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The Architects' Building of Philadelphia

By VICTOR D. ABEL, A.I.A.

THE PRELIMINARY WORK

FOR a generation back the architects of Philadelphia have attempted at various times the seemingly impossible task of establishing themselves in group form in an office building which would not only contain their offices, but would be, in addition, the headquarters of the building industry in this territory.

The matter has been repeatedly broached, subjected to a considerable amount of work, and at one time almost consummated. The war, with its usual effect upon most building construction, stopped all progress in 1918, and until 1928 the project lay dormant.

With this background, and the fact that the leaders in each attempt to work out some solution were still actively engaged in their profession, the time seemed ripe when in the fall of 1928 the matter was brought forcibly to the attention of the officers of the Philadelphia Chapter. A prominent realtor and a builder of Philadelphia offered to build, upon a plot of ground which they owned, a structure which they would term the "Architects' Building." It was to be constructed from our design and to provide for our special requirements. Upon its completion it could be sold to the group of architects, as owners, or the builder would hold it as an investment, having in mind that by reason of its occupancy primarily by architects, it could well be the headquarters of the building industry and thus enhance its rentable value.

Before the building could be built it would, of course, be quite essential to secure the cooperation of the membership of the Chapter and to make certain that a sufficient group would move their offices into the building. With these thoughts in mind the

matter was laid before the writer as Secretary of the Philadelphia Chapter.

The Executive Committee of the Chapter, being impressed with the seriousness of this offer, but slow in committing themselves until the feasibility of the project could be determined, appointed a committee to investigate the subject more fully and to find if the consensus of opinion of the members of the Chapter favored such a move at that time. It was felt that under no circumstances should the project be seriously considered unless there was a complete sense of cooperation within the membership of the Chapter, and unless enough offices would move into such a building to make it in actuality what its name would imply.

This, the first of several committees, studied the extent of the Chapter's cooperation in such an enterprise and how best to place the situation before each member. Consistent with the administrative policy of the Chapter, under which at all times every major and minor activity was fully discussed before the membership at meetings, the Committee asked first to have the building project made a part of the program of the next meeting. That was done and the possibilities of such a building, its ideals, and its occupancies were thoroughly and frankly discussed.

Interest in a further and careful study was unanimously voted at the meeting. It was felt that the Chapter could well favor such a project, and later it did so by resolution. Its interest as a body, however, must necessarily be limited to having its headquarters in the building, and to an endorsement of a comprehensive exhibit of building materials, the lack of which had been felt for years in Philadelphia.

The question of member architects' occupancy of space in the building and possible ownership thereof,

was to be determined by each individual. Therefore, following this Chapter meeting a questionnaire was sent to each of the two hundred members of the Philadelphia Chapter.

Inasmuch as there were a number of major questions which must be answered fully before a basis of negotiations could be found, the questionnaire was made as complete as possible and was accompanied by a letter presenting the entire situation to those who could not be present at the meeting at which it was discussed. Each phase of the project was separately submitted in question form. Only by this method could the Committee be guided as to further action. Meanwhile, while this poll of the architects was proceeding, the Committee did not stop its labors, but considered the several other problems which would govern the final decision as to procedure.

A sub-committee made preliminary contacts with the building industry through its various organizations, its producers, contractors, sub-contractors and materials representatives. A most gratifying interest was shown at once, groups representing various phases of the construction industry offering to cooperate in any way possible and to take, wherever possible, space in the building and in the exhibit, if endorsed by the Chapter.

One greatly appreciated offer was to have the industry join with the architects in the ownership of the building, if, on completion, it would belong to the profession. This was given serious consideration by the Committee, but it was unanimously decided that in this case the architects must stand on their own feet. They must show their own sense of responsibility in the ownership of the building and not call upon those to whom they looked for materials and construction service to render any financial assistance. It is felt that this decision has much to do with the continued interest of the construction industry, as evidenced by the many offices already rented to its members.

Preliminary contacts were made with interests whose business it is to construct and finance large buildings for specific uses, so that it might be found if our general scheme was feasible. We not only found that a number would be very much interested in going into the matter with us, but were indeed quite anxious to do so. One answer, perhaps, lay in the reply of the president of one of the largest Philadelphia trust companies, who, when approached as to financing such a project, stated that as a moral risk, a building constructed for a profession as representative and as closely knit as ours, should and would rank unusually high and that he would be very happy to favorably recommend such a mortgage to his board.

As the answers to the questionnaires came in and were tabulated, the feeling of confidence of the Committee was increased. Worthy of study are the

questions themselves and the proportion of answers. The unusual interest created in the project is shown by the fact that of the two hundred questionnaires sent out, answers were received representing practically seventy-five per cent of the membership. Actually eighty-seven were filled in and returned, in many cases a single answer representing firms with two to six Chapter members.

The questions and answers were as follows:

1. Do you feel that an "Architects'" building, with headquarters for all allied associations and with offices for rent to architects, builders and others, is desirable in Philadelphia?

Ninety-five per cent answered in the affirmative, there being but seven who questioned or were opposed to the desirability of the building.

2. Do you feel that the Chapter should take the lead in sponsoring such a building?

The affirmative answers were in about the same proportion as in question No. 1.

3. Do you feel that the Chapter should have permanent headquarters?

Here the proportion increased to over ninety-five per cent, there being only six negatives.

4. Would a comprehensive building exhibit in this building be of service to you and to your clients?

The answer to this was the same as in No. 1, there being only seven who questioned the desirability of an exhibit and none who were entirely opposed to such a service.

5. Would you consider renting space in this building?

This, with Nos. 6 to 9, was the most important of all in respect to the effect upon the Committee's future action. It could be answered only by each individual in consideration of his own practice and the conditions of his existing lease. Thirty affirmative answers were received to Question No. 5, representing not less than fifty individuals, a surprising proportion, totaling twenty-five per cent of our membership. A most gratifying and encouraging reply.

6. If so, what would be the approximate number of sq. ft.?

The thirty architects replying "Yes" to Question No. 5 indicated a total space requirement of 42,000 sq. ft. This gave the Committee a basis upon which to gauge the size of the building. In addition to those at once interested in space, a number stated that leases prevented their changing their offices for lengthy periods.

7. Would you favor a privately owned building with all occupants paying rent to the owner, as is customary today?

Of the thirty questionnaires considered in the answers to this question, as having said "Yes" to Nos. 5 and 6, about one-fourth favored rental of space and the rest were strongly in favor of a co-

operatively owned building. The balance of the answers were from those who could not or would not move into the building, and were evenly divided on this question.

8. Would you favor a cooperatively built and owned building, in which stock would be sold, such as the Architects' Building in New York?

As opposed to those favoring rental in a privately owned building, seventy-five per cent of those considering space desired to share in the ownership of the building.

9. If so would you participate in the ownership of such a building?

In general the same proportion of seventy-five per cent who answered "Yes" to Question No. 8, wished to participate in some way in the ownership of the building. In addition a number of those who could not take space in the building expressed interest in putting money into the project.

