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## The Prospect for the Building Industry

A Statement by C. Herrick Hammond, President, The American Institute Of Architects

Washington, D. C.  
December 6, 1929.

**P**RESIDENT HOOVER has met a difficult situation, the result of the recent stock market depression, in a manner which proves to the country and to the world that the leadership and well being of the country are safe in his hands. He has shown that quality of leadership which is expected of the Chief Executive.

Yesterday, at the Chamber of Commerce of the United States, the President appeared before a distinguished group of business and industrial leaders of the United States, probably the most representative group ever gathered together in this country.

His message to the Conference, broadcast throughout the land, brought about a complete restoration of confidence in the minds of all present.

He pledged the Government to an extensive development program largely relating to construction—it being his belief that the most effective agency toward a restoration of normal conditions lay in the field of construction activities. The Government will proceed to carry out immediately a further expansion of the development of Washington, and will speed up the construction activities of the Government in other parts of the country.

The President's message to the Conference will, I believe, go down in history as a great state paper. It is quoted here in full:

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**EDITOR'S NOTE:** The mailing of this number of THE OCTAGON was delayed to permit the inclusion of President Hammond's statement.

Address of President Hoover at the Chamber of Commerce of the United States, Thursday morning, December 5, 1929

"This body represents the industries of the United States. You have been invited to create a temporary organization for the purpose of systematically spreading into industry as a whole the measures which have been taken by some of our leading industries to counteract the effect of the recent panic in the stock market. There has necessarily been some unemployment, starting with diversion of capital from the channels of business into the speculation, and after the break by some reduction in the demand for luxuries and semi-necessities from those who met with losses. But the large effect was to create undue pessimism, fear, uncertainty and hesitation in business. These emotions, being emotions, if they had been allowed to run their course would, by feeding on themselves, create difficulties. The American mind is prone to revert to previous occasions when we were much less able to organize to meet such situations.

"These are potential difficulties which cannot be cured with words. If we could do so, the merest description of the fundamental stability of our vast organism of production and distribution, touched with the light of the future of the United States, would cure it instantly. The cure for such storms is action; the cure for unemployment is to find jobs.

We have, fortunately, since our previous crashes

established the Federal Reserve System. The first step in recovering confidence was made by the powerful effectiveness of that system, and the strong position of the banks, the result of which has been steadily diminishing interest rates, with a smooth and rapid return into the channels of business of the money previously absorbed in the speculative market. This is a reversal of our historic experience and is a magnificent tribute to the System. Capital is becoming more abundant in all parts of the country, the bond market is growing stronger each day and already public issues held back for months have begun to appear.

"The second action necessary to maintain progress was the standard set by leading employers that so far as they were concerned there would be no movement to reduce wages, and a corresponding assurance from the leaders of labor that not only would they use their utmost influence to allay labor conflict, but would also cooperate with the employers in the present situation. These assurances have been given and thereby we not only assure the consuming power of the country but we remove fear from millions of homes.

"The third line of action has been to undertake through voluntary organization of industry the continuity and expansion of the construction and maintenance work of the country, so as to take up any slack in employment which arises in other directions. The extension and organization of this work are the purpose of this meeting. The greatest tool which our economic system affords for the establishment of stability is the construction and maintenance work, the improvements and betterments, and general clean-up of plants in preparation for cheaper production and the increased demand of the future. It has long been agreed by both business men and economists that this great field of expenditure could, by its acceleration in time of need, be made into a great balance wheel of stability. It is agreed that its temporary speeding up to absorb otherwise idle labor brings great subsequent benefits and no liabilities. A very considerable part of our wage earners are employed directly and indirectly in construction and the preparation and transportation of its materials. In the inevitable periods when the demand for consumable goods increases and labor is fully employed, the construction and maintenance can slacken and we actually again gain in stability. No one would advocate the production of consumable goods beyond the daily demand; that in itself only stirs up future difficulty.

"I am glad to report that such a program has met with universal approval of all those in responsible positions. Our railways and utilities, and many of our larger manufacturers have shown a most distinguished spirit in undertaking to maintain and even to expand their construction and betterment

programs. The state, county, and municipal governments are responding in the most gratifying way to the requests to cooperate with the Federal Government in every prudent expansion of public works. Much construction work had been postponed during the past few months by reason of the shortage of mortgage money due to the diversion of capital to speculative purposes, which should soon be released.

"It is to make this movement systematic in all branches of the industrial world that we are here—that is the task. I believe that with the great back logs which are already assured by the public service institutions and the governmental works you will be able to build up the construction and maintenance activities for 1930 to a higher level than that of 1929, and that is what we require.

"Another of the great balance wheels of stability is our foreign trade. But in stimulating our exports we should be mainly interested in development work abroad such as roads and utilities, which increase the standards of living of peoples and thus the increased demand for goods from every nation, for we gain in prosperity by a prosperous world, not by displacing others.

"All of these efforts have one end—to assure employment and to remove the fear of unemployment.

"The very fact that you gentlemen come together for these broad purposes represents an advance in the whole conception of the relationship of business to public welfare. You represent the business of the United States, undertaking through your own voluntary action to contribute something very definite to the advancement of stability and progress in our economic life. This is a far cry from the arbitrary and dog-eat-dog attitude of the business world of some thirty or forty years ago. And this is not dictation or interference by the Government with business. It is a request from the Government that you cooperate in prudent measures to solve a national problem. A great responsibility and a great opportunity rest upon the business and economic organization of the country. The task is one fitted to its fine initiative and courage.

"Beyond this, a great responsibility for stability and prosperity rests with the whole people. I have no desire to preach. I may, however, mention one good old word—work."

Reports from various branches of industry show that in practically all cases the outlook is one calling for optimism and not pessimism. There should be, in the light of the program of expansion, construction, and rehabilitation set forth at the Conference, a bigger and more prosperous year in 1930 than in 1929.

The Architect can assist by advising his clients to proceed with construction work, as figures will

prove conclusively that building can be carried on at the present time at a lower cost than has obtained for many years. There will be no lowering of wages in the future and material prices are apparently stabilized.

As President of The American Institute of Architects it is my firm belief that now is the time for such vital elements of the construction industry, as the Contractors, Material Men, Engineers, and Architects, to come together for the good of the Building Industry, and discuss their problems and difficulties, real or imaginary, following the splendid example set by the Industrial Leaders of the country, so that we may carry out, with efficiency and dispatch, and with the least possible waste and friction, the construction program for 1930 and the greater years to follow, for in the words of Dr. Julius Klein, Assistant Secretary of Commerce,—

“The eventual, inevitable brass-tacks stage of the present business problem has arrived. As the President has so clearly indicated, one branch of

business after another has presented gratifying impressive statistics as an indication of the determination to go forward, as an evidence that the situation is sound. But we all agree that the time has come now when the only sound which really counts is the clang of shovels and of cash register bells. That is what the millions of workers and consumers want to hear from business.

“The nation is now looking to you business men to get out of the huddle of ‘conferences’—if I may use a more or less seasonal phrase—and play ball.”

The Architectural Profession must justify its leadership in the Construction Industry and assure a speedy and complete return of public confidence, keeping in mind that such construction work should proceed as is warranted after a careful study of the situation, that sound business conditions may be maintained, and that the Architectural Profession, through its contact with the consuming public, may thereby assist President Hoover in carrying out his constructive program of stabilization.

