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DOMENICO FONTANA

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WITH THE AIM OF AMPLIFYING
AS THROUGH A MICROPHONE
THE VOICE OF THE PROFESSION

AUGUST, 1952

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CONTENTS

ILLUSTRATIONS

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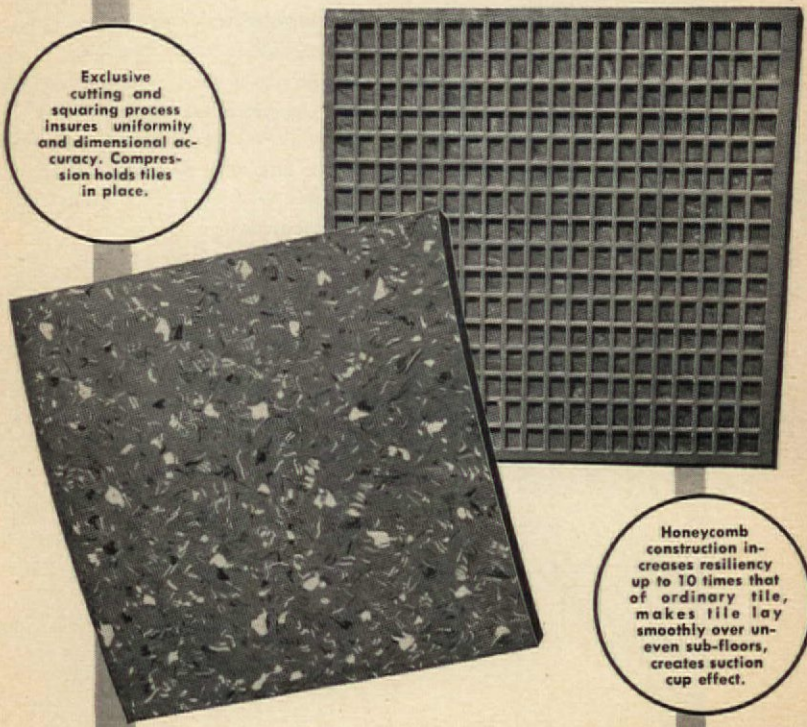

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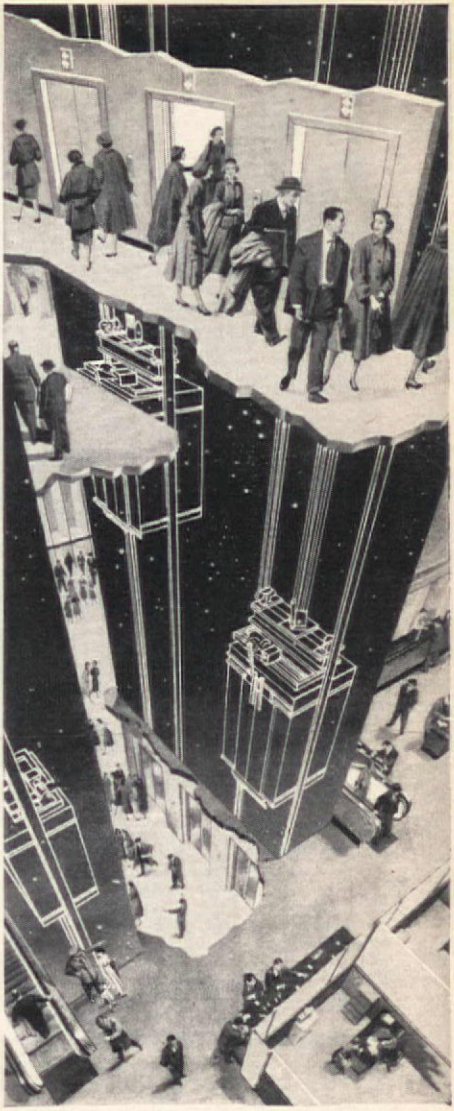

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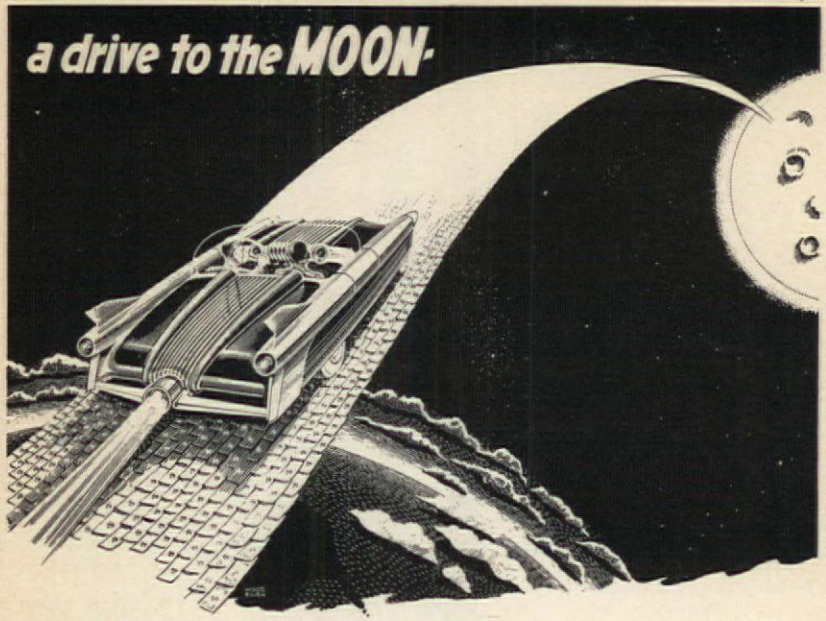

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Your debt is now 13 times what it was in 1932, and they're planning right now, down in Washington, to inflate it even more.

Do you like it? Is that what you want? If you don't like it and don't want further expansion of our Federal debt, it's up to you to let Washington know. Only when American citizens are aroused and speak up, by electing able and patriotic men to public office, will there be an end to this orgy of public extravagance.

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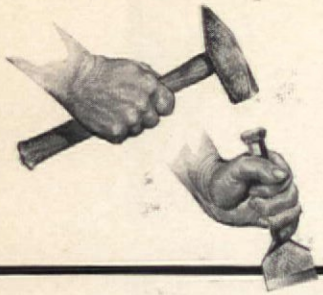

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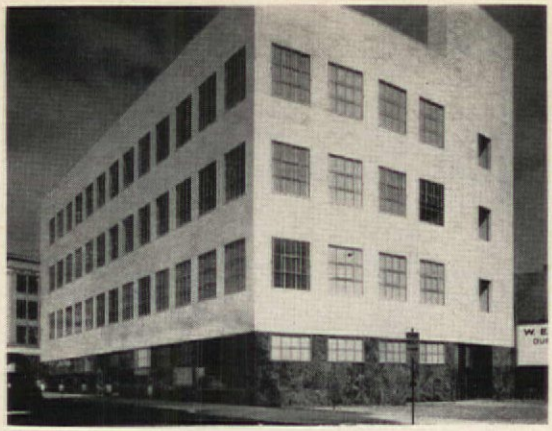

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President Stanton's Address
OPENING THE 84TH CONVENTION, A.I.A.

LADIES AND GENTLEMEN, HONORED GUESTS:

May I present a brief picture of the state of our Institute with a quick summary of our attainments, problems, and hopes for the future?

We have known another year of cold war, a year of uncertainties, a year of intermittent and frustrating controls and restrictions. While we have, at times, questioned the wisdom of some of the directives and orders affecting our economy, the nation's defense and welfare have ever been our constant concern.

The general level of construction of the past year has been better than anticipated. Unfortunately, activity is not uniform throughout the country, but varies in intensity. Some areas are slack, while others are working overtime, particularly those occupied in defense and rearmament projects.

The general economy of the land is the barometer that quickly indicates the fiscal weather of our own offices and of The Institute, itself; the weather may change suddenly, but for the past twelve months, I am glad to report that this has been another most successful year—a result not of a few brief months of earnest endeavor, but the manifestation of nearly a century's devotion by a great many people, and a reflection of our current economy.

This is our 95th year and our 84th annual convention, and conventions are a distinctly American institution—a facet of our system of free enterprise. Nowhere in this country can be found a group as fundamentally devoted to free enterprise and the right of the individual to express himself, and support himself in the way in which he sees fit, as is our group, The American Institute of Architects.

In reviewing the work of the past twelve months, I queried the Regional Directors as to just what *had* been accomplished. The response was gratifying, and I quote immodestly from their opinions.

One said, "We have made great

strides in our relations with other professional societies; those with the engineering societies were never better, and collaborative efforts have now reached the state level; a spirit of harmony is evident. Our working together at the Washington level had strong influence in bringing about the recent decision relative to architect-engineer contracts." That decision, as handed down in General Pick's letter, is a noteworthy accomplishment.

We led in bringing the construction industry together for conferences starting last October.

The members of the Board and members of the Committee on Architect and Government had great influence in getting the necessary information to the N.P.A. and the D.P.A. administrators, which resulted in a steadier flow of materials.

We established a sub-committee to the Committee on Architect and Government, assigned primarily to resist bureaucratic encroachment in architectural practice.

The Institute gave the Committee on Schools assistance, and through them the U. S. Office of Education, making possible more materials vitally needed for school construction.

At the request of our membership we have furthered studies for the improvement of our publications. Our objectives are well defined.

A basic public-relations program has been reviewed and that committee has been gratifyingly active.

We have endeavored to see that defense contracts reached more firms and smaller firms, and your president's call at the White House on September 14 was purposed to this objective. It was supported by President Truman and is being followed by the contracting agencies of the various armed services. The Board has demonstrated its keen interest in the welfare of the small-firm members of The Institute.

Another Director notes that we have long manifested our interest in the student and the newly licensed architect, but it is particularly pointed up in the summary work of the Education and Registration Survey Commission, under the leadership of past-President Walker and Dr. Edwin S. Burdell. Its early release is eagerly anticipated by our membership.

Regional Councils have been formed in encouraging numbers during the past year, and many more are in the process of development, a definite step toward

bringing The Institute closer to our members.

Board members' participation in their regional meetings has enhanced the solidarity of our organization; our officers and our staff have a keener knowledge of our members' needs and desires. These contacts have, we hope, dispelled the last lingering idea of The Institute being a Washington autonomy.

Through our field contacts we have achieved a better understanding of our brothers' problems—greater admiration and tolerance has resulted.

And another thoughtful Director has added: "Our natural resources include the tremendous asset we have in the skilled professions and the need of preserving, constantly improving, and utilizing the services of these professions. We cannot emphasize too strongly the need for conserving our spiritual resources, our ability to keep our heads above the currents constantly pulling us down toward socialism and mass mediocrity."