THE PERIOD OF NEGOTIATION

So much was both the small committee and the Executive Committee impressed with the unanimity of opinion of the Chapter on the desirability of such a building and especially of a building industry headquarters and a materials exhibit, that a larger committee of seven was immediately appointed from among those who would take space in the building, to prepare a schedule of preliminary requirements. These were to be submitted to the various real estate and financial interests of the city to secure from them an opinion as to the possible methods by which the project could be consummated and as to the amount of money which would be necessary to be raised on the part of the architects to secure an equity in the building.

From this point onward the project was divorced from a direct Chapter activity, it being felt that the construction of the building was now a matter for the consideration of those who would participate in its ownership and rental, and who from now on would be known as the "Architects' Group." The Chapter, however, would both cooperate and participate in its ownership as a body, leaving the details of completion to the members of the group.

The main facts to be ascertained as set forth in the general requirements for such a building were as follows:

(a) Based upon the answers to the questionnaire, some twenty firms were prepared to occupy space in the building on a cooperative basis, renting approximately 40,000 sq. ft. of space. The proportional cost of such space, rental per square foot, and total equity involved were to be studied.

(b) The lot must be in the heart of the office building district, facing a main street, in a location convenient to the important railroad stations and financial district and to the automobile traffic lanes

used by clients in entering the city; to be preferably a corner, although not imperative, with light provided on at least three sides.

(c) It was felt that not over forty per cent of such space could be used for architects' offices at a preferred rental, and that to show a financial return there must be at least sixty per cent made available to tenants and occupied by them at prevailing market rates, so it was stated in the questionnaire that the total office rentable space should be not less than 100,000 sq. ft. exclusive of stores, basement, or any floors for garage storage.

(d) The building was roughly calculated to contain about 1,500,000 cu. ft. at a cost of about 65 cents per cu. ft. and it was felt that a lot area of from 5,000 to 7,500 sq. ft. was the proper size.

The question of garage was considered but it was not essential that a garage be a part of the building, inasmuch as there were several available in the near vicinity. If a garage were incorporated it would be in addition to the cubage stated for the office part.

(e) A definite requirement was that the building be designed under the direction of the group of architects who would subscribe to ownership in the building, and that those architects who intended to become tenants in the building and who were interested in the ownership of the building would be offered an opportunity to subscribe to the stock in the owning corporation.

(f) The space to be leased direct to the architect tenant-owners would not exceed 40,000 sq. ft. at a net rental, to those subscribing to stock, of approximately fifty per cent of the market rate for space in similar modern buildings. The balance of the building would be rented, if possible, only to tenants interested in the building industry. This was later made a mandatory ruling, and none but those actually devoted to some phase of the building industry have been accepted as tenants.

Summarizing, the conditions provided that the building should be devoted to the following occupancy:

1. Headquarters of the Philadelphia Chapter, The American Institute of Architects.
2. Offices for architects (as cooperative owners and otherwise).
3. Headquarters for organizations of the building industry.
4. Offices for engineers, contractors and manufacturers' representatives of the building industry.
5. A comprehensive building materials exhibit.

(g) We asked, in receiving such propositions, for definite data upon the cost, size and location of the lot, cost of building and method and costs of financing, also a schedule showing the possible rental returns based upon location, the operating and main-

tenance cost and the return over a period of ten years. Each one was also asked to what extent he would cooperate with the architects in ownership of the building, provided it was not possible to raise the full necessary equity by subscription among them.

There were between ten and twelve sites submitted to the committee and each one was considered most carefully. To fully protect ourselves, the services of a prominent realtor, not interested in submitting a proposition, were arranged for and opinions were secured as to the desirability of each site. Competent legal advice was secured for consideration of each step, and in the preparation and approval of the necessary documents involved.

The propositions were studied one by one and eliminated with the aid of the consulting realtor until the one which seemed to be most just and fair to all was finally restudied, resubmitted, and developed into the following:

A site was offered, 65 by 96 feet, facing on a main street, bounded by two narrow streets, with an area of approximately 6,400 sq. ft. With the building, architects' fees, interest during construction, carrying charges, bonds, title insurance, etc., and ground value, this involved a total consideration of about \$2,400,000 of which \$500,000 would be the minimum equity in the building, and of this equity at least \$200,000 was to be subscribed by the participating architects.

With the advice and assistance of a rental agent, who was tentatively selected, a schedule of rentals and operating expenses was carefully worked out in detail, based upon the site above described, and a proposed building as outlined in the requirements.

The rentals included the 40,000 sq. ft. of architects' space at a preferred rate, the ground floor as stores or display rooms, the basement area and the balance of the office rentable space. From this total was deducted the fixed expenses consisting of (a) Interest—six per cent upon the mortgages, (b) operating expenses, (c) rental agent's collection fee, (d) insurances: elevator, liability, fire, etc., (e) repairs and maintenance, (f) estimated taxes and (g) vacancies (estimated at ten per cent upon the total rentals).

In the schedule of rental total, the market value per sq. ft. was conservatively estimated at ten per cent below what was expected to be secured. When the approximate balance was found it showed a return of at least four per cent to the owners of the equity. If the actual price per sq. ft. looked forward to was obtained, a not unhoped for result, the return would increase to almost eight per cent, and if there were no vacancies, as would possibly be the case over the first five years or ten years, the return would increase to fourteen per cent. This, to the participating owners, in addition to their sub-normal rental charges for their own offices.

THE AGREEMENTS

The members comprising the Architects' Group were again called together and the facts secured by the Committee were fully and carefully set forth. Discussion was invited and upon a complete and full understanding of the essentials of the proposition the Committee was authorized to prepare for resubmission, an agreement between the realtor (called in this article the owner) through whom the ground was being purchased and the building financed and erected, and the groups of architects subscribing to ownership in the building.

The agreement thus completed, unanimously accepted and signed, is a most unique, interesting and equitable document. It has been the entire basis of a wonderful esprit de corps, between a group of men whose sole interest has been the completion of a building that marks an epoch in the construction industry of the east. So unusual is this document that its most important features are presented herewith:

(a) Preamble, reciting the ownership of ground, the interest of the Architects' Group in a building and the intent of this agreement, to wit: that a building shall be erected by the owner, at a certain total cost of ground and structure, subject to certain mortgages and equity.

(b) The formation of a corporation to be known as the "Architects' Building Corporation," and agreement on part of the architect owners, to be known as the "Architects' Group," to subscribe to the stock thereof.

(c) Owner agrees to build a twenty-four story building from plans to be prepared by the Architects' Group for which they are to be paid the regular fee of six per cent upon the full cost of the building. Owner agrees to arrange for all financing, creating a first mortgage of about sixty-five per cent of the total cost within ninety days from the date of the agreement, and a second mortgage up to the amount of the equity at final completion of the structure. On such completion he is to sell and convey the lot and building to the Corporation at the price agreed upon.

(d) Architects' Group to subscribe to their agreed upon portion of the equity, namely, \$200,000 for the 40,000 sq. ft. of space which they are to occupy, and agree to pay the owner twenty-five per cent of this amount immediately upon the signing of this agreement.

(e) The usual legal and proper provisions as to default on either side, clearance of title, settlement, covenants as to payment, etc.

