Not since Cheops built the Pyramid has an architectural undertaking aroused so much controversy as Rockefeller Center. But on one point there is no dissent: Rockefeller Center is today New York's smartest business address. Consequently, it is not surprising to find floors of Sloane-Blabon Linoleum in many of its best-known offices. American Cyanamid Co., R.K.O., Shell Union Oil Corporation, Universal Pictures—these are a few of the Rockefeller Center offices in which more than 20,000 yards of Sloane-Blabon Linoleum have been installed.

SLOANE-BLABON LINOLEUM

SUCCESSFUL auto agencies do more than wash a used car. They find it profitable to put the engine in first-class shape. Building "modernization" that will really sell the hard-boiled prospect means more than a dab of paint and an extra gadget or two. Water pipes, plumbing fixtures, downspouts, gutters, heating and hot water systems should be thoroughly checked. Wherever a rusty or otherwise unsatisfactory condition is found, order replacement with a non-rusting Chase brass or copper building product. That's honest modernization... the only kind that is satisfactory... the only kind that's worth a dime.
This Company also manufactures U.S.S. Stainless and Heat Resisting Steel Sheets and Light Plates of highest quality

American Sheet and Tin Plate Company
General Offices: Frick Building, Pittsburgh, Pa.
Subsidiary of United States Steel Corporation

Write for full information and literature

District Sales Offices in principal cities
Another lasting tribute to the safety and reliability of Barrett Roofs

IT is significant that Barrett Roofs protect thousands of the finest school buildings in a nation which is particularly careful of its children.

The Hershey Industrial School at Hershey, Pennsylvania, is outstanding. In this modern, fully-equipped structure, Mr. M. S. Hershey provides educational facilities for 1,000 orphan boys.

Barrett Specification Roofs combine the maximum of safety with the maximum of service. They carry Fire Underwriters’ Class A rating—the highest assurance of fire-safety. Their gravel or slag surface is immune to flying sparks and embers, and the roofs themselves possess the necessary tensile strength to be self-supporting in case of fire within.

Bonded against repair and maintenance expense for 20 years (or 15 years), Barrett Specification Roofs continue to give expense-free, trouble-free service for many years beyond the bonded period.

These are factors which appeal particularly to school boards. Specify Barrett—outright—and eliminate chance from your roofing or waterproofing problem.

RECOVER RIGHT with Barrett

THE BARRETT COMPANY, 40 RECTOR STREET, NEW YORK, N. Y.
2000 S. Sacramento Ave., Chicago, III. Birmingham, Alabama
In Canada: The Barrett Company, Ltd., 5551 St. Hubert Street, Montreal, P. Q.
New SINKS put old apartments back in the SWIM!

Use of Monel Metal Standardized Cabinet Sinks and built-in cupboards makes modernizing the 24 kitchens of Crescent Court an easy job.

Crescent Court Apartments, Plainfield, N. J., was a smart, modern house when it was built. And even when the years brought obsolescence, it was still a good one.

But now the “good old days” are back again at Crescent Court. It’s had its face lifted and is getting lots of new leases in its life.

By putting one of these gleaming Monel Metal “Streamline” Cabinet Sinks in every one of the 24 apartments, the operators are adopting a clever leasing strategy.

The kitchen is the room that women must have right... and putting in Monel Metal assures that it is right.

For women are fascinated by Monel Metal’s silvery beauty, its absolute immortality to rust and the ease with which it is cleaned.

And Monel Metal offers the owners unequaled protection against depreciation.

Being solid metal right through, there’s no coating to chip, crack or wear off. And its tough strength withstands blows from pots and pans.

In brief, Monel Metal doesn’t get shabby. And it not only keeps new, it also keeps modern.

A kitchen equipped with Monel Metal will still be up to date for years after one equipped with old-time fixtures has become obsolete. Monel Metal is the new trend, still in its infancy... not the tail end of a dying trend.

Yet Monel Metal kitchens are easy to plan and assemble at moderate cost from standardized models.

Let us send you our new illustrated catalog (A.I.A. File No. 2906) giving dimensions and sectional drawings of all the 57 standardized sinks and cabinet tops including the famous Monel Metal “Streamline” sink.

We shall also be glad to supply full information about Monel Metal tables, gas and electric ranges, refrigerators, hot water storage tanks and heaters. Just drop us a line.

THE INTERNATIONAL NICKEL COMPANY, INC.
67 WALL STREET, NEW YORK, N. Y.

Monel Metal

See the INCO Exhibit of Monel Metal Household Appliances at A Century of Progress, Chicago—1933

Home Planning Hall
Plan floors with a free hand...

Armstrong's Linoleum gives you unlimited freedom of design... and assurance of enduring beauty.

ANY floor you can plan on your drafting board—simple or complex in design—can be faithfully reproduced in Armstrong's Linoleum. You can work with thirty-seven colors in Armstrong's Plain, Jaspé, and Marbelle Linoleum, a veritable mine of inspiration. Or, if you like, you can choose from the scores of Armstrong's beautiful marble and embossed inlaid patterns.

And in every part of the country today you have at your command the expert workmanship of trained layers employed by Armstrong Floor contractors. This assures not only careful rendering of your design, but proper installation... and good laying is truly the complement of Armstrong quality.

Your clients will appreciate the long life of Armstrong's Linoleum. With reasonable care, an Armstrong's Linoleum Floor will stay brilliant in color, quiet and comfortable underfoot for years—even where traffic is heaviest.

Architect Henry Y. Shaub conceived this rustic floor for the German Village Restaurant, Lancaster, Pa. "Planks" are Armstrong's Jaspé in light and dark brown.

For further information, A. I. A. folders, or the names of near-by Armstrong Floor contractors (you should have them in your files), address Armstrong Cork Co., Floor Division, 1203 State Street, Lancaster, Pennsylvania.

See Street's Catalogue File, 1934, for colorplates, specifications, and other details.
If you are angling for complete satisfaction all-around... your own as well as your client's... you will find that a closed specification for Libbey-Owens-Ford Improved Quality Glass (brighter, clearer, flatter) will help you land it.

Libbey-Owens-Ford Glass Company, Toledo, Ohio. Manufacturers of Highest Quality Flat Drawn Window Glass, Polished Plate Glass and Safety Glass; also distributors of Figured and Wire Glass manufactured by the Blue Ridge Glass Corporation of Kingsport, Tenn.

Libbey-Owens-Ford
Quality Glass
THE F O R U M O F E V E N T S

John Coefield, United Association of Journeymen Plumbers and Steamfitters.
Harry C. Bates, Bricklayers, Masons and Plasterers International Union.
L. P. Lindelof, Brotherhood of Painters, Decorators and Paperhangers.
D. W. Tracy, International Brotherhood of Electrical Workers.
P. J. Morrin, International Association of Bridge, Structural and Ornamental Iron Workers.
J. V. Moreschi, International Hod Carriers, Building and Common Laborers Union.
The President has requested that the board, made up of the ten employer and ten employee representatives, begin its work with a study of the origins, causes, methods of prevention, and methods of amicable solution of jurisdictional disputes.

AWARDS
The New York Society of Architects has this year instituted the presentation of medals to students in architecture for special proficiency in the subject of building construction. The first medals were awarded to Jack M. Lennv and Theodore A. Behr of New York University.
The second pair were awarded to Andre Hallasz and Edmund J. Whiting of Columbia University.

INTIMATIONS OF IMMORTALITY
Kenneth Murchison 5 cents pink
Elv J. Kahn 10 cents brown
Harvey W. Corbett 15 cents blue
These may be excerpts from the stamp collector’s listing of the future if the U. S. should follow the lead of the Austrian Republic.
The Austrian Government announces a series of six stamps to be issued in the Fall bearing portraits of eminent Austrian architects. The architects so honored and the stamps on which they will appear are:
Antonius Pilgram, 12 groschen; Fischer von Erlach, 24 groschen; J. Pranstlter, 30 groschen; E. van der Null and A. V. Siccardsburg (joint architects of Vienna's Opera House) 40 groschen; Heinrich von Ferstel, 50 groschen; Otto Wagner, 64 groschen.
Unfortunately the colors in which these worthies are to appear is not yet a matter of record.

LABOR BOARD
The industry last month saw a hope if not a promise of ending the plague of the industry, jurisdictional strikes, in the appointment by the President of the Planning and Adjustment Board for the construction industry. Unlike the automobile industry which waited for a serious strike threat before it named an adjustment board, the construction industry had written such a provision into its code.
The ten employee representatives are: M. J. McDonough, Building Trades Council, American Federation of Labor.
John J. Hynes, Sheet Metal Workers International Association.
W. L. Hutcherson, United Brotherhood of Carpenters and Joiners of America.
M. J. Colleran, Operative Plasterers and Cement Finishers International Association.

Appointed by President to study jurisdictional disputes: Sullivan W. Jones, F. A. I. A.

— for design of new Institute, Paul B. Schechter

FELLOWSHIP
Outstanding honor of the School of Architecture of Columbia University, the Perkins and Boring Fellowship, goes this year to Paul B. Schechter of 303 Jackson Avenue, Jersey City.
This Fellowship was awarded as the result of a competition for the design of a proposed Institute of Urban Sciences of Columbia University. (See THE ARCHITECTURAL FORUM, June, 1934, page 36.)
Mr. Schechter was graduated B.S. from New York University, and B. Arch. from Columbia 1934. He has also received Columbia’s Sherman Prize for a sketch of “A Trade School in a Large City.”

J U L Y • 1 9 3 4 • T H E • A R C H I T E C T U R A L • F O R U M

"Mr. Bassett, we are grocemen here, not architects"
LITTLE AMERICA ARCHITECTURE

Built in Boston, shipped 12,000 miles by ship and airplane, Admiral Richard E. Byrd's suburban summer home, 125 miles south of Little America, presented an unusual problem to designer Victor H. Czegka (pronounced "Checker"), Gunner, U. S. Marine Corps, and builder Ivor Tinglof, master carpenter of Boston.

Specifically it was required to be transportable by plane, capable of erection in a minimum of time, and of being maintained at a livable temperature with a minimum consumption of fuel.

The result is shown in the photograph of the replica erected at the Century of Progress Exposition in Chicago.

The inside dimensions are 9 ft. x 13 ft. x 7 ft. 1 in. high. There is also a porch 4 ft. wide running the whole length of the house — the roof of this porch is supported by boxes of supplies.

The entire house is assembled from prefabricated panels of wood, kapok, and aluminum foil. These are fastened together with dowels, wedged, and finally banded with steel bands.

The photograph shows how all this looks assembled. The appearance has, of course, not been considered, but there are many worse looking houses, portable or otherwise.

So well does the insulation system function that it is reported Admiral Byrd consumes but 4 qts. of oil per 24-hour day for both cooking and heating though the outside temperatures are from 60 to 100° below zero F. This oil is burned in an ordinary Primus stove, and a reflector heater.

DEATHS


Mr. Butler was, during an active life, an instructor of physics, photographer, lawyer, employee of Western Electric Co., President of Carnegie Music Hall, landscape painter. This is a varied list and to it must be added a unique talent for the painting of solar eclipses.

As a founder of the American Fine Arts Society, the National Academy Association, and as an active member of the Architectural League, the New York Water Color Club, the Municipal Art Society, the Fine Arts Federation, the National Academy of Design, the Lotos Club, and the National Arts Club, Mr. Butler's work for the cause of American art will be remembered for years to come.


Mr. Rodgers was a graduate of Harvard University, and served in the U. S. Navy as ensign during the World War. After the war he studied architecture in this country and in Europe. With Alfred Easton Poor he won the competition for the design of the Wright Memorial at Kitty Hawk, N. C. He was also architect for various other public buildings and residences.

PROFESSIONAL ENEMY NO. 1

In March Murfee N. Faulk had a bright idea. (See Building Money, April, 1934.)

Today he is in jail serving a sentence of one year for illegal impersonation of an architect.

He is, so far, the only man sent to jail for such an offense in the State of New York, but other sentences have been imposed. Zealous investigator James O. Hoyle of the Department of Education, and pretty blonde Assistant Attorney General Dorothy U. Smith have secured four convictions out of five prosecutions since Jan. 1, 1933.

Since Jan. 1, 1930 when the Mastick Law (L. 1929 ch. 572) went into effect, the Department of Education has received and disposed of nearly 800 complaints.

Most of these have been handled by the summary method of writing the offender a letter and scaring him into good behavior. When that does not work, or the offense is more serious, either disciplinary action before the State Licensing Board, or criminal prosecution is resorted to.

Since January, 1930 there have been instituted thirteen criminal actions, all but one resulting in a conviction. There have also been about fifteen disciplinary actions, some of which are still pending.

Putting forward the name of an unlicensed person as a member of a firm of architects or putting a seal on the plans of an unlicensed friend are, according to Mr. Hoyle, the two chief offenses of those properly licensed. The penalty may be revocation of the license, $500 fine, one year in jail, or all three together.

Thus does the State of New York protect the profession of architects.
"AUTOMATIC REFRIGERATION IS CERTAINLY NECESSARY THESE DAYS IN RENTING APARTMENTS!"

"YES, AND I'VE FOUND THERE'S A BIG ADDED RENTAL APPEAL WHEN THE REFRIGERATORS ARE ELECTROLUX!"

TENANTS KNOW—and so do owners—THAT ELECTROLUX OFFERS MORE!

OWNERS GAIN
1. No moving parts to wear
2. Long life
3. Gas Company service

TENANTS GAIN
1. Low operating cost
2. Permanent silence
3. Every modern convenience

THERE'S good reason why owners and operators the country over repeatedly choose Electrolux for their apartments and fine homes. This modern gas refrigerator offers important rental appeals no other can match... plus vital operating advantages that reduce maintenance cost and insure tenant satisfaction.

Especially appealing to tenants and prospective tenants is Electrolux's continued low operating cost... its utter dependability... its many modern conveniences. Nor is that all! Electrolux is silent... naturally and permanently silent. This ideal modern refrigerator has no moving parts to cause noise or to become noisy.

Absence of moving parts is a feature of Electrolux that owners and operators appreciate as well as tenants! For parts that move will wear. In Electrolux this cause of refrigeration complaints, interrupted service and shortened life is eliminated!

And remember: your own local gas company backs and services every Electrolux it sells. Another important advantage only Electrolux offers!

If you are planning to install refrigerators in any of your buildings, it will pay you to investigate Electrolux carefully. Discover for yourself why owners and operators of more than 4500 apartment buildings in New York City alone have installed Electrolux. We believe you'll agree that Electrolux has everything other refrigerators offer... and more! Your local gas company displays Electrolux. See them for full details. Or write direct to Electrolux Refrigerator Sales, Inc., Evansville, Ind.

NEW Air-Cooled ELECTROLUX
THE SERVEL Gas REFRIGERATOR
LETTERS

NHA — Architects

Forum:
With the small house in the limelight, the architect's value in this field bids fair to remain modestly veiled. Notwithstanding our opinions to the contrary, architects are considered a luxury, and unless some action is taken by the profession to forcibly inject itself into the picture, its position will remain one of isolated grandeur.

Accompanying the government's program for aiding the home builder, there is an opportunity to demand sound building, in other words architectural consciousness. There is every evidence that the government shares the public's lackadaisical acceptance of the profession, but it is possible with sufficient pressure to bring about its cooperation. It appears impossible for the government to decree that all new building employ architects, but it is within practical possibility that all new buildings financed by the government be supervised by an architect. Supervision in this case need not be full professional supervision, but rather a number of inspections during construction. The architect need not have any authority on the job, but his report on the building must accompany mortgage applications. The fee for this work could be set at say 1½ per cent, which is comparable to the usual financing charge. Such a procedure would insure the owner his specifications and the government sound building. Nor would the architect conflict with local building inspectors. The latter, being interested only in the enforcing of local codes, is not concerned with sloppy and unsatisfactory workmanship, omissions, and substitutions of inferior materials.

The acceptance by the government of some such proposal would be an acknowledgment of the fundamental worth of the profession, and do a great deal to raise, in the public's eye, the service of the architect beyond his blue prints.

G. R. WALLMANN

Portland, Ore.
While Legislation cannot decree architectural supervision, Administration can and might. See THE ARCHITECTURAL FORUM, June 1934, page 25. Ed.

Master Plumbers Worry

Forum:
The writer noticed your two advertisements in Time of April 30, in the interest of building and remodeling.

The writer wonders whether you know of, or are at least familiar with, Bill HR-8279 introduced into the House of Representatives on February 26, 1934, by Congressman James W. Wadsworth, copy of which is herewith enclosed.

You will readily see that this Bill pro-
vides loans to facilitate repairs and renovations to buildings, both residential and commercial, in which is shown that the owners possess substantial equity. The introduction of this Bill into the House by Congressman Wadsworth was the result of a meeting held in Rochester, N. Y., in November of last year, at which meeting a Building Recovery Plan was offered by the writer, a copy of which is also enclosed. We understand that this Bill is now being favorably considered by the Subcommittee on Banking and Currency, the chairman of this Subcommittee being Congressman Prall of New York City.

Two weeks ago the writer attended the Annual Convention of the New York State Association of Master Plumbers held in New York City, at which meeting a Resolution was passed supporting this Bill, as per copy enclosed.

We are endeavoring to secure all the support possible from the Building Industry throughout the country, and thought perhaps you would interest yourselves along this line. Additional copies of this Bill can be procured from Congressman James W. Wadsworth.

HARRY J. BAREHAM
Rochester, N. Y.

Master Plumbers will find the answer to most of their difficulties in the National Housing Act. Ed.

Back Numbers

Forum:
We shall be glad if you will kindly let us know the cost for receiving all the back numbers of your publication from January 1, 1930 to December 31, 1932 — thus three years.

Thanking you in anticipation we are

A. P. DUCRET

Since issues referred to are out of print, any subscriber wishing to dispose of back numbers from January, 1930 through December, 1932 may do so through THE ARCHITECTURAL FORUM, Ed.