Still another Director would call your attention "to our responsibilities as architects for the correct use of the large amounts of money expended under our direction. Successful planning and designing should be taken—and given—for granted, but we must include much more. We must consider costs—the return on the investment, the proper solving of the problem from the financial as well as the use basis. We should eliminate from the mind of the public the overrun of appropriations, the great number of extras on a job, and the unbusinesslike handling of our financial obligations. Until we pay more attention to this side of the profession, we are going to suffer increasing inroads by those who purvey the package deal."

These thoughts from the Directors are appreciated; may I supplement them?

The goals which have been reached and those which have been approached must be widely credited. First, to every loyal, individual member, and the support of The Institute stems from the never-failing loyalty of *all* of its members—whether they run a one-man office or one of a thousand, it is gratifying to know such unselfish interest. Credit is due, too, to our 103 Chapters and to our very capable staff, and to our splendid committees; all have contributed to whatever success The Institute

may claim. Growth through serving has been demonstrated. Every one of the 9,200 members, as well as the great number of associates, knows that his fellows, through the Chapters, the committees and the staff have but one objective: to better serve the profession and our country.

There is always unfinished business. Satisfaction of attainment is fleeting and new challenges are constantly before us. What are the Board's concerns? Of course, the improved welfare of the profession, a better understanding of our objectives through better service, through participation of our members in civic affairs, through our knowledge of better relationship with our public, through better training of our own people.

The increasing encroachment in the fields of the profession of planning includes offices maintained by federal agencies, state agencies and city agencies. Discouragement of such bureaucratic activity is a challenge to every member, a challenge to the principles of free enterprise.

The process of training, of education, has always been one of our closest interests, the National Architectural Accrediting Board is a child of The Institute. We are proud of the collaborative work that has been accomplished; we are zealous that our youth have every encouragement in their academic years. Our schools are discarding the cloistered-cult attitude for a broader concept and an exchange of ideas between campuses and the profession. I pray that this will continue as an expanded program. And I hope that the schools will know that their mission is to *serve* society not to *change* society.

Our students feel the lack of qualified and distinguished architectural criticism. Too often philosophers of the dark room have posed as the prophets of our trends, but our students are reluctant to accept published pronouncements pointing to "the significant" as really true gospel. We need more Giedions, more Lethabys, more Mumfords, for our students and for ourselves.

Another of our esteemed kinfolk is the National Council of Architectural Registration Boards. Registration is but lately nationwide. With this goal attained, we should strive toward sound uniformity in our laws. They should be sound but neither capricious nor unrealistic. They were based originally on public health and safety, and registration is still primarily of public concern. It should never

become a maze of states-rights privileges as barriers to limit qualified men from practice.

Provincialism cannot be countenanced. Our broad general interests are not separated by the Appalachians or the Rockies. They and flooded valleys are constantly bridged by plane, so that obscure and remote areas have disappeared from the map. Our farthest Chapter is but overnight from Washington, and conversely, Washington is but overnight from our farthest Chapter. Our interests are common interests. The smallest and newest Chapter knows that all the rest stand ready to answer any call or question.

Good public relations start and sometimes wither, I believe, at the very roots of the grass-roots. We cannot persuade the public that we are indispensable except through practical proof. We cannot buy a formula for success. The most brilliantly conceived program will fail if we falter in our functions. An educated public can be a disillusioned client with anything less than superior and interested service.

Through the confusion of the materials-control program we have been made vaguely cognizant of a long-range problem. We have sought for substitutions and the more efficient use of materials, and this endeavor should continue. Our supply of minerals and fuels is not inexhaustible. The Institute should be the leader in an organized program to conserve our natural resources. Waste is today too apparent from amateur subdivisions of land to its littering with ill-advised structures. Bankruptcy erosion is not confined to the fields of the farmer. Roadside scars are slashed as a network over our beautiful land. They stand as an indictment to an indifferent citizenry, a responsibility of those who plan.

The future of our profession and our people is today's challenge. Current confusion of material controls may be temporary aggravation, but is, in reality, a very serious warning of the days which must confront our followers.

Conservation of labor is vital, too. Our continued and serious attention should be given to furthering a sound apprenticeship training program in the building trades. Qualified craftsmen are the salt and the salvation of the building industry; we must meet the need or be content with poverty in design and fabrication.

While design is our bulwark, we have dwelt, among ourselves, so

long upon the word and its connotations that the public has concluded that it is our *only* concern. We must demonstrate through adequate service that design is but a facet of our many responsibilities.

We should continue to demonstrate through achievement that ours *is* a service of sound investment and that our offices, founded on principles of private endeavor, are committed to render services not approached in quality or economy by any bureau of the land.

To say that our times are uncertain is a too often repeated cliché, but we approach our centennial with certain serenity and confidence, and before we come again to this, our cradle city, we will have observed our 100th year.

We are grateful to our founders —that little group of eighteen men of great vision, whose informal meetings beginning 101 years ago last April, crystallized into our incorporation on April 5, 1857.

This is a time of reflection, appreciation and appraisal—a time for plotting the course of our second century.

Our founders were conscious of their opportunities and obligations: to better serve society was their purpose. Ours should be an aroused consciousness; may we continue to work with understanding hearts and skillful hands, courageous spirits and clear and humble *modest* minds.

My text? (from Hebrews):

Now faith is the substance of things hoped for, the evidence of things not seen. For by it the elders obtained a good report.

The Convention Acts on Public Relations

IN VIEW of the significance of the action by the 84th Convention in connection with a public-relations program, the membership will be awaiting word as to what was done, how and why. The ideal procedure would be to send each member a copy of the typescript record covering this part of the Convention action. However, the proceedings relating to this one subject number 63 pages, making a rather bulky story. Perhaps the best substitute in a sharply abbreviated resumé of the action, which will give the main facts without the trimmings.

In accordance with the mandate

of the Chicago Convention last year, the Board appointed John Root, Chairman, and the following members of a Committee on Public Relations: Harold R. Sleeper, Francis J. McCarthy, Karl Kamrath. This Committee took its task seriously, asking and receiving from the Board an appropriation of $2,500 to cover the expense of its work, the largest item of which was a report from a public-relations counselor, Ketchum, Inc., of Pittsburgh and New York.

At the Committee's first meeting, it was determined that a public-relations program for The Institute was essential, and that the best public relations an architect or The Institute can have is an architectural job that is well done. The public weighs the value of a profession by what it produces. Implementation of such a program, however, seemed a matter for outside, professional advice, and Ketchum, Inc., who had acted as public-relations counsel to the City of Pittsburgh in its redevelopment, was engaged to study the problem and make recommendations.

In the Convention session of Wednesday morning, June 25, Vice President Wischmeyer in the chair, Mr. Root explained to the assembly the thinking of his committee and asked Mr. Megronigle of Ketchum, Inc., to sketch the outline of a voluminous report which that organization made after a month's intensive study of the problem.

MR. MEGRONIGLE:

"We approached the study, when given this assignment, from the standpoint of how much good you were getting from some of your major contributions to this country. We had to work very fast. We had exactly one month in which to do the job. At times we had five men working across the country and in our own offices.

"We approached it, of course, as outsiders. We were amazed at the tremendous amount of information that was going out about architecture in all of the major public-opinion channels. At one point in our study we took fifteen newspapers from fifteen major cities in America over a period of a week, some ninety editions, and we studied them very carefully, comparing the publicity received by the architect and the profession with that received by other professions—the doctors, the dentists, the lawyers, the engineers. We found that you were getting your

share, I thought, of space. But then we came to the conclusion that you were not getting your share of the pat-on-the-back for your contribution here in America.

"We break that down statistically in the report, and then we point out that the doctors and the dentists have somehow found a way to help themselves tremendously by way of their present public-relations program in various states where the architect is getting all of this space in that one public-opinion channel, but is not receiving credit for the job he has done and is now doing.

"We covered all of the magazines published in a six months' period, and found the same thing there. We found so many articles, column and feature stories about sketches, but we found very little about the reason why someone should employ an architect. I can remember in clipping some of these stories, and having some of them clipped for me, seeing such stories going across the country as this, from the lawyers: Be sure to retain a lawyer if you buy a house. I found that same story in so many newspapers. It was obviously planted and very definitely made a lot of people think. I found so many stories telling people to go to their doctor very quickly if they found these symptoms. But I could not find that same sort of thing for the architect. So much for that study, which is covered in some detail in this report. . .

"We found you are doing an excellent public-relations job in some of your chapters around the country. In fact, I take my hat off to chapters in various sections of the country. Yet in other chapters we could find little or no evidence of public-relations activity. . .

"I feel there are but two things wrong at the present time from a public-relations standpoint: One, it is not a nationally integrated job; and two, there is need for certain public-relations tools in all chapters. That is the type of thing we bring forward in this report."

Mr. Megronigle went on to recommend that there be a continuing Committee on Public Relations to deal with an outside public-relations counsel and help them in their study. The recommended campaign was on a three-year basis. The first year called for preparation, through the chapters and membership, of the fundamentals of public relations. There would be prepared what is called a "fact package." The aim is to educate the membership and the chapter

organizations in public relations before attempting, in the second year, an integrated effort across the continent. In the third year there might be produced an A.I.A. motion picture.

Messrs. Root, Sleeper and McCarthy set forth in some detail the need of the profession for a really adequate campaign of this kind. Finally, Mr. Root offered the following resolution:

Resolved, That there be established a standing Public Relations Committee, to be appointed by the President of The Institute, consisting of not less than six members, to serve for a term of not less than three years, with the proviso that two of the members be replaced each year at the end of their third year; and be it further

Resolved, That the first duty of the Committee shall be to formulate for the approval of the Board a program of not less than three years, to be undertaken immediately by The Institute, and generally in line with the report of the special Public Relations Committee to the 1952 Convention; and be it further

Resolved, That, to finance such a program, the maximum dues of members shall be increased from $40 to $50 per year, and the additional sums thus obtained shall be appropriated solely for this public-relations program.

The resolution was promptly seconded and much discussion followed. Some thought that the third year was not soon enough to launch a motion picture; others that the motion picture must surely be in color; others that the educational campaign should begin with the lower grades of the schools. After some discussion of this kind, Chairman Wischmeyer asked Treasurer Sullivan to state what effect the proposed increase in dues would have on The Institute's available funds.