(f) Granting to Architects' Group the right to acquire over a period of five years the owner's stock in the Corporation (\$300,000) at a sliding scale, starting at \$105 the first year for each \$100 share

and increasing \$2.50 per year to a total of \$115 per share during the fifth year.

(g) Fixing the rental to be paid by the subscribing Architects' Group for their space. Such rental to be for a period of not over ten years. Also provision for future sales governing subscriptions and regulating any sub-letting by architects.

(h) Appointment of a rental committee of three, composed of one representative selected by the Architects' Group, one by the Owner, and a third to be chosen as the active rental agent, who must be satisfactory to the Owner and the Architects' Group, the eventual stockholders of the Corporation.

(i) Provision for arbitrator in case of dispute, a necessary corollary to all agreements.

Coincident with the signing of the agreement by all subscribers to stock, there was signed a second agreement which is only between the members of the Architects' Group. This provided for the individual subscription of each individual or firm to the number of shares of stock to provide the necessary area for his office requirements, the size of which governed his investment.

As \$200,000 was to be subscribed by the architects who are to occupy the 40,000 sq. ft. of space available to them through the agreement with the owner, it was required that each subscriber take stock to the value of \$5.00 per sq. ft. of space.

THE ARCHITECTS' GROUP

With these most important first steps thus summarized, it was necessary for the Architects' Group as a body to organize. With legal advice, a meeting was called of all the architect subscribers and a form of organization presented with the necessary resolutions to carry it into effect. These were written into the form of minutes and a copy signed by each subscriber in order to make it fully legal and effective.

For the purpose of having full authority to make decisions and to expend money, an Executive Committee was first formed, consisting of six members. A President, a Vice-President, a Secretary-Treasurer and three Chairmen of Committees, one each on Design, Material, and Supervision.

Each of these committees consisted of five men and the functions as indicated by the titles were relegated to the respective groups. The writer, as Secretary-Treasurer, was made Executive-in-Charge and the duties of business manager, liaison officer and general functionary assigned to him.

The representative on the Rental Committee was appointed and made subject to constant contact with the Executive Committee through the Executive-in-Charge. The latter was also to keep in constant touch with each Committee Chairman and to call and attend all meetings, to follow the progress of the drawings and the building and to prepare

and submit all problems of any kind to the Executive Committee for action. It was his duty to employ all draftsmen, engineers, etc., subject to the approval of the various committees.

With the form of organization perfected, the personnel was elected by the entire group, and made a part of the signed minutes. Then followed definite work upon the first problem, namely, the design of the building.

At the outset each member of the group was asked to submit in very rough form his thought as to an exterior, the plan being roughly set by the form of lot and location. Some twelve suggestions were submitted from which the preliminary sketches were made, and working drawings developed into the design which is now completed.

No time need be spent in a discussion of the usual drafting and engineering work involved, but emphasis can be properly laid upon the wonderful spirit of cooperation shown by each and every one of the group. Where a personal opinion might be contrary to the decision of the majority, it was submerged and in every case a decision as to design, construction, materials or of any other action involved was made unanimous.

This wonderful spirit has welded together a strong, virile group of architects, which embraces not only those who will occupy space in the building, but others who cannot, for some reason, join with us at this time. Their interest and enthusiasm in our success has ever spurred us onward.

But at no time was there ever a lack of interest among the architects in subscribing. When our list was first completed and subscribers signed, we had to stop at the total space available in spite of the fact that applications for stock and space were still coming in. Our greatest problem was in over-subscription by the architects in spite of one or two changes from the original list, and it is our belief that it would be possible to secure subscriptions for an additional twenty-five per cent of space for architects alone, were it an economic possibility. Such is the value of success and enthusiasm.

THE BUILDING

As to the building itself, as executed, it could perhaps be better described as twenty-four stories of cooperation. The exterior is of a smooth texture brick, light buff in color at the ground level over a low base of black granite, and darkening in color until at the upper floor levels the brick is a dark brownish black, creating an intangible shading, unique in its inception, courageously done in pioneer fashion. The result is a play of light and shadow, which has given to the building a distinctive character of its own.

The main entrance is three stories in height, with black granite trim, treated with bronze and travertine at the doorway. The bulk windows are of

delicate and simple bronze detail with panels of travertine. Spandrels are of terra cotta, a neutral tone to match the brick to the seventeenth floor setback, and above that with green, blue and gold.

Window sills are of cast stone, as are the copings and trimmings of the setbacks.

The brick work is simple at the bottom, extending in vertical lines to the breaks occurring at the upper floor levels where it is treated with bold chevron and setback design. Shadows are made to count in the verticals as well as in the horizontals.

The windows are of metal of office building type, casements opening out, with ventilators opening in at bottom and fixed transoms at top, arranged for full ventilation under all prevailing weather conditions.

The construction of the building is naturally of steel frame, with reinforced concrete floors. Exterior walls are of solid brick, with hollow tile furring, to receive plaster. Interior office partitions are of plaster on macite block, except at elevator and stair shafts and toilets, where hollow tile is used.

The first floor has a wide arcade entrance from Seventeenth Street, which street is the main north and south artery, with a subsidiary office entrance from the interior lobby to Sansom Street, the main side street, running east and west. Another service entrance is available to the third street with provision for freight and delivery.

The treatment of the arcade and lobby is with marble and bronze. The floor is of travertine with black border, the side wall to ceiling a simple modified modern design with Gris Brun Alesia stone pilasters and wainscoting and brecciated black and gold marble base. The ceiling is panelled and decorated, of plaster.

There are two main stores on the first floor, one to be occupied by an international manufacturer of building products and the other leased by the building materials exhibit corporation which will also occupy the entire second floor.

The building is served with four high speed full automatic control elevators, and special stress has been laid upon securing the most modern type of control and design. The elevator lobbies have direct access not only to the main corridor on each floor but also to the service stairs and retiring rooms. They are treated with vaurian roche clair stone wainscoting and terrazzo floors, as are the corridors.

The typical office treatment is simple. Floors are of cement, painted; walls are of plaster, painted warm grey; trim, base and sash are of metal, a dark greyish green and the doors are of wood with a silver gray stain. Each architect has developed his own office as he would wish and each has treated the floors, woodwork and walls in his own fashion. This also has been done by many of the tenants, so

that the building contains a wide variety of individual office treatments.

The upper ten floors, occupied entirely by architects, have been worked out with unusually high ceilings, with windows close to the ceiling, giving a maximum distribution of light to drafting rooms.

The topmost floor expresses the purpose of the building most fully. Here is the library and office of the Philadelphia Chapter. The library, a dignified room of 17 by 30 feet, is panelled to the ceiling and arranged with bookcases. The floor is of black tile. Over the marble mantel is a memorial portrait of Dr. Milton B. Medary, who has been our inspiration throughout, and whose untimely death robbed us of one of our most valued counselors.

The same top floor contains also a large room of 2,000 sq. ft. area, with service kitchen and wardrobe space. This room will be used for exhibits, it being opened this year by the annual exhibition of the Philadelphia Chapter and the T-Square Club of Philadelphia. It will be available for luncheons and dinners, meetings, exhibits and for the many purposes for which such a room has long been needed in Philadelphia.