## The Tangible Benefits of Architects' and Manufacturers' Co-operation

By F. P. BYINGTON, *President of The Producers' Council*

An address delivered at a meeting of the Board of Directors of the Institute, and the Southern Chapters of the Institute, the Associated General Contractors of America, and The Producers' Council at Memphis, Tennessee, November 13, 1929.

Last April at a similar luncheon held during the Annual Convention of The American Institute of Architects, a member of the Producers' Council invited to speak for the Council there, as I am here today, struck the keynote for a program we all felt at the time was an inevitable development of the co-operative movement represented in the affiliation of the Producers' Council with The American Institute of Architects.

I am not going to rehearse what Mr. Brophy, our speaker at the last Institute luncheon, there presented as our thought and a purpose to be worked for. But for those who were not there, I will say briefly that he pictured the construction industry as a three-fold entity—the designing or planning group, represented in the architectural and engineering professions; the material producing group, personified by the Producers' Council; and the group which performs the work of erecting the buildings for which plans are made and material furnished by the other two—what we know as the general contracting group, represented here today, I am glad to see, by the Associated General Contractors of America whose General Manager is to follow me on today's program.

It is fitting that this third group should be recognized in our proceedings and the program generally, of this convention. I hail the presence of Mr. Garber as an augury of the unity of purpose and interest which Mr. Brophy pictured as the goal to which we of the Council, and you of the Institute should work, and especially as our message today at this convention is something which we hope will be carried back by Mr. Garber to the members of his association, just as I hope it will be carried back by the officials of the Institute here to the membership of that body at large. And for that matter, to the architectural profession generally.

The subject title of the few words I am privileged to give you here today has been mentioned as “The Tangible Benefits of Architects' and Manufacturers' Co-Operation.” That may suggest a resume of certain advantages of a familiar nature, which all in the Institute know have resulted from the joint efforts of the Institute and Council in those matters—improvement in manufacturers' advertising, better understanding of architects' aims by manufacturers, and of manufacturers' problems by architects, and so forth. I am not going to speak

of these. We all know what they are, and we of the Council gratefully acknowledge our debt to the Institute for the splendid benefits which have followed its cordial, whole-hearted co-operation along those lines.

What I wish to picture for you in this address is something which the Producers' Council proposes shall be the type of co-operative effort our two bodies shall pursue from now on in very much bigger and broader matters.

It must be apparent to all that "the old order changeth, giving place to new." Signs are abundant that in this country today, we stand at a parting of the ways. On every hand we see building construction under way without proper architectural supervision. Many of our large realty development corporations and contracting organizations seem disposed to form their own architectural departments. Is it because the architect is believed to be impractical, and that buildings can be better planned and better built under the control of these organizations; or is it because the services of an architect are believed to be an unnecessary expense? We do not pretend to answer this question. Whatever the answer may be, down this path lies the possible relegation of the architect to a secondary position in the planning and direction of our building operations. Down the other path lies the possibility of the architect's continued supremacy in a leadership which will glorify the architecture of our country, and make of the building industry, under the architectural profession's control, the outstanding example of sound business policies, creditable ethical standards and profitable prosperity, to be found in the economic life of our nation.

Where do I get this alternative? Where do I get this possibility or role for the architectural profession indicated in the second of the two paths pictured? Simply because, gentlemen, public taste in this country is improving. In that undeniable fact lies the promise that, if the architectural profession is alive to its opportunity, its future and its stronger, more dominant influence in building operations are assured. As our people rise culturally they will recognize more and more the need of the trained specialist in the design of their buildings. They will ask and demand this leadership in giving expression to their aspirations in that line. But leadership passes always to the group which steps out and boldly seizes it. If the architectural profession does not do so, some other group will—engineering, contracting or realty operating interests will forge to the front as the dominating factor and the standards they hold out in aesthetic and practical points of design and construction will be the standards which the public will be led to accept and make its own.

Now it is no discredit to any of these other groups

I have mentioned to say that if the design and construction of our buildings pass from the architects' hands, the result would be unfortunate.

Consider for a moment the nature of architecture. It is not only engineering. If it were, the engineering profession could be trusted safely with the design and erection of all our buildings. It is not only good practical construction, or our general contracting group might be entrusted with the selective authority which would assure good buildings. It is not only the development of real property in a sound manner, or our realty holding and development corporations could be entrusted to provide the structures which would pay as economic investment and serve our material social needs.

It is all these three, and then something more—that beauty which only the architect can mould; that beauty which gives added value to these three essentials, and expresses the soul and life of our civilization as we would wish them expressed.

Is it saying too much to hold that the co-ordination of all these results is pre-eminently the sphere of a special profession—and that those only who give their lives to the study of this broad threefold co-ordination—or fourfold co-ordination, as it is with the element of beauty added—should be the ones to whom this task should be entrusted?

How can your profession's control be upheld and strengthened—what is it that we of the Producers' Council, and you of The American Institute of Architects can do to assure this?

Before attempting to answer this question, let us glance for a moment at some facts in our respective organizations. The answer lies in part in the potential power of our two groups to achieve anything they may set out to achieve.

On one hand we have The American Institute of Architects, a national professional body already highly honored and esteemed, with over three thousand individual members and chapters in all parts of the country, a body to whom the public and the governing authorities of the nation already look with confidence for guidance and direction in many matters.

On the other hand, we have the Producers' Council, a national organization representing sixty-one of the country's major industries, whose production covers not only materials and appliances used in building, but articles and services reaching far beyond the confines of the building industry—a group representing well over two million persons employed in over nine thousand factories, mills and plants, and having a combined capital of over twenty-two billion, five hundred million dollars.

It may not require very much illustration to point out that the voice of this group united with the voice of The American Institute of Architects will

be listened to wherever a matter arises affecting the country's interests in which we may both have a common concern, and in which we may both speak for the country's welfare.

But, gentlemen, that is not enough. Aside from the altruistic objects which may be promoted in this way, there are the legitimate objects in the interests of your profession and of ourselves as manufacturers which can rightly be promoted by our continued and extended co-operation.

So far as we are concerned, let me say frankly that while having, we hope, our due share of altruistic spirit in wishing to see the control of building operations remain in architects' hands, we have a very real reason of self-interest in this desire. Every manufacturing member of the Producers' Council is, in his own line, we believe, the maker of a quality product—has built his business on the good hope that the highest quality and best service in his particular line will mean continued and permanent success for his enterprise. We don't want to see a lowering of standards of selection in the purchase of materials which will discourage this hope. We don't want to see a control arise in our building operations under which there may creep in the substitution of inferior products, made simply to sell and get by, that will promote chiefly a cheap, less desirable type of building, and which eventually will force us as quality manufacturers, out of the market. This is a cold, self-interest we frankly confess. We know of no other group in whose leadership our interests are so safe as they are in yours.

Let me, in passing, avoid any inference that any member of this quality group of manufacturers seeks preferential treatment from the members of the Institute on the score of his membership in the Council. All we ask and intend to work for, with might and main, is that high standards of material, workmanship and service shall be maintained in the building industry—maintained by public demand, and professional preference, and with this general object assured, we can be left to take care of our own businesses and our own individual success. We do not ask your favor, individually, but we do ask it collectively in working with us for the general aims stated, and upon the grounds both of your altruistic concern for the quality of the country's building work and your regard for the interests of your own profession.