Charts and Forms

Forum:
I have been a subscriber to THE FORUM for a good many years and I think without doubt it is the most delightful and interesting of all the architectural magazines... I am going to make a suggestion, however, which I think rather a pertinent one. The charts which you publish monthly are very helpful, but there should be one chart added.

The architect is not nearly so much interested in the fluctuation of all the different kinds of materials, over a period of five years, as he is with the building costs over the past ten years.

The question is usually asked as to the comparison of costs between 1924 and 1934 and you used to have a curve which indicated this and I wish you would reinstate it.

I appreciate that you are basing your present tables on a percentage of the 1926 price and that gives us a check on most of the essential materials but there is actually no curve which indicates the curves of labor and material and their total.

FRANK D. CHASE
Chicago, Ill.

Subscriber Chase will find chart showing fluctuations in cost of building materials back through 1927 in this issue. When reliable figures for cost of labor can be obtained THE ARCHITECTURAL FORUM will chart them. Ed.

Peaking Pessimists

Forum:
The writer has always been interested in new types of building materials and new styles of architecture, therefore THE ARCHITECTURAL FORUM especially appeals to him. The writer happens at the present time to be President of the United States Building and Loan League, representing nearly 11,000 individual building and loan associations. He is starting on a trip to all of the States west of the Rocky Mountains tomorrow and will carry part of the same message that he has been carrying about the country ever since last September — namely advocating the thorough modernization and renovation of the homes of the people.

At the present time, this Association is making an interesting experiment. We are taking an old, obsolete, dilapidated two-story house, tearing the top story off and making a new style one-story house, of the modernistic flat roof type, with all up-to-date fixtures and conveniences on the inside.

Many persons in this community, knowing of our plans, are shaking their heads dubiously because they cannot understand how anybody can be forward enough looking to depart from the peak roof of the houses of the past several centuries.

PHILIP LIEBER
Shreveport, La.
A NEW CONCEPTION IN PLUMBING FURNITURE

- Here is an entirely new piece of plumbing furniture, created to comply with the demand of architects for a dressing table unit with running water that would be a practical installation for guest rooms, powder rooms and semi-public washrooms...as well as being a smart installation to complete the ensemble of modern bathrooms. - The VANADOIR combines in a single piece of fine waterproofed, soundproof steel furniture, a pleasing and usable dressing table, a vitreous china washbowl and plate glass cheval mirror.

- No special setting is required. Special overflow vent makes the VANADOIR as practical an installation on wood or carpeted floors as on tile. - Two models are available. The Moderne, as illustrated, is designed for larger bathrooms, powder rooms and women's retiring rooms in clubs, restaurants and public buildings.

- The Princess is a small model designed for average bathrooms and the smaller dressing, powder and guest rooms. - On request, complete specifications, construction details, installation data and prices will be gladly furnished to interested architects.

LADY LUXURY DIVISION - EXCELSO PRODUCTS CORP.
1807 ELMWOOD AVE., BUFFALO, N.Y.
Division of American Radiator—Standard Sanitary Corp.

The VANADOIR is designed for installation by the plumbing trade. Standard plumbing practice applies to the installations. Water and waste connections are made through the floor or wall as desired. Access panel beneath the lavatory completely conceals all piping.

Gentlemen: We would be pleased to receive complete data for Lady Luxury VANADOIR Combinations.

Firm
Address
Individual
The pictures show two views of the lobby of the fair administration offices. The walls are covered with Formica; murals made by inlaying metal in Formica are used. The tables — with Formica tops — are by Howell, Geneva, Ill.

In the lobby of the administration building at the Century of Progress exposition you can see the clean, handsome shining walls in color which are possible with Formica Wainscot sheet.

These beautiful colored walls are durable. They never need refinishing. They are trimmed with bright metal and may be had with inlays in white or colored metals.

Table tops, also inlaid with metal, are available for lobby or tavern table tops. Formica strikes the latest note in modern design; it is in tune with the times.

THE FORMICA INSULATION CO.
4680 SPRING GROVE AVE.
CINCINNATI, OHIO
THE ARCHITECTURAL FORUM

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VOLUME LXI NUMBER ONE
To architects who prefer to specialize in a particular type of work, Graybar offers the support of an electrical supply service geared to meet the special needs of your job... At the same time, it is not limited to this. Graybar can supply practically any electrical item for any job, large or small. It can deliver electrical materials to the job quickly, conveniently, and economically. It can help you maintain time-schedules. Furthermore, Graybar backs every item with a reputation for quality that goes back 65 years. Your electrical contractor will tell you that materials furnished by Graybar meet the most rigid requirements.
THIS IS NO LITTLE PLAN

When the stock market cracked in '29, the sages of the building world arrayed themselves in an unbroken phalanx and heralded the return of private funds to legitimate investment. At least they were no more wrong than anyone else.

Nearly five years have passed and with them the most disastrous period building has ever faced. Building not only hit a point of complete stagnation but as the crisis deepened the industry's malpractices and total lack of integration were floodlighted for all to see.

A picture of building during the closing months of the Hoover Administration would show the industry completely bewildered, disorganized, disheartened. Then came the New Deal, and with it a ray of hope when a tremendous program of public works was announced. The false gods and the false prophets were only mocking and although three billion three hundred million shining dollars were tantalizingly dangled before architects, builders and manufacturers, it presently developed that most public works money would go for projects which were dug into the earth rather than buildings erected upon it. Widely publicized as a primer for building, the small percentage of public works funds which actually have found their way there were wholly inadequate to start what was left of the building business, much less to support those who live by it.

With more successes than failures to its credit, the New Deal still had failed to revive in any substantial way America's most important industry.

In recent months the Administration has devoted its energies and some of its most trusted brains to this terrific problem. From the White House went the word "Get building going." And, today, again from the White House, comes the National Housing Act, so far-reaching in its implications, at once so immediate and so permanent in its possible effects that even the preceding five years of utter discouragement cannot blind one to what may be ahead.

We believe all those who have a stake in land or building will do well to study immediately and thoughtfully this legislation and the supporting program which the Government is developing. It is a measure which distinctly qualifies as social legislation. It is a measure which recognizes the need for immediate stimulation and equally the need for eliminating abuses which have produced building chaos. It is a measure which took courage to fight through in the face of organized and not always wise opposition. It is a measure which offers opportunity to revive building and to stabilize building. It is a measure which can only be made to work by the concerted and courageous action of Building's four million men.

This is no little plan.

The Architectural Forum

Note: The specific measures which make up the National Housing Act and the philosophy back of it have been fully reported in the May and June issues of this magazine. The developments leading to signing of the Act, which seems only a matter of hours as we go to press, are reported elsewhere in this issue.
Second edition— with new color, one new major exhibit, many new concessions, new Midway, post-repeal beverages, free toilets—and the same old ballyhoo

The Century of Progress reopened this year, repainted from stem to stern. Regardless of opinion on the subject it was a sufficient commercial success last year so that Henry Ford, who last year had no exhibit whatever, is reported to have spent a round $3,000,000 on his exhibition building and display.

Aside from the Ford Building the chief new feature is the “Villages.” These grew out of the success of the “Belgian Village,” and “Streets of Paris” of last year. There are a dozen or more of these which run the entire gamut of picturesque architecture and scenery from Holland to Tunis, and from the Black Forest to Boston. Each has been designed by, and erected under the close supervision of, a well-known architect. The greatest of care has been taken to make them archaeologically correct as well as picturesque.

The general color scheme of the Fair has been entirely changed. Last year many vivid contrasting colors were used and there were different shades of each color. This year there is a much simpler palette. Where last year there were 25 tones altogether there are but twelve this year. Each vista is done in a uniform scheme. These are, blue and yellow, red and orange, yellow with blue and green trim, and an entirely new color, a sort of royal purple dubbed “blue-red,” to be used with white trim. Much more white is used this year as it shows up better under night light effects. All this has been arranged and directed by young (33) blond technician, Shepard Vogelgesang. Some attempt is made to segregate warm and cool colors. The former are used on walls which do not catch the sun, while the latter are used in sunnier spots.

Many things have been done to eliminate any chance of irritation. There are more places to walk, more places to sit and rest. The loud-speaker system has been toned down. Toilets are generally free and have “No Tipping Signs” in great profusion.

Several of the larger new buildings have been built by the packing concerns. All of these have large restaurants where, and where alone, liquor may be sold. Restaurants give ample opportunity to the designers for cantilevered balconies, and various experimental types of restaurant design.

A number of new houses demonstrating the latest developments in prefabrication and rationalized design replace those of last summer.
LARGEST and most important of the new buildings at this year's Century of Progress in Chicago is Henry Ford's. It houses three different units: an Historical Display, Industrial Exhibits and the Ford Museum.

The three units divide the building into three major masses. The dominating circular central pavilion, suggesting as its designer intended a gigantic transmission, houses in the annular outer gallery the Historical Display. The outer walls of this ring have a 12 ft. wainscot of wood from Mr. Ford's Brazilian plantation, surmounted by a photomural 20 ft. high made up of shots in and about the various Ford plants. This largest of all photographs was conceived by Walter Dorwin Teague and executed under his direction by Kaufmann-Fabry, official Fair photographers.

The inner surface of the ring is a circular screen of steel and glass supported by columns of chromium plated copper on plywood, which divides the gallery from the Central Rotunda which is open to the sky. Its walls are stepped back from the columns below, each step being crowned with a hedge concealing lighting apparatus.

The Industrial Exhibits Hall which opens on the right as one enters through the central pavilion is interesting for its construction, its color, and the careful coordination of all the exhibits. Many of these are from separate companies connected with Ford products, but all were selected, grouped, and in many cases designed by Mr. Teague. The color scheme in general is milk white with two-tone blue composition tile floor. All machinery is painted blue with chromium trim while lettering is generally in copper.

The Ford Museum houses a typical machine shop of a century ago, Mr. Ford's own first shop, and many mementoes of Thomas A. Edison.

The color scheme of the Industrial Exhibit is carried out on the exterior. All is white and blue and chromium plate. Lighting is both decorative and illuminative (see details).

A shell for two-a-day Detroit Symphony concerts, 2,000 seats for music lovers, a road construction exhibit, a demonstration track, and a garage for ten demonstrating cars complete this gigantic plant.

The landscaping, unusual for its completeness, was designed by Jens Jensen of Ravinia.
FORD EXPOSITION BUILDING

The general mass of the building, the entrance is through the Central Pavilion. The Ford Museum is in the foreground, the Industrial Exhibits Hall with cantilevered balcony in the background.
MAIN ENTRANCE

The color scheme is blue and white with chromium trim. The sculptures are by Parducci.

PORCH AT SOUTH END OF BUILDING

This forms a sort of observation platform. Sculpture by Parducci.

Detail of lighting cones in exterior of Central Pavilion. The night effect is shown on page 2.
THE HISTORY OF TRANSPORTATION

The ceiling of this gallery is designed to act as a light reflector for lighting both murals and exhibits. The glass and metal screen separates this collection from the central rotunda.
THE HISTORY OF TRANSPORTATION

Below is a section through the central rotunda which is 214 ft. in diameter and 110 ft. high

Detail of a court pier
The Ford Motor Company keeps pace with the News
THE INDUSTRIAL EXHIBITS HALL

Five hundred and sixty-four feet long, 152 ft. wide, 40 ft. high. Here some twenty or thirty companies allied with Ford exhibit their products. The construction is noteworthy for its neatness and simplicity.

Below, section through the Hall
PUBLIC WRITING ROOM

Typical of the attention to detail displayed throughout the entire building. In shades of blue, in ombre effect, with chromium bands.
On the following pages are presented some of the new buildings at the Century of Progress. The villages, built as a result of the success of the "Belgian Village" and the "Streets of Paris" last year, are of course straight archaeology at scales dictated by the picturesque possibilities and the practical limitations of imitative materials.

Most other buildings are interesting as experiments in modern design in its most advanced stages. A World's Fair's happiest function is in providing an opportunity for such experiment in im-permanent materials before a much larger critical audience than would ordinarily be available.
Main Street as our great-grandfathers knew it

AMERICAN COLONIAL VILLAGE
THOMAS E. TALLMADGE, ARCHITECT

An older part of town. Seen through a doorway the worthy citizens seem to be discussing politics

A reproduction of Boston’s “Old State House” displays the Lion and the Unicorn in the city where Big Bill Thompson defied King George V

Old Wakefield where George Washington was born
The villagers dance in the village square surrounded with characteristic stepped gable houses; the audience watches with evident enjoyment.

Collages, conical tower, and, in the right rear, Tara's Hall are all here. Only the colleens are absent in this picture.
OLD ENGLISH VILLAGE

HOLABIRD & ROOT, ARCHITECTS

Anne Hathaway’s cottage at Stratford-on-Avon
with one of Sir Christopher Wren’s church spires
in the background
Street corner of old Spain complete with brilliant sunlight.

Looking through an archway at another corner. When the sun goes down the caballero will sally forth to serenade.

OLD SPANISH VILLAGE
D. H. BURNHAM, ARCHITECT
A vista in an old cloister in the Spanish Village where contemplation seems less futile than ordinarily
SWISS VILLAGE
D. H. BURNHAM, ARCHITECT

The village square with its fountain and statue set before the clock tower. William Tell and the Tyrant Gessler may enter at any moment.

The outskirts of the village as it trails off up the local Alp. Note that the water wagon has no riders.
This might be Rothenburg or Dinkelsbühl, but it is actually Chicago, 1934
ITALIAN VILLAGE

HUGH GARDEN, ARCHITECT
(OF SCHMIDT, GARDEN & ERIKSON)

The Via Cristoforo Colombo. A Neapolitan street with Genoese name and Florentine architecture. The ruins of old Rome are just around the corner.

TUNISIAN VILLAGE

D. H. BURNHAM, ARCHITECT

The street is a street of Tunis, but it is to be hoped that the odor is not. Soon the muezzin will call the faithful to prayer, for plenty of gate receipts.
A one-story prefabricated steel panel house supplants that of last year. Below is the plan. Vertical joints are protected by metal covered joint strips rigidly bolted between flanges of panels and sealed with red lead paste. Expanded steel joints are used for floor and roof framing; insulation is rock wool bats. Roof, tar and gravel over membrane.
EVOLUTION OF THE HOUSE
BEMIS INDUSTRIES INC.

This interesting series of models in Home Planning Hall is exhibited by a corporation which has engaged in years of research into the question of prefabricated houses. Before designing the modern houses they have evolved they studied the history of the house from earliest times and present this graphic exhibit to preface their conclusions. The models were built by Helen and Hugh Perrin under the direction of Albert Farwell Bemis and John Burchard, II.

1. Neolithic Lake Dwelling, circa 12,000 B.C. Buildings of type still exist, on the Congo, on the Amazon and in other jungles and river spots in such countries as Java, Sumatra, Borneo, Cambodia and New Guinea. Similar pile-platform houses were built in Switzerland, Germany, and in a few instances, England. These people fished, wove, and used boats. They built fires in the corner of the floor, a hole in the roof carrying off some of the smoke.

4. Saxon House, circa 700 A.D. This is the house developed in northern climates. It shuts out the weather where Egyptian and Roman houses welcomed it in. The hole in the roof let in too much weather so it is now a hole in the wall. Constant internecine warfare had its influence on this type as well as climate.

5. Norman Manor House, 13th Century. At about this time a primitive chimney put in an appearance, and a very early form of a toilet. Social conditions had changed enough to make it necessary to live in a fortress, though windows are still small and arranged for defense.

8. Iroquois Long House, Early 17th Century. The most architecturally advanced of the dwellings of the Eastern Indians. These houses are much like the Neolithic. This is not strange for the Indian life was much the same as that of the lake-dweller except that he tilled the soil instead of fishing. They were usually built in quite large villages surrounded by palisades. Tahquamenon, the largest Seneca village, contained 120 houses each housing twelve to fourteen families.

9. Early American House (adapted), Late 17th Century. This represents an Early 17th dwelling as altered and added to at a somewhat later period. At the very earliest period there was no glass window. Wide boards, front overhang, and steep stairway are all characteristic of this period. Note that defense, against Indians, again had some influence in design after several centuries.
**EGYPTIAN HOUSE**, circa 4,000 B.C. This is a rich man's house of the period. The poor lived in huts of leaves and mud of which no trace remains. These houses were built of sun-dried mud with very little wood and no stone. The garden was a great feature as the dry seasonless climate permitted life to be led outdoors except in the heat of the day. Then the family retired to the cellar.

**3. ROMAN HOUSE**, circa 400 A.D. The architectural student will recognize the atrium, impluvium, compluvium and peristyle. For the layman they are respectively the central court, the pool of water, the roof opening above, and the arched cloister. Chimneys had not yet been invented in spite of the use of stone as a building material. Glass was used, and concrete.

**HALF-TIMBERED ENGLISH HOUSE**, Mid 15th Century. The requirements of defense were no longer paramount. The architect had leisure to invent and perfect such things as chimneys, diamond paneled windows, gutters and down spouts. The water closet was to be invented soon. Windows are now large and let in light and air.

The first house as we know it today.

**7. GEORGIAN HOUSE**, Mid 17th Century. Although this house is English, much American architecture of the period differs only in being less rich in ornamental detail. The symmetry of design often produced strange plans. Life has become more bucolic and all considerations of defense have vanished. The grouped chimneys are a concession to symmetry and provide heat in each room.

**AMERICAN ROCOCO or PREock house**, 19th Century. Decoration elements were the product of the jigsaw and lathe. Certainly so far as detail is concerned the earliest effects of the use of the machine were not happy. That it was often fundamentally good in proportion is proved today by a large number of successful alterations. The first symptoms of the present day gadget-mindedness are to be seen in the central heating plant, cast iron bath tub and marble wash stands.

**11. CONTEMPORARY AMERICAN SUBURBAN HOUSE**, Early 20th Century. This modified English type was chosen to afford the best contrast with the modern house to come. The garage has now become a sine qua non. Transportation and communication facilities are necessities and labor saving, convenience and comfort find their place behind exteriors of every conceivable style.
This is another projection of the future of small house design by the designer of the "House of Tomorrow" at last year's Fair. Standing in the east court of the Electric Building this experimental house is intended to obviate the overhead wastage of erection time by reducing it from the normal three months to two weeks through prefabrication.