Between activities it is also hoped that it will be used as a common meeting ground for the tenants within the building and of their fellow workers in the building industry—to serve in bringing us all closer together.

THE PERSONNEL

Names have been omitted in the descriptions. In justice to those who have cooperated with us, this story would not be complete without mention of the members of our group.

Officers

John Hall Rankin, President
Walter H. Thomas, Vice-President
Victor D. Abel, Secretary-Treasurer

Committee on Materials

George I. Lovatt

Committee on Design

Milton B. Medary (deceased)
Succeeded by Robert R. McGoodwin

Committee on Supervision

Philip H. Johnson

Executive-in-Charge

Victor D. Abel

Members of the Group

The Philadelphia Chapter, A. I. A.
Bissell and Sinkler
Boyd, Abel and Gugert
Arthur H. Brockie
Horace W. Castor
Irwin T. Catharine

Members of the Group—continued:

Paul P. Cret
 Folsom and Stanton
 John Craig Janney
 Philip H. Johnson
 George I. Lovatt
 Richard W. Mecaskey
 Robert R. McGoodwin
 Purves and Day
 Rankin and Kellogg
 Harry Sternfeld
 Thomas, Martin and Kirkpatrick
 Frank R. Watson
 Willing, Sims and Talbutt
 Clarence E. Wunder
 Zantzinger, Borie and Medary
Owner and Financier
 Joseph J. Greenberg
Rental Agent
 Jesse Jay Schamberg

THE ACCOMPLISHMENT

So today, as the building is completed, success seems to have crowned our efforts. Space is being

rented to the members of the building industry, and of the twenty-four floors available, a total of over eighty per cent of space has been leased and our maintenance costs are met.

Aside from the feeling of pride in its success, the most remarkable reaction has been the interest created. To the Chapter membership the realization of the actuality of permanent headquarters, which is to be the center of professional and building activity in Philadelphia, has aroused the individual members to a greater support of the work of the Chapter administration to a degree which has never existed before.

The possibilities of service to the architectural profession and the building industry by a full utilization of the top floor facilities of the building are unlimited. What better tie between the profession, the building industry, and the public at large can there be than by the closer contacts and dissemination of knowledge with the study of each other's problems thus made possible? Only by this greater and closer understanding can the faith and courage of the Architects' Group be rewarded and the new building justify its existence.

A New Building Congress Proposed

A JOINT meeting of the Chicago Chapter, American Institute of Architects; the Illinois Society of Architects; and the Architects' Club of Chicago, was held on the evening of October 14 in the meeting room of the Architects' Club. The dinner and meeting were attended by more than two hundred architects, contractors, labor men, and material producers, and was devoted to a discussion of the Building Congress idea. The President of the Institute, Robert D. Kohn, of New York; the First Vice-President, Ernest J. Russell, of St. Louis; and Regional Director Frederick W. Garber, of Cincinnati, were guests of honor. Each of them addressed the meeting. President Kohn had announced the title of his address as being "Wake Up and Dream." The introduction to his talk was as follows:

"To wake up and dream' is not only the problem of the architect. It is the problem of the Building Industry. What I mean is that we must be ever awake to the changes taking place in our contemporary life and recognize those that are worthy; that we must keep our art alive and vital; that we must ever be making wider the field of our contacts with the rest of the professions and industries; that through these wider contacts we must be gaining the knowledge that will make more efficient the performance of our particular function

in society; that we must never let the educational process stop until life itself stops. In other words, we architects and engineers and builders and labor men and material producers—whatever we are—must be awake, truly awake but yet we must never cease to dream. For as the Prophet has said: 'Where there is no vision the people perish.' We may produce that most elusive thing, beauty, and efficiency and excellence in all we do—we may even secure freedom from strife in our industry but all will not avail us unless we hold to an ideal—an impossible dream of a perfection never to be attained and hold it before us like a banner.

• • • • •
 "And one such dream which it seems to me has within it the germ of awakening is this idea of a Building Congress, as a meeting ground of all of the different functions of the building industry—where through cooperative effort to improve certain obviously necessary conditions—each partner participating will learn what the other partners are doing in the joint enterprise of ours and thus learn better to perform his own function."

After the meeting, on motion of N. Max Dunning, C. Herrick Hammond, Past-President of the Institute, was requested to appoint a special committee of five to prepare a plan for the organization of a Chicago Building Congress.

The Delano and Aldrich Scholarship

By CHARLES BUTLER, F.A.I.A.
Chairman of the Committee on Education

THE first holder of the Delano and Aldrich Traveling Scholarship for French architects, M. Pierre Mathé arrived in New York at the end of September, and has started on his tour of the United States.

The beneficiary of this scholarship, established last year by Messrs. Delano and Aldrich, is selected by a committee of five prominent architects in Paris: Messrs. André Arfvidson, chairman, and Camille Lefèvre, Georges Gromort, Auguste Pellechet, and Gustave Jaulmes, members. It is interesting to note that of these gentlemen, the first three are Honorary Corresponding Members of the Institute. M. Arfvidson, well known in America, is the architect for the new office building of the National City Bank in Paris, while M. Lefèvre is architect of the Louvre. M. Pellechet, architect of the new Zurich Insurance Company building on the Grands Boulevards in Paris, has just been awarded the Grand Médaille of the Société Centrale in Paris. M. Jaulmes, who in recent years has devoted himself especially to decoration, is known in Philadelphia for his great tapestry of the departure of the American troops for the war, now hung in Independence Hall, and for the tapestry of the Rivers of France in the Salon of the Steamship "Ile de France." He has just been selected to design four large tapestry panels in the new French Embassy in Washington. M. Gromort is well known to many American students as head of a successful atelier at the École des Beaux Arts.

This committee met during the spring and early summer and selected M. Mathé from a group of candidates. In their report they call attention to the high standard of excellence of those who presented themselves and to the difficulty they experienced in making a choice. M. Pierre Mathé, the laureate, is twenty-eight years of age, has already won the Second Grand Prix de Rome, and has still two more opportunities to compete for the First Prize.

He has finished his routine work at the École and is already engaged in active practice, specializing on the design of airports in association with M. Martin, architect of the Midi Railroad in the airport branch of the Société d'Appareillage et de Spécialités Electriques.

He has already visited Germany, Holland and England in this connection and will be in a position to draw interesting comparisons between European and American methods of airport installation.

The company for which he is architect has already completed plans for a number of airports to be constructed in 1931, of which that at Cannes on the Riviera is the most important.

M. Mathé has also had practical experience in superintending the construction of the new Casino at Dinard and various apartment houses in Paris.

In association with M. Patout, one of the best known of the successful younger architects of Paris, he took part in the Competition for the League of Nations Building in Geneva.

From this outline of training and practical experience it is obvious that the Paris committee has chosen a man in every way qualified to secure the greatest possible benefit from his four months' study of present-day American design and construction. The Committee on Education in whose hands the Institute has placed the direction of M. Mathé's travels in the United States, will furnish him with letters of introduction to architects throughout the country. It will doubtless happen, however, that in the course of his travels he will call on architects to whom he has not been introduced. The Committee, therefore, asks that this report be considered as a general introduction, and bespeaks for him from all members of the Institute a friendly welcome and permission to visit their offices and study office methods and an opportunity to visit work in progress or completed. M. Mathé, it may be added, as soon as his appointment was confirmed, applied himself to the study of English so as to be able to make the greatest possible use of the opportunity afforded by this Scholarship.