MR. SULLIVAN:

"Based on present membership and the present number of members paying the maximum dues, and those members who are paying $30 and $35 dues who could be expected to move into the maximum grade in the next two years, for 1953 this increase in dues of ten dollars will realize $39,000; for 1954, $44,800; and for 1955, $51,000."

It had developed that such a motion picture as suggested by some of the Michigan delegation for immediate execution would cost in the neighborhod of $67,000.

At this point, Philip Will, Jr., Paul R. Hunter, and Albert F.

Heino pointed out, each in his own way, that the Convention was now acting very much as the architect's No. 1 enemy often acts—telling the architect how to run his own business. The individual architect recognizes one of his most hampering obstacles is the action of client, or other uninformed layman, telling him what his professional actions and judgment should be in a given case. Apparently the Convention took this comment to heart, for, after Mr. Root had explained that there was a clean slate as yet, no committee—certainly no public-relations counsel engaged—and pleaded for the original resolution, there were no further suggestions, only a call for the question.

At this point, a delegate sitting beside the writer turned and whispered, "They'll never vote to raise the dues." While he spoke, Chairman Wischmeyer put the question; the "ayes" were thunderous, and there was not a single "no" heard.

Technology and Vision

By Hugh Ferriss, F.A.I.A.

An address before the 84th Convention, A.I.A., at the concluding session, Friday, June 27, 1952.

MR. PRESIDENT, LADIES AND GENTLEMEN, I had hoped to ask you, at this point in our proceedings, not to lend me your ears but to lend me your eyes. I had hoped (and for some weeks have been vainly trying) to somehow tranform these walls of the Waldorf into four enormous screens, upon which would emerge, in full color, an array of images—Parthenon, S. Sophia, Chartres, many acknowledged masterpieces—and these would slowly march around us, a cavalcade of architecture that you might care to remember when all words said today have been long forgotten. I wondered if such a display might remind you of a simple fact sometimes overlooked in these days of complex thinking: *buildings are visible.* Or if it might suggest that the *visual impact* is what makes many of your favorite buildings memorable. Or that great architects are men of *vision.*

The first specific point I have to lay before you is that this would be only half the story. For what

makes great buildings great is not their appearance, attractive as it may be, but the fact that their appearance is the outward and visible sign of an inward and architectural reality. In such buildings, the visible and the substantial are at one. In that union stands the integrity of architecture. Those ancient master builders must have faced the technologies of their day as a matter of course!—they had, in one hand, the engineer's grasp. In the other hand, they had the artist's vision. What made them master builders was that they brought both hands together in the firm grip of the architect.

Imagine, if you please, that the "cavalcade of architecture" has swung up to our own times; say, to the period since 1929. How does this modern generation of buildings stack up against the classic criterion of Technology *and* Vision?

You will recall that when work resumed, after the depression of '29, it was plain that a new movement in design was well under way, openly challenging the whole basis of what we call "eclecticism." That it had been long in the making is also plain from papers read before this Institute by our predecessors, Yost and Adler, in 1896. Desirable or undesirable as this movement may have been regarded, it was in any case inevitable. For obviously architecture grows from entirely practical conditions—social, economic, technological; and not only had the social and economic conditions recently undergone worldwide changes, but the evolution of technology had been so swift as to seem a revolution. Architects, like it or not, were being handed not only new materials and methods for building but even new purposes for building. It had become simply not feasible to further pursue styles that grew from, and find their meaning in, conditions no longer existing and technologies now superseded. A search was inevitable for forms that would accord with the facts.

That much I shall assume to be obvious. The point I would stress, here, is that it was altogether natural for most architects to be preoccupied, at first, with the strictly technical side. If the car is a radically new make, the driving lesson comes first, the Grand Tour later. It was necessary, in design, to establish a new "discipline." If some of the buildings of the '30s and '40s now seem over-disciplinary, even to their own authors, they were nevertheless signposts

and milestones on one stretch of the main highway. Their authors deserve, and receive, the thanks accorded to discoverers and pioneers.

But the medal had another side. A purely technological guidance, if unrelieved, would eventually lead to a barren land. In the '30s, I met an extremist who was designing a building on a typewriter; asked how it would look when built, he not only didn't know but didn't care—he was after "a package that works." In a total preoccupation with utilitarian function, the sense of form had apparently atrophied. A technologist without vision, he was wandering forlorn in a wilderness of facts.

The familiar line, "Man does not live by bread alone" is *not* merely a pious saying from ancient scriptures. It is a practical proposition that has been given utmost support by modern psychiatry. People are now known to have emotional needs as specifically necessary to health as physical needs. A building that does not function for both needs is not a truly functional building. Builders who are oblivious to the psychological and spiritual side of architecture, promoters who cannot match engineering with vision, are failing the client, humanity. Sooner or later, their works will inevitably be rejected.

I should think that anyone who studies designs coming off drafting-boards today, or who attends current seminars and discussions, must be aware of a recent change in climate. As though a winter of cold appraisals were passing and spring returning to architectural design. As though the imaginative artist, hidden in every architect, were at last catching up with the calculating scientist.

Not that the impressive gains on the engineering side will ever be discarded; rather that equally impressive gains on the artistic side may now be expected. After all, architects have now been living in this new age long enough to take its novel requirements for granted—to be no longer repelled by them, like "traditionalists" nor enchanted by them, like "modernists." Novel tools no longer need be played up in designs as though they were the heroes of the piece, but can be used as tools are intended to be used: means to some creative end.

The net effect of all the social, economic and technological upheaval is to make architecture, once again, a creative art. After the

long "eclectic phase" and after what might be called the more recent "technological phase," such an outlook is fascinating.

But by no means simple. For artistic creation on any such broad front takes time. And it is bound to be a time of innumerable artistic experiments; therefore, of numerous failures.

Also, all strong movements attract camp-followers. Wandering minds that take to novel forms just for the novelty. Fortune-hunters who ape a Modern Style, perceiving in it merely a current fashion. Modern eclectics who swipe motifs from recent buildings to paste onto student designs.

Furthermore, no definitive Modern Style has yet been established. It is a journey into the unknown with no fixed, guiding star. It is true that several bright "stars" are now in the local heavens, each with his school of satellites. But, if an observer on the sidelines may say so, what they have to offer, at best, is—ingredients: likely ingredients for an American architecture of the future whose actual appearance no one alive can now foresee. And I notice that other likely ingredients turn up from day to day in the most remote of our fifteen thousand drafting-rooms.

In spite of all these uncertainties and difficulties, one has only to leave this harried metropolis, cross the Alleghenies and watch, at the actual sites, the buildings now rising around the Lakes, the Valley and the Gulf—around the Plains, the Mountains and the Coast—to realize that most architects are now successfully engaged in a widespread effort to reunite two of man's oldest impulses: to make things work and to make them beautiful.

Or rather, architects will succeed in this widespread effort unless stopped by forces rising entirely outside the field of architecture. Their drive toward integration is being attempted in an age that lacks it. This is *invariably* called "the age of science." It is *never* called "the age of art," nor "the age of religion," nor "the age of philosophy." It is an age of universally recognized danger: not in too much scientific advance, as such, but danger in the absence of any corresponding and compensating advance in human relationships, spiritual aptitude, ethics and esthetics.

Some compensating and reintegrating movement is called for. In any such movement, architects

are pre-eminently qualified to be leaders; for while others may teach, or preach, synthesis in men's lives, architects can actually build it into the environment, and through the massive influence of better homes, offices and plants, better neighborhoods, towns and regions, can directly and intimately influence men's lives. Even more far-reaching projects—a worldwide mood for building—are not inconceivable. Writers may use a million words bearing witness to a more humane and unified life; architecture is the witness that is absolutely silent and absolutely convincing.

In closing, may I briefly allude to the urgency of the situation. There stands, this morning, on the Arizona-Nevada line, a great dam, itself a rare combination of use and beauty. Not long ago, a group of admirers looked down its curved retaining wall, trying to estimate the constructive energy being generated and broadcast to the whole western region. But driving away from Hoover Dam, via Las Vegas, our route lay not far from an officially sequestered area where is being generated power of a different order, designed for a different purpose. It is no idle fancy that makes you suspect the sudden flash, the rising mushroom-shaped cloud. On one hand, technology, combined with vision, available for unlimited construction! On the other hand, technology, devoid of vision, available for total destruction!

I believe one thing—and you can believe it, too: architecture has never been called a destructive art. You practising architects, by nature as by training, are on the constructive side. Your long-range constructive projects, as compared with the sudden, destructive ones, will always be the harder to launch and to sustain, always the less appealing to publicity and propaganda. Architects will never be headlined along with the authors and agents of planned destructions. But there is something to be said for the purely creative impulse. It is the sign of an evolutionary scheme in whose further possibilities we may devoutly believe. It is a mark of man at his manliest. And it is the least obscure reflection of his Creator.

Honors

MAYER & WHITTLESEY, architects of New York, were awarded the New York Chapter's Medal of Honor, for "distinguished work and high professional standing."

HOWARD MORLEY ROBERTSON, F.R.I.B.A., has been elected President of the Royal Institute of British Architects. Mr. Robertson was born in Salt Lake City and, as a young architect, served an early apprenticeship in New York and Boston offices. He represented Britain in the international group of architects designing the U. N. headquarters.

EDGAR MILLER has been given an Award of Honor by the Chicago Chapter for excellence in sculpture, mural painting and wood carving.

DANIEL PAUL HIGGINS, F.A.I.A., has received from the New York Chapter of the Girard College Alumni Association the first annual Girardian Award. It is given to a New Yorker "whose work with the youngsters of America most inspires the heart and mind with the ideals of Stephen Girard."

R. BUCKMINISTER FULLER, mathematician and inventor, received from the New York Chapter, A.I.A., an Award of Merit, in recognition of his original concepts of principles of space enclosures.

R. SCHOFIELD MORRIS has succeeded J. Roxburgh Smith as President of the Royal Architectural Institute of Canada.

PAUL R. WILLIAMS, of Los Angeles, received the honorary degree of Doctor of Architecture from Howard University.

CLAUDE RAYMOND BUTCHER, an Associate of the Oregon Chapter, A.I.A., has received from the Chapter a citation for "exceptional achievements as an architectural delineator."

CLEVELAND ROGERS, recently retired as a member of the New York City Planning Commission,

was given an Award of Merit by the New York Chapter, A.I.A., for his services tc the planning commission.