The house is planned around its utilities. These, comprising the complete air conditioning system, water-supply pipes, waste pipes, and stairs are all in a central stack. Around these are the various rooms, which among other novelties have no closets. The kitchen is completely electrical. Structural floors are heavy sheet steel, in sections bolted in place. Floors are largely rubber tile, or concrete. There are no bearing walls or partitions. The whole has been motivated by the requirements of living as envisioned by the designer.

It is worth while, however, to consider that all biologic form seems to progress from a state of exo-skeletony to that of endo-skeletony. A reversal of this tendency is shown in the design of this house.
HIRAM WALKER'S CAFÉ
CANADIAN CLUB

An unusual design that might have come from the boards of Mendelssohn, as seen across the water

CRANE TOWER

The apotheosis of the shower bath is a striking feature of the building displaying Crane products
This open air theater is designed primarily for free concerts to be given by Conductor Frederick A. Stock's Chicago Symphony Orchestra. The pavilions flanking the 1,700 seats are restaurants with a capacity of 600 persons each. Right, the orchestra shell with water separating it from the audience. It will be interesting to see how Gustave Lyon's theories of the acoustic value of water as a reflector will work here.
NEW WING, KOHLER OF KOHLER
ELY JACQUES KAHN, ARCHITECT

This model of the addition to the Kohler Company's building has already been published (The Architectural Forum, June 1934, page 32) with an account of the interesting guild-like unit of six painters who collaborated on the execution of the murals from the design-scheme of one of their number. It is reprinted here to show the location and arrangement of the murals themselves.

The general scheme is by Charles B. Gilbert. The execution is by Mr. Gilbert, Madeleine Kroll, Stuart Eldredge, Anne Ophelia Todd, Kenneth Loomis, Charles Dean and Dock Curtis.

Taken together the murals show the far corners of the earth from which come the raw materials of a great manufacturing concern.

These murals are painted with casein paint on Vehisole board. In some cases forms have been cut out and superposed to a total of four thicknesses to produce a relief effect.
Some of the superposed thicknesses have the edges painted white, some black to accentuate by high light or shadow, the relief effect.

The result is noteworthy. It is difficult to envision such an individual style and swing of line as the result of sextuple collaboration. One of the best modern decorative stands.
ARMOUR & CO.
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS

Exposition architecture of more merit than most in simplicity and directness of forms

BROOK HILL DAIRY
RICHARD PHILLIP, ARCHITECT
ROBERTS & SCHAEFER, ENGINEERS

Interesting as the first use in this country of Zeiss-Dywidag (German) system of reinforced concrete construction.
CONTINENTAL BAKING CO.

EDWARD H. BENNETT, ARCHITECT

Exposition architecture in two tones

WILSON & CO.

ARCHITECTURAL DECORATING CO.

A pleasant open-air restaurant with partially cantilevered decks
NEW LINES OF DEVELOPMENT

Is architecture an art or sublimated technique?
A.I.A. gold medallist Ragnar Östberg speaks
of speed, style, and the survival of standards

The question as to which direction the building art of a new time will take has always presented itself periodically and claimed our interest, but the intervals between the various styles were always longer in the past and seem to have been longer the further back our eye roves. It is a considerable time now since one particular stage in type or style persisted through several generations. Now rather one generation suffices for several stages, during which a distinct style hardly has time to be achieved. This circumstance is certainly connected with the hurry of our occidental culture, which more and more feels irritation over having to remain with anything, making it fuller, or, as Levertin has said, "digging the dike deeper." Speed has become everything. The goal is nothing but a resting-place on the way.

The contrast between two generations may also seem less accentuated the further back in time we look. Probably it has often been said, through the ages, that "Never has the contrast between old and new been so strong as now." But this will be a mistake. Remoteness dims the picture, and the contours become softer, while the actual struggle that we are taking part in or have immediately before our eyes lives with harsh intensity.

That the latest transitions in the art of building
make themselves so acutely perceptible is connected with another characteristic of the time, namely the wealth of new words and our immense thirst for reproduction. Types such as Corbusier, the Swiss, or the Russio-German formalists, and their fellows in other countries, are particularly intimately affected by these characteristics of the period. They lose themselves in all possible, unrelieved, mechanical functionalism and are prone to technical repetition.

It is easy to understand the joy of, or satisfaction in things technically perfect. But the purely technical is never art, still less is technical coquetry art. It cannot be denied that the precise calculations of engineers afford a feeling of confidence and considerable security, and we should cut a sorry figure without their appreciated work and its admirable results, but at the present time within the art of building there are reasons for indicating the difference between technics and art. What the latter demands, apart from knowledge, is the human contribution, which by its own temperament stimulates the feelings. And this influence of the artist is the more intense in proportion as his individuality is intense. The complete absence of individual temperamental characteristics, of the artist's temperament, i.e., of an attitude that is dictated spontaneously by the inner ego, leads straight to a makeshift substitute based on common sense formulae and the demands of the engineer. The result will be a defile of soldiers, whose admirable, but monotonous, uniforms conceal individuality and feeling, and the movement is away from art.
The Blue Hall. This is the focus of the municipal offices. The stairs and balcony are the approach to the Golden Room. This entire court is covered and glazed as a protection against the weather.

A work determined solely by technical considerations has, now as always, its merits, especially when compared with mere decorative display, devoid of style. But neither of these two "building methods" has anything to do with art, that is to say, with architecture. Again, to play with a certain method of construction, without a full conception of the technique involved, to handle the art of building as if it were a kind of "romance of engineering," is always inappropriate and especially so in our own time. A hobby horse has not much chance against a race horse like technique. This is demanded of the architect in the case of both conception and detail work. But technical and industrial culture, which so fills our time, must not be allowed to assume control within architecture to such an extent that the art of building is overshadowed by practical mechanics, with utilitarianism as the only object. On the contrary it is necessary to maintain a bold front against the mechanical trend of the times, and in reality no influence is more beneficial in this connection than the artistic.

New technique and new materials afford art new instruments to play on, but the appropriateness of the instruments on different occasions and for various purposes must be judged by the architect, and tone, melody, and rhythm must be decided by him as an artist. We have had, and we still have our wood, brick, stone, iron, glass, concrete, etc. With different methods of building all these materials have had their particular periods, have been used,
have been neglected, and have come into their own again, in different degrees. Now concrete is having its day, especially for great complexes. We no longer build in the true meaning of the word, by laying stone upon stone, or by erecting a shell and giving it a decorative facing. We mold, with or without iron reenforcement, uprights, walls and horizontal layers. The method aims, as it were, at a system of planes, horizontal, upright or hanging, in which the horizontal planes, passing through the whole structure, seem outwardly to form the fundamental element, as in an airplane.

This method, which has not yet attained its definitive formal treatment, is seeking its special characteristic appropriate for the time. It should be possible for the technical method to result in some form of airy lightness, a new note to be introduced into the architectural orchestra. The results that have hitherto been achieved have not yet been characterized by any such lightness of line or special rhythm of form. It is mostly a sort of pronounced laboredness with sharp edges that forces itself on our notice, without any distinction to raise it above every-day needs and monotony. The “radical functional theory” seems to wish to prevent a development that takes into consideration the varying requirements, milieu, and individual traits.

For example, a bathing establishment or a parliament building receives exactly the same treatment. At present a feeling of fixity seems to characterize concrete structures and the new tendency. To be controlled by technique instead of controlling it is still the slavish watchword of the concrete school.

But things will certainly be different when an understanding of the material predominates, and the architect dares to become a creator and to build with a clear conception of varying aims and varying milieus. When, in a word, he anchors his work to reality. For in art theory is always subordinate to reality.

Instinct or natural wisdom advises us to learn from and to cherish those living treasures of form that past ages have, so to say, receded and left on the shore where we happen to live. When the desire for novelty passes them by, this is due rather to the hurry to move onward than to the spur to higher cultural development, which is attained only by well weighed and mature adaptation.

The real danger by which architecture is threatened by the restless hurry of the time is that no style is given time to mature, but in succession one unripe fruit is thrown away in the hurry to pluck the next.

Ragnar Östberg
... called for modern, functioning architecture and got it. Its cantilevered galleries, varicolored walls, and controlled light were hailed by Hartford citizenry and honored by Architectural League Medal for 1934

MORRIS & O'CONNOR, ARCHITECTS

We have in this country a number of museums of modern art, but, until now, no modern art museums. The Avery Memorial, a new addition to the Wadsworth Atheneum in Hartford, Conn., is a modern art museum in every sense of the word.

It is modern in its fundamental conception of the relation of a museum to the life of the community.

It is modern in its architectural development of that fundamental conception.

It is modern in the details of design, material, and color which define that architectural development.

The architects, Morris and O'Connor, set themselves no mean task in the design of this building. In their little article in the Bulletin of the Wadsworth Atheneum they say: "A museum can no longer rest content merely in surrounding, with an aura of splendid respectability, the art within its walls. It must give vitality to that art and bring to our mechanized lives something of the joy and greater richness which springs from genuine esthetic appreciation."

These are brave words and the path they point has been bravely trod. From the auditorium in the basement to the art school studios on the top floor one feels a pleasure which is above that produced by merely being surrounded by objects of art.

The most conspicuous contribution to museum planning, and the keynote of the architectural development of the fundamental conception just stated, is the cantilevering of the galleries around the central court.

"The disposition of the interior space has resulted from the desire of the Director to have for exhibition purposes, not the usual single line of peripheral galleries around the central court, but rather a double circuit of such galleries with the great increase of flexibility which this
entails. The architectural development of this consideration has given to the interior its dominant character. In order to obtain good lighting for the inner line of galleries under the difficult conditions of borrowed light, and to give spaciousness to the court, the mezzanine and second floor court galleries have been entirely cantilevered so that no structural verticals break the surfaces nor encroach upon the floor space of the court itself."

This is genuinely modern architectural thinking. It is not surprising that the resultant court is not only completely efficient, but genuinely beautiful as well.

The details of design and material are in general better described by illustration than by word. Verbal mention is necessary, however, of the ingenious revolving screens by which the long gallery on the top floor may be divided. Words also must be used to do anything like justice to the very unusual color scheme. Each of the galleries on the ground floor is hung with a heavy woven fabric of a different color. Each of these is a positive color, not a pastel tint. The effect seen in vista from one room to another adds greatly to one's enjoyment.

In general these colors also add enormously to the attractiveness of the exhibits without at all distracting the attention, though aubergine is not a fortunate choice as a background for blue and white Chinese porcelain. One can only wish that the variation in color had been carried into the ceilings as well as the walls. There is less variation of color in the upper galleries and one or two old museum favorites appear there, but the use of pine veneer as a wall covering at certain points more than makes up the balance in favor of freshness and originality of treatment.

If the exterior of this building seems not to be as modern as the plan and the interior, it must be remembered that here the architects were definitely required to compromise with an existing wing. The introduction of the service drive between the two permits the new wing to differ more from its predecessor than might otherwise have been the case, but it remains a compromise; as good as any compromise can be. It is so good in fact that the one really bad detail sticks out like the proverbial sore thumb. How the architects who designed the witty *reductio ad absurdum* of the pilaster capitals could place above them the hopelessly "modernistic" panels in the attic is difficult to understand.

It is unfortunate that the photographs make the scale of this exterior appear smaller than it really is for the architects have surmounted the difficult problem of simplifying architectural details of classic provenance without rendering them thin and ineffective.

All in all, regardless of occasional doubt as to the complete success of some particular detail, this museum must rank among the finest examples of modern architecture yet produced. Morris & O'Connor must be thanked for having given to the world something new and beautiful; and to the citizens of Hartford, "something of the joy and greater richness which springs from genuine esthetic appreciation."
CENTRAL COURT

Modern and Baroque meet on the common ground of applied mathematics
MEZZANINE COURT GALLERY

Both sides of this novel gallery are available for exhibition purposes instead of only one. The seclusion achieved enables each gallery to be considered entirely separately, yet it remains intimately connected with the rest of the building. Noteworthy are the recessed picture hook troughs on both sides; and the two-way lighting units.

RENAISSANCE PAINTINGS GALLERY

Only the wall covering differentiates this gallery from those for modern paintings; yet it is an entirely fitting background for classic painting.
MODERN PAINTINGS GALLERY

The ingenious pivoted screens revolve to permit this gallery to be divided into small separate units or thrown into one large one at will. The furniture is as comfortable as it is suitable. The lighting is unusually fine.

MODERN PAINTINGS GALLERY

The walls are of different colors in appropriate modern contrasts. In addition they enhance the differing values of paintings.
AVERY COLLECTION

A modern setting for Chinese porcelains. The wall cases are particularly good. The view through the door shows the different color of the adjoining gallery.

DIRECTOR'S OFFICE

A comfortable modern room in which to work. The principle of using different materials and colors for different lighting of walls is again noteworthy. The furniture exemplifies the work of leading contemporary designers.
AUDITORIUM

The ceiling lighting besides being the important decorative feature has the effect of doming a really flat ceiling. The apparent anti-acoustic shape is belied by the actually fine acoustics proved by world premiere of Stein-Antheil opera, "Four Saints in Three Acts." The stage is extraordinarily deep for a small theater. It is equipped with movable, though solid, kuppel-horizant, and a movable solid motion picture screen. The very large storage space at the sides will make up, to a large extent, for the impossibility of providing fly galleries.

RESEARCH LIBRARY

This room is a splendid refutation of the idea that a room must be dark to be restful. Here too, the furniture is comfortable, simple, modern.
ABOVE THE COURT

This shows the arrangements for artificially illuminating the Central Court. At the right are cloth louvres for cutting off sun-glare.

ART SCHOOL STUDIO

The two horizontal lines around this room are metal picture hook troughs: a happy solution of an old and trying problem. Note also artificial lighting units for dull days.

CANTILEVER GALLERIES
PERSIAN ROOM AND BAR, HOTEL PLAZA, NEW YORK

... proves that dark corners with no ventilation are not necessary to conviviality; that repeal has brought with it style and elegance as well as light and air

JOSEPH URBAN ASSOCIATES, SCOTT AND TEEGEN, ARCHITECTS
MURALS BY LILLIAN GAERTNER PALMEDO
In the dear dead days before repeal when the drought began to pall, the speakeasy introduced the dim-lit unventilated style of drinking. With repeal all is changed. The designers of the New Persian Room at the Plaza Hotel have produced the direct antithesis. They have made the central feature of their design a gigantic combined electric light fixture and conditioned-air diffuser.

The fixture comprises three separate lighting systems, each with a distinct function. The first provides general illumination of the room from a circle of 50 watt lamps behind and near the top of a ring of glass planes. This ring is approximately 20 ft. in diameter and the three glass planes are of \(\frac{3}{4}\) in. thick glass suspended from satin-finished aluminum hangers. Light is reflected through the planes by a plaster cove painted dull white.

The second system provides for the separate and special illumination of the mural paintings. It consists of a series of concealed optical units so constructed and masked that they project an even plane of light to the exact edge of each mural. They are provided in duplicate for each painting.

The third system contributes the illumination of the dance floor. This is done by a circle of 24 floodlights recessed in the sofit of the black drum which constitutes the center of the whole fixture. The 24 floodlights are divided into three units of eight each. One such unit has blue screens, one amber, and one white. The reflectivity of the maple floor has been considered in their arrangement and design. It should prove to be vastly superior to the old system of cover spotlights which dazzled half the spectators and cast disconcerting shadows in the wrong places.

All the lighting systems, together with the novel table lamps and the trough reflector illuminating the wet-goods back of the bar, are controlled from the orchestra platform. Behind and above all this elaborate electrical apparatus are the air nozzles for injecting conditioned air, while under the center of the dome is a perforated spreader or baffle plate.

The room for which this pneumatic fixture is the center is the old Rose Room of the Plaza. The murals, inspired by Persian miniatures, are of a predominatingly red tone which is picked up and repeated in the window curtains of ribbed mohair. The rest of the room is done with black glass pilasters and gold leaf in varied tones.

The color scheme is further carried out by the furniture. The tables have black formica tops with red inlay. The chairs are painted white with red, white-lined, upholstery. The carpet is chiefly red and gold in a pattern of conventionalized tulips.
A corner of the Persian Room as it appears over the rim of a glass. The use of black glass mirrors is noteworthy. The ceiling and molded verticals are bright gold, the hangings red.
The small foyer has tables for those who have to sip and wait. Mirrors create a sense of space.
REALISTIC REPLANNING

A group of housers make over 488 New York acres (Astoria-Queens). No pretty pictures, but much about appraisals, utilities and taxes. Digesting more than is normal to one project, its proponents submit it as the soundest procedure.

This study of a region of 488 acres located in Queens Borough, New York City, is intended to show:
I. That the collaborative method is essential to the study of Housing;
II. The value of the regional approach rather than that inherent in the limited efforts of Model Housing as generally applied to slum clearance;
III. A graphic method of presentation to the public, as shown by the plates.

I. The problem of Housing is too complex in itself and in its implications for adequate solution by any one technician. It involves not only "architecture" in the conventional sense, but (a) site choice, with its corollaries of social background, transportation, recreation habits, racial characteristics, economic status, and suitability of the site in reference to the present and future of the whole city; (b) site planning, to include not just houses but also streets, parks, schools, shops, the whole basis for community life and amenities to make more of life than mere existence; (c) economic studies of the cost of open space in relation to houses, streets and utilities, including first costs and maintenance as reflected in rents, to arrive at coverages and densities that will relate the particular area properly to the whole urban trend; (d) the financial set-up, by which is meant not just the actual financing but the relation of Housing to the present causes and possible cure of municipal bankruptcy.