Modernistic vs. Traditional Architecture

By WILLIAM ORR LUDLOW, F.A.I.A.

IS MODERNISTIC architecture soon to displace the prevailing styles?

Do Colonial, Elizabethan, Italian Renaissance now belong to the past in this country, and a few years hence will they simply indicate build-

ings that are old-fashioned? Shall we soon refer to them with the complacent superiority with which we mention Victorian Gothic, French Mansard, Cupola and Band Saw architecture?

Now this is a very interesting question to most

of us, and an exceedingly important question to those who are about to build, or who are anxious about the sale value of their homes or other buildings.

In attempting an answer, let us admit the fact that the present generation cares little for tradition. We are beginning to do things now more because they are reasonable than because "we always have done them that way." To be sure, it leaves us in a position of uncertainty about what we shall be doing tomorrow, but after all, adventure is the only way of progress.

We must admit, too, that in this "machine age," efficiency is making us more materialistic, and less responsive to such intangible things as sentiment, tradition, beauty. These new standards have even now affected nearly everything, business methods, habits, customs, ethics, religious views, music, art, all in greater or lesser degree, and that they will affect our architecture is quite certain. Indeed one has but to look at our recent skyscrapers to see that the architecture of our big buildings has not only been affected; it has been revolutionized. We have proven that it is not necessary to borrow the old clothes of previous generations to cover an entirely new creation—the steel frame building. We have designed office buildings that are truthful, logical and beautiful; that have no trace of Colonial, Elizabethan, or Italian.

Moreover, in our big buildings we are beginning to replace the small units like brick by materials in large units such as sheets of non-corrodible chrome steel, large wall boards for plaster, light hollow plaster blocks for brick or tile, reinforced concrete in great slabs for terra cotta blocks. Already, therefore, the skyscraper of today bears no resemblance even in style to high buildings of only a few years ago, and the skyscrapers of a few years hence will bear no resemblance to the skyscrapers of today.

It is quite sure, then, that we are in the midst, perhaps only at the beginning, of an era of change, and what is happening to our large buildings is likely to happen to our smaller buildings. In fact we are quite sure to use in our smaller buildings many of the new materials borrowed from our large buildings.

Of course, in designing our houses, we have not the same problems to solve that the steel frame and great height impose, nor have the requirements of the house changed as greatly as those of the office building. But every day new materials and new forms of construction are being put on the market

and new things are demanded such as the incorporation of the garage with the house, the omission of the separate dining room, and larger windows for more sunshine.

It seems quite sure also that a few years from now the slow process of sending a lot of lumber to the site to be cut and fitted laboriously by a gang of carpenters to make the frame of a house will be replaced by the less expensive shop production of light steel members, cut and fitted in the shops, and sent to the site—a steel frame complete, and erected in a few days' time by a few especially skilled erectors. It seems quite sure that we shall use in our houses more large units like wall boards, to do away with the traditional three coats of plaster; that our floors will be in a single plastic slab instead of small boards; that our roof coverings will no longer be of little shingles put on by hand at considerable expense, but of sheet metal of durable and pleasant design, or of large thin composition, or of terra cotta slabs.

We may say, then, that there are these major factors that we must reckon with in any attempt to answer our question as to the passing of present architectural styles—the disregard of tradition, the efficiency of a machine age, the introduction of new materials and new methods of building, and new housing requirements. That these will change both our architecture and our construction is beyond the shadow of a doubt.

Having admitted all this, let us pause just a moment, however, to remember that there is, fortunately, an element that enters into the design of a home that the methods of the big building and a machine age will never destroy. The home is not primarily built to pay dividends, and the sentiment about "home" is not dead yet by any means. Witness the thousands of individual homes being erected all over the country, even in these hard times. The "family" still means something, and as long as it does the design of our homes is not going to be levelled to the utilitarian box that some would have us believe. In making the home, efficiency and iconoclasm will never wipe out that kind of sentiment that opposed to materialism makes life worth while.

We are surely going to change the character of our homes, we shall probably abandon largely the "styles," but we are not about to rush headlong into a sterile modernism, nor shall we change our ideas over night, of what is beautiful and suitable for the expression of "home."

Registration and License Laws—A Discussion

By EMERY STANFORD HALL, F.A.I.A.

LEGAL REGULATION OF ARCHITECTURAL PRACTICE

THE only possible legal purpose of both professional registration and licensure is to protect the public against the evil effects of incompetence.

The theory back of these two methods of special individual or group designation is on an entirely different legal hypothesis. In fact, they are made to fall under two entirely different departments of government.

Registration is based solely on the proved ability of the individual to do the thing competently which the title under which he is registered implies. It amounts to the granting of an educational title or degree. Naturally and logically it falls administratively under the department of education of state government.

Registration as such does not command the employment of anybody by anybody to do anything. It guarantees to everybody that the legal right by a certain individual to use a certain title assures that there has been reasonably sure legal proof of that individual's competency in the work implied by the title he rightly assumes.

There is practically no limit as to the reasonable rigidity and comprehensiveness of registrational restrictions. The individual does not have to use the title, but if he does use the title, he must meet with the requirements. If he calls himself an architect, he must be in every sense competent to do the work of an architect.

Licensure to do anything implies that the doing of that thing is restricted to those individuals who are licensed. Such restriction is justified only under the limited police power of the state. The police power of the state is confined within the scope of those things deemed essential to public health and safety. Under acts of licensure the candidate for licensure can only be examined legally on those subjects that have to do with public health and safety. The state has no legal right to question the applicant concerning cultural background, history, esthetics, etc. In fact the examination must be wholly confined to structural, electrical and sanitary engineering subjects and architectural design only in so far as the matter of plan affects ingress, egress, panic, etc., questions only of safety and health.

If a profession is to be established as a learned profession, it must be so by titular registration with rigid examinational requirements. If architecture is to be sold to the public on the basis of merit, those having the right to use the title architect must have appropriate educational background and be of legally proven competency in all of the diversified functions of an architect.

It is evident, therefore, in order to put the architectural profession on a skilled and learned standard, that the only legal method to do this is under the educational system of the state through titular registration.

This means that in the registration law itself there shall be no restriction as to the employment of an architect.

Where there is a registration law for architects there seems to be no reason why a municipality, county, or the state itself may not in its own interest specify that certain of its work (or in the case of a municipality concerning certain work by private individuals to be executed within its corporate territorial limits) shall be designed and supervised by a legally registered architect of that jurisdiction.

JEOPARDY TO BUILDING PUBLIC

Public jeopardy is in every building. There is practically no such thing as a strictly private or personal building. The small private residence is probably as near to it as anything. The hermit's home is the most perfect example. Hermits, however, are so few and far between that they are exceptions hardly worth considering.

A man's family, his servants, the people with whom he trades, and visiting friends are all persons of public interest insofar as his acts are concerned.