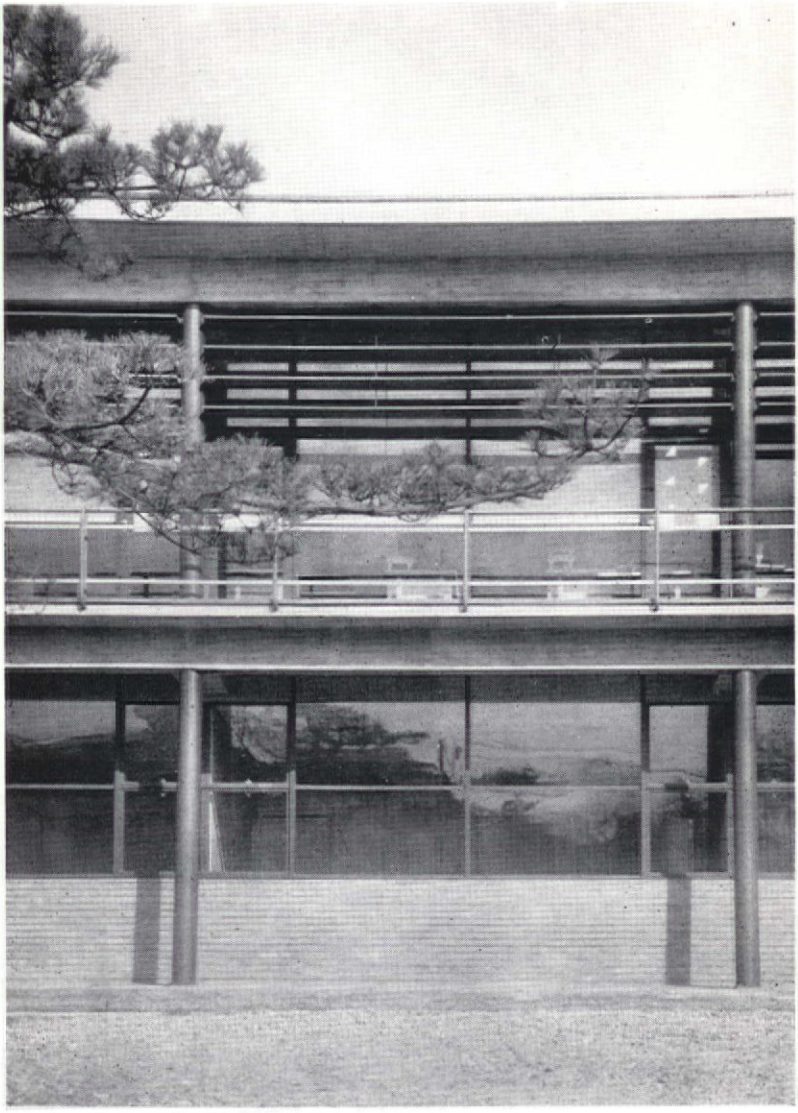
Thoughts of Yesterday and Today

THE COLLEGIATE QUANDARY

"Fifty years ago Harvard College possessed buildings of simple construction and unpretentious character, built of similar material, of the same style and color, and so located with reference to one another as to present the appearance of a well-ordered group. Harvard College now possesses many buildings of expensive construction, but of unrelated architecture, and so located with reference to one another as to give an impression of incongruity. Lack of reciprocal arrangement, coupled with absence of uniform style, color, and scale, has produced this condition. Each of the buildings erected in recent years has seemed to assert itself and clash with its neighbor, so that in spite of the architectural excellence of certain of them individually considered, the total effect is disorderly."

(*From a report, signed by* DANIEL H. BURNHAM *and* FRANK D. MILLET, *requested by Prof, Charles Eliot Norton, chairman of a committee of Harvard's Board of Overseers, as quoted in "Daniel H. Burnham," by Charles Moore, 1921, Houghton Mifflin Company.*)

"I now look at my own immediate problem in hand—the design of the new Harvard Graduate Center—and contemplate the way in which these structures can be made into a vital link between the historic mission of a great educational institution and the restless, inquisitive minds of the young men and women of today. . . Building with elements of the handicraft periods in an age of industrialization is becoming more and more a hopeless task, which either bogs down in financial difficulties because of the paucity of skillful labor needed or ends in a lifeless fake-product of industrial origin. We cannot go on indefinitely reviving revivals. Architecture must move on or die. Its new life must come from the tremendous changes in the social and technical fields



DETAIL OF BUILDING FOR READER'S DIGEST, TOKYO, JAPAN
ANTONIN RAYMOND AND L. L. RADO, ARCHITECTS

RETAIL STORE AND MAIL ORDER PLANT SEARS, ROEBUCK & CO. BOSTON, MASS.

NIMMONS, CARR & WRIGHT, ARCHITECTS

Favorite Features of recently elected FELLOWS: GEORGE WALLACE CARR, F.A.I.A.

during the last two generations. Neither medievalism nor colonialism can express the life of the twentieth-century man. There is no finality in architecture—only continuous change."

(*From the article by* WALTER A. GROPIUS, *Chairman, Harvard School of Architecture, "Not Gothic but Modern for our Colleges," reprinted in the* JOURNAL, *April, 1952.*)

High-rise or Low-rise in Public Housing?

Two viewpoints presented to the NAHO Middle Atlantic Regional Conference in Pittsburgh, May 22-23, 1952. Mr. Yamasaki's paper is abridged.

DOROTHY S. MONTGOMERY
MANAGING DIRECTOR, PHILADELPHIA HOUSING ASSOCIATION

TO ME it is a very good sign that a so-called controversy has arisen over whether or not the bulk of new public housing accommodations should be provided in elevator apartments. At least we *are* discussing and debating, in some quarters deploring; in others, defending—instead of just copying New York, and it is well that we pause before going perpendicular, for, barring atomic blasts, the reinforced concrete structures being built today are going to last for a very long time. Surely we all hope that future generations won't say "too long."

There is no doubt that a lot of elevator structures are being built around the country today. Catherine Bauer's article in the May *Progressive Architecture* reveals that at the beginning of this year more than 53,000 dwellings were being planned for high-rise buildings in twenty-three different cities; that this represented more than two-thirds of the public housing units in these cities. It's safe to assume that with the rapid expansion of the program since January the number is now far higher. Thus it is apparent that *elevatoritis* is a new national disease; that it is spreading to cities which had previously been immune and that the focus of the infection is New York. I'm sorry to say that

Philadelphia is no more immune than the rest of the country; 54% of the new units programmed to date will be vertical, and this figure would have been much higher if citizen groups had not protested.

Why is it happening? Is high-rise being done out of conviction, because it's been studied and proven to be the best way for families to live? As far as I know the answer is "No." There haven't been any studies, and every housing administrator I've heard on the subject admits that, for families with children, houses at ground level *are* better than ones above the tree-tops—*but* and that word "but" is really what the discussion centers around. It is an admission of defeat, of willingness to compromise before the alternatives have been explored. As I see it, there's really no need for the "but" in any city with the possible exception of New York.

I'll grant that many of the proposed public-housing apartment developments will be very fine indeed, and they should be, for some of the best architectural talent in the country is at work on their design, but—and here *I* think the word is justified—there are certain fundamental faults in skyscrapers that can't be overcome by good design.

First of all, do we care what the prospective low-income tenant wants? If we do, can we afford to ignore the unanimous evidence of consumer preference for low buildings? The New York Women's City Club survey of 1948 reported only 63% of the tenants in high-rise buildings were satisfied with their houses and considered their neighborhoods suitable for rearing children, whereas more than 90% of the families living in low-density row-houses expressed satisfaction with their accommodations; an earlier FPHA study on the livability problems of 1,000 families showed that 95% of the families living in apartment buildings wanted houses, that half of the few families wanting apartments were adults.

Perhaps you have noticed that recent expression of consumer feeling about elevator buildings in California, where more than half the apartments in two big insurance-company developments in two different cities remain empty, although the two-story houses are fully occupied. It is true that all of the multi-story public housing projects are filled, as will be any others built in the year 1952, but

this does not mean that families like them. It's just that there is no other place with a bathroom to be had for the same rent.

The sociologists, the psychologists, the psychiatrists, and the child-care specialists know some things about family life that we housers should know, too. For example, it is apparently very important for small children to have easy access to the out-of-doors. They should be able to dig in the dirt and to come and go from their homes without too much supervision. It's part of the process of establishing independence. Unless there is a private back yard which is reasonably protected by a fence or by natural barriers near the individual residence, there doesn't seem to be much hope for establishing this freedom to come and go. Project mothers with several small children are usually far too busy to leave their kitchens, travel in elevators to the artificial play areas, wait while their children absorb the sunlight and breathe the fresh air, (and incidentally keep them from digging up the landscaping) and then bring them back on crowded elevators.

Oh, I know it's being said that balconies are just as good as back yards, but are they—for families with children? We hear about the wonderful Swedish apartments with their lovely balconies, but apparently even the Swedes are just making the best of things, for the reports I read reveal that most of them look forward to better housing which means ground-level living in a house with a garden.

The apartment structure has other basic weaknesses besides those which affect the recreation needs of children. The parents, too, suffer from emotional problems in tall structures, one of them being the constant fear that their children will fall from a window or a balcony. High-rise buildings *are* unsafe for children. The fear that youngsters will fall out of windows *is* justified. On May 9 of this year the New York *Journal-American* reported the death of a child in a fall from an apartment house window, and added that 23 similar cases had appeared in New York papers during the past year.

The psychiatrists tell us that it's important for children to grow up in homes where both parents play their role in family affairs. In apartment living, papa plays a minor part. There is no garden to be tended, no small home tasks to be done, such as taking down the screens, painting the gutter on

the roof or repairing a washer; no space for a workshop or other home hobbies. Papa seems to be a guest most of the time. When he comes from work, he either sits down with the funny paper or the sports page or goes off to the taproom. Under these circumstances, mama is the dominant figure in the household, and you will recall that Dr. Strecker of the University of Pennsylvania found far too many cases of excessive dependence on mothers among service men during the war. He even coined the phrase "Momism."

I'm not suggesting that all family maladjustments arise from the design of the dwellings, but we're going to increase the problem, and many other forms of mental maladjustment as well, if we deliberately create inadequate home environments.

It is also true that apartment-house life tends to lead families away from the home and away from activities participated in by the entire family toward organized and impersonal group activities. The middle- or upper-income apartment dweller can finance his own escape from space isolated in mid-air, but low-income project tenants will either go without essential recreation or increase the drain on already overburdened public facilities.

Then there is a good deal of myth in the so-called open space and grass that results when the elevator-type structure is selected. Much of the space is really unusable; too often it is labelled with a "Keep-off-the-grass" sign, and the effect of population densities is heightened because the very nature of the apartment building forces people to live in much closer proximity to each other. The space around each entrance becomes heavily used. Nobody can escape his neighbors on the elevators and in the halls. Occasions for friction among tenants are multiplied.

