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Signing Off

By LOUIS LA BEAUME

JOHN HANCOCK wrote his name large on the Declaration of Independence so that the most myopic and short-sighted might see it, and be under no misapprehension as to his share in the fabrication of a new nation. By the bold stroke of his pen he immortalized his patronymic. It remains today the slang synonym for signature.

Pride of authorship is not only a human attribute; but may as often as not, let us say, be a commendable one. Self-effacement, after all, is but a kind of negative virtue; and anonymity is often a device of the craven or the devious; a sort of protective coloration well enough for the chameleon and other creeping things, useful in times of danger, but scorned when the true sporting instinct is aroused. Even the shrinking violet asserts itself in its own modest violet way.

Just now, the question as to whether or not architects should come forward and make their bow, or take their punishment, instead of lurking behind the scenes, is being seriously mooted. The analogy of the architect and the violet is not so far fetched as it may seem in the light of the discussion—except that the violet is always undeniably a violet, whereas the architect may be another fellow or even something altogether else. So there are naturally two sides to the question. We architects, being a little mad, like Hamlet, cannot help wondering whether or not " 'twere better to bear those ills we have, or fly to others that we know not of." To err is human, but to sign may be conclusive.

As things stand now, the architect is inclined to assert his authorship, in the first flush of pride; and to stick his head in the sand when he realizes

that he is not so hot. There is no set rule about it. He signs his working drawings of course, and writes his John Hancock very legibly across his perspective—as far away from the corner as possible so that the newspapers won't cut it, or any part of it, off. Some always sign well to the right of the center line, others to the left as the exigencies of spelling make caution necessary.

Architects never, as writers do, use *nom de plumes*, or fancy names like stage stars. There are, of course, a few exceptions to this custom, as for example, _____, who is sometimes known as _____; and others who use the pseudonym Hugh Ferriss. But, by and large, most architects stick to the names by which they were christened, believing that they have a trade value, as sound as Listerine, or Celotex, or Budweiser.

The mere signing of drawings, however, is not the point in question. Architects' drawings being mere instruments of service are more or less like doctor's prescriptions, which have to be signed, for reasons of convenience. The point is whether or not the effect of the prescription should be signed. There are, of course, obvious reasons why it might be inexpedient, or even impolitic, for a physician to stamp his name on a case or tattoo it on a patient. In the first place, and perhaps more especially in the last place, it might never be seen except by the patient himself, his closest intimates, or the undertaker. So this slight digression need not detain us further.

The impress of the signature of the architect on the finished building, however, is a matter which

interests us vitally and much may be said in favor of its general indulgence.

One of the most beneficent results of the Art of Advertising, according to the proponents of that Art, has been to fix in the public consciousness, labels, trade marks, and slogans, which evoke images or precipitate confused ideas, or appetites, to a focus. In a world infinitely complex, this is hailed as a step toward simplification. Quality, flavor, potency, comfort, even beauty, are connoted by certain of these words, symbols, and phrases; so that they have often the magic force of the incantations formerly mumbled by the medicine man, or the alchemist. The Advertising Counselor argues earnestly that these symbols have great value to guide, to protect, or at their worst, to solace the man in the street. Their value to the manufacturer or distributor is also very great, but in an academic or altruistic discussion, such as this, may be regarded as purely incidental.

Nevertheless, as has already been intimated, there are undeniably two separate purposes to be borne in mind in any consideration of a widespread movement to encourage architects to sign their finished works. At first blush we might be inclined to concede without argument that the custom would be beneficial to the public. But whether it would help the architect is a horse of another color. It might; and then, again, it might not. And which architect would be helped most, the one who designed the building or the other who did not? There is a point here which should give us pause.

Painters and sculptors sign their work nowadays, it is true; but they did not always do so. Some perhaps, in former times, were careless, some were no doubt indifferent penmen, and some believed that the work itself was signature enough—indelible, indisputable.

It is easy to forge a signature, but not so easy to forge an individuality, although it must be admitted that even this has been done on occasion to the great confusion of the critics and cognoscenti. In order to avoid such confusion, therefore, no possible precaution should be overlooked. Names and dates are good as far as they go. Undoubtedly the architect's signature, and the date, on a contemporaneous Greek, or Gothic, or Renaissance building would be a gracious courtesy, if not a positive godsend to the archeologist of two thousand years hence. But here again a difficulty arises; a point of honor, to put it pleasantly. Should a copy, no matter how perfect, of a Rembrandt, a Raphael, or a Raeburn, a Corot, a Cor-

regio, or a Chardin, be signed by the copyist, without some acknowledgement of the original artist?

There are many cases, to be sure, which do not fall strictly within the category of copies. There are buildings which might be called transcriptions, adaptations, or translations. Assuredly the transcriber or translator of a work of architecture is as justly entitled to recognition and identification as the translator of a work of literature. Some such formula as "Translated from the Italian of Palladio by John Doe", or "Transcribed from the original Greek of Skouras by Hy Low", might satisfy the proprieties in these contingencies following the general rules of etiquette long ago established in the field of letters.

Again, there are instances where old and new, quotation and creation may occur side by side, or below and above, or here and there as the case may be. And again, we may revert to the arts served by the printing press for precedent and guidance. In the literary arts the device of quotation marks serves very well to indicate a borrowed passage; but we can't cover our buildings with quotation marks, can we? To be big enough to be seen they would play hob with the ornament, and might seriously interfere with the fenestration. And italics for short and random French, Italian, German or other foreign phrases are palpably out of the question. Consequently, we must look for some short cut here. Taking a suggestion from the pages of our lighter periodicals, we might sign "Richard Roe + Perruzzi" or "Will Blow with apologies to Inigo Jones—fecit".