To grasp and integrate such a complex problem requires a collective imagination. The experience and background of our group include men trained in sociology, city and...
A GARDEN CITY WITHIN THE CITY
ASTORIA QUEENS, NEW YORK CITY

HOUSING IS CITY REPLANNING ON A SCALE LARGE ENOUGH TO
CREATE AND MAINTAIN NEW COMMUNITIES AND NEW PATTERNS OF LIFE.

ISOLATED ATTEMPTS AT "MODEL HOUSING" ARE POWERLESS TO
CHANGE THEIR SURROUNDING SLUMS WHICH SOONER OR LATER ENGULF THEM.

TODAY NEW COMMUNITIES CAN BE CREATED WITHIN THE CITY
LIMITS. IT IS NOT NECESSARY TO GO TO OUTLYING LAND. TODAY CLOSE-IN
AREAS COMPLETE WITH UTILITIES AND TRANSPORTATION ARE CHEAP BECAUSE
THEY WERE SO WASTefully DEVELOPED—THEY ARE AVAILABLE BECAUSE
THEY ARE SO TAX DELINQUENT.

ASTORIA QUEENS HAS 250 ACRES. ASTORIA QUEENS CAN
HOUSE 72,000 PEOPLE AND GIVE THEM FINE OPEN PLANNING. ASTORIA QUEENS
IS NEAR BUSINESS, INDUSTRY AND RECREATION. THE RIVER FRONT IS UN-
OBSTRUCTED. LAND IS CHEAP. ASTORIA QUEENS MADE ATTRACTIVE WILL
APPEAL TO ALL INCOME GROUPS, CREATING A COMPLETE AND VARIED COMM-
UNITY.

REPLANNED WITH FEWER STREETS, WITH LARGE PARKS AND
AMPLE AREAS OF GREEN BETWEEN DWELLINGS, ASTORIA QUEENS AFFORDS
AN EXCEPTIONAL OPPORTUNITY FOR AN ENTIRELY NEW DEVELOPMENT OF CITY
LIFE—A COMMUNITY THAT WILL BECOME AN ASSET INSTEAD OF A LIABILITY
TO THE METROPOLITAN AREA. A RATIONAL PATTERN FOR RECENT LIVING
AUTOMATIcALLY REDUCES COSTS OF TRAFFIC-SUPERVISION, DELINQUENCY AND
DISEASE.

A TECHNICAL AND SOCIAL SOLUTION
IS HERE PRESENTED. BOLD LEADERSHIP AND POLITICAL GUTS ARE REQUIRED TO
MODIFY OUR ECONOMIC SYSTEM SO AS TO MAKE THIS—OR ANY OTHER—
PLAN FOR COMMUNITY HOUSING A REALITY. ARE WE EQUAL TO THE TASK?
OR SHALL WE ONCE AGAIN LET SPECULATION DEVELOP ITS USUAL CHAOS OF UN-
RELATED STRUCTURES WHICH EVENTUALLY BANKRUPT NOT ONLY THEMSELVES
BUT ALSO OUR CITIES?

THE DRAWINGS AND CHARTS EXPLAIN THE PROBLEM
DETAILS APPEAR IN THE FULL REPORT.

NEW YORK,
APRIL, 1934

ARONOVICI
CHURCHILL
LESCAZE
MAYOR
WRIGHT ASSOCIATES

50

THE ARCHITECTURAL FORUM JULY 1934

site planning, architecture and engineering—all used to
the process of analytical synthesis in their own fields.

II. The interpretation of gathered facts was based on
our belief that slum clearance is ineffective socially on the
small scale on which it is possible to do it at all, and that
on any effective scale it is impossible economically be-
cause under our present system slums are inherent and
inercadicble in the speculative use (or non-use) of land
within the antiquated pattern of our cities. The cities
have grown literally by leaps and bounds, leaving ample
areas of sparsely built and badly blighted land, com-
pletely serviced, between the inner core of unnecessary
congestion and the outer belt of cheap speculation.
This intermediate, ineffectively utilized area, deeply in
arrears on taxes, is one of the primary reasons for our
cities' economic straits. If they could be reclaimed, united
under a single agency to control and assure permanency of
development, and replanned in an imaginative way for
The methods employed in this replanning study are applicable anywhere. Similar areas exist not only in New York City but in virtually every large city in the country, at land values as relatively cheap for those cities as this area is for New York. They could be used as focal points for the start of a real housing program to be developed over a period of years and providing long-time employment for a basic industry. Only such large-scale attack can stabilize our disintegrating cities, make them
decent living, our cities might yet be rescued physically, economically and socially.

We are thoroughly convinced that overcrowding the land is not only unnecessary, but is actually the cause of economic difficulty. Even the relatively low density adopted for Queens-Astoria may prove to be too crowding in the light of further research into the problem of general densities, although at present we believe it justified by the remarkable centrality of the area.
permanently decent places to live, rescue them from the ruinous flux engendered by wasteful speculative practices and reckless civic over-expansion.

The $25,000,000 allotted to New York is of course totally inadequate, and the meager sum of $150,000,000 for the country at large is ridiculous in the face of the immensity of a problem that involves the whole structure of wages and production in relation to rent, land, money rates and the social system generally. We are fully aware of the implications of the final table showing rents still far above the ability of most workers to pay. Our immediate effort was to create a setting, using all the given facilities of the city, in which life might be led as pleasantly as it should be. We used present day costs and financing methods, not trying to anticipate other conditions. Why try to predict what might happen if the $238,000,000 donated this year for battleships which sink or become obsolete in a few years, plus the hundreds of millions

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THE ARCHITECTURAL FORUM JULY 1934
used to destroy crops and reduce the production of the very necessities of life, were suddenly diverted to the production of the one necessity we have a shortage of? Why must only the prime necessity of decent shelter be "self-liquidating?"

III. The organization of the mass of accumulated data required several meetings of the group each week for a good many weeks, at which there was full discussion of all the facts. Naturally, with five different personalities and experiences, disagreements were frequent, occasionally serious, but always reconcilable to our primary policies. The actual method of attack was (1) Field studies of the area. (2) Statistical and factual investigation of present and future industry of the area, its existing buildings, assessed valuations, taxes, public services. (3) Limitation of the originally considered area (some thousand acres extending from Queensboro Bridge to the future Tri-boro Bridge, and from the River back to the...
The replanned area

Subway-Elevated line) to the five hundred acres immediately suitable for use by reason of low land values, tax arrears, and freedom to replan completely at not too great a cost. (4) Analysis of this final area on the basis of valuations, accessibility, and topographical desirability, resulting in subareas of various densities and rentals. (5) Tentative development of park systems and housing patterns in relation to streets and coordination into livable communities.

We used known current costs wherever possible, making no allowance for the economies of mass production, imminent new structural methods, or prefabrication. Maintenance costs were taken from an exhaustive study by The Housing Study Guild. We did not attempt to "solve" the detailed housing pattern or individual plans, as we decided these were not within the scope of our work, which aimed only to provide a framework for the detailed plans of the architect. But enough was done to assure the
THE ASSOCIATES

ABONOVICI, CAROL, Dr.:
Director, Columbia University Housing Orientation Study. Has taught housing and planning in other universities. Has made many studies and is the author of several books on these subjects.

CHURCHILL, HENRY S.:
Graduate of Cornell. An active director of The Housing Guild Study. Formerly a member of the firm of Thompson & Churchill. Has traveled extensively as a student of housing in Europe and in this country.

MAYER, ALBERT:
Graduate of Columbia University and of the Massachusetts Institute of Technology. Consultant in Housing Design. Formerly member of the Technical Advisory Committee of the New York State Housing Board; of the Slum Clearance Committee of New York; and Consultant to the Housing Division of the PWA.

LESCAZE, WILLIAM:

WRIGHT, HENRY:

LAND IN ASTORIA QUEENS TAKES $4.40 OF RENTAL; LAND IN LOWER EAST SIDE TAKES $3.30 OF RENTAL, PER RM. PER MO.

TWO STORY FLATS PERMIT LOWEST RENTAL, AS THE CHARACTERISTIC WAY OF LIVING IN THEM DOES NOT DEMAND THE COMPLEX SERVICES REQUIRED IN APARTMENTS.

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LESCAZE, WILLIAM:

WRIGHT, HENRY:

RIGHT, HENRY:
WHEREAS God in his mercy to the general public has removed from the practice of architecture Kenneth Mackenzie Murchison,

And whereas God in his mercy to Kenneth Mackenzie Murchison has fixed him up with a job as vice president of a savings bank,

Be it resolved that the architectural profession keep wearing the sackcloth that poverty has forced it to don, smear its forehead with ashes, and if able, gnash its teeth."

Had the American Institute of Architects known at its convention in Washington that Murchison had left the profession flat to join the Central Savings Bank, such a resolution would probably have been introduced. Nevertheless, it's the truth. Murchison is hors de concours architecturally speaking. He is now a banker, gets a regular salary, and goes to work at as near regular hours as he can manage. So far, they have not permitted him to stand close to the cash. The shock of an architect's getting within reach of real money was considered too great a risk by the family physician. In time, however, he has been promised a few minutes a day letting the nickels and dimes roll through his fingers, no glue allowed. Sentiment around the table at The Architectural League, where sit the remnants of the Beaux Arts crew that made the heralded trip to Paris a few years back is divided about their ex-skipper. Some say it's too bad about poor old Ken having fallen so low. But others, with an appreciation of the realities, are undecided which is the lower rung on the ladder.

The impression had gotten about that Murchison was not an architect at all. But careful research into his past reveals that besides being the permanent chairman of the Beaux Arts Ball, a movie magnate, a composer and orchestra conductor of note, the best after dinner speaker in the city, a columnist, and (next to Julian Clarence Levi) the hardest worker-for-nothing around town — he was an architect. As a matter of fact, long after he is for­

m Rushion tried again, "No!"

"I'm afraid you haven't got it, Mr. Murchison. It goes like this — N-o-O-O! Now do you get it?"

"I don't think so. You see, Mr. Banker, I never said 'no' to anybody in my life before, and it's a little hard for me to pick it up."

"Well, how do you ever expect to become a banker if you can't learn how to say 'no'."

The lesson ended. And the delegation entered. He still looked the same, except that a bit of the cold gray had stolen into his blue eyes. But when he saw that his visitors were friends and not customers, he regained his old attitude. "Tell my readers for me that the only reason I accepted the job was because York & Sawyer did the building and I wanted to sink down into one of their deep and luxurious custom-made arm chairs and pass the rest of my rapidly declining years in peace, instead of hanging over a dirty wooden drafting board, with the thumb tacks coming through my fingers, and a kick in every mail."

"My dearest friends, my closest friends are the architects. They are the grandest crowd of fellows in the world. They wear well. They never let you down. God bless 'em all, I say, even if I am a banker."

"But I am not to be really a banker. I am Vice President-in-charge-of-Public-Relations. Not Poor Relations, Public Relations. My job, in short, is to make friends for the bank. Whether or not I can do it remains to be seen. I will try, earnestly. At least, I feel that the architects are my friends. So come around, lads, and start an account with us for the little ones. You won’t miss a $5 bill. Watch it grow! Do it now!"

Other great achievements in the Murchison life: He was not the architect for Radio City. Along with Raymond (Little Napoleon) Hood he lined East 44th Street with the Beaux Arts Apartments, blame for which he places mostly on Hood. His friends, the French government, gave him a ribbon decoration for every suit (that makes two). He is a Class "E" member of the American Society of Composers, Authors & Publishers, which he insists is not a reflection on his ability but on his output. There are many other distinctions, but they might make the bank change its mind.

It seemed fitting, in view of his retirement from column conducting to have the new vice president say a few parting words to his readers, the faithful and the unfaithful. Accordingly a delegation called upon him at the bank, where with one of the veteran bankers, he was practicing a speech. Over the transom came Murchison's voice:

"No!"

Said the veteran, "Now put a little more feeling into it, like this — N-o-o!"

Murchison tried again, "No!"

"I'm afraid you haven't got it, Mr. Murchison. It goes like this — N-o-O-O! Now do you get it?"

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"HORS de CONCOURS"

WITH KENNETH MURCHISON

"I always managed to have the trains run under­neath so that the passengers could not possibly see what the station looked like."
This modern house, of brick veneer construction on braced wood frame is as happy in effect as it is unusual in both plan and design. The entrance on the second floor with everything leading down to the living room was dictated by the sharply sloping site. The roof-as-porch, so beloved of the ultra-modernist, becomes entirely reasonable.

Hall & Proetz, St. Louis, and William Wilson Wurster, San Francisco, Associated Architects
Front Entrance Elevation

Parapet Details
- Brick veneer
- Mortar
- Wood shiplap
- Flashing
- Roofing

Metal cap
- Furring
- Ceiling joists
- Plaster
- Paper backed wire mesh

Wood sheathing and shiplap
- 2" x 4" studs
- Flashing
- Roofing

Brick veneer

One half plan of main entrance

Exterior Details

Scale in Feet for Elevation

Scale for details
2 x 6 studs
Metal lacing

tar & gravel
 flashed
Metal lacing

2 x 6 outriggers
2 x 4 studs
2 layers boarding

Slate over tar & felt

2nd fl.

2 x 10

Brick corbel

JAMB

Mortar
brick

paper backed wire mesh

HEAD

steel doors and frame

SECTION C

Ground removed after plastering

SECTION A

2 x 4 studs

SECTION B

Concrete

TYPICAL BALCONY

scale 1/4" - 1'0"

TYPICAL BALCONY

scale 1/4" - 1'0"

LIVING ROOM DOOR FRAME

scale 1/2" - 1'0"

SECTION THRU STAIR WELL

scale 1/4" - 1'0"
This house of stucco on braced wood frame is not so unusual in plan as the Pope house, but is equally happy in effect. The garage is on approximately the third floor level reached by going up from the gallery on the second floor.

William Wilson Wurster, Architect
THE
ARCHITECTURAL
FORUM

BUILDING MONEY

A monthly section devoted to reporting
the news and activities of building finance,
real estate, management and construction

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JOHN CUSHMAN FISTERE
Editor
THE NHA BECOMES LAW

. . . in almost the same form as first proposed: National Mortgage Associations.

Victories of the Administration over Congress were not, during the session just closed, as decisive as they were when Roosevelt first took office. Slightly out of hand, Senators and Representatives up for election this Fall, in some instances, departed widely from Roosevelt wishes.

But one clean-cut victory for the White House was scored in the passage of the National Housing Act in almost the same form as the Walker-Riefler-Watson draft. (See THE ARCHITECTURAL FORUM, June, 1934.) Still retained in the bill were the reconditioning drive, the provision for insured mortgages, insurance of building and loan shares, national mortgage associations, and liberalization of the Federal Home Loan Bank and Federal Reserve.

Strong last minute efforts to put through anti-Administration features were beaten down in conference. Only Congressional contributed feature was the upping of HOLC funds from $2,200,000,000 to $3,000,000,000. In reporting the bill out of committee the House had stricken out the National Mortgage Association provision, but it was put back in on the floor, changed so as to deprive them of tax exemption privileges.

First Step. With the bill signed, the immediate problem became the launching of the nationwide reconditioning drive. Committees which had been working for weeks in anticipation of the bill’s passage suddenly came to light with semi-complete plans. From the office of Harry L. Hopkins, who had been advised by the President that he would be appointed to administer the act if passed, first news of the scope of the campaign was forthcoming.

Tentatively, it was stated, there would be an appointment in each State of a salaried director for the campaign. The State director in turn would appoint chairmen of local committees to push the drive in each community. Local chairmen would name salaried executive secretaries to coordinate the activities of volunteer committees. This much and little more was available from the administration office.

It was known that the Government does not intend to inject itself too much into the drive, but rather will stay in the background to supply dignified promotion, to keep reminding banks and borrowers that the Home Credit Insurance Corporation stands ready to insure loans. Before the month was out, Hopkins planned to have available booklets detailing the operation of the drive: one for those who want to borrow, another for those who might want to lend, still another for architects, engineers and contractors, another for manufacturers and building supply dealers, and a fifth for the local committees telling them how to organize local campaigns.

Opinion was divided as to whether it would be more difficult to stimulate owners to remodel, or bankers to lend. One indication of demand was the fact that HOLC offices have been swamped with requests for modernization loans from people who are not eligible under the Home Loan Act amendment, but who may be eligible under the National Housing Act.

As for the lenders, the most encouraging note came from Robert V. Fleming, president of the powerful Riggs National Bank of Washington, D. C., who saw in the act “a workable plan for the extension of credit for modernization, repair and renovation.”

Said banker Fleming, “It is also my belief that as soon as they understand the plan thoroughly, the bankers of the country will be glad to cooperate in the extension of these credits when applied for. However, attention should be drawn to the necessity of a campaign to encourage people to take advantage of the credit which can be extended, for it must be realized that while the bankers will unquestionably be ready and glad to extend this credit, the customers must apply for it if this program is to be successful.

“The legislation also provides for new housing facilities and in my judgment the bankers of the country will be glad to cooperate in this matter also, where new housing facilities are needed, particularly in financing short-time, or interim money for the erection of buildings, or until such time as mortgages can be placed upon such properties.”

National Mortgage Associations. Most bitterly debated of all the provisions, and the one which is likely to have the most significant effect not only upon residence financing but later upon all building finance as well, is Title II, permitting the establishment of National Mortgage Associations.

Spearhead of the attack upon this part of the Act, and almost successful, was Morton Bodfish, executive secretary of the National Building and Loan League. An able lobbyist, and a forceful testifier in committee, he whanged away at National Mortgage Associations as threatening the very life of building and loan groups.
**HOUSING UPEAL

Kohn and others depart amid harsh words; Hackett moves up.**

One hot afternoon last month the housing brains of the U. S. assembled in the roomy, air conditioned office of their superior, Public Works Administrator Ickes. Only a few knew the purpose of the meeting, but all knew from the Secretary’s formality that he was not in a happy frame of mind.

Supported by lawyers on both sides, the Administrator began a four and a half hour denunciation of the way the assembled appointees had been spending public works money. Centering his attention on the director of the division, Robert D. Kohn, he ran through a stack of papers on his desk, demanded to know how such and such a loan had been approved, how such and such an appraisal of land value had been accepted, how this and that agreement had been reached.