Every bit of building involves human jeopardy if unskillfully done. Even with skill, it has a certain menace. Personal liberty is a thing for soap-box orators to talk about, but the ideal has been proven not to be a fact in practical human society. Every man is, and he cannot escape the fact, the keeper of his brother's safety. Personal freedom exists only when a man's acts do not in any sense affect his neighbor. Such instances are rare, if they occur at all.

To contend, as has been frequently contended, that a department store is a private building because it is owned by a private individual is absurd. Ownership has nothing whatsoever to do with the question of whether a building is private or public so far as obligations as to safety are concerned. It is all a question of whether the public is invited in or not. Trespassing is, of course, at personal risk, but patrons of a store, servants, and members of one's family are not trespassers. They have been invited in and therefore they are entitled to public protection.

Responsibility before the law is of two kinds, civil and criminal. Civil responsibility is settled by

a monetary consideration, while criminal responsibility is compensated for by fines and imprisonment. A man cannot be held criminally responsible for an act done in good faith and according to his best knowledge and belief. If personal gain is largely in excess of fines there are always the unscrupulous who will pay the fines and profit by the difference.

Jeopardy in buildings is of many sorts, enumerated in the main as follows:

(a) Structural jeopardy on account of stresses and strains in structure. To provide for these in advance involves a knowledge of the science of strength of materials.

(b) Sanitary hazard which, to guard against, requires a knowledge of sanitary science and practice as it affects the administration of such trades as plumbing, ventilation, sanitary treatment of surfaces, etc.

(c) Electrical hazard which, to provide against, demands a knowledge of electrical science.

(d) Lighting hazard which, to properly guard against, involves a scientific knowledge of the effect of shadow and glare on the eye and how to design to avoid undue eye strain and insure the best vision possible.

(e) The hazard of ugliness which, to insure against, requires a trained knowledge of the art of correct proportion and balance in design, an understanding as to the genesis and placement of ornament, a feeling for color-harmony and a knowledge of the science of color blending and also a knowledge of textural influence in ultimate effect, as well as a natural creative artistic sense, a sort of intuition as to what is best in design.

(f) Plan hazard which, to insure against, requires a trained knowledge of the science of plan, methods of diagnosis of governing conditions, laws of logical circulation, the effect of panic on people, stair and exit proportion and position, routing of materials and people, crowd psychology, a knowledge of the proprieties of sex relationship, correct orientation so as to secure the best view to appropriate rooms and positions.

(g) The hazard of disorganized construction which, to secure against, requires an administrator with a theoretical knowledge at his command of all of the elements that go to make up a completed building, also a freedom of personal interest which

shall enable him to render just and fair decisions between contending elements in construction.

(h) The hazard of unfair competition which, to guard against, requires that the plans and specifications for a structure shall be made with technical skill and fair exactness by a person independent of interest in the manufacture or sale of building materials or construction work, who also has no personal monetary interest in or ownership of the building to be built.

(i) Financial hazard which, to guard against, involves economical, safe, efficient planning, fearless, correct, unprejudiced advice as to procedure, correct contract documents, impartial, diligent and diplomatic supervision of construction, necessary precautions to protect the owner and subcontractor from mechanic's lien claims and loss of just due by an understanding and strict compliance with the restrictions of mechanic's lien laws, and careful, technically intelligent auditing of accounts.

Loss of life in buildings has in most cases been due to failure under (a) defects in structural design, causing the building or some of its parts to collapse on account of undue strain in structural materials or (f) on account of faulty planning, causing loss of life through panic, trapping, etc. Contrary to common notion, this last has been actually responsible for the largest loss of life. The Iroquois Theatre fire, involving a loss of over seven hundred lives, is a notable example of this type of disaster.

Since building construction is fraught with numerous technical complications not readily anticipated or understood by the layman, and since the owner's and the contractors' interests often seem to be diverse, there is need of a competent, experienced, impartial judge to rightly adjudicate and diplomatically adjust matters between them.

The competent, impartial architect becomes the safety valve against hazard on the part of both the owner, the contractor, the bond holder, and the public. Since he cannot wisely and successfully perform these functions which custom has assigned to him without extended technical training and large practical experience it is essential to public welfare that the state insist on proved competency before an individual is allowed to use the title "Architect."

An Unusual Competition

TO DEVELOP A GENERAL AESTHETIC IMPROVEMENT IN THE CHARACTER OF ELEVATED STEEL WATER TANKS AND THEIR SUPPORTING STRUCTURES

IT IS encouraging—in fact, it is inspiring—to learn that a big corporation does not believe that elevated, steel water tanks must be ugly of necessity.

The program of the competition above described

has been approved by the Chicago Chapter of the Institute.

The Professional Adviser is Albert M. Saxe, A.I.A.

The Jury of Award is composed of Howard L.

Cheney, A.I.A., President of the Chicago Chapter; R. W. Zimmerman, A.I.A., and Mr. George T. Horton, President of the Chicago Bridge and Iron Works.

The program is printed in full, as follows, and it is hoped that the opportunity which it offers will be taken by many members of the Institute.

The officers of the Chicago Bridge and Iron Works, builders of Elevated Steel Water Tanks, are of the opinion that a considerable improvement could be made in the appearance of elevated steel tanks and their supporting structures. In their opinion no serious thought nor effort is being given to the aesthetic possibilities of these very necessary parts of our civic and industrial water supply. They believe that there are attractive architectural possibilities to be found in the natural characteristics of these structures. They have, therefore, undertaken to sponsor a competition in the hope of securing designs for a typical tank and tower from which may be developed types which will express pleasing aesthetic qualities. They offer the following prizes for the eight most interesting solutions:

First Prize	\$2,000.00
Second Prize	1,000.00
Third Prize	500.00
and Five Honorable Mention Prizes of \$100.00 each.	

Program:

The form and method of procedure of this competition has been approved by the Chicago Chapter of the American Institute of Architects.

Architectural Adviser:

The Chicago Bridge and Iron Works has appointed as its professional adviser in the competition, Mr. Albert M. Saxe, Architect, 430 No. Michigan Avenue, Chicago, Illinois, to prepare this program and to act as adviser in the conduct of the competition.

Competitors:

Participation in the competition is open to all architects, engineers and draughtsmen of the world, who shall have made application to the professional adviser, by mail, on or before December 1, 1930. A list of the names of all those admitted to the competition will be mailed to each of the competitors on or before January 1, 1931. No competitor shall submit more than one design.

Jury of Award:

The sponsor has appointed a jury of award consisting of Mr. Howard Cheney, President of the Chicago Chapter of the A. I. A., Mr. R. W. Zimmerman, Architect, of Chicago, and Mr. George T. Horton, of the Chicago Bridge and Iron Works.

Authority of the Jury:

The sponsor agrees that the jury above named shall have authority to award the prizes in whatever order the jury may consider to be the order of their merit, and that the jury's decision in the matter shall be final.

Examination of Design and Award:

The sponsor agrees to hang the designs in some suitable room and in an impartial manner as to arrangement and position, in order that they may be judged fairly.

The professional adviser will examine the designs to ascertain whether they comply with the requirements (mandatory) of this program and will report to the jury any instance of failure to comply with same.