These, of course, are but the vagrant thoughts of one who has, perhaps, not given to this important subject the close study which it deserves. Should it become the general practice to fix the authorship of our architectural masterpieces, ways and means will doubtless be found to satisfy the most punctillious. We will be sure to react handsomely to our new responsibilities. We shall think twice, and maybe more than twice, as we contemplate the prospect of our monickers graven on the buildings we have helped to perpetrate; graven as irrevocably as the statements on our own tombstones. Some of us will not only think, but shrink. Others will dare all. And some perchance, drawn into the modern maelstrom of cooperative designing, and quantity production, will be content in the satisfaction derived from such sweeping statements as "This Building is an Allied Architects Product" or "Designed by Better Bungalows, Inc." or even "Acropolis Limited."

The Southern Architectural and Industrial Arts Exposition

TO BE HELD UNDER THE AUSPICES OF THE
SOUTHERN CHAPTERS OF THE AMERICAN INSTITUTE OF ARCHITECTS AND EXPOSITION MANAGERS
NOVEMBER 9-16, 1929, MUNICIPAL AUDITORIUM, MEMPHIS, TENN.

By M. H. FURBRINGER, *Chairman*

The Architectural and Industrial Arts Exposition to be held in Memphis during the week of November 9th to the 16th will demonstrate that a group of Institute Chapters can, by concerted effort, accomplish what has been heretofore possible only in the larger cities, and should this undertaking reap the full measure of success that the efforts of those who have given of their time warrant, then other regions can well profit by the example thus afforded and similar expositions will no doubt be held in various sections of the country from time to time, in this way bringing the far reaching benefits of such an exposition within the reach of all. It would seem an unnecessary waste of time to explain the nature of an architectural exposition when every member of the Institute is more or less familiar with affairs of this kind and no doubt many have been identified with similar undertakings, if it were not for the fact that in addition to the exhibits of drawings and photographs of the work of the architects of the South, there will be assembled in the same building and in close proximity the materials which enter into the construction, design, and decoration of buildings.

While it would be presumptuous on the part of a group of architects of any section of this country to claim for their particular location superiority in matters of achievement, it is true, nevertheless, that within recent years great strides have been made in the South in the development of better architecture and it is conceded, by those who have had the opportunity of observing at first hand the changes which have been and are taking place, that the progress made merits careful study. Then too, it should be an incentive for anyone interested to see at close range the results of the labors of the practitioners of one section of the country through the opportunity which an exposition of this kind will provide.

It would be hard indeed to conceive of any undertaking which should arouse a greater interest among the architects of the South. The Board of Directors of the Institute, and the Producers' Council will meet here, in addition to which there will be a regional conference of all the Southern Chapters. The display, by nationally known firms, of exhibits em-

bracing building material and examples of craftsmanship, and the architectural exhibits prepared by the men who have had a leading part in the development and progress mentioned before, should, with the entertainment planned, make it unnecessary to urge an attendance on behalf of those who for obvious reasons have so vital a concern in this Exposition. Reduced fares have been granted by the railroads for the week of the Exposition and Memphis has ample hotel accommodations at reasonable rates. Also, the city is easily reached over a system of highways from every section of the country.

The Municipal Auditorium in which the Exhibition will be held is located in close proximity to the hotels and business center of the city. This modern and recent structure compares favorably with buildings of such type in any city. On account of its large size all of the exhibits can be placed on the ground floor. Several gold medals will be awarded for meritorious work by Southern architects and the judges who have consented to assist in making these awards have been selected for the interest they have shown in all matters pertaining to the advancement of the architectural profession.

The formal opening will take place on the night of November 9th to which invitations will be extended to the members of the Institute, our City, State, and Government officials, and members of the Press, besides those in private life who have lent their influence to the upbuilding of a noble profession. During the remainder of the week the Exhibition will be open to the public.

During the month of November the weather in this vicinity is usually ideal and for those who wish to avail themselves of the opportunity while here arrangements have been made for playing golf on the links of the several country clubs. A bridge luncheon and sight seeing trips around the city and to points of interest have been planned for the ladies, to whom we likewise extend an invitation to visit with us. Informal luncheon parties will be held at noon each day during the week of the Exposition and a banquet on Wednesday night, November 13th.

Meeting of the Executive Committee

Date—Place—Attendance.

The meeting took place on September 13, 1929, at The Octagon, Washington, D. C. Sessions were held in the morning, afternoon, and evening.

Those present were the President, C. Herrick Hammond; the first Vice-President, J. Monroe Hewlett; the second Vice-President, William J. Sayward; and the Secretary, Frank C. Baldwin.

The Treasurer, Edwin Bergstrom, did not attend, after correspondence with the President. It was agreed by them that the business to come before the Committee with particular reference to financial matters was of such routine nature as not to warrant the long trip from the west coast by the Treasurer.

There were also in attendance, the Executive Secretary, Edward C. Kemper; and the Field Secretary, William M. McIntosh.

The President of the Architects' Small House Service Bureau, Edwin H. Brown, met with the Committee when the work of the Bureau was under consideration; and the Technical Secretary of the Structural Service Department, LeRoy E. Kern, met with the Committee when structural service matters were under consideration.

The Agenda.