The foregoing is only part of the case against skyscraper living. The social scientists already have a great deal of knowledge on the subject, if we ask them for it, and they can use their methods of inquiry to get more, when we decide that social research in housing is as important as data about crawl spaces and mortgages.

Now it's time to find out whether the high-rise epidemic is really incurable. It is true that land costs are high in many public-housing projects. Too often prejudice, both racial and social, has restricted site selection to a choice

between two kinds of expensive sites—industrial land, cemeteries or similar non-residential types on the one hand, and slum clearance on the other. Expensive land means high site-development costs, and the next step is high densities which in turn mean high land coverage in 3- or 4-story walk-ups, or a decision to use elevator buildings, and this is where we started.

It is an interesting fact that in many instances densities are not really very far above the borderline between two-story row houses and apartments. In two widely publicized high-rise developments, New Orleans and St. Louis, the figures were 38 and 44.3 families per acre. It appears that in both cases redevelopment subsidies under Title I would have brought the densities down to a manageable number for row houses or for a mixture of row houses and apartments, so that no families with children would have been forced to live away from the ground. The same would probably be true in most other cities. There can hardly be a debate on the use of redevelopment subsidies in public housing. If this issue isn't clear, it's time we made it so.

Other high-cost sites, ineligible for Title I, because they are not in redevelopment areas, were probably improperly selected in the first place. We have several of them in Philadelphia: one a densely occupied cemetery, and the others land available to or used by industry. For this type of problem site there is only one solution. Let's do such a good job of educating our localities in the need for and desirability of public housing that no suitable areas are out-of-bounds for the next projects. Let's try limiting our projects in the future to 500 units (2,000 persons) as a top figure. This will minimize certain management problems, prevent over-large concentrations of a single income group, and make for better neighborhoods. It will also reduce the amount of neighborhood opposition to new projects.

And finally, let's re-examine the row house with the same kind of attention that's being lavished on the high-rise structure. Indeed, public housing, which is able to pay for top-flight technical talent, has a special opportunity to make the studies that would lastingly influence the entire home-building industry.

And now the other side of the picture—

MINORU YAMASAKI
DETROIT ARCHITECT

I WILL TRY to establish that there is a place for multistory buildings.

I do not contest the issue that low-rise buildings are better for living than high-rise buildings. Man is a ground animal—it's quite natural for him to live near the earth.

The low building with low density is unquestionably more satisfactory than multi-story living.

As an architect, if I had no economic or social limitations, I'd solve all my problems with one-story buildings. Imagine how pleasant it would be to always work and play in spaces overlooking lovely gardens filled with flowers.

Yet, we know that within the framework of our present cities this is impossible to achieve. Why? Because we must recognize social and economic limitations and requirements. A solution without such recognition would be meaningless.

To me, these inescapable limitations and requirements are:

1. Necessity of eliminating slums.
2. The high cost of land in such slum areas.
3. The question of density.
4. The need for outdoor space in the centers of our cities.

Enlarging on these issues, I will try to prove the necessity for the inclusion of high-rise buildings in our housing programs; for I believe that to avoid complete analysis and examination of these issues, and to insist that all public housing be two- and three-story structures, is sticking our collective heads in the sand.

My first category—or limitation and requirement No. 1—is the necessity of eliminating slums.

I cannot believe that any human being would not want to get rid of the slums of our cities and replace them with good housing. It goes without saying that the utterly miserable conditions in which such a great portion of our people live—infested with rats, ridden with disease—is a black mark of shame on our society.

This week in St. Louis, the St. Louis Housing Authority stated that 18% of the total number of houses in the city could be classified as slum dwellings. Think of it!—almost one-fifth of the houses in St. Louis are slum buildings—and the

number is growing year after year. I have walked for miles in the St. Louis slum area and seen the hopeless condition in which these people live.

Realizing this, how can anyone say—as one eminent low-riser did recently—that we should put off building in slum areas until a better time? Now is the better time, today, not tomorrow; right now, for every year from here on in, until we have eliminated all the slum areas from all of our cities. Slums are the cancers of our cities, and the only time to stop a cancer is now. If we don't, these cancers will kill our cities.

As for the argument of the low-risers and others that new housing should be built in outlying areas instead of in the center of cities, let me answer thus,—I am aware of the pressures of relocation and cost which turns the hungry eyes of the houser immediately to cheap open land on the outskirts. The relocation problem is difficult, but once a project or two is built, it is eased immediately, as has been experienced in St. Louis.

Let's examine this idea from another viewpoint.

If, in this country, we were so fortunate as to have an over-all planning bureau, such as established by the Town and Country Act of Great Britain, we would probably have to divide our planning into two sections. The first section would be the establishment of new towns. New industrial development, schools and housing could be integrated into a wonderful way of life in these new towns. Here, without question, much of the housing would be close to the earth, low-rise if you will it.

The building of such new towns would eliminate the question of whether our cities should build public housing on their fringes. For, obviously, this is makeshift. Building large projects on the outskirts further overextends our already inadequate transportation systems and bypasses our major problem, —that of eliminating slums.

Building in the central areas puts the least stress on our overworked transportation and makes possible —for a large segment of our diminishing population—the luxury of being able to walk to work.

The second section of planning undertaken by a National Planning Board would be the replanning and rehabilitation of our large existing cities. Eradication of the slums and the remodeling of those areas into fine livable neighbor-

hoods would be the first items on this agenda.

It is here, I believe, that the multistory building can be used to its greatest advantage. The need for open area, the high cost of land, community living—these can be answered by the high-rise building.

Perhaps, someday our planning can be coordinated with our needs. But that may be a long time in coming, and until then let's try to do what we can in the best perspective possible, and above all let's not allow a whole segment of our people to live in slum environments, for improving the health and general living of these people will bring health and happiness to all. If using multi-story buildings makes possible elimination of slums, by all means, let's use multi-story buildings.

The second limitation and requirement that I would like to explore is the high cost of land.

Land cost in the St. Louis slums —where we are presently building and planning more than 7,000 units—has all been in excess of $60,000 per acre, with some as high as $105,000. Compare that to the $300 per acre cost in our Benton Harbor, Michigan, Project.

It is well known that such land costs are outrageously high, but again consider the return in improvement on human lives, and the high cost becomes some kind of cross we have to bear. Early planning and action would have saved the major part of this amount but, conversely, consider how much more it might cost a few years hence.

In St. Louis, we chose to use high-rise buildings because we believed and still believe that they best suited the needs and limitations of the situation. The buildings we have designed are provided with laundry and outdoor drying areas and large community outdoor play areas on upper floors of each structure. Our only regret is that because of PHA insistence we were forced to a density of 55 and 60 families per acre, almost double the 35 per acre, which we were trying to attain and which we believed desirable.

The cost of the 1,730-unit project on which was begun construction last week was about $2,050 per room. So the cost of the building compared with two-story non-fireproof projects being built in smaller cities across the Mississippi in Illinois, at $2,100 per room.

I know that mine is one of the voices in the wilderness when I say

COURTROOM, DAUPHIN COUNTY COURTHOUSE, HARRISBURG, PA.
LAWRIE AND GREEN, ARCHITECTS

Favorite Features of recently elected Fellows: M. EDWIN GREEN, F.A.I.A.

DETAIL OF PRUDENTIAL BUILDING, LOS ANGELES, CALIF.
WELTON BECKET & ASSOCIATES, ARCHITECTS AND ENGINEERS

that I believe public housing policy should be revised to recognize the high cost of eliminating slums, and allow for some discrepancy between building on open land in small cities and slum land in large cities.

Limitation and requirement No. 3 would be the question of densities.

Let's return to the single family-dwelling, which I mentioned earlier. This house on a half-acre of ground, which approaches some kind of ideal in our urban society, has obviously a density of 2 to an acre. The usual builder's house, not so ideal, has a density of 7 or 8 to an acre. In the low-rise building field, Baldwin Hills Village, pride of all low-risers, has 627 units on 80 acres of ground, or a density of 7 or 8 families to an acre—also a kind of ideal. That is about the same density as the builder's house, but the living qualities of Baldwin Hills Village are infinitely better. Low-rise public housing projects, now being built in many sections of the country, have a density of 15 and 20 families per acre. Not so ideal.

In the high-rise field we have found that a development with between 25 and 35 families per acre approaches ideal. Here is tremendous outdoor space for community use and buildings are sufficiently far apart to achieve privacy. Yet the majority of high-rise developments in New York, Chicago and our own St. Louis have densities from 50 to over 100 families per acre—that is certainly not ideal.

This elementary analysis is only by way of background for my belief that we should make every effort to stay to densities within which each category of development can be planned to its best advantage.

If we could stay well within the recommended maximum for English housing—12 families per acre —our low-rise developments would be sunny pleasant places with ample outdoor living room—pleasant, in spite of bad architecture prevalent in most of our housing today.

Finally, if our laws could set a maximum of 40 families per acre, with high-rise buildings, we would have a wonderful start toward good housing and better cities.

My last limitation and requirement is the need for outdoor space in the center of our cities and the use of that outdoor space for the planning of improved community activities for our city dwellers.

It is a well-known fact that one

of the greatest faults of our cities is the lack of such space. Our park programs like our transportation programs suffer because of budgetary troubles. So, year after year, we find little improvement in the chronic claustrophobia of our cities. A dramatic example of what well-planned outdoor space can do for central areas was brought about by the building of Rockefeller Center.

The judicious use of well-planned multistory developments at the proper densities would create veritable parks of open area in the center of our cities. These projects, integrated with commercial and institutional developments equally well-planned, would make our cities once again pleasant places in which to live. Such outdoor space adjacent to our homes would be much preferable to park space blocks or even miles away.

Here is where the multistory building really comes into its own. Thirty families per acre can be interpreted economically into a ground coverage of between 5 and 10% of the ground. More than nine-tenths of the land area would remain open for outdoor sitting, the pushing of perambulators or the romping of children, all activities so necessary to the healthy community. During the transitional period, this area would be used not only by those who lived within its boundaries, but by those in the entire surrounding area.

In conclusion, I would like to repeat that I believe the multistory building has a useful place in our scheme of housing to come. The improved concept of the multistory building, which incorporates upper-floor outdoor areas, such as the Chicago and our St. Louis high-rise buildings, represents, I believe, only the beginning.

May I suggest that it would be better for all of us concerned to strive for better standards of density and improved living amenities, which if attained would minimize, if not abolish, the cause for this debate.