I said a moment ago, that the co-operation of our two groups as pursued heretofore is not enough. It is a great improvement that we have jointly wrought so far in bringing about a better mutual understanding of each other's needs and aims. The improvement of advertising, the setting up of machinery through your Structural Service Department whereby catalogs can be bettered and information exchanged between us; our joint meetings where

we get to know one another better, and so forth. These have been invaluable.

But we have got to reach out and broaden our effort. We should have the support of the general contracting group in this great fundamental aim I have outlined. That is why I am glad Mr. Garber is here. We want the responsible general contractors of the country to support our movement to keep the architect at the head of the procession in our great threefold construction industry, which, today, is facing the competition of other industries for the consumer's dollar, and in which the architect is facing competition from some of its own constituent elements for the function which, properly, it is his only to fulfill.

I cannot, of course, assume to speak for the general contracting interests, although confident that they will be found in sympathy, but I will say for the producing group, as represented in the Producers' Council, that this group with the potential power I have intimated in the facts and figures quoted, stands four-square back of The American Institute of Architects in any proposed program it may wish to adopt for keeping the architect at the head of the procession in the conduct of our building operations. I think this assurance will not pass without its significance being recognized.

What we want, therefore, is to ask of you gentlemen in the Institute to be prepared from now on, in the persons of your various committees, to sit down with us at the table and formulate ways in which we can jointly act for the promotion of the general aims outlined and for bringing before the public the necessity for a continuance and strengthening of architectural control in planning and erecting our buildings, the maintenance of high standards in this and the desire of the construction industry to uphold and encourage these.

Already we have been privileged to take one definite step in this direction in plans discussed at our morning session for co-operation with the building loan associations of the country in the preparation of standard forms of specification for houses erected under the proceeds of building loans and the institution of a system of professional architectural supervision in connection therewith. It is an encouraging indication of the growth of public taste and its readiness to respond that this movement is coming from the loan associations themselves and our suggestion that good architectural design be recognized by them as an element of security value in houses so erected, and that proper architectural service be employed in supervising their construction, has been enthusiastically welcomed by its sponsors as in line with their own desire. To this movement the Council has pledged its hearty support and some of its individual members have already been co-operating in the initial steps.

The above, however, is but one of several ways in which we may co-operate further and which have been discussed at our session Tuesday as a program that can be agreed upon finally by all in our membership, and be submitted in due season also to the officials of the Institute for your consideration.

What I wish to emphasize here, is that so far as the specific details go, no committal on your part is looked for in advance. We express simply the hope that as these concrete questions or steps present themselves the officials of the Institute, or its appropriate committees, will be prepared to give serious consideration to them in joint meetings with representatives of the Council and the general contracting interests, or special contracting interests and industries concerned. That time will be taken to seriously go into these questions with us. At our joint convention meetings so far, and otherwise, there has, perhaps, for want of time, been little opportunity for anything beyond an exchange of felicities, greetings, etc., in the time we could spend at each other's sessions, and this perhaps must always be so. It has been a good thing in preparing the ground for the more serious and vital work which

lies ahead of us. But what this latter needs goes beyond this, and calls for opportunity to jointly take up with you on appropriate occasions, questions which can only be settled if representatives from each group can get together with their legs under the table and take the time to go to the bottom of such questions and determine whatever joint action should be taken.

We have been much gratified with the readiness of the Institute to co-operate and the support it has given the Council so far in its present activities, but something beyond these and the exchange of mere amenities at our occasional meetings beckons now as the desirable thing for both of us—serious joint discussion of our common problems, and time taken by both of us to provide this, if not at our common meetings, then in appropriate committee conferences between these.

With this outlook, all the power, all the influence of the Producers' Council, and, I hope, of the organized contracting interests, is yours to command in a united effort to perpetuate and strengthen your profession's leadership, its broader opportunity, and the beauty and glory of our country's architecture.

## The Southern Architectural and Industrial Arts Exposition

By M. H. FURBRINGER, *Chairman*

The Southern Architectural and Industrial Arts Exposition which was held in Memphis during the week of November 9th to the 16th, under the auspices of the Southern Chapters of The American Institute of Architects, was well attended by architects from all sections of the country, by builders, manufacturers, and the public, and justified, in the opinion of those responsible for this undertaking, the time and effort involved.

The amount of good architectural material on display in the galleries was most gratifying, and the presentation by photographs and renderings of work designed by architects of the South made an interesting and instructive revue possible and proved how deeply the members of the profession are concerned in the means which an exhibition affords for an interchange of ideas. It was a matter of general opinion that the stimulus which this exhibition would develop among designers would be far-reaching and the benefits to the architects continue long after the event itself was only a pleasant recollection.

In order to reward merit, where due, and also to induce the architects throughout the South to send the best examples of their work to the exhibi-

tion, a number of gold medals were awarded, after well-considered discussions, by the judges who so kindly served on the Jury of Awards.

A summary of the donors and the winners of the awards follows: Walk C. Jones donated a gold medal for the best presentation of an architectural exhibit and this was awarded to E. L. Harrison of Memphis, while honorable mention was given to Fred Elswick of Louisville, Kentucky, and to J. Duncan Forsyth of Tulsa, Oklahoma.

The medal for small residence work, donated by Tebbs and Knell, in memory of the late Neel Reid of Atlanta, was awarded to Barber and McMurry of Knoxville, Tennessee, and honorable mention was given to J. Duncan Forsyth of Tulsa, Oklahoma, and to Barber and McMurry, Knoxville, Tennessee.

H. E. Harman, Jr., donated a medal in memory of his father, Henry E. Harman, founder of the "Southern Architect," for residences costing over \$20,000.00, and this medal was awarded to Willis Irwin, Augusta, Georgia, and honorable mention was given to Barber and McMurry, Knoxville, Tennessee; J. Duncan Forsyth, Tulsa, Oklahoma;



Hentz, Adler and Shutze, Atlanta, Georgia; Jones and Furbringer, Memphis, Tennessee; and Scroggs and Ewing, Augusta, Georgia.

The "Southern Architect" medal for public buildings was awarded to Atlee B. and Robert M. Ayres and Emmett T. Jackson and George Willis of San Antonio, Texas, for the Municipal Auditorium in that city, and honorable mention was given to Warren, Knight and Davis of Birmingham, Alabama.

The "Southern Architect" medal for commercial buildings was awarded to Warren, Knight and Davis for the office building of the Alabama Power and Light Company in Birmingham, and honorable mention was given to Atlee B. and Robert Ayres for the Smith-Young Tower in San Antonio, Texas, and to Emile Weil for the Canal Bank and Trust Company Building in New Orleans, Louisiana.

The Milton S. Binswanger medal was awarded to Henry C. Hibbs, Nashville, Tennessee, for the Chapel and Bell Tower at Scarritt College, for merit in ecclesiastical architecture, and honorable mention to George Awsumb for the Idlewild Presbyterian Church in Memphis, Tennessee.

Dr. Charles E. Diehl, President of Southwestern University, donated a medal for educational institutions, and this was awarded to Henry C. Hibbs of Nashville, Tennessee, for his work at Southwestern in Memphis, Tennessee. Honorable mentions in this classification were given to Barber and McMurry of Knoxville, Tennessee; Edwards and Sayward of Atlanta, Georgia; and to Henry C. Hibbs of Nashville, Tennessee.