The program of an Executive Committee meeting, like that of a meeting of the Board of Directors, has two natural divisions: First, questions and problems national in scope and of concern to the Institute, or of concern to architecture and the public; and second, a long list of items of business most of which relate to administrative matters, while others are routine in character. Practically all cases have arisen or developed since the preceding meeting of the Board, or Executive Committee, and must be disposed of by either the Committee or the Board, on behalf of the Institute, rather than by the Executive Officers or by Committees.

For this meeting there were 76 cases on the Agenda of which 20 related to strictly routine items and were quickly disposed of, and of which 56 were of more importance.

As the Minutes are not published, it has become customary to give a brief review of the actions of the Executive Committee, or the Board, as the case may be, in that issue of THE OCTAGON following the meeting. Space does not permit extended comments. Only those matters of special interest, and action thereon, are outlined in the following paragraphs:

Appreciation of Past-President Medary.

It was directed that the appreciation of Milton B. Medary, Past-President of the Institute, as

written by J. Monroe Hewlett, and as published in the August number of THE OCTAGON, be incorporated in the Minutes of the meeting of the Executive Committee, for preservation in the permanent records of the Institute.

The Architects' Small House Service Bureau.

Various letters and published articles concerning the work of The Architects' Small House Service Bureau, and the Institute's endorsement thereof were submitted, including letters from the Architects' League of Northern New Jersey, the New Jersey Chapter, the Kansas City Chapter, the Indiana Chapter—all of which were in opposition to the Bureau. Other data included the articles appearing in the Pencil Points Magazine, and letters from Edwin H. Brown, President of the Bureau, and William Stanley Parker, Director of the New England Division of the Bureau. The two last mentioned communications were in defense of the work of the Bureau and the Institute's endorsement of it.

There was careful consideration of this whole matter, and of the Institute's position with respect to the Bureau as fixed by Convention action. It was directed that appropriate replies be made to the various communications, over the signature of the President and Secretary of the Institute. Such letters outlining briefly the relations between the Institute and the Architects' Small House Service Bureau, were drafted, approved by the Executive Committee, and sent under date of September 13, 1929, to the Architects' League of Northern New Jersey, the New Jersey Society of Architects, the New Jersey Chapter, and the Editor of Pencil Points.

It was directed that the letter to Pencil Points be printed in THE OCTAGON for the information of the members and Chapters of the Institute. (The letter will be found in this number.)

The National Capital Park and Planning Commission.

The Secretary reported that a recommendation from the Institute, for filling the vacancy on the National Capital Park and Planning Commission caused by the death of Mr. Medary, would be gladly received by the Commission, for its consideration in case its own recommendation was sought. The President was requested to act in the matter, and to make a nomination.

Public Works Committee—Chairmanship.

The Committee recommended to President Hammond that he offer the appointment of the Chairmanship of the Committee on Public Works

to William Adams Delano, of New York. This Chairmanship is one of the most important on the Institute list, and it was the hope of the Committee that Mr. Delano would be willing to undertake to carry on the work of the Public Works Committee so ably conducted by Milton B. Medary. (Mr. Delano has accepted the appointment.)

The National Capital—Convention Resolutions.

The Secretary reported that various resolutions adopted by the Sixty-second Convention, with respect to the development of the National Capital, had been submitted to the proper officials and commissions in Washington, except those resolutions intended for Members of Congress, Executive Officers, and others. For the purpose of transmitting these Convention resolutions he submitted draft of brochure prepared by the Chairman of the Committee on National Capital, Horace W. Peaslee. The Executive Committee approved the document, and directed that it be printed and distributed.

Architectural Service Bureau Proposed.

Letters from the Chairman of the Committee on City and Regional Planning, Charles H. Cheney, were submitted in which he outlined, on behalf of his Committee, a proposal for the establishment of a Bureau of Architectural Service, which constituted in effect, a great educational program reaching the entire public through definite educational and publicity channels with the object of making the United States "architecture minded" and "planning minded." Budgets were submitted covering the financial requirements of the various activities grouped under the central bureau. The establishment of a permanent endowment fund of two million dollars was also contemplated.

The Executive Committee gave full consideration to this matter, to the importance of the program outlined by the Chairman of the Committee, and to his enthusiasm for it.

On account of the extent of the proposed program and its bearing on the work of the Institute as a whole no formal approval was given. It was the view of the Executive Committee that formal action should be taken by the Board of Directors at the November meeting, and after a further report from Mr. Cheney.

General Conditions of the Contract— Proposed Short Form.

The Committee on Contracts reported adversely on issuing a short form of the General Conditions of the Contract, on the grounds that another set of General Conditions would lead to confusion, and that no line could be drawn at which one document or the other should be used.

This recommendation was adopted.

Schedule of Charges—Proposed Revision.

The Committee on Contracts reported adversely on a proposal in detail that Articles 1 and 2 of the Schedule of Charges be revised. The Committee was of the opinion that no general desire for such changes has been expressed, that the present schedule is on a substantial foundation, has a recognized standing in the courts, and should not be changed unless the Profession at large wants a change. Any Chapter of the Institute may now adopt its own Schedule of Charges, revised to meet local conditions. The Schedule of the Institute is advisory, and not mandatory.

This recommendation was adopted.

Advertising Architecture and the Architect.

The Secretary submitted various communications relative to advertising architecture and the architect, a subject now being agitated in various Chapters.