Amazed at Ickes’ blunt tactics in hailing him up on the carpet before a dozen subordinates, and almost defenseless without reference to the transactions, Kohn had few things to say. One thing he did say, however, was that he was going to resign.

Hotly Ickes retorted that he was not sure that he would accept Kohn’s resignation, that he would want to examine the transactions first before deciding whether he would accept the resignation or dismiss Kohn “with prejudice.”

As the verbal debate proceeded, the rest of the gathering was speechless with the severity of Ickes’ language. From Kohn, he passed on down the line of subordinates, asking questions to which there was no immediate answer. Particular victims of Ickes’ criticism were Eugene Klaber, Robert Dunning, Kohn assistants who were held responsible for many of the appraisals.

When the meeting concluded, it was not because the business of the day had been finished. There was more to come.

Back in his office, Kohn mulled over a decision he had been thinking of making for months — resigning. Completely worn out from months of haggling over housing projects, he decided that such a move would solve most of the problems, that he could be of little use to such a superior if he stayed. Accordingly, he drafted his message and left for his home in Ossining, New York.

**Reorganization.** To those who were familiar with the situation, neither the Ickes flareup nor the Kohn resignation came as a surprise. Ever since the Administrator had called from Chicago his good friend Col. Horatio B. Hackett to become general manager of the Public Works Emergency Housing Corporation, it seemed inevitable that Kohn would step down. Belief is that so intense was his interest in the program that despite the stripping of his powers from him, he had decided to do what he could until such time as he could do no more.

Since Hackett’s arrival in Washington, there has been a constant shifting of personnel, old names dropping off the payroll, new ones coming on. Today the reorganization of the Housing Division is complete. Besides Kohn, Klaber and Dunning, six others have resigned. Ickes consolidated all the activities of the housing program, put them under the specific charge of Colonel Hackett. This means that besides the projects definitely being carried on by the Emergency Housing Corporation, he also handles all the remaining limited dividend corporation and municipal housing authority work.

From Chicago Hackett had brought with him an associate from his old office, Holabird & Root, the able business gotten of the organization, Angelo R. Clas. A Harvard graduate, architect Clas is generally regarded as one of the ablest business men in the architectural profession.

**Cause.** Because of the intense feeling apparent at the time of the clash between Ickes and Kohn, the issue on which the resignation was based was slightly confused in the press. The Administrator was quick to assure newshawks that dishonesty in office was not responsible for Kohn’s going, that personal integrity was not involved in the slightest. To the layman, this was a necessary explanation, but to the building industry, which had known Robert D. Kohn as president of the American Institute of Architects, president of the Construction League, and president of the Building Congress of New York, no such explanation was necessary.

Coupled with the unexpected resignation of Kohn, Ickes let it be known that his investigators under the eagle-eyed Louis R. Glavis were investigating all approvals of loans, searching for excessive valuations of land. But lest the public think that there might be a sinister connection between the resignation and the investigation, Ickes issued a brief statement:

“There is no question of honesty or dishonesty in the administration of the housing division. It is a matter of loose business methods. There has been too much of a disposition, perhaps, to accept the estimate of the borrower as to the land values without instituting as careful a check as might have been made of such estimates. A check-up is now being made.”

After another week of consideration, he decided to throw any light on director Kohn’s resignation, the Secretary replied, “He didn’t tell me.”

Nor would Mr. Kohn say much to anyone else. In Ossining, where he is recuperating from complete exhaustion, a statement was issued:

“Mr. Kohn resigned as he was certain that others could now carry out the housing policy of the Public Works Administration equally well or better than without him and as he was utterly tired out and in need of an immediate prolonged rest — which he is now taking.”

Behind the dramatic break between Ickes and Kohn, which could better have been accomplished with no embarrassment to either, some commentators thought they saw a rebound from the attack to which Ickes was subjected during the A.L.A. convention. Some said that the Administrator was so inspired the denunciation of the PWA administration, and that he was simply relieving a personal hurt in semi-publicly denouncing Kohn. Granting this to be true, Washington correspondents reported a similarity in disposition between ex-President Hoover and the Secretary of the Interior. Neither, they said, could stand personal criticism.

That such an explanation was plausible seemed likely from the previous retorts of the Administrator to his handling of funds.

A New York Chapter committee, headed by Ralph Walker, reported last month that of the $5,300,000,000 fund, only $553,000,000, or less than a sixth, had been allotted to the building industry. Always disorganized in its attempts to influence Congress, the building industry, primarily through the Producers’ Council, sought to have a definite part of the next public works fund earmarked for building, and in other ways architects and builders have been letting Washington know they were not satisfied with their New Deal hands.

Never one to take things lying down, Ickes was quick to answer his critic, referring in a broadside to “a current propaganda campaign in the interests of a few architects conducted by an organized lobby which foments form letters to members of Congress, special pleas in architects’ organs, incites resolutions for publicity purposes.”

Said Ickes further, “It is unfortunate that a small group of super-articulate architects engaged in this too-obvious campaign should so misrepresented their profession. Many protests against the activities of this lobby have come to me from other architects, but I shall not act on them because that is a matter with which architects themselves must deal.”

Again: “The grasping clique does not seem to have grasped the theory that the recovery movement is one requiring cooperation and not based on self-seeking endeavor. Enquiring miners, lumbermen, railroad men, all the building trades and many other groups are sharing the PWA benefits and they will not be deprived for the benefit of any one group.”

**Rescindments and Contacts.** Despite all the investigations, PWA housing took a few forward steps last month. Contracts were signed with Architect Walter McCormack in Cleveland for his project, and with Burge & Stevens for their project in Atlanta.
HAMMERING away at government costs is a year-round sport for most civic-minded realtors. It is a fight never completely won, never well enough under control to permit taxation watch-dogs to rest from their labors.

Because taxation is too tied up with local politics, national reform is difficult, well-nigh impossible. But last month Morton R. Cross, able president of New York's big real estate firm of Cross & Brown, saw "taxes on real estate throughout the United States becoming a national issue instead of a local one."

Lamented Mr. Cross: "None of the advisers to the National Government has dared to approach the object of real estate taxation because, in all probability, it would mean a national sales tax, or the adoption of a drastic remedy which is politically or economically of doubtful soundness."

But if U. S. advisers dared not to tackle taxation on a national scale, realtors themselves were far less timid. Last month the National Committee on Local and State Taxation of the National Association of Real Estate Boards made public the first fruits of its campaign to parcel out the load that real estate carries in government costs. Started last fall with Adam Schantz, III, of Dayton, Ohio, directing it promises to be the most effective step ever taken to whittle down property levies.

Adam Schantz, III. Grandson of the first Adam of Dayton, who made his money in beer, Adam Schantz (pronounced Shants), III is fast developing into the city's leading citizen, is considered by many to hold that beer, -Adam Schantz (pronounced Slionis), Adam of Dayt(m, who made his money in

petitioners required to get a vote on a constitutional amendment, beat down the opposition with a state-wide publicity campaign, and emerged from the election with 900,000 "yeses" to 500,000 "noes" for the amendment limiting taxes on real estate to $10 per $1,000.

Six Points. Schantz's victory convinced NAREB's Executive Committee that no older man could be found to push similar drives in all States where relief was needed. With Lawrence G. Holmes, one-time secretary of the Indianapolis Real Estate Board as Secretary and Schantz as chairman, a national committee of 300 was named. With executive approval the committee mapped a six-point program:

State control of local tax levies and bond issues, under proper safeguards.

Limitation of the property tax by State constitutional provision.

Restoration of the use of special assessments for financing public improvements.

Consideration of the income value or use value of property as one of the major factors in arriving at a fair valuation for tax purposes.

Spread of school costs to a wider tax base.

Expenditure of funds from State gas and vehicle taxes upon city streets as well as upon rural highways.

Singing out as its first objective "a constitutional over-all limitation in every State, the committee was ready last month to report progress, if not to reel off a list of States that had immediately passed amend-

ments. Though not poo-hooing efforts of realtors to force local government costs down, it regarded such steps as only minimizing and not correcting abuses.

Progress. The Committee's report, a prelude to a full discussion of ways and means to wage a tax war next year at the association convention in Minneapolis June 25-29, showed a picture that no one had ever seen before. (For the picture see map on opposite page.)

High-lights of the report:

Eight States have no tax on real estate for State purposes.

Seven States have a limitation on the total tax which can be levied on real estate in the State. In five of them the limit is written into the State's constitution. This comparatively new "over-all" type of limitation is a stop upon the total rate leviable by all taxing units, including State, county, municipality, school and special districts.

Two States employ, instead of a rate limitation, some sort of budget limitation.

Only six States have no limitation of any kind of the amount of taxes which may be levied against real estate for State, municipal or county purposes.

Several States have an active movement on foot which may become a general national movement for abolition of the ad valorem tax.

Roll Call. Schantz committee action is not spotty in its attack. No less than 24 States now have felt the pressure applied by NAREB members. The following States are more or less excited about the possibility of effective limitations. In many the November election will decide:

Alabama, where candidates for the legislature are being pledged to support the National Association's tax program, including a constitutional limitation of 1 per cent for real estate taxes.

Florida, where a constitutional amendment to exempt homesteads up to $5,000 value has been approved by the legislature and will be voted upon by the electorate in November, and where sentiment is rapidly growing for constitutional tax limitation.

Georgia, where there is powerful editorial support for the Association's six-point tax program.

Illinois, where a 1 per cent limitation plus homestead tax exemption is urged.

Iowa, where tax limitation will be an issue in the Fall legislative campaign.

Maryland, where a mass meeting for tax limitation is shortly to be held under the auspices of the Baltimore Real Estate Board.

Minnesota, where a campaign is being organized for statutory limitation.

North Carolina, where a movement is growing to write limitation into the new State constitution to be presented to the voters this year.

Kansas, where the movement to lower real estate taxes is centering on either aboli-
tion of the ad valorem tax or tax limitation.

Kentucky, where tax limitation is expected to be an issue in the Fall's gubernatorial election.

Louisiana, where the Governor, in his call for a special session of the legislature urges a $2,000 homestead exemption.

New York, where the State association's tax program includes a study of the question of tax limitation.

Oregon, where initiative petition is now in circulation for a constitutional amendment for an over-all limit, reduced successively over a period of years until a 1½ per cent limitation is fixed in 1940.

Pennsylvania, where concurrent campaigns are on in numerous cities and towns.

Tennessee, where limitation is expected objective of associations now organizing.

Texas, where a campaign is on to abolish the ad valorem tax.

Utah, where homestead exemption is at present being urged, and where a 1½ per cent tax limitation is also under discussion.

Wisconsin, where Governor's Committee is at work to evolve new tax bases.

Indiana, Michigan, Ohio, Oklahoma and Washington, where work is on to plug any loop holes in present limitations; West Virginia, where a background of favorable legal decisions upon constitutional limitation is rapidly being built.

Last month the Chicago Title and Trust Co.'s President Holman Dean Pettibone mailed a little booklet, "Real Estate in the New Deal," to a number of his friends. In the course of a homely discourse on conditions in his own State, Chicago's Pettibone remarked that "the Illinois foreclosure law fails to recognize sufficiently the distinction between different types of real estate. The individual owner of an office building or a factory or a farm or a home has the same period of redemption from foreclosure. The same general foreclosure procedure is had for all types of real estate. Why should this be? Let us assume that it is socially desirable to protect and encourage the citizen in the ownership of his detached home whether the home be in the city or in the country. The protection should not be carried to extremes or to all types of property."

"In the long run, it is the debtor who pays dearly for extra protection of his interest. Capital flows most readily to points of safety for capital. Safety is, in most cases, the most important consideration. Safety factors necessarily include consideration of the difficulty and cost of realization on a loan when the debtor defaults. A number of institutional lenders from outside of Illinois are now stating that they will not again make mortgage loans in this State unless and until foreclosure is made less expensive and quicker. These broad statements at this time can be discounted to some extent, because, after all, over a long period of time, institutional lenders have fared pretty well on mortgage loans in the State of Illinois. But we should not ignore this attitude, nor should we ignore the attitude of many individual investors. We ought presently to make a sharp differentiation between the social and investment aspects of real estate and readjust our foreclosure procedure accordingly."

Last month, with the moratorium sky clearing, and with many a campaign for wide state action for the relief of real estate in readiness, veteran mortgage men recalled how in 1920 the NAREB, together with the National Conference of Commissioners on Uniform State Laws, the American Title Association and the American Bar Association waged a losing battle for country-wide acceptance of a uniform real estate mortgage act, which would cut costs of foreclosure in the various States, eliminate one mighty deterrent to mortgage money flow. Michigan's foreclosure laws are said to be every bit as costly to lenders in that State as are those in Illinois. On the other hand, opinion is that the laws in Virginia and North Carolina are a shade too stringent on the mortgagor. Minnesota is said to have the ideal sort of law, the legislation adopted there being very similar to the proposed uniform law, first drafted in 1920. Observers felt last month that the latter had lain dormant long enough.
NINE TENEMENTS

into Sutton Manor; a modernizing job in New York's half smart, half swart East 50's.

Railroad flats keep company with swank apartments in many parts of Manhattan, and the upper East Side district is one of these. For this reason, during the years 1927 to 1929 many an operator bought big squares of land along wide and as yet tenement-lined First Ave. To the group engaged in assembling the nine parcels which form a plot 100 X 175 ft. at the corner of 53rd St. and First Ave., the Bowery Savings Bank made a $300,000 loan. In February, 1933, the bank took over the whole shebang. In August of that same year the Charles F. Noyes Co., brokers, found Bowery Savings a buyer for this property.

Twenty years in the business of building and operating first class apartments and office buildings, Edgar Ellinger is one of New York's most careful purchasers. With Builder Ellinger agreeable to a deal whereby his working force might be kept intact and busy, it was the job of the Charles F. Noyes Co., aided by able Architects Bloch and Hesse, to demonstrate to Bowery Savings the feasibility of turning the existing buildings on the site wrong-side-out at a cost which a satisfactory purchase money mortgage might help cover.

Primarily, the Ellingers were interested in the value of the land, and the whole deal which resulted in the impressive job of modernization pictured herewith was based on this and the bank's desire to realize upon its investment in the property. Bloch and Hesse showed how with an expenditure of $100,000 the existing buildings could be made worth anyone's holding. Working on the idea that enough small suites to rent at between $50 and $85 could be got out of the three, four and five story buildings to bring in substantial returns, the architects provided a plan which met the approval of both the bank and Edgar Ellinger, Inc.

Specifications for "Sutton Manor" included new plumbing throughout, new bathroom and kitchen equipment, including electric refrigeration. The heating problem was met by the installation of a plant to be fed by the New York Steam Corp. Some new fireplaces were provided, others shored up. New steel stairways were provided up to the second floor in the First Ave. building and throughout the others. New partitioning was required in many a place, to carry out a plan to eliminate floor after floor of identical suites.

Stairways which formerly led upward from First Ave. were removed to provide more store space, as the plans below show. Likewise, on the 53rd St. side it was necessary to remove steps leading from the street. A little building on the 53rd St. side was easily remade into a concierge, which is to provide tenants with central telephone and mail service.

Responsible for the scheme of decoration, including the white-on-brown stripes for the corner building and the light gray interior, as well as for the garden, is Mrs. Earle Bailie, landscape architect. Last month the Ellinger organization could term Mrs. Bailie's work "indispensable," as prospective tenants found the garden praiseworthy.

Renting started May 1, and to date Sutton Manor is 30 per cent rented.
New cornices, and, in quick succession, new windows and fire escapes, as well as absent dark hall doors, speak a tale of intelligent remodeling. The stripes are white, the background brown.

Entrances swung around to an inside court call for well-planned gardening. Landscape Architect Margaret Bailie secured cohesion by fencing the court with brown stripes on gray; and economy by using much of the existing shrubbery.

Around the corner were an old stable, one five-story, and four three-story flats. Architects Bloch and Hesse seized their opportunity to make the stable a gate lodge.

Through the gate beside the concierge, Sutton Manor folk enter the light court, walk past a fountain (hidden by the five-story sector) into the terraced garden. Amazing as the changes were, their cost — $100,000.
COSTS HAVE RISEN
to 1930 levels, but not to 1929's. PWA and private bond-buying off.

**NON-FEDERAL PUBLIC BUILDING ACTIVITY**

The trend of state, county, and city government buildings activity is shown, the chart representing the total or municipal bond issues to finance building projects, as nationally reported by "The Bond Buyer." In these totals, issues for refinancing of bonds are excluded, as well as those of non-building foundations or other than buildings, have been omitted.

**REAL ESTATE ACTIVITY**

From N.A.B.E. Figures
on deals recorded

**LIFE CO. INVESTMENTS IN MORTGAGES**

The trend of money output for building is shown, the chart representing new urban mortgage investments of 16 leading life insurance companies' based on 4 week totals from figures compiled by the Wall St. Journal.

**COSTS OF BUILDING MATERIALS**

ALL BUILDING MATERIALS
PAINT
STRUCTURAL STEEL
CEMENT
BRICK AND TILE
LUMBER
PLUMBING and HEATING

1927  1928  1929  1930  1931  1932  1933  1934
VINCENT ASTOR—LANDLORD

... not of all he surveys, but of more than any other U. S. citizen. A summary of his holdings, his operations.

Rich Vincent Astor, richest of all the nation's land and building owners, stood a good chance last month of adding a $10,000,000 hotel to his string of properties through foreclosure of a $5,000,000 mortgage and his right under the mortgage to buy in the furniture for $100,000. Whether he would get the hotel for that price (it is the St. Regis at 55th Street and 5th Avenue from which for years the voice of "Lopez speaking" has been heard by radio listeners nightly) hinged on what Supreme Court Justice John L. Walsh had to say about the legality of a chattel mortgage foreclosure a few days prior to the Astor foreclosure by a holding corporation allied with the corporation that owned the hotel.