Special honorable mentions were also given to Favrot and Livaudais of New Orleans, Louisiana; E. L. Harrison; George Mahan, Jr., and Everett Woods, Associate; and to George Awsumb, all of Memphis, Tennessee; Armstrong and Koch, New Orleans, Louisiana; and to Tebbs and Knell, architectural photographers of New York, for their superb group of photographs of early Southern Colonial Architecture.

The Jury of Awards was composed of Messrs. Harold Bush-Brown, Atlanta, Georgia; Gabriel Ferrand, St. Louis, Missouri; Louis LaBeaume, St. Louis, Missouri; Myron Hunt, Los Angeles, California; and J. Monroe Hewlett, of New York.

It would be difficult in a brief resume to make mention of the many pleasant contacts which this Exposition afforded. The architects of the Southern Chapters could be justly accused of lacking in appreciation if they failed to record the pleasure of having as their guests the Officers and Members of the Board of Directors of The American Institute of Architects; the Officers and Members of the Producers' Council; and those visitors who came long distances to help make of this undertaking a success and who, by their presence and encouragement, fully repaid the sponsors for their labors.

Finally, to convey in a few words the sum total of what has been accomplished the writer wishes to express the hope that similar Exhibitions and Conferences will be possible at regular intervals so that the architectural profession will receive the recognition that is its just due.

## The Thirty-Second Architectural Exhibition and The Memorial Meeting to Milton Bennett Medary

By D. KNICKERBACKER BOYD, *Chairman,*  
*Committee on Public Information, of the*  
*Philadelphia Chapter.*

The night of October 31st last was an outstanding one in the annals of Philadelphia Architecture—perhaps nationally—for who cannot say that the example set there may not point the way for other chapters or cities to consider following.

This year, instead of holding the Annual Architectural Exhibition in the Art Museum, the Art Alliance or the Art Club, as heretofore, the Philadelphia Chapter of the Institute jointly with the T-Square Club and with the fine cooperation of John Wanamaker, Inc., held the Thirty-Second Annual Architectural Exhibit in the Galleries of the Wanamaker store.

In other words architecture was taken to the people, instead of asking the people to come to see

architecture. At any rate that was the theory upon which the Joint Exhibition of the Philadelphia Chapter of the Institute and the T-Square Club approached the Wanamaker authorities and upon which the consent of that organization was given to the holding of this year's Exhibition. The facts more than justified the surmise for a daily attendance averaging one thousand persons resulted where perhaps that many persons had never before attended an architectural exhibition for the entire two weeks of its duration in Philadelphia.

The officials of the Chapter and the Club decided to precede the opening view on the night of October 31st with a Memorial Meeting to the late Milton Bennett Medary, distinguished architect, and

former President of the Institute and of the Chapter and the Club. For this occasion, nearly two hundred and fifty persons comprising prominent city officials and citizens, in addition to the collaborators in the Year Book and the members of both organizations, assembled early in the grand court of the Wanamaker store where an organ recital was the feature of a reception to the members and guests.

At the dinner, which followed, the only speakers who took part in a tremendously effective and inspiring meeting were President C. Herrick Hammond, Secretary Frank C. Baldwin, Presidents Walter H. Thomas of the Philadelphia Chapter, George Howe of the T-Square Club, and D. Knickerbacker Boyd, Managing Director of the Exhibition and the Year Book. Acting Chairman Howell Lewis Shay of the Joint Exhibition Board presided and the address of the evening was delivered by James Monroe Hewlett, First Vice-President of the Institute. Talking on the life and work of Milton Bennett Medary, the speaker paid a glowing tribute to the greatness of Mr. Medary, both as a man and as an architect and to the heritage which he has left to architecture and to good citizenship.

Because of the notable attention paid by the press of Philadelphia to this departure from precedent in an exhibition—not only as to the place but the setting and manner of presentation—and the intelligent reviews given in the Philadelphia papers, I have included in this report a composite of the articles descriptive of the Exhibition. It is as follows:

There is one annual in Philadelphia that when staged with imagination commensurate with its possibilities, may offer the exhibition jaded public something more substantial than a flock of summer sketches. As it now appears in the Wanamaker Galleries, the annual exhibition of the Philadelphia Chapter, American Institute of Architects and the T Square Club presents a stimulating cross section of what is taking place in the American art world from the Atlantic to the Pacific.

The present architectural exhibition, creatively conceived and installed, should do much to stir the imagination of the art student, and to demonstrate that the art of picture-making is, after all, a very small part of a very large whole.

The modern neglect of the craftsman and idolization of the sensational in the art of painting appear now as transitional phases of the new development. Painters with their striking new theories of color and design doubtless stood as signposts to point the way to new thought and new forms, supplied largely through the miraculous industrial expansion of the civilized world and its forwarding inventions.

Meanwhile, the architects, engineers and craftsmen of the day have seen in these flights of fancy upon canvas the germ idea of a new epoch. As builders, they could by no means follow the strange antics of pigmental design, but they could, with the painters, realize that new-world forms and new-world viewpoints require new constructive support and clothing.

It is an astonishing fact that the average individual who desires a home gives less thought to its modern suitability than to its traditional design. He wants

something in the Georgian style, or perchance it is a Norman manor, or a Gothic castle. The modern architect must then set about the problem of pouring an entirely different mode of life into an archaic shell. His time is spent not so much in creative design as in adaptation. He is not given the freedom to produce a house form in which modern life may flow smoothly and without stint. Rather is he called upon to waste his creative energies in devising the best possible means whereby new needs born of electricity, of modern starvation for light and air, of modern mechanics and sanitation may be met in a shell that gives the semblance of the Middle Ages. Yet to the average home owner there is in this situation nothing of an anomaly, nothing of an ironic and art-stultifying compromise.

In America, following obviously in the trend of French and German architectural thought, the firm of Howe & Lescaze is breaking ground for new architectural ideas, and is showing in the present exhibition an interesting series of illustrations that reveal work already accomplished in the field of domestic and of semi-public building design.

The present architectural exhibition is divided into sections, each of which is to some extent dramatized. One section deals with public and semi-public buildings, another with commercial architecture, a third with ecclesiastical, a fourth with domestic and a fifth with the work of students in architecture.

The new thought in display, fostered by E. Lewis Dales, begins to give prominence to the contemporary craftsman as teammate of the contemporary architect, and singles out for notice also the important part played by various materials in design and construction.

The average man, who is always the prospective purchaser, is thus brought face to face with facts in modern architectural design. He is familiarized with materials and ideas. When he, himself, requires the services of contemporary architecture, he will enter the professional office with an intelligent conception of the thing he wants, and the materials and efforts necessary to produce it.

The new craftsmanship in the matter of decoration is stressed in various ways in this year's exhibition. There is, for example, the reproduction of a shop window, demonstrating new theories of display. And there is the excellent building up of fragments eloquent of new ornamentation into pylons, displayed at the entrance to the commercial and industrial division. In the list of co-operating firms whose collective products make possible many a modern architectural rendering, one may clearly read the importance of materials and new inventions. There are, for example, R. Laird Ord, of Zenitherm Company; the Interior Milling Company, Sani-Construction Company, Sabatino Brothers, sculptural plasterers; C. E. Fairbanks, of the Frink Reflector Corporation, Kuehne, Inc., painted decoration, and David Lupton Sons, windows.