It was directed that this matter, and the related correspondence, be referred to the Committee on Public Information for report to the Board of Directors at the November meeting; and that the Executive Committee recommend to the Board that the whole question of advertising architecture and the architect by Chapters of the Institute and by individuals, respectively, be placed on the program of the next Convention, for discussion by the delegates. (There appears elsewhere in this number a letter on this subject by Merritt Harrison, of the Indiana Chapter, which is self-explanatory.)

Competitions on National Basis— Institute Approval.

The Secretary called attention to four competitions on national or regional basis, relating principally to domestic architecture, whose sponsors claimed to have the approval of the Institute or its Chapters. Investigations had been made of these claims of approval and three of them were found to be justified. No information was available with regard to the fourth.

No formal action was taken. It was the view of the members that these particular competitions attracted public attention to the value of good architectural design, and that their advantages outweighed their disadvantages.

Historic Monuments.

There were several items relating to Historic Monuments. Action taken on each is briefly indicated, as follows:

The President was requested to transmit to the Society for the Protection of Ancient Buildings, London, England, the position of the Institute with respect to the removal of historic monuments from England to America.

The preservation of the old King's House, in Spanish Town, Jamaica, was commended.

The proposed formation of a commission to survey the historic monuments of the United States was referred to the Committee on Historic Monuments, with the suggestion that the aid of the Chapters be enlisted in this movement. The solicitation of funds, by the Institute, to finance such a survey was not approved.

National Museum of Engineering and Industry.

The support of the Institute of this project was requested some months ago, and an investigation was made.

The Committee found that it could not endorse the project at the present time.

Board of Directors—Meeting in Memphis.

The dates of the Memphis meeting of the Board of Directors were fixed as November 13, 14, 15, and 16. This meeting will be coincident with the Southern Architectural and Industrial Arts Exposition (elsewhere reported in this number), and with a regional conference of the Southern Chapters.

Committees, Chapters, and Members having matters which they wish to submit to the Board should address them to the Secretary, at The Octagon, to reach him prior to November 7, as the Agenda will be made up on or before that date.

Conventions of the Institute—Character and Scope.

The Secretary presented a letter from the Oregon Chapter, which transmitted with the endorsement of the Executive Committee of the Chapter a report on the Sixty-second Convention by one of the delegates of the Chapter. Mr. Baldwin stated that in view of the basic principles discussed in the report, and because they concerned matters of reorganization which have been under study for several years by the Committee on Constitution and By-Laws (Edwin Bergstrom, *Chairman*, Los Angeles), he asked the permission of the Oregon Chapter to hold the report until it could be considered by the Executive Committee prior to publication. The Committee directed as follows:

That the letter of the Oregon Chapter be printed

in the September number of THE OCTAGON, with a request for comments. (The letter will be found in this number.), and

That the letter of the Oregon Chapter be referred to the Committee on Constitution and By-Laws for its consideration, together with such comments as may be received after publication in THE OCTAGON.

Convention of 1930—Dates Changed.

It was found that the dates for the Sixty-third Convention which had been set for early May were not feasible, if the Convention was to be held at the Mayflower Hotel. The Committee, therefore, changed the dates, and directed that the Sixty-third Convention be held in Washington, at the Mayflower Hotel, on May 21, 22, and 23, 1930.

Convention Arrangements.

The President was requested to appoint a Convention Committee. The Convention Committee was instructed to take steps to organize the work of the Convention of 1930, and to make a preliminary report at the November meeting of the Board.

Suggestions from the Connecticut Chapter for the improvement of Convention programs were ordered referred to the Convention Committee, when appointed.

Other Subjects.

Other subjects considered by the Executive Committee, and not reported here in detail, related to Convention speakers; to Committee work and Committee reports; to the Convention of 1932; to the Fourth Meeting of the Pan American Congress of Architects; to the French Travelling Fellowship; to the work of the Structural Service Department and recommendations by the Department for the approval of simplified practice recommendations; to the proposed Safety Code for Construction Work; to the report of the Executive Secretary; to the formation of branch Chapters; to the appointment of an Historian; to the progress report of the Building Committee; to the heating plant at The Octagon; and to many items of administrative procedure, including elections, reinstatements, and resignations.

The meeting adjourned at 10:50 p. m.

The Architects' Small House Service Bureau

As elsewhere reported the Executive Committee of the Institute, at its September meeting, considered various communications, and articles appearing in the Pencil Points magazine, with regard to the Architects' Small House Service Bureau and the Institute's relations thereto.

The Committee directed that letters be sent to the New Jersey Chapter of the Institute, to the Architects' League of Northern New Jersey, to the New Jersey Society of Architects, and to the Editor of Pencil Points, in which the position of the Institute, with respect to the Bureau, should be cor-

rectly stated. The Committee further directed that the letter of September 13, to the Editor of Pencil Points, be printed in THE OCTAGON.

TO THE EDITOR OF PENCIL POINTS:

The Executive Committee of the American Institute of Architects has been considering the discussion that has been raised in your pages regarding stock plans. It wishes to call to your attention an error in the statement in the August issue, made in the resolutions submitted by the New Jersey Society of Architects, which states that there has been "a partial withdrawal of The American Institute of Architects from its connection with The Architects' Small House Service Bureau."

This statement is incorrect and there has been no change in the relationship between The American Institute of Architects and The Architects' Small House Service Bureau. The last action taken by the Convention of the Institute was in May, 1927, which reads as follows:

The organization and purpose of the Bureau have been explained to the Institute at six consecutive Conventions.