Justice Walsh made no decision, but did imply that the chattel mortgage foreclosure looked "suspicious" and asked the holding company's attorneys to throw a little more light on their timely action.

Thus for the second time in the year did the name of landlord Astor come into prominence. First time was in March when he offered to sell his 32 slum properties to the city for their assessed value (See The Architectural Forum, April, page 318).

But neither as a mortgage lender nor as a slum owner is Vincent Astor best known in real estate. He is, to most people a promoter of good apartment buildings.

It was in 1926, when he had sold millions of dollars worth of the real estate he inherited, that Vincent Astor became imbued with the idea of developing a new high-class residential section for Manhattan. With this idea in mind, he began making extensive purchases of property in what is known as the Carl Schurz Park section. Despite the fact that it is on the East River and is subject to little motor traffic, the district consisted almost entirely of rundown tenements. The only modern development there was the large Doctor's Hospital, to which Vincent Astor had given a plot in return for some stock.

The first construction by Mr. Astor was in 1929 when he built a 15-story apartment house.* It was an instant success, being 100 per cent rented before it was completed. So a twin was erected next door to it which turned out to be equally successful. A more expensive and elaborate building was then planned.** It was designed, as were the other two, by the late Charles A. Platt and constructed by the Fuller Construction Co. Unlike its predecessors, this handsome white building won the New York A.I.A. Chapter's gold medal for excellence of design. Its highest and biggest (23-room) apartment rents for $25,000.

Vincent Astor did not build upon all his lots in the district. Some of the old houses are being kept as light protectors for the modern structures adjoining them. Others are being kept until economic conditions justify their demolition and the erection of apartment houses on the sites.

Between 88th and 89th Streets on East End Avenue was a row of brownstone apartments which were of the dingiest, worst sort, despite their location opposite a park and in full view of the river. Prince Serge Obolensky, husband of sister Muriel Astor and actively in charge of buildings in the district, had an inspiration and his brother-in-law let him go to work on it. The buildings were painted gray outside, repainted and repaired within. Steam heat, hot water, gas, electricity, refrigeration and larger bathrooms and closets installed. No basic changes were made. It costs money to move walls and the Obolensky theory is that if you give people the essentials they do not care about layout. Let the bathroom remain off the kitchen, he reasoned, so long as the bathroom is modern and the kitchen well equipped.

The row was christened Poverty Row and placed upon the market. There to dwell came many of the new poor, young men out of college, bachelors, young married couples.* In each building is a butler and his wife. The man presses clothes and serves if a tenant gives a small dinner. The wife does housework and will cook a light breakfast. Only one of the 83 apartments in the row still seeks a tenant and the same treatment is being rapidly applied to other Astor brownstones in the neighborhood.

Perhaps such a remodeling job would be feasible only in Manhattan, where old tenements stand next to large modern apartments. In renting them however Prince Obolensky discovered another truth. The night he went into residence (for new near-rich) insist on elevators and doormen because to them a walk-up is symbolic of poverty. The new poor want a nice location and a clean apartment. To them a flat is symbolic of nothing. While all prospective tenants must be passed upon by the Astor office, it has been found that the people who want to live on Poverty Row (or "Bastardy Row" as another block is called within the office only) are good people to have.

Of this development by the river, where apartments are full and revenues are high Vincent Astor is proud. It tickles him to think that in this same area John Jacob Astor once sat and watched the Boston boat steam by while he grew old and sick and rich. But this activity is of course only one of many Astor real estate ventures, in addition to which one must reckon with his business interests, such dabblings as his new magazine, his scientific cruises. To many an uninformed person the name Vincent Astor brings to mind a young man spending the income from a fortune his for­ bears created. But Vincent Astor is no absentee capitalist. His real estate nose is as keen as those of the best of his peers. Not content with waiting for his rent rolls to come in, he has plunged into his affairs and turned tosy-turvy with outstanding success the precedents and premises of his ancestors.

Great real estate fortunes have not been made by men who rush around buying options and turning over properties as rapidly as a Chicago gambler gets in and out of corn. And seldom have they been made by one man within the span of his life. They have been nourished to maturity by generations of patient waiting. Waiting for a city to spread out over the farmland and forest around it. Waiting for the next spell of hard times when mortgages can be foreclosed and coveted property gobbled up. Waiting for the other fellow to spend money on improvements. And waiting content with a 5 per cent return in good times and a smaller return in bad times for that day when a property becomes ripe for selling at a profit which will swell the return to many times three.

In such a way, with occasional deviations, grew the Astor fortune. For four generations it was handled according to one

*930 East 86th. **120 East End Ave.

Landlord Astor

*And there to dwell came Prof. Raymond Moley, whose Astor-backed magazine "Today" took space in the Astor-backed building, most prominent of the Astor office structures.
general theory: as land increases in value, the buildings upon it proportionately decrease. One day they become obsolete. The Astor application was the rule: *Hold your property; let others improve it.*

John Jacob Astor traded in furs and powder, trinkets and tea; he was always short of capital and always borrowing, yet he was worth a million dollars long before he was 40. He began to buy unimproved land just out of New York with all his surplus money. In 1800 and 1801 he invested $10,000; in 1802, $20,000; the next year, $184,000. His trading profits plunged up and down but he saw his land investments creep up and up. Soon he had invested $2,000,000 in land. In 1848 he died, crying from his bed for his rents. And to his son, William Backhouse Astor, he left between $20,000,000 and $30,000,000 worth of New York real estate.

William B. Astor was 56 when his father died and already five times a millionaire in his own right. With his ascension to the fortune head, the acquisitive chapter of Astor history ended. Of John Jacob Astor an historian said: "His record is constantly crossed by embarrassed families, prodigal sons, mortgages and foreclosure sales."

Thus was land bought cheap. Having the land, his methods were simple. He would lease it, usually for 21 years, with the specification that the lessee should pay all the taxes and that all improvements should revert to Astor on expiration of the lease. From time to time this method had its disadvantages. Tenants subleased at tremendous profits. But the land always came back and usually with a large residual value to the improvement. Often, in bad times, it came back before the lease was run out, with the improvement newer. He also loaned money to almost anyone who wanted to build and foreclosed as fast as they failed to pay. He rented much of his property to shanty Irish who paid his taxes when due, that leases were shrewd, that dollars were kept track of. Much of it of course stood improved property, but as late as 1905 a writer in McClure's said "Great blocks of land, purchased by John Jacob Astor a hundred years ago, still stand unused in what are today thriving localities. Property worth millions of dollars is utilized for coal sheds, blacksmith shops, and lumber yards. . . . No greater blight could fall upon a section than to have Astor buy near it. Every lively operator knew that the Astor land would be neglected, and naturally would not purchase or build within gunshot of it."

Vincent Astor was still a young man with a fondness for tinkering with motorcars when the *Titanic* rammed an iceberg and suddenly made him chief of all the Astor estates. He left Harvard, which he had just entered, and journeyed to Halifax to claim his father's body. He did not return to Harvard; nor did he set about spending his income wildly to make up for the years during which he had been on a $2,000 allowance. He took a desk at 23 West 26th Street and began working longer hours than had his father or his father's father.

He began to feel his way in real estate slowly. Nicholas Biddle, an astute real estate man, was manager of the estate and a good teacher. The present manager is John Carrington Yates, one-time-actor, who is a close personal friend of Mr. Astor. Real estate men are apt to give Mr. Yates too much or too little credit for the work-

### THE ASTOR HOLDINGS

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartments</td>
<td>32.932%</td>
</tr>
<tr>
<td>Office buildings</td>
<td>31.399</td>
</tr>
<tr>
<td>Loft buildings</td>
<td>18.872</td>
</tr>
<tr>
<td>Vacant land</td>
<td>6.087</td>
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<tr>
<td>Theaters</td>
<td>5.286</td>
</tr>
<tr>
<td>Private dwellings</td>
<td>9.118</td>
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<tr>
<td>Garages</td>
<td>1.793</td>
</tr>
<tr>
<td>Taxpayers</td>
<td>2.733</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,000</strong></td>
</tr>
</tbody>
</table>

### ASTOR EXPENSES

The Astor gross income is divided as follows, excluding of course properties on which the tenant pays a net rental:

<table>
<thead>
<tr>
<th>Year</th>
<th>1914</th>
<th>1922</th>
<th>1933</th>
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</thead>
<tbody>
<tr>
<td>Real estate taxes</td>
<td>15.1</td>
<td>21.87</td>
<td>32.57</td>
</tr>
<tr>
<td>Management and operation</td>
<td>7.18</td>
<td>13.59</td>
<td>23.19</td>
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<tr>
<td>Insurance</td>
<td>1.47</td>
<td>9.08</td>
<td>1.37</td>
</tr>
<tr>
<td>Mortgage interest</td>
<td>14.65</td>
<td>6.56</td>
<td>6.54</td>
</tr>
<tr>
<td>Depreciation</td>
<td>13.05</td>
<td>9.46</td>
<td>14.50</td>
</tr>
<tr>
<td><strong>Net</strong></td>
<td>63.06</td>
<td>47.54</td>
<td>21.83</td>
</tr>
</tbody>
</table>
ings of the estate. Wrong is the man who says the Astor success is due to the good counsel Mr. Astor receives. Mr. Yates may be able to advise wisely on the details of operation, management and pitfalls of the real estate business, but with Vincent Astor the days when the Astor fortune depended solely upon management came to an end. For generations the Astors had been passive, waiting for money to accrue and moving only to step out of loss's way. Vincent Astor has gone out to seek profits.

The Astor fortune was worth about $80,000,000 when a few months after his father died Vincent Astor left the office one evening and went home to a cake with 21 candles on it. Of this amount, about $65,000,000 was in real estate (this figure being almost exactly what Vincent Astor's father had inherited). There were many parcels in Manhattan on which stood all manner of buildings including such hosterlies as the St. Regis, the Knickerbocker and the northerly half of the Waldorf-Astoria. There was a good hunk of the Bronx represented mostly by unimproved land and some Florida holdings which Vincent Astor's grandfather had purchased. Vincent Astor started to sell the Florida land at once and by 1918 had received $85,000 for it. He began to feel his way slowly, as would any young man with a $63,000,000 load on his shoulders. His first purchase was a $132,000 plot which included a bit of land for a light protector for the Waldorf Building, built a small building in the Bronx for an importer, sold an isolated bit of land for $80,000.

The following year his deals gained momentum. He swapped some of his Bronx property for the equity in the Astoria Hotel and built a public market which was a success until the merchants in it began raising their prices. In 1917 the property was sold, Mr. Astor trading it against two East Side apartments valued at $1,283,000. These deals, and the construction of the Astor Court Apartments were his chief pre-War maneuvers. They represented more money than many real estate operators turn over in a decade.

Vincent Astor returned from the War with a good record, broader shoulders, and a conviction that many of his properties were ripe for selling. He began to let them go. In 1919 alone $6,000,000 worth were disposed of. The outstanding sale was the Putnam Building and Westover Court. They were bought by Robert E. Simon for $4,000,000 and used subsequently for the Paramount Theater Building. On other land sold now stand the Longacre Building ($2,373,000 was the sale price); Tammany Hall ($298,750), about half the Empire State ($50,000), Temple Emanuel ($2,700,000). Altogether a hundred or so pieces were sold for over $40,000,000. During the same period the Knickerbocker Hotel was converted to an office building for $1,757,000. Having thus sold more than half the land he inherited for a good deal more than half of $63,000,000, Vincent Astor looked about for opportunities to use the money. Some of it probably went into the corporations of which he is a director. But the greater part went into real estate: $5,000,000 for alterations and improvements, $10,000,000 for more buildings, $21,000,000 for land.

With one exception these were in the Metropolitan area. The exception was made in 1926 when he bought 322 acres at Port Washington, L. I., previously owned by that oil magnate in distress, Joshua L. Cosden. These were converted into a high type residential development, known as Harbor Acres and now in the village of Sands Point. A casino and bathing beach were developed, tennis courts laid out, six miles of bridle paths staked. The property cost $1,616,000 and over $300,000 has been spent on it.

Another big investment was the construction at about the same time of the $895,000 Astor Concourse Apartments, with Aymar Embury II as architect.

John Carrington Yates

This was called "Westover Court" and was between 43rd and 44th Street west of Broadway.

1 At 15 W. 32
2 Through 6-8 Ninth Ave.

These apartments are among the few fireproof ones in the Bronx, contain 644 rooms and 134 apartments.

His chief interest however was in the development of the East End district, previous to which he sold many of his other apartment houses. He uses his name freely in advertising them (in the New Yorker as well as the daily press) and likes to know his office's reputation is good. He has cut rents openly rather than to ask high prices and then make concessions. Of course his strong financial position enables him to face the facts without fear of foreclosure. He likes to please his tenants and is known as a good landlord. Of course the last few years have hit his income. It is safe to guess that it is less by $3,000,000 than it was in 1929 and that last year Mr. Astor had to dig into his capital for nearly $1,000,000. But he is doing far better than most Manhattan land owners and what few people realize is that his success is due chiefly to his own astuteness and originality and rests upon the reputation of no other Astor

Prince Serge Obolensky

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10 Grand Concourse and 171st

B U I L D I N G • M O N E Y • J U L Y • 1 9 3 4

75
ANOTHER DELANO IN WASHINGTON

This one is HOLC's new general manager: 48 architects, with more to come, find reconditioning jobs.

No job-smelling nose is as keen as a Washingtonian's. No employment office is more constantly pestered with applications than a U. S. agency once the word has been passed that jobs are to be had. So it was last month that long queues of men and women lined the corridors on the top floor of the Post Office Building where the Home Owners Loan Corporation is spread out. There were jobs to be had, it was true, but not the kind of jobs that capital office workers could fill.

Job No. 1. HOLC telephone operators were glad of one change that took place in the corporation's personnel — the substitution of Preston Delano for William H. McNeele as general manager of the HOLC. Reason was that another MacNeal, Donald, had come to work about a month before as chief of the Reconditioning Division (See THE ARCHITECTURAL FORUM, June, page 480) and great was the confusion. There were jobs to be had, it was true, but not the kind of jobs that capital office workers could fill.

Job No. 2-48. More speedily than many had imagined Donald MacNeal whipped into shape a nation-wide organization to handle the $200,000,000 reconditioning fund handed over to the HOLC by the amendment to the Home Loan Act of 1933. The six divisions of the corporation were split up into twelve, and a Regional Reconditioning Supervisor was named for each one with the exception of the two Pacific Coast divisions, where James T. Twoby was given two to handle. The appointees are:

Paul Doty, 3-A Atlanta, Ga.
Alabama, Florida, Georgia, North Carolina, South Carolina.
L. Bay, 3-B St. Louis, Mo.
Missouri, Arkansas, Louisiana, Kentucky, Tennessee, Mississippi.
Maine, Massachusetts, New Hampshire, Vermont, Rhode Island.
Arthur Goodwillie. 4-A Chicago, Ill.
Wisconsin, Illinois.
Luther H. Hoffman, 4-B Detroit, Mich.
Michigan, Indiana.
Robert T. Jones, 5-A St. Paul, Minn.
Minnesota, North Dakota, South Dakota.
Nebraska, Iowa, Colorado.
Charles W. Oliver. 5-B Houston, Texas.
Oklahoma, New Mexico, Texas, Kansas.
Albert C. Perry, 1-B New York City.
New York, New Jersey, Connecticut.
James W. Thomas. 2-B Columbus, Ohio.
Ohio, West Virginia, Western Pennsylvania.
James T. Twoby. 6-A & 6-B San Francisco, Calif.

Jefferson M. Hamilton. 2-A Philadelphia.
Pennsylvania (except Pittsburgh), Maryland, Virginia, Delaware.

Preston Delano

chief of the Reconditioning Division (See THE ARCHITECTURAL FORUM, June, page 480) and great was the confusion. The appointees are:

Mr. McNeele, who is generally credited with having done much to unload HOLC of politics, resigned to return to private business, presumably to the New York Title and Mortgage Company, which like almost every other mortgage firm, is having an uncomfortable time of it.

Preston Delano, no traceable kin to the White House Delano or to Frederic A. Delano of the National Planning Board (whom he resembles), was born in Phoenix, Michigan, in 1886. His intended degree tak-

ing at Harvard was interrupted by his father's illness which required moving to California and Preston's enrollment at Stanford, from which he was graduated in 1909. After several years with Twoby Brothers Company, a Pacific coast construction-banking-finance firm, he became general manager of a small Oregon railroad.

Following his return from the war as a captain he returned to the Twoby Brothers, then spent three years in the mortgage security business, and rejoined the Twoby interests. Last year he was called to Washington to assist Russell M. Hawkins, a member of the Federal Home Loan Bank Board, and following Mr. Russell's death became assistant general manager of the HOLC under the resigning McNeal.

Washington wisemen consider the appointment a good one, believe he will continue to carry out the non-political administration of the corporation as inaugurated by Chairman John H. Fahey and Mr. McNeal.

Procedure. Reconditioning appointees had no waiting for instructions once they had been signed up. Together with his architectural right hand man Pierre Blouke, director MacNeal had mapped out a full course of procedure, detailing where detailing was necessary, and leaving to local discretion where that was called for.

Unlike some other Federal officials, Messrs. MacNeal and Blouke, both registered architects themselves, took particular pains to stress the value of competent architectural service, as well as good contracting and quality materials. Embodied in their instructions to local reconditioning officers were many other wise provisions.

For instance, recognizing that estimates of remodeling work often go awry when hidden conditions come to light during the course of actual reconstruction, the following loan percentage margins were provided to cover contingencies:

20% for work costing less than $500
15% for work costing between $500 and $1,000
10% for work costing between $1,000 and $2,000.