It is not difficult through such appeal to show the romance of the modern idea, its unlimited possibilities, and its wealth of new forms and new materials. Where the artisan of long ago had only daylight, candlelight and his own hands for asset, the modern worker has a host of new tools, new materials, new colors and textures capable of new development through modern lighting and modern machinery. When thus considered the machine shows itself not as the enemy but as the skilled tool of the able modern craftsman.

In Philadelphia, Ralph B. Bencker, architect, has been experimenting with sculpture in various media—now carved in stone, now cast in bronze, now rendered in plaster. The collaboration of the young Philadelphia sculptors, Kelly and Sabatini, lends sculptural accent to the interior and exterior of the Ayer Building on Wash-

ington Square, while the work of Sabatino Brothers adds to the decorative quality of a new West Philadelphia theatre.

It is apparent from the wealth of possibilities evidenced in the present showing that the prospect of the country's art future has never been brighter. But the full realization of existing potentialities cannot be achieved until students and schools are both willing to recognize that there must be training for a definite and practical job. We are suffering today from too many artists and too few capable craftsmen. We cannot absorb the artists; we are starving for the craftsmen. To enrich the basic simple forms that have developed from new modern life needs, architects require the service of understanding workers, but they find an oversupply of young men and young women who are trained with nothing in particular in view, and who are hampered by the illusion of genius.

The few able craftsmen whose works are included in this year's display, Samuel Yellin, Nicola D'Ascenzo and Charles J. Connick, and in the field of mural painting, George Harding, have been given opportunity to develop ideas, some new and some old. D'Ascenzo and Connick, his Boston confrere in the design of the stained glass, are both producing in the modern spirit, tempering new ideas with sound traditions of design. Especially noteworthy are D'Ascenzo's windows for St. Paul's, in Chestnut Hill, with their interior leading and gilding to give design at night, and the "Radio Window," by Connick, one of a series of four Narthex windows for Calvary Church, Pittsburgh, a design that deals with a distinctly modern subject, that consequently has no precedent, and that works out in spirited angular design the symbolic figure of radio called forth by the touch of one Benjamin Franklin, brown-garbed and shod in the style of Colonial America. In this conception imagination, humor and contrast join forces.

The ecclesiastical section of the display traces the varied character of modern religious structures throughout the country. There are a few of the extremely simple meeting-house type, exemplified in the little Presbyterian Church at Silver Spring, designed by R. Brognard Okie, one of the leaders among American architects in exquisite appreciation for the Colonial. The Jewish Synagogue Rodeph Shalom, designed by Simon & Simon, and the D'Ascenzo studios offers a modern example of full ornamentation. The Church of Christ, Scientist, by Davis, Dunlap & Barney, returns to classic traditions, while the Gothic is championed in various designs by Zantinger, Borie & Medary and Bertram Goodhue.

Milton B. Medary, whose death last August deprived the architectural world of one of its leading spirits, is honored by a memorial display which includes the work of the firm to which he belonged. Centered in this exhibit is the Bok Singing Tower.

Charles Grafly, the sculptor, whose death also marks the passing of a notable figure in American art circles, and who was an honorary member of the Philadelphia Chapter, A. I. A., is represented by one of his earlier symbolic groups.

Another memorial exhibit is that of original drawings of many notable buildings in Philadelphia by Edgar V. Seeler, former President of the Chapter and prominent as a designer and architectural instructor, who died last month.

In domestic architecture, design varies from the Colonial to the modern Spanish of the West, and from the ultra-modern to the carefully conceived replicas of English and French manor houses. Among the architects represented are Walter T. Karcher and Livingston Smith, William McK. Bowman, R. Brognard Okie, Bissell & Sinkler, Howe & Lescaze and Robert Rodas McGoodwin.

Opening out from the section devoted to public and semi-public architecture to that of domestic design is an original old Colonial doorway.

Office buildings, banks, theatres, apartment houses, industrial plants and schools mark the development of American design in the field of public and semi-public structures, through the work of such firms as Ritter & Shay, Ralph B. Bencker, Davis, Dunlap & Barney, Simon & Simon, Tilden, Register & Pepper and Meyer & Holler, one of the prominent California firms, whose designs for Grauman's Chinese Theatre in Hollywood evidence the influence of Oriental design upon American culture on the Pacific coast.

In the field of the mural George Harding contributes three panels borrowed for the occasion from the gun room in the home of Percy Milton Chandler, which has recently been remodeled by Ritter & Shay, architects, and which, with its grounds, occupies the southern side of the site of the Battle of the Brandywine.

The exhibition features also a section devoted to outdoor domestic architecture, with emphasis upon gardens and fountains, one of the latter being a recent model by Walker Hancock, now instructor in sculpture at the Pennsylvania Academy of Fine Arts.

One of the most talked about structures, plans for which were shown at the Exhibition, was the new Architects' Building which, when completed, in the fall of 1930, will house the Philadelphia Chapter of The American Institute of Architects, and be the headquarters of the Building Industry locally. Responsible for the design of the Architects' Building is a committee of architects, including Donald M. Kirkpatrick, John Hall Rankin, Frank R. Watson, John F. Harbeson, Walter H. Thomas, Victor D. Abel and the late Milton B. Medary. The owner is the Architects' Building Corporation which consists of a representative group of architectural firms together with Joseph J. Greenberg, from whom the site was acquired.

For the best examples of executed works as shown in the Exhibition, the gold medal of the Philadelphia Chapter of The American Institute of Architects was awarded to the firm of Walter T. Karcher and Livingston Smith.

The Joint Exhibition Board in charge of this year's display was composed of Nicola D'Ascenzo, Chairman; Howell Lewis Shay, Vice-Chairman; George Wharton Pepper, Jr., Secretary; D. Knickerbocker Boyd, Managing Director; James Bush-Brown, Harry Sternfeld, Herbert R. Leicht, and Isabel W. McCoy, Executive Secretary.

The Year Book which was published in connection with the Exhibition and contains many other examples of architecture, a memorial section devoted to the life and work of Milton Bennett Medary, lists of officers, members, awards and other data, is a valuable contribution to contemporaneous art. Copies of this book may be had at \$2.50 each upon application to the Executive Secretary of the Philadelphia Chapter, 704 Otis Building, Philadelphia, Pa.

## Public Information

The problem of informing the public about architecture and architectural service is not a one-man undertaking or a one-committee undertaking.

The Chapters of the Institute, and their Committees on Public Information, must assume a full share of the program, and must function for their own localities. It is obvious that no single agency of the Institute operating from one city could accomplish the desired results, even though it had unlimited financial resources.

The Publicist of the Institute, James T. Grady, working under the direction of William Harmon Beers, Chairman of the Committee on Public Information, has addressed a memorandum to the Chairmen of Chapter Committees on Public Information. Two paragraphs are quoted for the information of the entire membership:

Progress in architecture during 1929, and the outlook for 1930, is suggested as a theme for a newspaper article

to appear about January 1. At this time the press of the country prints reviews of what has been accomplished during the preceding twelve months in science, in commerce and industry, in the public service, in education, and in other fields. From now on architecture in symposia of this kind should occupy a conspicuous place.

Each Chapter can contribute to the press of its territory an authoritative summary of architectural achievement. This summary might well be written by the President of the Chapter, as such sponsorship would tend to increase the influence of the Institute in the public mind. This article could appropriately deal with both local and national problems, and indicate Chapter participation in the wider activities of the Institute. The Publicist would be glad to receive a copy of each Chapter summary in order that he may consolidate the material as a digest of nationwide activity in architecture and the allied arts of design.