The Board of the Institute has carefully considered all phases of the Bureau and its relation to the Institute and to the profession, and believes that the plan of the Bureau, as operated, is such that it can bring no responsibility to the Institute other than the nomination of Directors to the Bureau Board who exercise a control of the policies of the Bureau.

The Board of Directors reaffirms its endorsement of the Bureau and in so doing it is not overlooking the objections which have been stated in opposition to the Bureau, but firmly believes that the good the Bureau is doing in its contribution to a better type of small house far outweighs the objections.

The Executive Committee trusts that you will take steps to correct the false impression that such a misstatement may have created in the minds of your readers, and that you will make this matter clear to them. A copy of this letter has been sent to the New Jersey Society of Architects.

Yours very truly,

C. HERRICK HAMMOND,
President.

FRANK C. BALDWIN,
Secretary.

Advertising Architecture and the Architect

At the September meeting of the Executive Committee the Secretary referred to correspondence received at The Octagon, and to comments by members, on the subject of advertising Architecture and the Architect.

He stated that it is becoming quite evident that some Institute Chapters and many individual members, particularly among the younger men, are convinced that advertising Architecture and the Architect by the individual architect or by his Chapter should be undertaken. Apparently these Chapters and individuals are not satisfied with the Public Information program of the Institute, or feel that that program should be supplemented by local effort.

It was directed that this matter, and the related correspondence, be referred to the Committee on Public Information (William Harmon Beers, *Chairman*, New York) for report to the Board of Directors at the November meeting, and that it be recommended to the Board that the question of advertising Architecture and the Architect by Chapters of the Institute and by individuals, respectively, be placed on the program of the next Convention for discussion by the delegates.

As an example, and as a clear statement of the position of individual architects, and perhaps of other Chapters, he submitted a letter of September 10, from Merritt Harrison, Institute member of the Indiana Chapter. It was directed that this letter be printed in THE OCTAGON with a request for

comments by individuals or Chapters. Comments are requested from the several schools of thought. Those of special interest will be published in later issues of THE OCTAGON. Mr. Harrison's letter follows:

Letter of Merritt Harrison.

September 10, 1929.

I hope that this letter will reach The Octagon in time for the Executive Committee meeting in Washington, for the consideration of local advertising of the architect by the Chapters of the Institute.

We have secured from the ——— Company, of Davenport, Iowa, a series of 12 advertisements for architects, that are very dignified, and have an appeal to the public.

The Indiana Chapter of The American Institute of Architects has been presented with this series of advertisements, but has not been able to create a sufficient fund to pay for this advertising.

The Evansville Architects have built up a strong organization and are advertising in Evansville, Indiana, with considerable success. This is paid newspaper advertisement.

Personally, I have used this service in a direct mail campaign, several years ago, sending out each month to a mailing list of 300 a pamphlet, that was syndicated by the ——— Company.

This advertising series continued for a year and by a check of the mailing list, by return postal cards,

we found that less than 2 per cent were at all interested in receiving the information that we were endeavoring to send them. We therefore dropped this advertising. The result convinces me that personal advertising of the architect is wrong, but that collective advertising by means of paid advertisements in daily newspapers, handled through a competent advertising agency, would result in informing the public concerning the architectural profession and its work, in a way that would accomplish results similar to those of other group advertisers.

The Indiana Building Congress, which includes as its constituent elements architects, engineers, contractors, sub-contractors, laborers, material supply dealers, and material supply manufacturers, has launched a program of publicity for the building industry of Indiana. First: By the Indiana Building Congress and Trade Show, that will be held in the Manufacturers' Building at the Indiana State Fair Grounds, week of October 21. Wide publicity is given to this show, similar to the automobile industry, given in the same building each spring.

Second: And following this, we hope to carry a series of 84 advertisements in the Star League of Indiana, which is a group of daily newspapers throughout the State of Indiana, a series giving the public information concerning the building construction industry, starting with the architect and

going through the constituent elements of the Congress.

We believe that Indiana has stepped forward, by passing an act for the registration of architects, which will materially help in recognition of the architect by the public.

We believe that the other professions receive considerable publicity through the press, and through their contact with the public, on account of the nature of their professions, especially the lawyer and the doctor.

Copyrighting of architects' presentation drawings before allowing the newspapers or magazines to use them would also give publicity to the architect, by requiring a credit line published with the illustration of the building.

There is no question in my mind but that the building industry and the architect as its leader, must better inform the public concerning the inside workings of the building industry, if this industry is to receive its share of the public dollar, in competition with other great industries receiving their share of this dollar.

Hoping that the Board of Directors will take favorable action regarding local advertising of the architect and the architectural profession, I am,

Yours very truly,

MERRITT HARRISON.

The Character of Institute Conventions

The Executive Committee, at its last meeting, had before it a letter of June 4, 1929, from the Secretary of the Oregon Chapter, Fred Aandahl, in which he transmitted, with the approval of the Executive Committee of the Chapter, a report by a distinguished member of the Chapter who was a delegate to the Sixty-second Convention, and to many previous Conventions.

In view of the basic principles discussed in the report, and because they concern matters of reorganization which have been under study for several years by the Committee on Constitution and By-Laws (Edwin Bergstrom, *Chairman*, Los Angeles), the letter of the Chapter was held for consideration by the Executive Committee prior to publication. The Committee directed as follows:

That the letter of the Oregon Chapter be printed in the September number of THE OCTAGON with a request for comments, and that the letter of the Oregon Chapter be referred to the Committee on Constitution and By-Laws for its consideration, together with such comments as may be received after publication in THE OCTAGON.