STATE RECONDITIONING SUPERVISORS

Alabama — Leon Watson
Arizona — not yet appointed
Arkansas — not yet appointed
California — not yet appointed
Colorado — Frank W. Frewen, Jr.
Connecticut — Frank Jordan
Delaware — Reul Del R. Robinson
District of Columbia — Louis Justement
Florida — Not G. Walker
Georgia — Raymond C. Snow
Idaho — not yet appointed
Illinois — Clarence A. Lornson
Indiana — Herbert F. Lotz
Iowa — Paul F. Esser
Kansas — Theodore R. Griest
Kentucky — Miles S. McDowell
Louisiana — James J. Charters
Maine — Horace Luckman
Maryland — Robert A. Breadly
Massachusetts — Danna Somes
Michigan — Frank Eurich
Minnesota — not yet appointed
Mississippi — R. E. Naef
Missouri — James B. Hills
Montana — not yet appointed
Nebraska — Walter DeMouraunt
Nevada — not yet appointed
New Hampshire — Sanford N. Maps
New Jersey — Herbert G. Outwater
New Mexico — not yet appointed
New York — Stuart C. Welch
North Carolina — John S. Grant
North Dakota — George Scudder
Ohio — Lester Redding
Oklahoma — not yet appointed
Oregon — Chas. K. Patton
Pennsylvania — Gustaf A. Flink
Rhode Island — not yet appointed
South Carolina — Walter C. Faires
South Dakota — Floyd F. Kings
Tennessee — Joseph W. Holman
Texas — Fred E. Stone
Utah — Lewis T. Cannon
Vermont — Mark Hammond
Virginia — Courtenay S. Welton
Washington — Harold Carter
West Virginia — J. S. Burchinal
Wisconsin — not yet appointed
Wyoming — not yet appointed

THE ARCHITECTURAL FORUM • JULY • 1934
5% for work costing over $2,000

Though no master specifications will be issued by the Washington office, each local office has been requested to prepare its own minimum specifications to bar substandard materials, and to permit use of quality materials. In all such schedules, trade names are specifically forbidden.

Not only as private practitioners retained by owners will architects come into the program, but as supervising agents of the Reconditioning Division as well. All work will be inspected during construction by or under the paid employees of the Division. Where volume of business is large, local architects will be retained on a fee basis to perform such inspection work, with a minimum fee of 1 per cent of the reconditioning cost to be paid by the owner. Higher fees may be charged if warranted, subject to the approval of the State officers of the Division.

Regarding encouragement of owners to retain private architects, the Division’s manual states:

Most remodeling work requires proper technical guidance in order to assure increased value commensurate with the expenditure involved. It should be the policy of the local reconditioning office to see that qualified architects who are familiar with general housing and particularly remodeling problems are engaged. Standard fees for this work will be established locally by the Architect, Adviser and the Reconditioning Supervisor.

Though no figures were available on applications for reconditioning loans, which are available only to three classes of owners, offices in scattered sections of the country reported they were swamped with applications.

Loans. While the Reconditioning Division was getting up steam, the general offices of the Corporation reported business as usual. Up to June 1, loans for $828,829,888, which is 37 per cent of the $2,200,000,000 available, had been closed. Average loan amounted to $2,992.

N. J, B & L REFORMS

include direct reduction mort­gages, loans for dwellings only.

By dint of a year’s hard work, 93 men in eight committees had ready last month a set of general recommendations which promised to revolutionize building and loan practice in New Jersey, which has more solvent building and loan associations than any of the other 47 States.

The Jersey “survey report,” read before the annual convention of the New Jersey Building and Loan League at Atlantic City by the League’s president, Judge Fred G. Stickel of Newark, advised State-wide adoption of a direct reduction mortgage and the limiting of loans to dwellings or combination business and residential buildings among other stipulations calling for:

1. no future recapture of profits, all appropriated profits to constitute part of capital;
2. permanent mandatory reserves equal to 3/4 per cent of assets, total reserves not to exceed 20 per cent of dividends on income shares to be less than dividend on installment shares, with no guarantee, direct or implied, of fixed rate; (4) gross premiums to be distributed to shareholders over life of loan, not in the year they are received; (5) distribution to shareholders only such earnings as actually received in cash; and (6) no fines in optional or non-serial associations, substitute to be additional profit as reward for continued regular saving.

Shares Without Dividends. Under the plan now in general use in New Jersey, payments are applied as dues to shares which, upon maturity, are returned to the borrower as the mortgage. “We have given consideration to the fact that many mortgage borrowers have realized for the first time the nature of their mortgage, having up until recently believed that they were paying directly upon the principal,” said the report. Under the direct reduction plan, the borrower subscribes for shares in an agreement that the monthly payments on such shares shall be applied directly to the principal of the mortgage in an increasing amount each month. Since the payments are immediately applied to the principal of the mortgage loan, no dividends are credited to these shares, which merely serve to provide membership status for the borrowing shareholder.

The report also recommended that the mortgage contract should provide for monthly payments to the association of an amount equal to one-twelfth of the yearly taxes on the property, in addition to dues and interest.

Loan Limitations. The recommended schedule of limitations on percentages of loans includes a limit of 75 per cent of appraised value on owner-occupied homes with not more than three families, one of 65 per cent on those not owner-occupied; a 6 per cent limit on multiple dwellings of more than three and less than five families, owner-occupied; 60 per cent when not owner-occupied, loans up to 60 per cent of the value of combination dwellings and stores, with less than eight families; and up to 50 per cent on all other types of property.

Suggested equity requirements: homes appraised up to $10,000, 25 per cent equity or $750, whichever is greater; homes from $10,000 to $15,000, 30 per cent equity; over $15,000, 35 per cent equity. A maximum figure of $20,000 is set for loans on residences. It is also declared that a loan should not be made where it will cost the borrower more than 30 per cent of his monthly income to meet the monthly carrying charges of taxes or amortization, interest and taxes.

“All of the main virtues of the plan is that it eliminates completely the second mortgage,” says the report. “The second mortgage has been the cause of more evil than any other one element of home financing. It has led people to undertake home ownership on small equities and to assume a burden of debt which they could not carry the moment their own affairs were even slightly affected.”

Appeals, Neighborhoods. Throughout the report the influence of the Government’s home finance activities is apparent. Hewing closely to Home Owners’ Loan Corp. technique, the subcommittee on lending policy has drawn up a standard appraisal form which it advises league members to use. Likewise, Federal Savings and Loan Association regulations are emulated in the survey’s decision to recommend limiting the number of loans made within a certain area.

“One of our sources of trouble has been the concentration of too many loans either one neighborhood, or to one individual,” the report explains. “In order to avoid such a condition in the future, we recommend that the associations make it a rule that they will not take more than 10 per cent of the total per cent of the total number of loans in any area within a radius of 500 ft. from a given point, and that under no circumstances should they take more than three loans in such an area.”

TYPES OF DIRECT REDUCTION MORTGAGES

Although the New Jersey Building and Loan League’s subcommittee on lending policies said it was “most impressed with the merits of the new reduction plan,” it outlined the following different direct reduction plans, with the suggestion that “the type of plan that may be established is left to the association management to determine”:

1. Direct monthly reduction plan. The interest due each month on the outstanding balance is added to the loan and the monthly payment is applied at once to reduce the principal. Under such a plan the borrower will repay the loan in nearly 150 months, where the interest rate is six per cent, provided, of course, that the monthly payments are not reduced during the term of the loan.

2. Quarterly reduction mortgage. Monthly payments are applied only at quarterly intervals to reduce the balance due. In some instances no dividends are credited to the borrower. In others a dividend is credited which, of course, requires a quarterly declaration. The term of the mortgage is indefinite to the extent that the dividends to be credited are indefinite.

3. The semianual reduction plan. In this plan the payments are applied at each six-month period. Dividends may, or may not be applied on the shares accumulated.

4. Cancel and endorse plan. Under this plan, whenever the payments on shares equal the maturity value of a share, or a multiple thereof, the principal of the mortgage is reduced by that amount, any fractional balance being carried over to the borrower’s credit. Thereafter, while the monthly payments remain the same, the amount set aside as interest increases; the amount set aside for dues decreases, thus accumulating the share somewhat more quickly.
"NO WEAKER FINANCIAL BACKING"

is provided lenders than by many reorganization-keen bondholders' group. Yet competent management may tip the scales refinancing's way.

by R. GRAEME SMITH

Whether the figure is accurate or approximate, it is commonly said that at the end of 1931 there were outstanding five billion dollars of real estate mortgage bonds. These were secured for the most part by large office, apartment, and hotel buildings built between 1920 and 1931. Almost universally these issues are badly bogged down, in default, and many are in process of reorganization.

Though intensely interesting, it is not pertinent to this article to reveal the cause of their default, whether it be through legitimate decrease in net income available for interest and tax payment, whether it be by manipulation of the owner, or whether it be by manipulation on the part of attorneys, prospective receivers, or real estate men.

That is largely water over the dam. Technically, legally, and actually, most of them are in default and in process of reorganization. The burning question is — why are their reorganizations not proceeding more rapidly? What, at this late date, is holding them up? We all admit that the sooner it is over and done with the more stable will be the office, apartment, and hotel situation.

That is to be desired.

Fundamentals. The essence of all such reorganization plans is to convert the former bondholder into a stockholder, to convert the fixed charge of interest into the pay-as-you-earn dividend. Theoretically, this should be a simple procedure without undue expense — an exchange of a certificate of indebtedness for a certificate of partial ownership. Practically, however, it does not work out so simply.

Rare is the instance where all bondholders in a given issue will voluntarily enter into such an exchange and where the owner will voluntarily acquiesce. Usually these steps must be taken — the trustee must get possession of the property for the bondholders, foreclosure must be started, a receiver appointed, attorneys for the trustee and attorneys for the receiver must guide the action through court. When title to the property passes to trustee and/or committee of the bondholders, a new corporation is projected and the actual exchange of bonds or trustee's certificates for stock is contemplated. At this moment a formidable factor appears.

This has all been very expensive because the trustee, his attorney, the receiver, his attorney, and members of the bondholders' committee must all be paid for their work. Court costs amount to a considerable item, and finally there lies ahead further outlay in connection with the incorporating. When the property passes to the new corporation still further expenditures must be planned for. The payment of taxes, which in the meantime have acquired heavy penalties, the payment of insurance premiums, the carrying out of structural changes necessary for successful rental of space, and the reconditioning of improvements, furniture, and equipment. Last of all, but not a small item, is the carrying charges which will have to be borne until profitable operation can be attained. And so at its very inception the new corporation must arrange financing. We will call this refinancing the old bond issue.

It is at just this point precisely that hundreds and perhaps thousands of these reorganizations are stalled today, each one needing a refinancing loan for perhaps one-fourth to one-tenth of the amount of the former bond issue. It has been said commonly that today eleven hundred of such reorganizations are held up in the office of one trust company awaiting refinancing loans. At first glance these loans appear to be so nominal in amount and so safely margined as to offer prime investment opportunity. No one can doubt that from a physical appraisal standpoint, from reproduction standpoint, from what we in the trade call a brick and mortar standpoint, these loans are truly nominal. They can be close to look more than prime. On closer scrutiny, however, one perceives that from an income analysis standpoint they are unseasoned and uncertain. It is almost impossible to find dependable earning statements of the property, which was probably built as a promotional enterprise with no adequate books kept. In the rapid changes from the owner to the trustee to the receiver to the bondholders' committee income analyses were so varied as to offer no ground for comparison. We have in mind a hotel property in New York City for which there were three different earning statements made up by the owner, the trustee, and the receiver, which varied so in form as well as substance as to be of no use whatsoever. It might almost seem that each of these gentlemen had arranged the income statements for a given purpose. Yet, uncertain as the future income is, the prospective lender can, without difficulty get comparative data on similar buildings and make a guess as to net earnings, which should give him comfort if not assurance when contemplating a nominal loan.

As with everything else, some of these refinancing loans are good, some medium, some bad. For some months intelligent sources of money have been considering and reviewing some of these loans. Large insurance companies have tried to complete a few of them and in isolated cases have actually done so. Some have been made, but not with any great degree of satisfaction to the lender and not so as to leave the lender desirous of taking on many more. Why is this?

Mortgagee's Dilemma. One thing the lender abhors is being drawn into the reorganization itself. Experience in trying to close these loans has shown that the big bulk of work has yet to be done after commitment has been made. The committee has yet to form the corporation, the corporation to approve the loan. Quite often certain bondholders have not, or will not, join with the committee or subscribe to the new corporation. Entanglements arise regarding existing leases on the property, previous defaults, and unpaid taxes. Innumerable conferences follow, one upon the other. In some cases the trustee, receiver, attorney, and even committee members, for motives best known to themselves, obstruct, delay, and pull, one against the other.

The former owner, even in the middle of reorganization is often able to make considerable headway toward regaining control of the property.

Standing slightly aside from all this confusion in the beginning, the lender is gradually drawn into the circle until finally it is quite possible that he is calling and holding meetings, his counsel is advising on moves to be made, and finally his representative may be fighting the battle of the committee, of the bondholders, of the management concern, of the receiver, and of everyone else. Bear in mind that the lender is in the business of lending money, not of settling other peoples' financial quarrels. He wants a loan delivered to him clean and, conversely, does not want to engage in the scrubbling process. After one or two earnest efforts, the lender becomes fearful of considering more of these refinancing loans. Last year one insurance company committed on five of such loans and closed none.

Secondary to this is an apprehension growing out of experience. The lender be-
comes afraid that later on some disgruntled bondholders or stockholders, whichever you care to call them, will haul him as an accomplice in a deal which did not fully benefit the bondholder. We must keep in mind that if prosperity returns, if the earnings of this property increase, some former bondholders will forget the lean days and feel that they were induced to take a sacrifice, at least with the acquiescence if not at the active instigation of the new lender.

**One Cause of Failure.** Let us consider a typical deal of this sort on which a commitment was made before the federal court judge to show that bona fide cash bids for the property had not been given opportunity to purchase the same. The new lender, who in all good faith had agreed to aid in the reorganization, and who had become involved far beyond justification, was mentioned as a party to the deal as proposed. Can anyone wonder that this lender would thereafter be hesitant in considering refinancing loans?

A weakness in the proposed loan immediately apparent to the lender is lack of financial responsibility of the borrower. The new corporation has no cash, no reserve, no earnings other than from the property. It is unlikely that the stockholders could meet an assessment, for had that been possible no refinancing loan would have been necessary. These widely scattered stockholders, none of whom hold any appreciable portion of the stock, and a majority of whom, after months of confusing negotiation, find themselves suspicious of and dubious toward the new corporation, would hardly want to make an assessment to avoid default in the new mortgage.

As worked out the corporation usually lacks concentrated control by any one or any group of stockholders. The former bondholders' committee is often still in the saddle, or perhaps the attorneys, the trustees, or even the former owner may be. It has been known to happen that a group of real estate brokers with no previous connection with the bond issue have secured a voting control of the new stock. Variance of opinion, of motive, and of self-interest is apt to run rife where there is no dominating financial interest in the corporation. If you set out to do so, how could you think of a weaker financial backing for a loan? In a sense an answer to this question is that the loan must be made and must stand solely on the security and on the control of the property's earning capacity, and without reliance upon the borrower and his note.

A case in New York City will illustrate this point. After a very large bond issue had been foreclosed, the new corporation ended up in the control of three relatively unknown real estate brokers who, to the amazement of the local public but probably without the knowledge of the widely scattered stockholders had the full right of vote for the corporation.

By some lenders these refinancing loans are considered too temporary. They are apprehensive that the loans will be short lived, that as soon as conditions improve the corporation will seek to replace it with a 50 to 60 per cent loan. The lender will not want to take back his money, for the same improved conditions will make it more difficult to reinvest the funds at that time. If he refuses to accept payment he may be hailed as an enemy of the poor bondholders who have already suffered so much. If he accepts the money but charges a bonus he may be termed a Shylock. If he accepts the money flat he immediately faces the trouble and expense of reinvesting the funds, quite possibly at a lower rate of interest, and of doing so after he had laid careful plans on the 10- or 15-year permanence of the refinancing loan. There is some food for thought in the attitude of such a lender, some possibility that he may be right, for human nature being what it is, he may find himself damned if he does and damned if he doesn't.

**Management.** With income analysis being of necessity more of a guess for the future than an authentic record from the past, property management is a key factor. Herein lies the greatest inherent weakness in the security itself. If the corporation by accident, by luck, or by strength of control does for a time irrevocably vest the management of the property with a thoroughly competent, aggressive, professional concern, and then does not interfere with or obstruct this management concern in its operations, the loan has gained a great point of safety. We have yet to see this done by one of the new corporations.

Unlike an industrial concern, this corporation is usually controlled by the former stockholders' committee which, born of a more or less political effort to gain control of bonds, having spent its adolescence in a protracted, uncertain, and extremely complicated legal existence, is apt to be of divided mind, uncertain practical experience, and holding a varied interest in the property. With money so scarce among the stockholders, it is not unusual for former trustees and receivers and attorneys to prey upon these bondholders and to involve the committee in functions that not only take its attention off the management but foster dissension among its members. If you will hear in mind that at this time this refinancing loan is made the net earnings of the property are divided in two links in the chain, you will see how vital is strong control supported by stronger management. What protection has the mortgagee once the mortgage is made? In many States there is no legal step he can take to control the management regardless of its indiscretions and inefficiency. In some States, through assignment of rents he can dictate proper management, but only at the cost of operating the property himself, and that is what he does not want to do. Of course, as time goes on the corporation hopes to sell the property, and, if this takes place and the new owner is a strong, seasoned operator, the mortgage is immediately strengthened and enhanced. To what extent does the lender want to gamble that this will take place?

Coming back to the New York case previously referred to and touching on the question of management, it was amusing to note that the bondholders' committee had left the management of this hotel property in the hands of a young man, untrained in that line of work. They were highly inclined when as a condition of considering the loan they were asked to vest management of the property with a competent man and a competent organization. Apparently they felt that this was unwarranted intrusion into their personal affairs. How could we tell but what their sole motive in controlling the corporation was to control the management? In controlling the management they failed to secure the refinancing loan.