Is your Chapter active in this matter? It should be. In each city and state the Institute Chapter there is *The American Institute of Architects*.

## Advertising Architecture and The Architect

In the September number of *THE OCTAGON* there was a reference to consideration given by the Executive Committee to the subject of advertising architecture and the architect. A letter from Merritt Harrison, of the Indiana Chapter, in favor of local advertising by Chapters, was printed with a request for comments.

The Board of Directors, at its November meeting, ordered the inclusion of this subject on the Convention program—at Washington in May, 1930. Time will be given then to those in favor of advertising by Chapters, or local groups, and to those opposed.

In the meantime interesting comments, one way or the other, will be printed in *THE OCTAGON*. The following well-expressed letter by S. Bruce Elwell, Institute Member of the Boston Chapter, is called to the attention of all Chapters interested in the subject:

*Letter of S. Bruce Elwell*

October 30, 1929.

It is with considerable interest that I read the letter of Mr. Merritt Harrison, in the September number of *THE OCTAGON*, on the subject of Advertising Architecture and the Architect, for I feel strongly that this subject is one which interests particularly the younger men and which needs thoughtful consideration from all the profession.

There seem to be three reasons why the architectural profession balks at the thought of advertising architecture and the architect. The first reason is because the architect, by education, training, and natural inclination

dislikes any suggestion of advertising as unprofessional and smacking too strongly of the "go-getter" spirit of business to be dignified. In fear of any suggestion of advertisement the architects have failed, I think, to realize the difference between advertising and the possibility of educating the public in a dignified way. Make this change in the presentation of the matter and I am sure it will change the point of view of many architects.

The second reason why architects object to any form of so-called advertising and may even question the advantage of trying to "Educate the Public" is because they do not see the need of it.

Conditions have changed rapidly since before the last war, we will all agree, and the profession of architecture has felt the changes together with all the other professions, businesses and trades.

Of late years there is a decided tendency from a number of sources to belittle the work of the architect. Even in the larger types of work there is a growing tendency to make the architect only a subordinate part of a large organization. Many contractors feel they can work fully as successfully for the client from a set of drawings made by their organization or some draftsman. The material men show attractive designs which can be constructed without the need of an architect. The building magazines even include Service Bureaus in their organizations, which bureaus are really competing with the architect and have the advantage of direct advertising from which the bona fide architect is prohibited.

Can we blame the public then for wondering what the architect does or why he should be paid a commission when from so many sources they hear that building can be well done without an architect, but from no general source do they get the vital information as to what the architect really does to give his clients something which the client can get in no other way.

Architecture, too, is a profession about which many private individuals, promoters, and business men, feel they know a great deal. They are not ashamed to say

as much to their friends and colleagues, even if they do not always go quite so far with the architect himself. How can the public understand the vast amount of thought, training, experience and technical knowledge required in connection with the successful building, unless they are given this information?

If there is any doubt as to these facts, please compare the amount of work done in this country without architects to the amount done by them.

The third reason appears to be that many architects doubt whether it is possible to present to the public, in an interesting and dignified way, the information as to the scope and value of architectural services. That this

program can be made a success I have not the slightest doubt, for architects have imagination, an unusual appreciation of the fitness of things; and a willingness to give unstintingly of themselves to their problems.

To determine the best course of procedure will take time and thought, of course, together with the advice of experts in the line of publicity. It is evident, however, that such a campaign cannot be the work of individuals, but must result from the cooperation of a group of reputable and established architects in each community.

Yours very truly,

S. BRUCE ELWELL.

## The Fine Art of Obtaining Registration Laws

By ARTHUR PEABODY, *Chairman,*  
*Standing Committee on Registration Laws*

In the actual work of obtaining registration laws in states, sufficient time is not always given to details of the project. Six months is none too much for a project of this sort. Registration laws are not passed upon the simple suggestion to Legislatures that the effect will be beneficial. It is not sufficient to make a "positive effort." The committees of the state chapters must go about the business in the manner customarily employed in securing other new legislation. Account must be taken of the fact that Legislatures attempt to satisfy the constituents, as well as to enact laws for the benefit of the public. Registration laws are certain to affect the interests of different people who have carried on business previously under another program or no program. Their business will be disturbed by the introduction of new laws. Among those interested are engineers, contractors, lumber dealers and real estate operators. In some states a law can be passed without attracting particular opposition, but there usually appear at Legislative Committee hearings, representatives of these callings who attack the proposal from angles that are not apprehended, and so the bill sometimes dies in Committee. Engineers are frequently amicable where the law does not press too strongly on customary engineering practice.

Preliminary conferences with engineering societies will sometimes smooth the way to success. The law can be explained to engineers so as to secure their support or at least acquiescence. The two professions of architecture and engineering run parallel in some ways and only at certain points is there danger of friction. It is only fair that the ordinary practice of engineering should be left undisturbed by the enactment of architectural registration laws. This can be done by the insertion of sections in the law which will adjust relations. To assume, however, that these sections will meet the approval of engineers without consultation is hazardous. Contractors of the best class also are ordi-

narily favorable to registration laws. They are not interested in practicing architecture, but rather in maintaining good relations with architects and securing work. To confer with Master Builders Associations and to obtain the presence of some of their officers and their support at the hearing will be of great value.

There remains the independent builder who goes about offering plans, specifications and entire construction and whatever else he describes as full service. These men are rather few, but vociferous. If given opportunity, they frequently defeat themselves by their exaggerated and preposterous statements, and their evident ignorance of the whole matter. However, with some committees personality counts for much and a certain kind of oratory is convincing in spite of evident facts.

The attitude of lumber dealers, engaged in selling or giving away ready made plans as a part of their business, and of a certain type of real estate men who offer similar "service" is apt to be disconcerting. The favorable comment of the best class of these men is desirable.

When these elements have been considered and perhaps placated, or even to some extent engaged in assisting in the passage of the registration law, there still remains the fundamental necessity of a showing of strength composed of architects. There must be a respectable not to say adequate group of these men, to make the presentation of the law and the arguments for its adoption. All too frequently this body of shock troops is few and badly prepared for the work. It is in fact out of their line of thinking. It is advantageous to have more representatives than can possibly be given time to speak before the committee. A certain selected number of these must push the matter to a finality. They should be prepared to address the committee from different standpoints, calling attention to the deplorable state obtaining at the time, the desire of

architects to protect the public welfare, the methods proposed by the law and the salutary effects quite certain to follow its passage. Some of these men should offer valid arguments. Others may well impress the committee simply by their presence and reputation.

Aside from all this and beyond the force of arguments, is the advantage of personal acquaintance with members of legislative committees. If the committee can be made to feel that in every way public advantage would follow the passage of the law, and that many of their constituents would be gratified by obtaining it, adverse influences even backed by apparently solid reasons will be to a considerable extent diminished. Arguments are more effective when presented by men familiar with the personnel of legislatures.

Other expedients assist in the passage of laws. Where a hostile group has obtained a certain footing with a committee it may become expedient to placate them by an amendment or modification of the law, such as will not materially affect its real purpose. In one state a registration law was brought to passage by increasing the extent to which architectural work might be done by persons other than architects. The limit of such work was set up at \$10,000, but was increased to \$20,000 to meet opposition of this character. The figure is after all of no great importance. Where the sum of \$20,000 is to be expended most owners would prefer to employ an architect any way. At all events, to hazard the passage of the law by insisting upon an item of this kind, would endanger the greater value in attempting to save the less.