Chapters and members are requested to consider

carefully the many suggestions made in the report, and to send their comments to the Secretary of the Institute, at The Octagon, where they will be acknowledged, and then submitted to the Committee on Constitution and By-Laws.

The letter of the Oregon Chapter, in which is quoted the report of its delegate to the last Convention, follows:

Letter from the Oregon Chapter.

June 4, 1929.

The article written below is a report of the Convention by one of the delegates from the Oregon Chapter and suggestions given have the approval of the Executive Committee of the Chapter. We are sending you this article with the request that you publish it in THE OCTAGON. The article is as follows:

"The Annual Convention of the Institute seems to be becoming each year, more of a luxury for the comparatively few members who can afford to pay the price of attending it. The democracy of the organization is therefore threatened and the question of securing and retaining membership is cer-

tainly involved, for it is natural for one to question the value of a membership in a national group which offers no direct participation in its deliberations, unless fortunate financial circumstances and leisure permit.

"The Oregon Chapter is perhaps typical of those far removed from Washington. During the several years of its existence, it has been able but in one case, to pay all the expenses of a delegate. That its record as to number of delegates at the Conventions has been fairly good, is only because the State University and the State Board of Architectural Registration have subsidized from time to time, certain of their members (and only rarely have these received their total expenses). The rank and file of the Chapter members can never expect, under these circumstances, to participate directly in what ought to be the vitalizing bond between the membership at large, and the Institute, i.e., discussions and contacts with their fellow members from all parts of the country. Such a state of affairs breeds discontent and local point of view, in place of a national point of view. Not only is the expense involved prohibitive in most cases, but perhaps more of an obstacle is the time necessary to give to the trip. A small Chapter in a limited field can only with some hardship, meet its obligations to the Institute—much less build up reserves from local dues, adequate to meet local problems and delegates' expenses.

"The following suggestions are therefore submitted:

"In order to ascertain facts upon which to act—

"1—The Board to undertake a survey of the costs involved in holding the Convention—cash outlay and time given by delegates and Institute.

"2—In order to reduce expense of Convention—Board to consider advisability of—

A—Reduction of number of delegates. (Conventions are now too large to permit of full and free discussion—an undemocratic proceeding.)

B—Shortening of Convention. (Three days are certainly enough.)

C—Holding Convention every other year. (A dangerous policy as needed contacts would be lessened.)

D—Programs of less formality and elimination of expensive functions.

E—Geographical locations for Conventions. (If time as well as mileage is considered, a Convention (perhaps every other year) away from Washington might be found advantageous. However this might be, such a procedure would have the great advantage of bringing the National body intimately to its constituents.)

F—Selection of smaller centers for the smaller

Conventions, where the "traffic" might be less expensive.

G—Moving date of Convention to last of May, to take advantage of summer excursion rates—amounting, no doubt, to a large gross saving.

"3—In order to secure workable representative government in fact—

Board to give consideration to reorganization, possibly along following line:

A—Regional groups by constitutional provision, to meet prior to National Convention—to instruct delegates, after free discussion, and to elect their Director on the Board, who might be also the Chairman of the Regional organization and Convention. (Regional Directors as now functioning are not in fact representatives of their districts, as they are elected by the Convention, and not by their districts.)

B—Redistributing of Regional Divisions. (Present divisions too large for most democratic results.)

C—Election of officers by letter ballot to all members, after full information in regard to candidates is furnished to all. (This might appear to favor large Chapters—but the method would at least be democratic, and under the present system with delegates in ratio to membership—the same condition exists now, in a way.)

D—If present method of election is to continue—prevention by constitutional provision of Chapters instructing delegates on candidates for national officers, excepting their own regional director. (Until all candidates are properly nominated, no Chapter should be allowed to pledge its delegates, for such action thwarts the constitution, which allows for nominations from the floor of the Convention. Such pledging is undemocratic and is conducive to factional strife.)

E—Aid Chapters in securing more adequate funds for local problems and delegates' expenses, by study of possible methods. (Seattle accomplishes it by tax on amount of building permits, representing the local work of each member—thus, he who can—pays. Denver has collectively handled the design of an important structure, thus retaining for itself the profit from the commission. Oregon has just completed an arrangement with a large real estate development company, whereby the Chapter is to receive a fee for passing on the design of each new home in the district. No doubt there are other methods

in vogue—the knowledge of which would help Chapters.)

F—Distribution of refund and Chapter tax, considering per diem allowances, as well as mileage costs. (It is desirable and even conceivable that by reduction of expense of Conventions by decreasing number of delegates and other methods, that every delegate might receive his full expense, together with per diem allowances, without greatly increasing Chapter tax. Certainly

such a result would make for a more democratic Institute.)

“From consideration of the above we feel that the Institute has outgrown its present constitution, and that the question of membership is solvable best, by basic reforms in operating methods. However, even under the existing constitution, reduction in expense of attending Conventions, and more democratic conduct of them, would advance the best interests of the Institute and should react on the whole membership campaign.”

Awards at the Foundation for Architecture and Landscape Architecture

By ALFRED E. HAMILL

On September 6 and 7, 1929, the Jury of Final Award for the Traveling Scholarships of the Foundation for Architecture and Landscape Architecture met in Lake Forest, Illinois. It was composed of C. Herrick Hammond and Frederick W. Garber, Architects, appointed by the American Institute of Architects, and Clarence Fowler and Bremer Pond, Landscape Architects, appointed by the American Society of Landscape Architects, together with Alfred E. Hamill, as Chairman, appointed as lay member by the Foundation.