The jury will carefully study the program and any modifications thereof which may have been made through communications, and will then consider all of the designs which have complied with the mandatory requirements and make the award and the classification of prize winners by secret ballot before opening the envelopes which contain the names of the competitors.

The opening of the envelopes, in what the jury may consider the order of merit in the designs, will automatically award the prizes as heretofore enumerated.

Ownership and Use of Submitted Designs:

All competitors agree by the act of making application for participation, that their designs and drawings shall become the property of the sponsor and may be used by it without further obligation upon its part, in any way and for any purpose that it may desire in the accomplishment of the object of this competition.

Report of the Jury:

The jury will make a full report, which will state its reason for the selection of the designs to which prizes are awarded and its reason for the order in which the awards are made, and a copy of this report, accompanied by the names of the prize winners, will be sent by the professional adviser to each competitor.

If, in the estimation of the jury no drawings have been submitted which fulfill the mandatory requirements of the program or no drawing has been submitted which contributes constructively or aesthetically to the object of this competition, the jury may refuse to make an award of any of the eight prizes, or if no drawing has sufficient merit to be entitled to the first prize, the jury may award to it the second prize, or the third prize, or an honorable mention, and it is hereby agreed that a decision to award any one or more, or no prizes, is wholly within the will and estimation of the jury. However, in the event that no presentation, in the estimation of the jury, has sufficient merit to be entitled to the award of any one of the first three prizes, all drawings shall be returned to the competitors at the expense of the Chicago Bridge and Iron Works, and further, in said event no use shall be made by the Chicago Bridge and Iron Works of any drawing or any original idea presented by such drawings.

Distribution of Prizes:

The sponsor agrees to distribute its checks to the successful competitors within ten days of the judgment.

Exhibition of Drawings:

No drawings will be exhibited or made public until after the award of the jury. There will, however, be a suitable public exhibition of all of the submitted drawings under the circumstances mentioned above under "Examination of Design and Award."

Communications (Mandatory):

If any competitor desires information of any kind whatever in regard to the competition or program, he shall ask for this information by anonymous letter addressed to the professional adviser, and in no other way, and a copy of this letter and the answer thereto will be sent simultaneously to each competitor, but no request received after the day of January 1, 1931, will be answered.

Anonymity of Drawings (Mandatory):

The drawings to be submitted shall bear no name or mark which could serve as a means of identification, nor shall any such name or mark appear upon the wrapper of the drawings, nor shall any competitor, directly or indirectly, reveal the identity of his design, or hold communication regarding the competition with the owner, or with any member of the jury, or with the professional

adviser, except as provided for under the paragraph headed "Communications."

It is understood that the act of submitting the design shall constitute an affirmation by the competitor that he has complied with the foregoing provisions in regard to anonymity, and agrees that any violation of them invalidates his design and removes it from the competition.

With each set of drawings must be enclosed a plain, opaque, sealed envelope without any superscription or mark of any kind, same containing the name and address of the competitor. These envelopes shall be opened by the professional adviser after the final selection has been made, and in the presence of the jury.

Delivery of the Drawings (Mandatory):

The drawings submitted in this competition shall be securely wrapped, addressed to the professional adviser, Mr. Albert M. Saxe, 430 No. Michigan Avenue, Chicago, Illinois, U. S. A., in plain lettering and without any other lettering thereon, and delivered at that address not later than March 1, 1931.

THE PROBLEM

In order that the greatest possible latitude may be given to the competitors and the maximum of real public service attained, the example chosen as a basis for the designs is which may be called a typical elevated steel tank on a supporting steel structure, to serve a small city or suburban community. The physical requirements shall be as follows (mandatory):

1. The tank shall contain 200,000 gallons, or approximately 26,700 cu. ft.

2. The top of the tank shall be not more than 110 feet above the ground level; and the low water line, or bottom of the tank shall be not less than 85 feet above the ground level.

3. The water connection or standpipe from the tank to the ground shall be at least 5 feet in diameter, which is the size necessary to prevent freezing.

4. All portions of the entire tank and structure must be built entirely of structural steel, but in so doing it must not contain metal work nor sheet metal, the nature of which may be perishable or short lived, either as a result of its design or the frailty of its mass.

In judging the relative merit of the designs, the jury will be governed by the apparent premanency and commercial practicability of the structure, as well as its aesthetic qualities.

Drawings Required (Mandatory):

1. One direct elevation at $\frac{1}{4}''$ scale and two horizontal sections or plans at $\frac{1}{4}''$ scale taken at such points in the structure as the designer may consider best to illustrate same—all of the above on one sheet, 24'' x 32''.

2. One perspective drawing wherein the object is substantially the same height as the $\frac{1}{4}''$ scale elevation above mentioned—on one sheet, size 24'' x 32''.

The material of the two sheets shall be uniform, of suitable cardboard, or upon thinner material mounted upon cardboard.

Sheet 1 shall be done in ink and may be colored or washed at the option of the competitor. Sheet 2 shall be done in ink or pencil and water colored, and may contain such background of landscape as the competitor may see fit to employ.

A Public Information Program

A Report by EUGENE H. KLABER, A.I.A.

Chairman of the Committee on Public Information, The Chicago Chapter

THE subject of public information is an important one with every Chapter of the Institute. What is being done in Chicago can be done in one way or another in every Chapter. All that is needed is imagination and energy. The basic material is inevitably at hand.

The writer, through an introduction, met the Managing Editor of the Chicago Tribune, and he consented to the following features, most of which are now in process of preparation:

(1) He informed me that when any building of importance is completed they would welcome and accept a signed article by a member of the Chicago Chapter describing the building, this article to be published in the news section on the day of the official opening. His point of view on this matter was that it is to the advantage of the newspaper itself to have such articles written by those who are best qualified to appreciate and describe the buildings.

(2) In the Real Estate Section of the Sunday Tribune, there will appear a series of short articles of fifteen hundred words, with not more than two illustrations, at the discretion of the author. These

articles will be signed by the authors and be of a distinctly informative nature. It is not intended that they be treatises on architecture. The attached list, which is not necessarily complete, will give a good idea of the nature of the text desired.

(3) On four Sundays during the winter the Chicago Chapter will have one complete page in the rotogravure section. These pages will be devoted to a pictorial history of Chicago architecture under the general caption "A Century of Architecture in Chicago." The intention is that this series be distinctly architectural and not merely historical. This history of architecture has been divided roughly into four periods, and each period will have a different editor. Messrs. Earl H. Reed, Arthur Woltersdorf, Harry H. Bentley, and Thomas E. Tallmadge, will each prepare a page. The pages will consist of between nine and twelve pictures illustrating the high points of architecture of a given period. Beneath the pictures will be a short written description, and at the head and bottom of the page will be paragraphs connecting a given page in sequence with the one that preceded and the one that follows.