A Competition in Ceramic Sculpture

THE SYRACUSE MUSEUM OF FINE ARTS, the Onandaga Pottery Company, and the Ferro Corporation jointly sponsor a competition for the best example of ceramic sculpture as an integral part of an architectural plan. An exhibition of entries chosen by the jury will be held at the Syracuse Museum of Fine Arts from November 9

through December 7. A special citation is offered for the best example, as judged by J. Byers Hays, F.A.I.A., architect, and Ivan Mestrovic, sculptor. Further details may be had from the Syracuse Museum of Fine Arts, which will accept entries, in the form of photographs of actual installations, from September 18 to 20.

Scholarships and Fellowships

THE UNITED STATES OFFICE OF EDUCATION, in cooperation with the Department of State, again announces the availability of fellowships to graduate students, for the promotion of Inter-American cultural relations. Full details are available from International Educational Programs Branch, U. S. Office of Education, Federal Security Agency, Washington 25, D. C.

THE NEW YORK CHAPTER is accepting applications for the 1953 Brunner Scholarship. A grant for an amount up to $2,400 for advanced study in a specialized field of architectural investigation is awarded annually by the Chapter. Candidates, who are required to be American citizens with advanced professional backgrounds and currently active in architecture or related fields, should file applications by November 15. Full information from the Chapter office at 115 E. 40th St., New York City.

Scholarships and Fellowships Awarded

UNIVERSITY OF ILLINOIS announces the award of the Plym Fellowship in Architecture for 1952 to one of its graduates, Charles Erwin King, Belleville, Ill. The Plym Fellowship in Architectural Engineering went to Illinois graduate David Keith Pyle, Gibson City, Ill. Each of these fellowships is valued at $1,700 for travel in Europe.

UNIVERSITY OF MICHIGAN announces the award of the George G. Booth Traveling Fellowship for 1952 to James Harold Livingston, a graduate of the College of Architecture and Design.

YALE UNIVERSITY announces the award of the Magnus T. Hopper Fellowship in Hospital Planning to John V. Sheoris of

Sunnyside, Long Island, N. Y. Mr. Sheoris will use the fellowship, valued at $2,000, for special studies during his final year at Yale.

UNIVERSITY OF ILLINOIS announces the award of the Kate Neal Kinley Fellowship to a graduate in architecture, Frederick Theodore Kubitz, of Savoy, Ill. Mr. Kubitz plans to use the award of $1,000 for graduate study at Princeton University.

ROBERT P. MADISON, who has recently been teaching architecture at Howard University, Washington, D. C., has been awarded a Fulbright Scholarship in architecture for study abroad. He received his B. Arch. degree at Western Reserve in 1948, his M. Arch. from Harvard this year.

Calendar

August 9-23: York Summer School of Architectural Study, England.

September 3-13: Centennial of Engineering, headquarters at Conrad Hilton Hotel (formerly the Stevens), Chicago, Ill. Special ceremonies will be held on September 10, Centennial Day.

September 8-20: York Courses on Protection and Repair of Ancient Buildings, England.

September 15-18: 54th Annual Convention of the American Hospital Association, Commercial Museum and Convention Hall, Philadelphia, Pa. Entry blanks for the architectural exhibit of hospitals must be filled out and returned to A. H. A., 18 E. Division St., Chicago 10, by August 10.

September 18-20: Meeting of Regional Council for the South Atlantic District, A.I.A., Atlanta Biltmore Hotel, Atlanta, Ga. After the organizational meeting there will be a conference on school buildings.

October 3-5: Meeting of the Northwest Regional Council, Davenport Hotel, Spokane, Wash.

October 9-11: Central States Conference, A.I.A., Hotel Muehlebach, Kansas City, Mo.

October 9-11: Convention of California Council of Architects and Sierra-Nevada Regional Conference, Yosemite National Park, Calif.

October 14-17: Annual Conference, National Association of Housing Officials, Hotel Statler, Buffalo, N. Y.

October 19-25: VIII Congreso Panamericano de Arquitectos, Mexico City.

October 24-25: Gulf States Regional Council, Jefferson Davis Hotel (some meetings at Whitley Hotel), Montgomery, Ala.

October 26-28: Semi-annual meeting of the Board of Directors, A.I.A., Grand Hotel, Port Clear, Ala.

October 29-31: Convention of Texas Society of Architects, A.I.A., Hotel Cortez, El Paso, Tex.

March 23-April 4, 1953: York Course

on Protection and Repair of Ancient Buildings. Details from Secretary, York Civic Trust, St. Anthony's Hall, Peaseholme Green, York, England.

May 25-30, 1953: Eighth International Hospital Congress, Church House, Great Smith Street, Westminster, London, England.

Hospital Design and Experts

By Roger Allen

Reprinted by permission from *The Modern Hospital*, in the March 1952 issue of which it appeared under the title "The Question is Never the Same."

AN EXPERT has been defined as a fellow from out of town. My own revised version, sometimes known to scientists as "Allen's Law," reads, "An expert is a fellow from out of town who won't stay there."

For some reason I am continually being insulted by experts. I do not know why this is, as I am kind to the folks, pay my taxes—and incidentally I deplore all this talk about dishonest tax collectors—it is a well known fact that this country has the best tax collectors that money can buy—and I am quoted on the loyalty test at 7 to 5 in the morning line. What more could you ask?

Nevertheless, experts are always making some derogatory remark to me. For instance, I am sitting in on a seminar in Indianapolis conducted by The American Institute of Archiects, and an expert on acoustics is talking. He is referring to the difference in acoustic properties between an empty room and one filled with people. It seems people absorb sound. Strictly speaking, the people do not absorb the sound; it's their clothes. "Acoustically speaking," the expert went on, "each of you in the audience is the equivalent of four square feet of open window." This gratuitous insult naturally incensed me. I did not look like four square feet of open window; I merely happened to be yawning.

And what happened the other day? I am about to make preliminary drawings of a mental hospital in Michigan and, in a conscientious effort to catch up on the latest info from the more learned brothers, I subscribe to a quarterly magazine so intellectual that it costs $7 a year and no pictures. What does it say in a lead article in the first issue I get? It says two psychiatrists have proved to

their own satisfaction—but not to mine—that "hearing defects are from two to sixteen times as frequent among the mentally deficient as among the population as a whole."

On reading this, I turned off my earphone and observed two minutes of sullen silence.

Actually, my topic is the hospital expert, the consultant, the fellow from out of town, from the standpoint of the architect who is a general practitioner. This is a subject on which I have very decided views. I refer to them as "decided" because every time I have aired them a certain number of people—frequently, alas, potential clients—have decided that I had better go upstairs and lie down with a damp cloth on my forehead.

The theory that the best hospitals are designed by architects who design nothing but hospitals is not susceptible of proof. I feel that if Frank Lloyd Wright, Alden Dow, Richard Neutra or half a dozen architects who, as far as I know, have never designed a hospital, should suddenly haul off and do so the effect would be the production of a hospital that would not only function beautifully but be an agreeable esthetic experience to behold. You know why I think so? For one reason, because one of the best recent hospitals that I have seen, up at Salem, Ore., was designed by Pietro Belluschi, and I understand it was the first time Mr. Belluschi had ever tangled with the problem of the hospital.

Frankly, architects can make mistakes enough of their own without being abetted by consultants. Let us examine a few of these mistakes, without identifying the authors, which would be embarrassing, especially if the author turned out to be me. Let us take the theory that recently had a wide vogue—the walls of a hospital should be mostly glass. Privately I consider this a result of the American passion for view windows; in fact, I once announced to an audience that the history of domestic architecture in America could be summed up in the phrase, "From few windows to view windows." Nobody laughed.

I daresay there is some therapeutic value to sunlight; but I have never forgotten the answer a nurse gave me when I was inspecting a hospital in which the entire outside wall of the patient's room was glass. I noticed that the draperies had been drawn so that only about one-third of the glass was exposed.

"Do you always keep the draperies drawn?" I asked.

"Usually," she admitted.

"Why?" I inquired.

"Let me ask you a question," she replied. "When you have a headache do you take a couple of aspirin and lie down in a room with the sunlight blazing in, or do you pick out a room you can darken?" I admitted I holed up in a dark room.

"So does everybody else," said the nurse, who was obviously a deep thinker. "If you think people come into a hospital for the purpose of hanging out the window and admiring the view, you are wrong."

The mechanical equipment of hospitals, to jump around a little, has always seemed to me to be a subject of morbid interest. I do not know how many hospitals there are around the country where patients learn to their horror that they cannot use an ordinary radio, which uses alternating current, because somebody has thoughtfully provided the institution with direct current, but there are quite a few of them. This is a serious matter, for when you come between a free American and his radio or TV programs you are treading on dark and bloody ground.

By what I can only consider a stroke of blinding genius, it has now occurred to one and all that oxygen can be piped to each and every room, thus eliminating the trundling through the hall of large cylinders. This is a pity in a way, because this healthful exercise benefited the orderlies, many of whom developed large muscles and went on to win fame as basketball players of such eminence that they got indicted for shaving points instead of patients.

Let us return to architects, and the subject of the balcony. It is a well known fact that balconies can be integrated into the design of an elevation so that they break up the flat surfaces and make a striking light pattern. It does not seem to be quite as well known a fact that patients virtually never sit on these balconies. I have checked this repeatedly, and I would make a small bet that there are balconies on hospitals all over this fair land on which no patient sets foot from one year's end to another. This may be due to the fact that he distrusts balconies or to his suspicion that sitting on balconies is not included in his Blue Cross coverage and is hence an extra. Balconies cost a great deal of money and it would

be better to let the light pattern worry over its own problems.

I once listened to a consultant who knew all about the pharmacy department of a hospital explain how much floor space to allow for this facility in a 250-bed hospital. I checked afterwards and found that the floor space figure he gave was greater than that occupied by the pharmacies of the three leading prescription pharmacies of Grand Rapids. Not ordinary drug stores, you understand; three pharmacies doing prescription work almost exclusively. I am not prepared to admit that a 250-bed hospital can use up more pharmacy services than a town of 175,000 population, unless one of the pharmacists has set himself up in the distilling business and is retailing quarts of Old Recent to all comers.

One of the things that annoys me about consultants, or I should say some consultants, is their disinclination to hear me expound my views on the multiple use of rooms, whether in hospitals or other types of buildings. Hospitals now cost so much money per bed that they have in many localities priced themselves right out of the market. One reason is that if somebody decided tomorrow that every modern hospital required a room for deep therapy for ingrown toenails, then inside a few months it would be axiomatic that a separate room must be provided for this dread scourge of mankind; to suggest doubling up and using the room devoted to deep therapy for hangnails would be as much as a man's life is worth. Why is this?