We have now touched on the reasons why those who have the money to make these refinancing loans, who really want to make them, who are seeking investments, have become discouraged in making further attempts. Their lack of enthusiasm certainly does not arise from antipathy toward the bondholders. Far from it, they realize that aside from getting prime investments, the refinancing and reorganizing of these large distress properties will do much toward stabilizing the real estate market in which they, as investors, are already so heavily involved. Other things being equal, they would want these loans. Unproved earnings, getting involved in the reorganization and the closing of the loans, a general lack of financial strength on the part of the borrowing corporation, the possibility of embarrassment over early prepayment of the loan, finally, an uncertain management prospect, are enough factors to make any lender cautious.

There is no gainsaying the fact that against these factors can be set up the favorable points, the large margin of security based on reconstruction or brick and mortar value, the expectancy of more than ample earnings to carry the loan indeludedness, the inherent faith of every institutional lender in well-located, and well-designed properties, fairly new and competitively attractive in the rental market. At the moment the unfavorable factors appear to be more active and damaging.

They tend to stop the refinancing of these bond issues. This is the answer to our initial query—" Why are these reorganizations not proceeding more rapidly?"

A few of these loans will undoubtedly be made by institutions. The bar associations, the courts, the trust companies, and perhaps State authorities may have to do some wholesale scrubbing of this whole reorganization machinery before the inherent merit of these loans can be recognized by lenders.
PUBLIC WORKS FINANCING

moves along with U. S. gifts and private loans; the improved municipal bond market.

No Congressional poll has ever been taken of Cabinet members' unpopularity. Probably none ever will be. But should Senate and House members indulge in such undisguised balloting, the likely winner would be Secretary of the Interior-Oil Administrator-Ickes.

Dislike of the Secretary grows not out of his Department doings, nor of his dictatorial control of the oil industry. Most all Congressional grievances are born of the Ickes handling of PWA funds. Last month they were trying hard to tie his hands by slapping strict earmarkings on new PWA allotments.

In its final form the $1,178,269,861.48 Deficiency Bill carried out the President's request for $350,000,000 for public works of which $65,000,000 was set aside for public buildings.

Tied to the measure, however, was a provision to make available for emergency expenditures all the left over funds of the RFC and PWA, which together might total another $650,000,000. One reason for a possible PWA residue is that many a bailiwick with a PWA-approved scheme can now get 70 per cent of its funds from private sources.

Public vs. Private Financing. Why municipalities in greater numbers are refusing PWA loans is indicated by a hypothetical case. Assume a project costing $100,000, to grant to an official who support the debt may be in any kind of combination for all that such a market will show.

Credit Betterment. There have, however, been some signs of genuine credit improvement. Detroit, the most notable case at present, inaugurated a ten-year refunding program permanently to reestablish the city's credit.

Albert L. Cobo, public finance specialist, was retained to put on an advertising campaign costing $29,000 to sell Detroitians the idea of paying their back taxes in instalments without penalties. Space was bought in every daily and weekly in the city including church and foreign language papers. Signs went up on 100 billboards, $3,000,000 small folders were mailed to delinquents explaining the advantages of squaring themselves with the city. The result: $39,000,000 in arrears were paid in cash or covered by contract. City bonds quoted in the 80's a few months ago now sell in the 80's. Communities working out readjustment plans to be effective for only one or two years at a stretch or short periods can hardly expect more than temporary relief unless the extent of the local distress is slight.

The Summers Bill, effective month before last, provides that if 75 per cent of the creditors of a municipality accept the terms of a readjustment in municipal indebtedness, a Federal court may order such plan effective and save the municipality from proceedings in bankruptcy. To date there has been only one petition filed according to the law, so that creditors would seem to have little to fear from any wholesale application of its provisions.

Of greater lasting benefit as well as immediate assistance to municipalities in distress would be the enactment of legislation aimed to remove tax overlapping. The theory is that certain fields in addition to customs duties should be reserved exclusively for the Federal government, while general property taxes and the like should be the province of States and their subdivisions.

State and municipal securities, the exempted issues already outstanding were placed at something of a premium above any issues that might come later. Not only is this a purely market factor with no bearing on the intrinsic worth of the securities themselves, but the result of such a policy if pursued would be merely to keep the market for municipal bonds, making public borrowing more difficult and costly even at the lower prevailing rates, if city and State officials should no longer be able to offer the investor a tax-exempt security.
American architecture, through its leaders everywhere, and for all types of buildings, registers one dominant choice in its consideration of pipe. Long accumulated experience in designing and in the scrutiny of materials, careful observation of results in use, a developed sense of responsibility to clients—all these have entered into the collective judgment of the architect. It is by pre-eminence in service that National Pipe has become preeminent in favor. On merit alone it has won its place in the most noteworthy buildings of recent years. Pipe adapted to the routine uses of plumbing and heating—tubes of costly and marvelous alloys for highly exacting demands, whether ornamental or structural—pipe and tubes of shapes, dimensions, and properties to cover the whole range of specification are offered under the name National by the largest manufacturer of tubular products in the world.

NATIONAL TUBE COMPANY, Pittsburgh, Pa.
Subsidiary of United States Steel Corporation

NATIONAL PIPE

AMERICA'S STANDARD WROUGHT PIPE
AWARDS

By the American Institute of Steel Construction, Inc. the title of the most beautiful steel bridge of the year to the Cedar Street Bridge at Peoria, Ill., in class A, the Shark River Bridge, at Avon, N. J., in class B, and the "Dr. John D. McLoughlin Bridge" at Portland, Oregon, in class C.

The Jury of Award consisted of Dr. Gustave Lindenthal; Engineer Prof. E. T. Schwarze, College of Engineering, N. Y. U.; Philip Sawyer, Architect; Prof. Ralph E. Winslow, Department of Architecture, Rensselaer Polytechnic Institute, and Russell F. Whitehead, Editor of Pencil Points.

DR. BAUM

Syracuse University on June 4th added one more to the many honors that have been heaped on Dwight James Baum by conferring upon him the honorary degree of Doctor of Fine Arts. It might be further noted that the initials D. F. A. can be interpreted in a number of other ways.

SCHOOLS

The Cranbrook Academy of Art announces that the fourth year of its Post Graduate Architectural Department, under the direction of Eliel Saarinen, will begin in the fall, 1934.

This Architectural Department is conducted for postgraduate and advanced students. These must be either holders of an architectural degree from a recognized university or a practicing architect or draftsman who can submit the necessary qualifications.

The Academy is considered as a laboratory for research in Architecture supplementary of University training.

Mr. Saarinen will be assisted by Zoltan Sepeshy as instructor in painting and drawing, and by Marshall Fredericks as instructor in modeling and ceramics.

There is also an opportunity for the study of sculpture with Carl Milles.

LEVEL LANDING

SHONNARD MOTOR STAIRWAYS INCREASE CAPACITY SAVE SPACE

A PAIR of these stairways equipped with our patented Hand Rail Driving Mechanism, saves 18 inches in overall width without reducing the width between balustrades as shown in illustration at left. A pair of our "8,000 passenger units" is but six inches wider than a pair of "6,000 passenger units" not so equipped.

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Where long life at low upkeep cost is sought for roofs, a Genasco Standard Trinidad Built-up Roof demands first consideration.

That it was specified for one of the world’s greatest hotels — the Stevens, Chicago — shows that a Genasco Standard Trinidad Built-up Roof ranks the finest to be had.

For this roof gives all the protection of Nature’s own unequalled waterproofer and weather-resister — Trinidad Native Lake Asphalt.

No roof of manufactured compounds can ever approach it in its resistance to wear and weather and water. Even corrosion caused by industrial fumes finds sturdy resistance in a Genasco Standard Trinidad Built-up Roof, with its layers of asphalt-saturated, tough, long-fibred rag felts, bound together by Trinidad Lake Roofing Asphalt.

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Built-up Roofing

AUTOMOBILE PARKING EQUIPMENT

A system designed to save space and increase profit from the commercial parking of automobiles. The cars are placed side by side and bumper to bumper until the entire parking area is filled except for a space the width of one car along one side. The floor is fitted with flat steel plates, called parkers, mounted on wheels which roll in slots about as wide as street car tracks. The parkers move sideways, individually or in trains, alternately filling and emptying the vacant space along the side. In this way, a clear lane may be provided at any point, making every car accessible without delay. The mechanism is operated by a single electric motor, and the system is said to increase parking capacity for a given area eighty per cent. It is known as “Carpak” and has been developed by Eugene S. Taylor, 111 South Parkside Ave., Chicago, and Architect Charles P. Rawson.
Duke University Buildings Made Permanently Weather-tight

WITH PECORA CALKING COMPOUND

This vast project again emphasizes the preference accorded PECORA CALKING COMPOUND for the important and responsible task of insuring absolutely tight masonry joints. Leading architects specify Pecora for sealing joints and for door and window frames because they know by experience that this calking compound, properly applied, will not dry out, crack or chip. Moisture and dust cannot seep through. For best results be sure to specify and use Pecora Calking Compound.

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It guarantees to the tenant up-to-date service and saves the owner its cost in reduced elevator operation.

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(Continued)

WELD TESTING MACHINE

A compact, accurate, portable machine to eliminate the delay and complexity of shipping weld specimens to testing laboratories. It may be used right on the job and readings are accurate to plus or minus 2 per cent. It consists essentially of an oil pump, an hydraulically actuated piston or ram, and two heads for gripping the specimens—one fixed and one movable. There is also an anvil which fits into the movable head for bending tests. By means of a long lever attached to the pump, hand force is magnified 400 times in the load applied to the test specimen, and is indicated on a 6 in. pressure gauge, designed to maintain its accuracy under the strains of usage and shipping. The machine is offered by the Air Reduction Sales Company, Lincoln Building, New York, N.Y.

INSULATING MINERAL

This mined mineral, known as "Chamotte," is designed for mixing with cement and sawdust to produce insulated cement floors, partitions, etc., and to prevent efflorescence in mortar. Its thermal conductivity equals that of cork for temperatures up to 100 degrees F. and it is reported by the manufacturers to make cement more workable, flexible and adhesive. It may also be used for light-weight roofs and terraces. Full information is available from the makers, The American Fluresit Co., 27 East Water St., Cincinnati, Ohio.

LIGHT-REFLECTING SURFACE

A new material that provides an exceptionally bright, durable finish to aluminum lighting reflectors. The surface is produced by the “Alray” process, an electrolytic brightening method discovered by Dr. R. B. Mason, of the research laboratories of the Aluminum Co. of America, New Kensington, Pa. Reflecting efficiencies up to 80 per cent are reported, and the material is easily cleaned without injury. The General Electric Co., Nela Park, Cleveland, O., is sponsoring a line of lighting fixtures equipped with “Alray”-processed reflectors.

WINDOW CLEANERS’ ANCHORS

The tracing of several deaths of window cleaners to faulty anchors has led the Harrison-Weise Co., 228 North La Salle St., Chicago, to produce a safe anchor. Its trade name is the “4-Bolt” anchor, and it consists of two bolts of Rolled Naval Bronze in each jamb, held in place by lock washer, nut and bradded bolt behind the window frame. Available in various types for wood and steel sash.
WHEN you modernize your building by improving your heating system or adding air conditioning with the Minneapolis-Honeywell Modutrol System of Control, you profit two ways... First, you benefit from important fuel savings, often sufficient to amortize the cost of such modernization in a very short time... Second, you make your building more desirable to its occupants, which is a potent factor in maintaining a high tenancy percentage, if your building or space in it is leased... The Modutrol System of Temperature or Air Conditioning Control can be applied to any building, large or small, old or new. The Minneapolis-Honeywell Engineer, in or near your city, will gladly show you or your heating engineer the exclusive advantages of the Modutrol System, with no obligation, of course. Minneapolis-Honeywell Regulator Company, 2740 Fourth Avenue South, Minneapolis, Minnesota.
She planned to build her kitchen around the Cabinet ledge Sink...

and this is why the architect agreed:

"You're not the first person who has asked me about this new sink! Kohler makes it, which is enough to know about any fixture or fitting. And it's designed for limited space. For your home, if you're asking my advice, I say yes, definitely."

For the modern kitchen, which ought to be minus long-distance hikes from sink to cabinet and back, suggest the new Kohler Cabinet Ledge Sink.

This sink is as complete and compact as a lady's handbag. Clear across the back runs a three-inch ledge, to hold soaps, cleansers, brushes, etc. Two large drainboards slope into an eight-inch basin equipped with Durodrain. Beneath is a handsome steel cabinet, properly ventilated, with adjustable shelves and a toe recess.

The Kohler Cabinet Ledge Sink is available in Kohler acid-resisting enamel, in rich white and true pastel colors. Kohler makes a variety of other sinks, to suit all kinds of people with all kinds of budgets. . . . How else can we help you plan your plumbing? Kohler Co. Founded 1873. Kohler, Wis.

You are cordially invited to visit the Kohler Building at A Century of Progress Exposition and see the most modern advances in plumbing fixtures and fittings.

Kohler of Kohler
Planned Plumbing

MANUFACTURERS' PUBLICATIONS

No. 701. Aluminum Spandrels

Various possibilities of design, texture, and surface in aluminum spandrels are shown in the new booklet, "Contemporary Spandrel Design," issued by the Aluminum Co. of America, Pittsburgh, Pa.

No. 702. Tube Couplings

A complete list of tube couplings and associated equipment with much information on their use, valuable to the specification writer, is contained in Bulletin No. 35 of The Parker Appliance Co. of Cleveland, Ohio.

No. 703. Unit Conditioner

A self-contained summer air conditioner for small offices and summer homes is described in a new folder from the Westinghouse Electric Co., East Pittsburgh, Pa. The same company also publishes three other folders dealing with specially built air conditioning apparatus for offices, restaurants, and shops, respectively.

No. 704. Fir Gutters

"Shadowline" fir gutters, an improved edition of a familiar product, are described in a folder from the Long Fir Gutter Co., Cadiz, Ohio. These gutters, beside being improved in design, are now aluminum coated and finished with "Leak-proof" brass fittings at ends, joints and miters.

No. 705. Heating Accessories

Illustrations and descriptions of valves, fittings, and appliances for the Gorton Single Pipe Vapor System of heating, together with roughing dimensions are contained in new Bulletin No. 100 of the Gorton Heating Corp., Cranford, N. J.

No. 706. Bakelite Products

A booklet describing the composition, properties and uses of molded bakelite, with many photographic illustrations of bakelite products is issued under the title of "Bakelite Molded" by the Bakelite Corporation, New York, N. Y., and the Bakelite Corporation of Canada, Ltd., Toronto, Canada.

No. 707. Regulator Valve

A new heat regulating valve for controlling heating systems using steam from outside sources is described in a pamphlet from the James P. Marsh Corporation, Chicago, Ill.

No. 708. Air Conditioning

Descriptions, illustrations, and an admirable data sheet concerning air conditioning equipment are contained in a bulletin published by the Audiffren Refrigerating Sales Co., Providence, R. I.

REQUEST FOR DATA

To obtain any of the publications reviewed on these pages, indicate the number and send coupon to THE ARCHITECTURAL FORUM, 220 East 42nd St., New York.

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AND often air may be death, disease, discomfort. 70 years ago, when the first Sturtevant Ventilating Fan was developed, little headway had been made in meeting this problem. Today, of course, there is Sturtevant Equipment which will furnish air in any quantity, at any velocity, at any temperature, at any moisture content, at any degree of cleanliness, desired. One of Sturtevant's first air equipment orders was for a simple ventilating blower for the United States Capitol. Recently Sturtevant Air Conditioning Apparatus was used for the magnificent new Department of Justice Building, Washington, D.C. It constitutes one of America's largest complete-air-conditioning installations.

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Michigan Boulevard location. Within easy walking distance of the World’s Fair, The Stevens—world’s largest hotel—offers every modern convenience and service. Excellent garage and parking facilities. Next door to the Loop—shops—theatres. A perfect home during your visit to the Fair.
The architects and builders made careful analysis of the various types of floor construction available—and after considering all of the elements—dead load and its effect on steel and foundations, speed of construction, cost and facility with which piping and electric conduits could be placed—selected reinforced cinder concrete floor arches and fireproofing as the most satisfactory and economical.”

Leading minds in the architectural world agree on the above quotation taken from one of the Architectural papers. And, those with greatest experience in the use of reinforcing steel agree on the superiority of American Steel & Wire Company Wire Fabric—supplied in rolls or sheets—electric weld or triangle mesh. Satisfactory installations in the world’s greatest buildings confirm their good judgment in specifying this product.
Built-in conduit and seven convenient outlets, including one in the third-floor maid's room, provide for telephone convenience in this well planned residence in Hackensack, New Jersey.


Built-in telephone conduit and outlets make new or remodeled residences more livable—prevent unsightly exposed wiring—protect against most types of service interruptions.

But their convenience is more than immediate. By careful planning, extra outlets can be located at strategic points throughout the house to provide for future requirements. Then as children grow up and households expand, the telephone arrangements can be easily extended or revised without the annoyance of messy alterations.

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REMEMBER TELEPHONE CONDUIT AND OUTLETS IN PLANS FOR NEW AND REMODELED HOMES
IN EVERY MONTH OF THE YEAR

The chart above is a graphic sales-argument for year-round air-conditioning. The grey lower areas show the extent of the winter heating-season when heating, cleaning, humidifying, and circulation are required. The striped area represents the seasons in which air entering from outdoors needs only cleaning and circulating. The dotted areas (above 80°F) indicate the hot-wave periods in which the operations of cooling the air and removing excess moisture, together with cleaning and circulating, are important.

Bryant sales-engineers, in 40 principal cities, are in position to assist you to plan and sell air-conditioning systems. They can enable you to meet every variety of residential and small commercial requirement, whether for year-round or seasonal operation.

THE BRYANT HEATER COMPANY, 17837 St. Clair Avenue, Cleveland, Ohio.

The diagram at right shows a Bryant silica gel system as installed in "THE HOME OF CONTROLLED CLIMATE," in Philadelphia. A complete description of this 12-month air-conditioning system will be furnished on request.

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