Can it possibly be true that New Hampshire is so backward that there is any question about the suitability of contemporary architecture for our times? This argument is as foolish today as it would be to question the brotherhood of man. The only question remaining to the thinking people in our profession is "What is *good* contemporary design and what is merely an assemblage of modernistic cliches."

The leveling to mediocrity discussed in the last issue of New Hampshire is represented by the so called "ranch house." In this building type there is little functionalism and slightly more traditionalism. It could be called the house type of the timid who want to advance but don't quite dare.

The architect who is doing good contemporary design *can* contribute more to structure than the engineer since he designs with structure and use and beauty simultaneously instead of separating these functions to the point that they are in conflict. The Beaux Arts designer of the twenties and thirties

drew a pretty facade, gave some attention to plan and passed the thing on to the engineer to make the whole feasible. This is not the way great architecture is created. The architect who is doing good contemporary design *can* contribute more to tangibles than the contractor, as the readers of this magazine ought to know. Raw materials plus man power and tools do not in themselves make for good building, and certainly not great architecture. It is only by instruction in use of man power and tools on the raw material, by drawings and supervision with each part carefully complementing the whole that a fine building is made.

No job is too small or too mammoth to receive anything but the most careful attention to the finest detail of its smallest part in contemporary design. Perhaps this is standardization. I think not.

M. K. HUNTER

E. H. and M. K. HUNTER

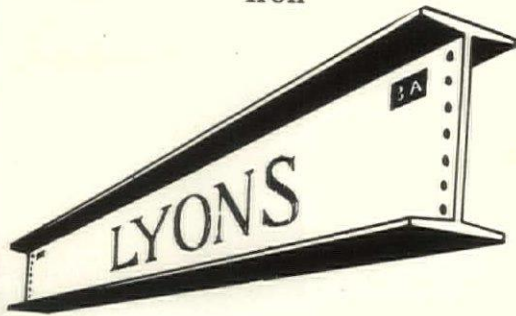
President Stanton Addresses New England Regional Council

Glenn Stanton of Oregon, President of the American Institute of Architects, successfully adjusted his busy itinerary to include a luncheon meeting with 40 New England architects in Boston on Friday, February 27.

The meeting was arranged by Regional Director Philip Creer of Providence, who presided, for the Executive Committees of the six New England Chapters. All seven of the New Hampshire Directors were present, as were former Regional Directors Harold Willis and Joe Leland.

Each Chapter President reported briefly on conditions of the profession in his state. Following some enjoyable reminiscences by Past President Charles D. Maginnis, President Stanton addressed the group. Among the subjects covered were recent activities at the Octagon, government legislation, noteworthy exhibitions, and especially details of the \$100,000 three-year Public Relations Program currently under way by the Institute.

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