The Jury devoted the best part of two days to the study of the work of the students done during the summer session. That work was composed of sketches, measured drawings, and three major problems. The latter occupied an important place in the competition. They were for a Country Club, a Boys' School in the Country, and a Small City Hospital in a park. In reaching a conclusion, the

work of the students in each line of endeavor was taken into consideration.

The Jury was unanimous in awarding the Ryerson Traveling Fellowship in Architecture to Otis Winn from the University of Illinois; the Ryerson Traveling Fellowship in Landscape Architecture to Carl E. Berg from the University of Illinois; the Condé Nast Traveling Fellowship in Architecture to Paul Heffernan from the University of Iowa; and the Condé Nast Traveling Fellowship in Landscape Architecture to Sanford C. Hill from the University of Iowa.

Honorable mention was given to C. P. Weir in Architecture and F. Leland Vaughan in Landscape Architecture, these men to be alternates in case of failure to perform by the actual winners of the Scholarships. The Jury also highly commended the sketches of Jonathan A. Taylor.

Washington Film Ready for Chapters

The film showing the growth of the National Capital, from its inception down to the proposed new building group for the Triangle Area north of the Mall, has been secured from Secretary Mellon for the use of the Chapters of the A. I. A. The Committee on City and Regional Planning, in cooperation with the Committee on the National Capital, has had a duplicate made of this film, as it was shown at the recent Institute Convention meeting in Washington and at the Federation of Arts Convention in Philadelphia.

It is “replete with fascinating historical detail and reaches its climax in a revelation of the Washington of the future. Everybody got a patriotic as well as an architectural thrill,” in seeing it, Louis La Beume says.

Every Chapter of the A. I. A. and many local civic bodies and educational institutions will want

to show their members this film which can be had for the payment of express charges.

It is suggested that the Chapters offer the film at an open meeting for members, draftsmen, students and their friends and then arrange for its showing during the remainder of a week at a local moving picture house or educational institution with a public introduction by some Chapter member.

Tentative reservations will keep the film in Pacific Coast states until October 11th, when it will be shown at the State Convention of Architects in Los Angeles.

CHARLES H. CHENEY,
Chairman.

Editor's Note:—For advance dates and reservations address Charles H. Cheney, Chairman, Committee on City and Regional Planning, A. I. A., Palos Verdes Estates, California. (Telegrams to Redondo Beach, California.)

Regional Conference—The Middle Atlantic Division

The Chapters of the Middle Atlantic Division will hold a Regional Conference in Baltimore, October 18th and 19th. The tentative program includes reports from the Chapters in the district and discussions on the subjects of—

Institute membership growth,
Initiation Ceremony for new members,
Development of The Octagon property,
Relation of the Institute to the Architects' Small House Service Bureau.

It is intended that this meeting shall be what its name implies—a conference at which the Delegates and Members present may express themselves freely on the subjects before the meeting so that the true sense of the meeting may be recorded in whatever action is taken.

It is expected that all Chapters in the Middle Atlantic Division will be represented by delegates.

Officers of the Institute, chairmen of committees, and Institute members generally are invited to attend the session and participate in the proceedings.

CHARLES T. INGHAM,
Regional Director,
Middle Atlantic Division.

Editor's Note:—The Chapters in the Middle Atlantic Division are:

Baltimore
Erie
New Jersey
Philadelphia

Pittsburgh
Scranton-Wilkes-Barre
Southern Pennsylvania
Washington, D. C.
West Virginia

As Of Interest

West Virginia Chapter Transferred.

By action of the Board of Directors, which became effective upon concurrence of the West Virginia Chapter, that Chapter has been transferred from the South Atlantic Division to the Middle Atlantic Division, effective September 9, 1929. The Directors of the two Divisions and the Chapter officers have been advised. The change was made to secure a more logical allocation of the West Virginia Chapter with reference to geography and to business contacts.

Annuary and Proceedings.

These two Institute documents were distributed to each Member, Associate, and Junior who requested copies. The distribution was made the latter part of August. The documents were sent to those who requested them by response to the notice sent to every member by the Secretary.

It should be noted that the contents of the Annuary were rearranged, to accord with the instructions of the Board of Directors. There were added a map showing the territories of the Regional Districts and the Chapters, and the new document on the Duties of the Professional Advisor. Various pages containing the Articles of Incorporation of the Institute and related amendments were omitted. The Constitution and By-Laws now appear in the front of the book for convenient reference.

The Proceedings are the official public record of the Conventions of the Institute and are carefully prepared. The transcript as received from the reporters, is cut into sections and submitted to the many speakers. When the return of these sections has been completed the compilation of corrected transcripts is turned over to the Editor of the Proceedings, who is Mr. James T. Grady of New York.

He is also the Publicist of the Institute. The galley proof from the transcript, as edited by Mr. Grady, is checked for substance by the Secretary of the Institute. The book then goes into page proof, is checked finally by the Editor, and released for printing.

The distribution, this year, in addition to that previously noted, was to Honorary and Honorary Corresponding Members, to various libraries, architectural magazines, professional and technical organizations, and others.

Committee Appointments.

President Hammond completed the appointments of the personnels of the Standing and Special Committees of the Institute in advance of the publication of the Annuary. The complete roster of all committees will be found in the front of that book. Exclusive of those on the elective committees there is a total of four hundred and eighty committee chairmen and members.