Educators are learning this lesson. They learned it the hard way, but they learned it. In more and more school buildings you will find multipurpose rooms, as such, and more rooms that can, if need arises, be used for more than one purpose. The problem is tougher in hospitals because there are fewer opportunities for multiple use. But there are some.

By some strange mischance I have arrived at a point opposite where I came in. I am no longer so sure architects are brighter than consultants. I will close hurriedly; this is defeatism.

Consultants can render valuable service in the designing of hospitals and I know half a dozen of them who improve any structure they assist on. But a consultant, an expert, a fellow from out of town, is always in imminent danger of learning all there is to be learned about his subject. When this happens he's sunk. A man who knows all there

is to be known about a subject is a dead duck. Better he should stay home and work doublecrostics. His ideas, like concrete joists, are prefabricated. He knows what the answer is before anyone tells him what the question is. He thinks it's the same question as last time.

This leads to Allen's Law No. 2, which reads, "The question is never the same question as last time." There are no "average" hospitals, no "average" bottling plants, no "average" pretzel-bending warehouses. There are no average anything. There are no average people. Every problem is different. If it weren't, you could have architecture as far as I am concerned. The thing that has kept me continuously excited about my profession for nearly forty years (I am an old, old man, particularly of a Monday) is that the problem is always changing, always different. Unless you come to it fresh, as to a new problem, and one that nobody else ever solved completely and satisfactorily, your buildings are not going to lift men's spirits. They're merely going to lower their bank accounts.

Architects Read and Write

Letters from readers—discussion, argumentative, corrective, even vituperative

Juvenile Delinquency and Housing

By Davis W. Snow

In the opening paragraph of the June Editor's Asides, the relationship of community surroundings to juvenile delinquency was discussed. A report from Los Angeles' Chief of Police had cast some doubt on the long-accepted theory that juvenile delinquency decreases with better housing. The paragraph soon brought a vigorous defense of this latter theory; in addition to Mr. Snow's letter, printed below, similar expressions were received from Frank Wilkinson, Director, Office of Information, Housing Authority of the City of Los Angeles; W. F. Ruck, Los Angeles architect; S. B. Zisman, San Antonio architect; Ramsey Findlater, Director, Cincinnati Metropolitan Housing Authority.

Public Housing Administration
Washington, D. C.

THIS IS with reference to the paragraph on juvenile delinquency and low-rent public housing published in your June issue.

I hasten to assure you that on

the basis of Los Angeles Police Chief Parker's report you need not change the ideas you have held with regard to the relation between housing and human behavior. Chief Parker's own statement that ". . . due to the short period of time in which we were required to prepare this Report . . . it was necessary that . . . sampling be indulged in to a great extent . . . and therefore . . . conclusions will not be given in terms of established facts," rather tends to discount it, and the Los Angeles Housing Authority's analysis of the report points to "several fundamental errors which expose the invalidity and lack of objectivity of the entire work." It may also be seen in better perspective when we know that "the short period of time" to which Chief Parker refers is the period when opponents of public housing were seeking to discredit public housing in Los Angeles and prevent development of additional projects.

It is still solid, statistical fact, attested by sociologists who study such questions, that the majority of juvenile delinquency cases stem from the slums. The National Conference for the Prevention and Control of Juvenile Delinquency says: "The correlation between unsatisfactory and inadequate housing and juvenile delinquency is clearly established." Dr. Hans von Hentig, Yale University criminologist, says in his book "The Criminal and His Victim": "Juvenile gangs have two training grounds: slum life and prison life . . . the slum boy inherits too much general hostility toward enforcers of the law . . ."

There is room here for only these two references to the studies and reports which show pretty clearly that in neighborhoods of bad housing and overcrowding are found the greatest incidence of juvenile delinquency. That does not mean, of course, that either the students of the problem or those who are interested in good housing claim that bad housing by itself makes juvenile delinquents. No one who approaches civic problems objectively makes such a claim. What the students and the civic-minded people do say is that bad housing is one in a complex of factors that lead to high rates of juvenile delinquency, and that the elimination of the bad housing factor should help reduce juvenile delinquency. The National Conference on Family Life has put it this way: "No program to strengthen the foundation of family life can overlook the influence of housing, the basic environment of domestic life."

Public housing has provided proof that juvenile (as well as

adult) behavior does improve in a decent home environment. Careful studies made in Newark, New Haven, Philadelphia, Cincinnati, Cleveland, Chicago, show lower juvenile delinquency rates in public housing than in slums and the city as a whole. In New Haven, for example, a study examined delinquency rates for children of 317 families before and after moving into a public housing development, and showed a significant drop in the "after" period.

"Good Design"

From a letter to Ralph Walker
by an Institute Honorary Corresponding Member
Moustapha Fahmy Pasha, Egypt

"Good Design" is an excellent article, a lesson and a poem. I have memorized it and will have the pleasure of reciting it to the students of our Royal Polytechnic Faculties who seem to confuse "evolution" and "revolution."

I have been teaching architecture for 26 years and have ever striven to upkeep respect for tradition in my future colleagues. I invite them to Karnak and Luxor, where the temples are petrified music. I insist that they copy the buildings down to the least details of murals and bas-reliefs, for the sake of good design—line and balance—where hieroglyphics bring a decorative complement to composition. "Good Design" is there transcendental.

"Good Design is" not only "important," but *essential*: it is the bone structure which expresses form; it is the very soul made tangible.

Congratulations!

The College of Fellows

By Talbot Wegg, Seattle Wash.

Hail new-born tradition, the College of Fellows,
Which dignifies, glorifies, and (we trust) mellows,
The artistes, the thinkers, the makers-with-boards;
All Hail august house of the architects' lords!

Only five per cent can achieve this high station,
This campus diffusing serene exaltation;
Where distinguished students can ponder or frolic,
Free from stresses and strains caused by ulcers and colic,

Or can raid old maids' homes in search of lace scanties,
Like younger collegians with ants in their panties.

Hip! hip! for the boys with superior knowledge!
Three cheers for the team! Hooray for our college!

What Price Deans?—What Price Education?

By Heinrich H. Waechter, Eugene, Ore.

Alfred Shaw's meditations on architectural education are extremely interesting. They deserve thorough discussion in a time apparently favorable to bringing most of our schools of higher learning so close to becoming external and formal institutions. In this connection, I wish to bring up only a few points prompted by Mr. Shaw's article.

A student of architecture continues his developmental growth process on a professional level. To understand this and to provide the necessary guidance in this process, teachers are needed who are gifted as educators, artists, and technicians. Neither the "professional educator" without architectural training or experience nor the "successful practitioner" without educational training or experience have a true qualification for that difficult job. The "big man," of course, is always a source of unique inspiration, particularly to the more advanced students, but the decisive criterion for his suitability as a permanent teacher should be the degree of his educational abilities.

No school of architecture can operate without seeing clearly its educational objectives. There seems to be a remarkable struggle going on for arriving at such objectives; but the feeling of insecurity still prevails. We need to understand architecture as a social art. Is this objective being served properly by training the "average practitioner" who is not sufficiently encouraged to be creative to the limits of his ability? The urge to comply with standards of giving and attaining degrees, and of acquiring registration privileges, has gained undue importance in our thinking, and probably is a levelling influence on architectural teaching.

The curriculum should be flexible enough to serve the educational objectives. We hope and sometimes profess that the school should be a happy home where the student is helped to educate himself. It seems to me that many features of our curricula do not help the student to educate himself, to support his

natural curiosity, or to promote his creativeness. In our desire to "give" him an education and to teach him "fundamental disciplines," we plaster the student's time with required courses. Much of the subject matter is of questionable value, often poorly presented. It is difficult to advise a lower-division student who complains that he has no time to read the good books he always hoped to read or to attend classes outside his curriculum, for which his heavy schedule does not allow. . . .

How shall we now approach our problem? . . .

The collaborative workshop, individualized project work, and the research seminar are perhaps the most advanced methods today. The competitive design problem appears to the progressive educator the most outmoded one.

I agree with Mr. Shaw that great men as visiting critics can be of much value. They should be available to all schools, providing for rotating programs. But these programs can offer only special stimuli. In fact, most schools are trying to get visiting critics as far as funds permit. . . .

I cannot see, however, how such a program can solve our problems of architectural education. The inspiring teacher is the one who is an able architect as well as an educator. He is hard to get, not because he hesitates to leave a better-paying practice, but because he is a rare specimen. . . .

This brings us back to Mr. Shaw's worry about good leadership. Generally speaking, most of our deans and department heads are experienced and able men, some of them even outstanding leaders in the profession. On the other hand, it has been frequently criticized that this problem of leadership is being overemphasized in American college education. As a result, the school administrator is often considered a specialized man, sometimes predominantly qualifying as a business administrator and politician, who has not too much true insight into modern educational philosophy, contemporary architecture, or the personalities of the teachers. Among the major deterrents that keep us from providing the maximum of inspiring teaching, a lack of appreciation of the "hired man's" educational and architectural interests should be considered the most serious one. I do not agree with Mr. Shaw that everything is a matter of "price."

A professional educator as head of the school, not familiar with the unusual characteristics of architectural education, could not master the problem all by himself. . . .

All of our schools have good architectural teachers who are competent professionals and in most cases inspiring personalities. We

probably could use a few more of them, if only to relieve the present teachers from a crushing burden of "teaching load." In order to get good teachers and department heads it would be important to improve also on the administrative setup, so that the teacher's creativeness can foliate as freely as the student's. Since Jefferson the idea has kept alive that freedom of learning and teaching rests squarely on a democratic sharing in policy-making responsibilities. The students should also share in these responsibilities. The nearer the school's organization is to this ideal, the better the school. The democratic procedure in policy-making is sometimes questioned because matters affecting creative work cannot be solved by majority. The weakness of this theory becomes immediately clear if we understand the educational needs of the students, which differ widely and are not dependent on predetermined design standards.

Students feel always stimulated and satisfied if the educational spirit is high and the developmental opportunities are broad. Thus, creative powers can develop continuously, abilities to analyze and synthesize will grow, and minds will be focused upon the great principles of life and architecture. The activities of students and teachers could be made much broader in order to give the architect an importance in building production such as he once had when he was called a master builder. This, of course, would entail overcoming the deadly schism between designing and building, which is driving us away from the realities of our industrial age.