In another case representatives of the engineering profession insisted upon a clause to the effect that the architectural registration law should not limit or change the previous law for registration of engineers. It happened here that the engineers had not studied the effect of their contention and failed to note that it would bring about a worse condition as to engineering practice in the state than would ensue if the provisions in the architects' registration law were allowed to stand. Had the engineering

societies been in conference with the architects beforehand, this could have been better arranged.

The time allowed for hearings before legislative committees is always brief. The committee charged with the business of obtaining legislation should go to a hearing with a definite and well thought out program, with parts assigned to certain members and with an alertness of mind that will act in any emergency so that the passage out of committee will not fail by want of wit. The architects will have to count on the indifference of legislative committees, who are obliged to listen to all sorts of proposals, many of which are unwarranted or even preposterous. The presentation, therefore, should be strong, active and convincing and, above all, not wearisome. Of course, where the battle can be won in advance, and the hearing is more or less a matter of form, greater confidence obtains. Even so, where the presentation is poorly made and the hearing poorly attended, one may expect to have the best laid plans end in failure.

But passage out of committee is not all of it. Sometimes, but not so often as could be wished, it means passage through the legislature. Otherwise the bill must have its supporters in both houses. To secure this the friendship and interest of some certain members of both houses must be obtained, generally by personal appeal. This, in the absence of definite opposition, is generally effective. Customs vary in different states. In some a favorable word from the Governor to the leaders in the legislature will be of service.

The fundamental obstacle in all cases is that architects count for little from the political standpoint and have almost no way of reciprocating for the good offices of legislators. Custom, however, has to do with legislative action. If the professions of law, medicine and plumbing were not already licensed there would be no architects' registration laws anywhere! These other registration or license laws were obtained by persistent attention until the signature of the Governor ornamented the dotted line. Success in securing the registration of architects lies along the same path of effort.

### Information About Registration Laws

Information as to registration laws now in force in the following states may be obtained as follows:

The National Council of Architectural Registration Boards, 175 West Jackson Boulevard, Chicago, Illinois. And, from the state agencies named below.

ARIZONA—State Board of Registration for Architects, Phoenix. CALIFORNIA—State Board of Architecture, N. D., 537-538 Phelan Bldg., San Francisco; State Board of Architecture, S. D., 1124 Sun Finance Bldg., Los Angeles. COLORADO—

State Board of Examiners of Architects, Chamber of Commerce Bldg., Denver. DISTRICT OF COLUMBIA—Board of Examiners and Registrars of Architects, Room 422, Municipal Bldg., Washington, D. C. FLORIDA—State Board of Architecture, 32 West Forsyth Street, Jacksonville. GEORGIA—State Board of Registration of Architects, Atlanta. HAWAII—Territorial Board of Registration, Honolulu. IDAHO—Department of Law Enforcement, Boise. ILLINOIS—Department of Education and

Registration, Springfield. INDIANA—State Board of Registration for Architects, State Capitol, Indianapolis. IOWA—State Board for Registration of Architects, 810 Hubbell Bldg., Des Moines. LOUISIANA—State Board of Architectural Examiners, Hibernia Building, New Orleans. MICHIGAN—State Board of Registration of Architects, Detroit. MINNESOTA—State Board of Registration for Architects, 801 Phoenix Bldg., Minneapolis. MISSISSIPPI—The Mississippi State Board of Architecture, Gulfport. MONTANA—Board of Architectural Examiners, Bozeman. NEW JERSEY—State Board of Architects, 219 E. Hanover Street, Trenton. NEW YORK—State Board for Registration of Architects, Albany. NORTH CAROLINA—State Board of Architectural Registration, Greensboro. NORTH DAKOTA—State Board of Architecture, Bismarck. OKLAHOMA—State Board of Examiners of Architects, Stillwater. OREGON—State Board of Architectural Examiners, Portland. PENNSYLVANIA—State Board of Examiners of

Architects, Harrisburg. SOUTH CAROLINA—State Board of Architectural Examiners, Columbia. SOUTH DAKOTA—State Board and Architectural Examiners, Mitchell. TENNESSEE—State Board of Architectural and Engineering Examiners, Nashville. UTAH—State Board of Architecture, Salt Lake City. VIRGINIA—State Board for the Examination and Certification of Architects, Professional Engineers and Land Surveyors, Lynchburg. WASHINGTON—State Board for Registration of Architects, Olympia. WEST VIRGINIA—State Board of Examiners and Registration of Architects, Charleston. WISCONSIN—Board of Examiners of Architects, Madison.

Registration laws are pending in Ohio and Missouri.

Copies of the "Model Form of Law for the Registration of Architects" will be sent complimentary on request addressed to the Executive Secretary, The Octagon, Washington, D. C.

## Annual Competition for the Prizes of Rome

Announcement by the American Academy in Rome

The American Academy in Rome has announced its annual competitions for fellowships in architecture, landscape architecture, painting, sculpture and musical composition.

The competitions are open to unmarried men not over 30 years of age who are citizens of the United States. The stipend of each fellowship is \$1,500 a year with an allowance of \$500 for transportation to and from Rome and \$150 to \$300 for materials and incidental expenses. Residence and studio are provided at the Academy, and the total estimated value of each fellowship is about \$2,500 a

year for three years, with opportunity for extensive travel.

The Grand Central Art Galleries of New York City will present free membership in the Galleries to the painter and sculptor who win the Rome Prize and fulfill the obligations of the fellowship.

Entries for competitions will be received until March 1. Circular of information and application blanks may be obtained by addressing Roscoe Guernsey, Executive Secretary, American Academy in Rome, 101 Park Avenue, New York, N. Y.

## The Fourth Pan-American Congress of Architects

A Call for Delegates

The Fourth Pan-American Congress of Architects and its contemporary Architectural Exposition will be held in the city of Rio de Janeiro, Brazil, from the 19th to the 30th of June, 1930. The American Institute of Architects has been fortunate enough in the past to find members who were willing to attend the Congress as its official delegates. On several occasions their expenses have been reimbursed through the generosity of the Carnegie Foundation. That will not be possible in 1930. However, the Executive Committee of the Institute wishes to continue to cooperate with the South

American architects and to have the Institute represented at their biennial Congress.

The arrangements for participation by Institute representatives in the Fourth Pan-American Congress will be under the general direction of the Committee on Foreign Relations, Kenneth M. Murchison, 101 Park Avenue, New York City, Chairman. Mr. Murchison, with others, represented the Institute at the Third Congress and his report to the Institute Convention of 1928 was a most interesting one.

Heretofore the State Department of the United

States has given to Institute delegates an official status, as representatives of the United States, as well as of the architectural profession. Special passports have been issued, and many of the inconveniences of travel eliminated. It is believed that the same courtesies will be extended in 1930.

This opportunity is called to the attention of the membership in the hope that from two to six architects may be found who can make the journey

to Rio de Janeiro, in June, as the official representatives of the architectural profession in the United States. No one who has heard Mr. Murchison's account of the last Congress, and of the hospitality accorded the visiting architects, can fail to realize that the experience is one to be sought, and fully justifies the time and effort required.