Visits of Field Secretary.

In a program arranged in conference with President Hammond and the Chairman of the Membership Committee, J. C. Bollenbacher of Chicago, the Field Secretary, William M. McIntosh, has visited the following Chapters:

Midde Atlantic Division—PITTSBURGH AND WEST VIRGINIA.

South Atlantic Division—VIRGINIA.

Great Lakes Division—CHICAGO, CINCINNATI, CLEVELAND, COLUMBUS, DAYTON, DETROIT, GRAND RAPIDS, INDIANA, KENTUCKY, TOLEDO.

Central States Division—MADISON, WISCONSIN.

He is now calling on the Chapters in the Middle Atlantic and New York Divisions. His report on these visits and on the general conditions which he found in the various Regional Divisions will be submitted to the Board of Directors at the November meeting.

Correction—Chairmanship of Honor Awards Jury.

In the August number of THE OCTAGON a re-

port on the work of the Jury of Honor Awards of the Northern California Chapter was printed with a statement that A. H. Albertson, of Seattle, was Chairman of the Jury.

It is desired to make a correction and to record that David C. Allison, of Los Angeles, was Chairman of the Jury. The other two members were A. H. Albertson, Seattle, and Carleton M. Winslow, Los Angeles.

The Structural Service Department

Organization of Acoustical Society of America.

In order to increase and diffuse the knowledge of acoustics and to promote its practical applications there has recently been organized a society known as the Acoustical Society of America, with headquarters at 919 North Michigan Avenue, Chicago, Illinois. The Secretary of the Society is Wallace Waterfall. Architects interested in the subject of acoustics are eligible to membership.

Conference on Wood Painting Practice.

The American Institute of Architects has for the past few years been cooperating with the United States Forest Products Laboratory and other nationally organized groups in conducting an investigation of wood painting practice in order to develop information in regard to the effect of the wood, of the paint, and of climatic and other conditions upon recommended painting practices.

On September 13 and 14 a conference of producers and users of wood and paint was held at Madison, Wisconsin, and results of the investigations that have been conducted to date were presented.

The Structural Service Department was represented by Arthur Peabody, from whose report of the conference the following has been abstracted:

"The conference on Wood Painting Practice held at Madison, Wisconsin, on September 13 and 14, 1929, was one of most value to producers and users of wood and paint. The materials, photographs and moving pictures accompanying the address of the representative of the Forest Products Laboratory were most valuable to the discussion as illustrating the behavior of wood used in the arts.

"It was pointed out that certain woods are better adapted to expose to the action of heat and cold, moisture and dryness than others and so far as possible such woods should be employed on exterior work. However, it is not convenient nor in many cases practicable to select the most durable wood. Where white pine is available the problem is simple, but over very large areas of the country other woods

must be employed. The problem then is to choose out of the lumber locally distributed, woods which will deteriorate the least by cracking, splintering and roughening.

"The character of paint applied has a bearing on this problem insofar as it protects the wood from the action of the weather and prevents such changes in the wood as take place where the wood is exposed without paint. However, paint cannot overcome the tendency to split by the drying out of moisture contained in the original wood. It can only prevent the entrance of fresh dampness.

"The painted panels exhibited showed the varying results obtained by the same type of paint as applied on different woods and were in this respect a guide to the architect in writing specifications.

"The papers treating of the use of paints were most valuable. It appeared from these that much study and experimentation had been given to the question of suiting the paint to the wood and considerable improvement in wearing qualities had been discovered. However, the attempt to secure the use of correct paints and the right oils and thinners involved the education of the entire painting trade and the public, which appeared to be a colossal task. For this reason some of the representatives of the paint producers argued for the manufacture of 'all purpose' paints rather than special paints so far as regards the use of paint on woods. There is, of course, painting the primary object of which is protection without particular regard to appearance, as upon bridges and other steel structures and upon buildings of a purely utilitarian character. Architects, however, and the greater number of paint users require something beyond simple protection and add the element of good appearance and stability of color.

"The meeting was a striking example of the modern plan of attack on problems of paint production and use in that representatives of paint makers and consumers came together for the interchange of information which must lead to a consensus of opinion on certain matters connected with production, distribution and specifications."

Members Elected From July 1, 1929, to September 30, 1929

<i>Baltimore Chapter</i>	- -	CHARLES DANA LOOMIS
<i>Boston Chapter</i>	- -	WALTER FRANCIS BOGNER, EDWIN B. GOODELL, JR.
<i>Chicago Chapter</i>	- -	ANKER S. GRAVEN, PETER B. MAYO
<i>Cincinnati Chapter</i>	- -	JAMES DONALD MAWHINNEY
<i>Cleveland Chapter</i>	- -	WALTER J. CANFIELD
<i>Columbus Chapter</i>	- -	ROBERT G. INGLESON
<i>Florida South Chapter</i>	- -	RUSSELL T. PANCOAST
<i>Kansas Chapter</i>	- -	JOHN STANLEY HAGAN, GLEN H. THOMAS
<i>New York Chapter</i>	- -	PHILIP A. CUSACHS, HARRIS H. MURDOCK
<i>North Texas Chapter</i>	- -	WILLIAM JOSEPH LANG
<i>Philadelphia Chapter</i>	- -	S. BRIAN BAYLINSON
<i>West Virginia Chapter</i>	- -	CYRUS EDGAR SILLING