News from the Educational Field

MASSACHUSETTS INSTITUTE OF TECHNOLOGY announces a special three-week Conference on City Planning and Urban Redevelopment, beginning September 2, 1952. This conference is limited to a total enrollment of twenty-four, of whom not more than half may be staff members of redevelopment agencies. Further information may be had from Prof. Frederick J. Adams, Room 7-333, 77 Massachusetts Ave., M.I.T., Cambridge 39, Mass.

GEORGIA INSTITUTE OF TECHNOLOGY announces the re-establishment of the course in industrial design, discontinued in 1942. The new architectural building, just completed, provides space for the course, which will be under Hin Bredendieck, formerly of the Institute of Design, Chicago.

The Editor's Asides

GEORGE NELSON argues that the modern house is obsolete. He points out that the similarities between the period house and the modern house are much greater than the apparent differences. Both are handicraft products, not taking full advantage of the march of technological progress. Both have, for the most part, rectangular vertical walls and a roof lid. This evolutionary form, resulting from trial-and-error development over several thousand years, persists in spite of the fact that we can now enclose space more simply and more economically. Nelson cites the bubble form of plastic dome devised by Bucky Fuller, under which, in a properly conditioned atmosphere, we could have a collection of rooms made of fabric stretched over aluminum struts, not to mention a garden. Such a departure from both tradition and present-day thinking may be established within less than ten years, George Nelson believes, and with this concept architecture as it has been known would fade into a new sort of interior design, and architects would be liquidated.

George has staked out his own claim in this new land of promise, but if his vision is right he should be worried by the fact that it has taken the world many centuries to know most imperfectly what the word architect means. How many more centuries will the world require to learn the new scope and function of the interior designer?

IF WE WERE TO START our own series of "Men of Distinction," a charter member of the group would be Wilbert G. Knoebel of St. Louis—the only architect registered in all 48 states and the District of Columbia.

WHEN PRESIDENT HENDERSON and Secretary Spragg of the R.I.B.A. were visiting President Stanton in Portland recently, Mr. Henderson was particularly interested in listening to a phonographic record of the speech Mr. Maginnis made in accepting The Institute's Gold Medal in 1948, and he expressed the wish that he could have a record for the R.I.B.A. library. The stock of these records has long since been exhausted. Possibly, however, some member who bought one at the time may be willing to turn it back to us to present to the R.I.B.A. If such a record is sent to The Octagon, it would be

well to remember that these records were of the breakable kind and need very careful packing for shipment.

In the June issue, "Awards to School Buildings," we mentioned a Seal of Merit in the Boston exhibition awarded to Ketchum, Gina & Sharp for Bloodgood Elementary School, Albertson, Long Island, N. Y. The proper architectural credit should be Ketchum, Gina & Sharp, Louis Shulman, Associated Architects.

One of the lessons learned at the 84th Convention is that architects like their speakers to tell them something about architecture. We have perhaps been too anxious, in preparing convention programs, to seek far afield for great speakers, no matter what their subjects. In New York the oratory of Deane W. Malott focused the spotlight on our national political misdemeanors of the past twenty years. Ernest T. Weir painted a somber picture of the yawning precipice facing this country's economy. Both speakers were politely applauded, but when, in the last session, our own Hugh Ferriss delivered the keenly analytical and inspiring talk (page 60) on the soul of architecture today, every delegate and guest jumped to his feet in tumultuous applause and appreciation. Architects in convention assembled may be assumed to like talk about architecture.

It has been suggested that the profession should bring together in a book the best of the humor, in prose and verse, that has brightened yearbooks, periodicals, chapter bulletins, and home-talent shows over the last two or three generations. Bob Schmertz is hereby nominated for the job of collecting, editing and occasionally censoring the material, but with the distinct understanding that he shall develop no false modesty with regard to the inclusion of his own works. If you agree with this nomination, send the text of your favorite masterpiece of architectural humor to Robert W. Schmertz, Fisher & Schmertz, 1152 Century Building, Pittsburgh 22, Pa., with a note as to where and when it originally appeared. Many of these gems are slipping too rapidly into the fog of forgotten things. As a start:

Said Robert Kohn to Ely Kahn,
How do you like the Parthenon?
Said Ely Kahn to Robert Kohn,
The things I like are all my own.

Was this a Ken Murchison?

They all recommend

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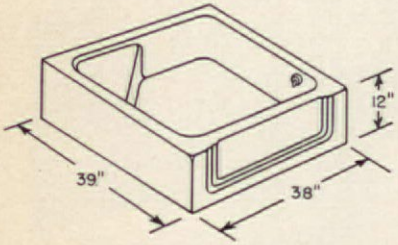

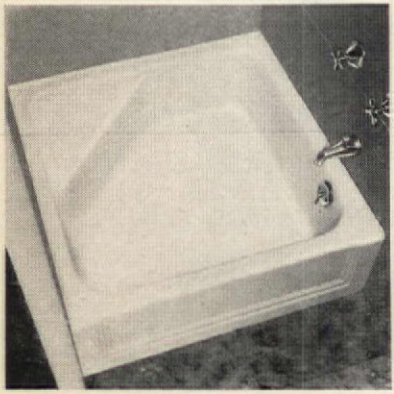

● The Restal bath takes up no more space than most shower stalls . . . yet gives bath-and-shower convenience. It is ideal for *extra* bathrooms in homes where floor space is at a premium—and for small bathrooms in hotels, tourist courts and apartments. A Restal bath can be installed in a room that measures as little as 21 square feet, and still have space left for water closet and lavatory, while a bathroom with a regular tub usually requires at least 35 square feet.

The Restal, which fits a finished compartment 36 inches by 38 inches, is only 12 inches high—convenient for children and elderly people and for sponge, foot and shower bathing. This new receptor bath is rigid cast iron, smoothly coated with acid-resisting or regular enamel. It comes in a recess model with either left or right hand outlet, with streamlined fittings of non-tarnishing Chromard.

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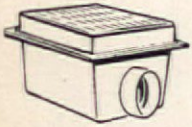
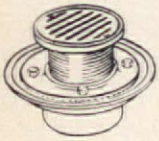


No. 186-D
SEDIMENT DRAINS

No. 809
ADJUSTABLE CLEANOUTS



No. 1200
SERIES
FLOOR AND SHOWER DRAINS

No. 135
URINAL DRAINS

No. 108-W
BACKWATER FLOOR DRAINS

No. 109
BASEMENT FLOOD CONTROL

No. 1508
GREASE INTERCEPTORS

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First in Controls

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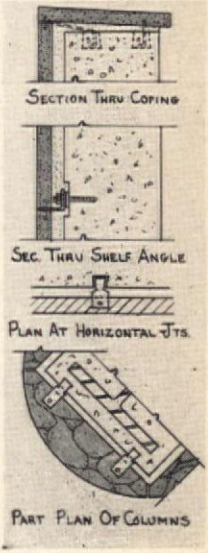
Pereira & Luckman, Architects and Charles O. Matcham, Architect

Imperial Danby Marble and Andes Black Granite join in a beautiful and practical combination of exterior veneer for this department store. Circular marble columns in quarter segments also enclose the structural reinforced concrete, supporting the over hanging second story.

Contemporary in design and easy of access, the store will attract the more public interest because of the harmonious color and veining in sand finished crystalline White marble in contrast with the uniform glossy black of the granite.

Both marble and granite were supplied by this Company.



For specifications and details see Sweet's File—Architectural

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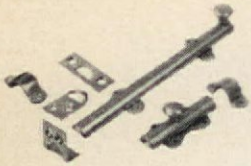
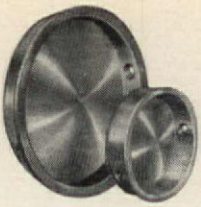
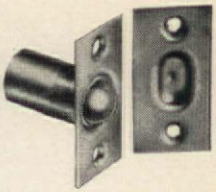


Surface and
Slide Bolts



Flush Pulls



Ball Latches

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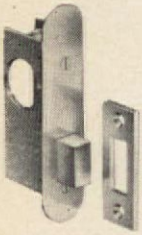
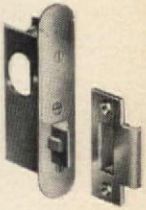
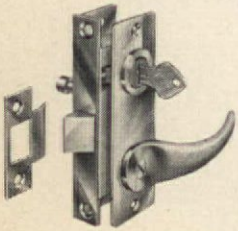


Minimum Backset
Deadlock for
Narrow Stile Doors

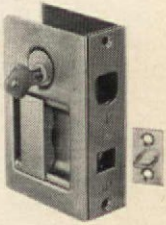


Deadlocking Latch
for
Narrow Stile Doors



Heavy Duty
Screen Door Locks

Horizontal Lock
for Tempered
Glass Doors
Top or
Bottom Channel



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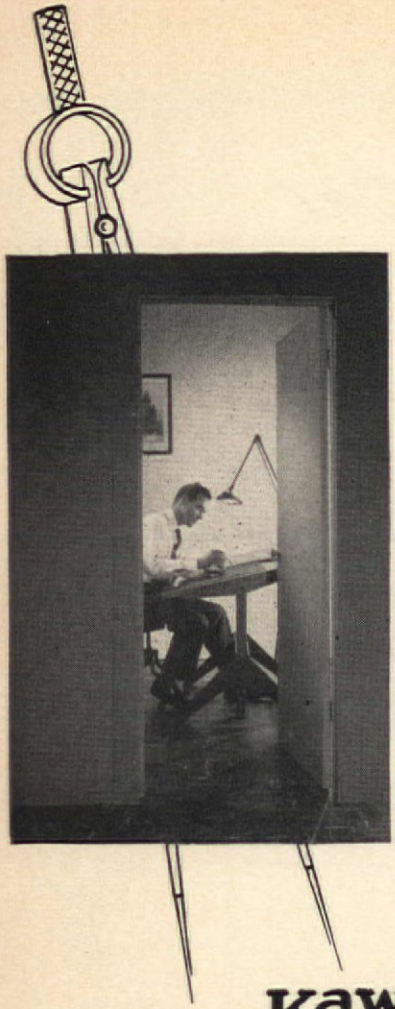

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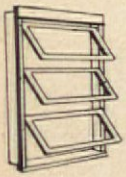

* *Question:*

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Answer:

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7. First Cost?
8. Maintenance Costs?
9. Can All Window Glass be Cleaned from Inside?
10. How Does the Window Fit in With Plans for Screens, Storm Sash, Blinds, etc.?

This "Question" has been taken from one of the most comprehensive books ever written on windows. Architect-authors, Geoffrey Baker and Bruno Funaro, have developed the ten-point check list shown above for maximum window efficiency.

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