If you are interested, and would like further information, address the Secretary, at The Octagon.

## Outdoor Advertising

The October number of THE OCTAGON contained several reports on the awakening sentiment against billboards and similar forms of outdoor advertising. The evils of outdoor advertising in its modern forms were considered by the Board of Directors at the meeting in Memphis. The Board expressed itself in terms which leave no doubt as to the attitude of the architectural profession. It is again pointed out to every Chapter of the Institute that a splendid opportunity for public service and leadership in state and community is now offered. No Chapter could spend its time and efforts to greater advantage than in leading its state and its public in a movement to clear up a condition which can marshal no defense except shortsighted commercialism. Ample justification for action is on both sides of the road in every community. Full accomplishment is a matter of perseverance. The following resolution, adopted by the Board of Directors of the Institute at its November meeting in Memphis, is effective ammunition for opening an attack:

*Whereas*, The American Institute of Architects, the national organization of the Architectural Profession in

the United States, is conscious of the steadily increasing number of signboards, billboards, and other devices erected for advertising purposes along the roads, highways, and boulevards of the country, and,

*Whereas*, This selfish desecration of the landscape has aroused the antagonism of those whose journeys by boat, train and automobile are rendered disagreeable and dangerous by such blatant and obtrusive ugliness, and,

*Whereas*, The Institute, through its Chapters and its individual members resident in all sections of the country, is convinced that this type of advertising is highly objectionable to a great majority of good citizens, now therefore,

*Be It Resolved*, That the Board of Directors of The American Institute of Architects hereby calls to the attention of the civic organizations of the country, the public, the press and the legislative bodies of the several states a national condition which we regard as inexcusable on either esthetic or economic grounds. And further, the Board earnestly urges that those agencies which are properly concerned with the cultural and spiritual welfare of the American people, as well as those concerned with their material well being and safety, take vigorous action through the various means at their command, to bring about by regulation, legislation or the force of public opinion, the complete removal of billboards, signboards and related structures from the roads, highways and boulevards of the country, except in such limited areas as may be set aside for such advertising by direct action of the proper authorities.

## The Mississippi Chapter

At the November meeting of the Board of Directors the Secretary presented the petition of members residing in the state of Mississippi for a charter of Chapter membership in the Institute, with the entire state of Mississippi as the territory of the proposed Chapter.

The names of the petitioners, all of whom were Institute members, were as follows: Frank P. Gates, Jackson; N. W. Overstreet, Jackson; Vinson B. Smith, Jr., Gulfport; D. B. Shourds, Gulfport; E. J. Hull, Jackson; and C. H. Lindsley, Jackson.

The Louisiana Chapter, to which the state of Mississippi has been assigned, had been advised of the proposed formation of the new Chapter and gave its approval in a telegram of November 8.

The petition was accompanied by a draft of Constitution and By-Laws, based upon the standard form of the Institute, which draft the Secretary found to be in accord with the principles of the basic document.

Director Lorehn reported his correspondence with N. W. Overstreet, of Jackson, who has been active in the preliminaries of starting the new group. He said that for three years he had been endeavoring to organize a Chapter and that now they were ready to go ahead.

*Resolved*, That a charter of Chapter Membership be issued to the Mississippi Chapter, effective November 16, 1929, with the entire State of Mississippi as territory, and that that territory and all Institute members residing therein be and hereby are transferred from the Louisiana



Chapter, or other Chapters to which they may be assigned, to the Mississippi Chapter, effective November 16, 1929.

The Board, on behalf of the membership of the Institute, extended every good wish to the new Chapter, and gave assurance that the support and encouragement of the Institute as a national body can be counted upon at all times. The Board also expressed its appreciation of the work of the Direc-

tor of the Gulf States Division, Olle J. Lorehn, and of N. W. Overstreet, of Jackson, Mississippi, in founding the Mississippi Chapter.

After the first of the year the Field Secretary of the Institute will visit the new Chapter and give whatever assistance he can to the Chapter in organizing its efforts for the profession in the state of Mississippi.

## Report on November Meeting of the Board

The fall meeting of the Board of Directors was held in Memphis, Tennessee, on November 14, 15, and 16, in conjunction with the conference of the Southern Chapters and the Southern Architectural Exposition.

An account of the Exposition appears elsewhere in this number of THE OCTAGON, as written by M. H. Furbringer, Institute member of the Tennessee

Chapter. His unselfish and persevering efforts were largely responsible for making the Conference and Exposition an outstanding success.

The Minutes of the Board meeting are extensive and the customary review thereof will appear for the information of the membership in the December number of THE OCTAGON.

## Books as Christmas Gifts

The firm of Nelson and Nelson, of 250 West Fifty-seventh Street, New York City, which became the agent for the Institute in the sale of the books of the Press, is prepared to render immediate service to architects who wish to give books as Christmas gifts.

Books make ideal gifts—they may be easily suited both to the giver and to the recipient. All holiday orders filled by Nelson and Nelson are specially wrapped in decorative paper and sent to be received just before Christmas, if so desired. Simply send your name and address and titles with your order, including your cards for enclosure.

Those books issued by the Institute Press, which are specially commended for those who do not have them, are as follows:

- BERTRAM GROSVENOR GOODHUE, ARCHITECT AND MASTER OF MANY ARTS**.....\$30.00  
The only complete record of Mr. Goodhue's work. Contains 250 illustrations of the work of Mr. Goodhue, 80 reproductions of his original drawings, 48 illustrations of the sculptural work on his most famous buildings and 26 illustrations of his work in the field of typography.
- OLD BRIDGES OF FRANCE**.....\$25.00  
By William Emerson and Georges Gromort. Contains 24 full-page illustrations from originals, one in water color by Pierre Vignal; 35 black and white drawings, 44 measured drawings and 12 photographs.

- MANHATTAN, THE MAGICAL ISLAND**  
(In new binding).....\$9.00  
By Ben Judah Lubschez.  
One Hundred and Eight Pictures of Manhattan, with Prelude and Descriptive Notes.
- ARNOLD W. BRUNNER AND HIS WORK**.....\$15.00  
A tribute to Mr. Brunner as City Planner, Architect and Draftsman.
- THE OCTAGON LIBRARY OF EARLY AMERICAN ARCHITECTURE, Vol. 1, Charleston, S. C.**.....\$20.00  
By Albert Simons and Samuel Lapham, Jr.  
Contains 237 photographs and 38 measured drawings and plans, 17 pages of text, 6 maps and an Architectural Chronology.
- THE ARCHITECTURAL SCULPTURE OF THE STATE CAPITOL AT LINCOLN, NEBRASKA**.....\$10.00  
Contains 50 full-page illustrations.
- A SYSTEM OF ARCHITECTURAL ORNAMENT**.....\$15.00  
By Louis H. Sullivan.  
A series of drawings by Mr. Sullivan illustrating his philosophy of the evolution of ornament.
- THE AUTOBIOGRAPHY OF AN IDEA**.....\$3.00  
By Louis H. Sullivan.  
This work is, save for the intimate personal details of his later years, the biography of Louis H. Sullivan.
- OVER THE DRAWING BOARD**.....\$2.00  
By Ben Judah Lubschez.  
A multitude of suggestions for the easy, efficient and practical way of doing almost everything that is done in the draughting room.
- In ordering one or more of these volumes give your complete address and shipping instructions.