It should be noted that all these features are distinctly informative in their nature, and in no sense constitute a direct advertisement, either of the individuals or of the profession. The publicity value will be incidental, but, nevertheless, real. In all cases it is agreed that credit shall be given to the Committee on Public Information of the Chicago Chapter. The list mentioned under (2) follows:

PROPOSED SUBJECTS FOR ARTICLES IN THE
CHICAGO SUNDAY TRIBUNE

1. Buying a Building Lot—How to Choose it; Russell F. Walcott, A.I.A.
2. When Can a House be Successfully Remodeled; Edwin H. Clark, A.I.A.
3. How to Choose an Apartment; Henry K. Holsman, F.A.I.A.
4. The Small Office—How to Select It; Eugene H. Klaber, A.I.A.
5. What Should the Layman Look for in Purchasing a House; N. Max Dunning, F.A.I.A.
6. Fads in Home Design; E. A. Grunsfeld, Jr., A.I.A.
7. House and Grounds Are One; Earl H. Reed, Jr., A.I.A.
8. Furnishing the Small House; Miss Florence Hunn.
9. Electrical Equipment of the Home; Carl J. Heimbrodt, A.I.A.
10. Hidden Things in the Home—Plumbing and Heating; Tirrell J. Ferrenz, A.I.A.

Structural Service Department

Producers' Council—Meeting in Boston.

The semi-annual meeting of the Producers' Council was held in Boston, October 28, 29 and 30.

Rolling Fly Screens.

A member of the Institute has written to the Structural Service Department in connection with rolling fly screens, as follows:

"The point has been raised that copper or bronze screens are not satisfactory for screens which have to be rolled up, and that it is preferable to use steel mesh screens for this particular type of service." Information on this subject was requested.

The Structural Service Department was unable to find, in its files, the results of any authoritative tests or investigations that indicated the relative values of steel, copper, or bronze for roll screens. It appeared, however, that most of the well known manufacturers of roll screens had adopted bronze cloth as their standard equipment. It did not appear impossible, however, that for this particular type of screen steel might give better service than either copper or bronze.

Crystallization of metal, due to continual bending over a roller, might possibly be a factor to be considered, and since roll screens are placed inside of the sash they are not subjected to quite as severe exposure as are ordinary screens, placed on the outside. It seems, however, very likely that the rolling of a steel screen might materially damage any protective coating of paint or zinc, thereby offsetting any possible advantage due to the screen being placed inside of the sash.

The principal weakness of roll screens, regardless of the metal of which the screen cloth is made, seems to be the vertical edges. In this type of screen the screen cloth cannot be stretched horizontally, and

steel might be stronger and more springy than bronze or copper, and might, therefore, hold its shape better.

Not having on file a specific and definite answer to the inquiry the Structural Service Department communicated with a number of manufacturers of screens, of screen cloth, and of wire of different materials.

One of the largest manufacturers of wire and of screen cloth in the country (not manufacturing screens) states that they discontinued the manufacture of steel window screen cloth a number of years ago, and that they have never been able to develop a screen cloth that will operate satisfactorily on as small a roller as seems to be desirable. They express the opinion that the constant flexing of the cloth around a small roller will, in time, cause crystallization. They further state that stainless steel does not appear to stand this constant flexing as well as does phosphor bronze.

One of the largest manufacturers of non-ferrous wire states that in the only test that has come to their attention the steel mesh did not retain its original shape as well as did the bronze. The warp wires in the steel mesh did not remain in place, and after a little service became non-uniform. They also called attention to the fact that in the construction of roller screens it is important to have the cloth longer than the extension of the screen. When the screen is extended its full length there should be at least one-half of a convolution remaining on the roller.

The majority of the manufacturers of roll screens seem to have standardized on, and to be recommending the use of bronze. Some of them state that they use an especially annealed bronze wire cloth for this type of screen, and one of them states that

all of their tests of this screen cloth are run upwards of 7,500 cycles, an estimated equivalent of about twenty years' service.

Although no positive answer, based on authoritative and disinterested tests, could be made to the question in regard to the relative value of steel and bronze cloth for roll screens, the information and data that the Structural Service Department was able to obtain indicated that at least it was questionable that the broad claim for the superiority of steel wire cloth could, at the present time, be substantiated.

Natural Cement.

At a recent reorganization meeting of the Committee on Cement of the American Society for Testing Materials, the following four subcommittees were authorized:

- a. Testing
- b. Portland
- c. High Early Strength
- d. Mason's

In answer to a question as to why there was no subcommittee on natural cement, the statement was made that, at the present time, practically no natural cement is being manufactured.

Code of Lighting Factories, Mills and Other Work Places.

The American Standards Association has recently approved as American Standard a Code of Lighting Factories, Mills, and Other Work Places. This code has been prepared and issued by the Illuminating Engineering Society as a guide for

improving lighting conditions in factories. Parts I and II discuss the advantage and describe the essentials of good illumination. Part III contains suggested regulations. Copies of the code may be obtained from the Illuminating Engineering Society, 29 West 39th Street, New York City.

Annual Convention of the Illuminating Engineering Society.

The Illuminating Society is a professional organization, and is interested in both artificial and natural illumination. At its recent Annual Convention, held in Richmond, Virginia, the establishment of proper professional relationships between the architect and the illuminating engineer was one of the principal subjects for discussion, and was given prominence on the program. Interesting addresses were made by the following architects: Professor S. R. McCandless, of Yale University; Dean H. Holden, of Walker and Weeks; and C. C. Zantinger, of Philadelphia.

A number of interesting reports containing valuable information on various phases of illumination were presented, among which were the following: "Lighting Without Fixtures in the House of Worship", "Light Reflection Factors of Acoustical Materials", "Modern Lighting with Control Lenses", "Floodlighting from Ornamental Standards", "Lighting for Outdoor Sports", "Lighting of Outdoor Athletic Fields", "An Outline of a Course in Lighting for Architects", "Lighting of Severance Hall, the New Home of the Cleveland Symphony Orchestra", "Lighting the Replica of the Parthenon", "How Glass Affects Your Daylighting", and "Daylight in the Home."

With the Chapters

Regional Directors' Visits.

Alabama Chapter. Director Franklin O. Adams of Tampa, Florida, visited the Alabama Chapter on the occasion of its first meeting after summer vacations. Members of the architectural department of the Alabama Polytechnic Institute, Juniors, and several prospective members were present as guests.

Two very interesting subjects were considered: One, the establishment of an annual award of a bronze medal by the Alabama Chapter to the architect producing the most creditable work during the preceding year; the other, the award of a first prize and mentions to students in the third, fourth, and fifth years at Alabama Tech's architectural department, for the design of the medal. The designs, some thirty-five in number, were exhibited at the meeting and the awards made by vote of those Institute members present. An additional

prize will be given for the best model of the medal receiving first prize.

Director Adams discussed some of the weak points of the profession of architecture and made suggestions for remedying them. He referred to the Institute as a well-organized agency, ready at hand, through which the efforts of the chapters and members might be exerted to bring about desired improvements. He recommended that less time be spent at chapter meetings on routine business, and that a place be provided on every program for conscious effort toward bettering the whole outlook of the profession, and for the discussion of some really important phase of professional work.

Florida Central Chapter. The September meeting of this Chapter was the occasion of the official visit of Director Adams, who spoke frankly and vigorously on various Institute matters. In his discussion he pointed out that the Institute as a

national organization must maintain a human and close contact with its individual members. He endorsed the tentative program proposed by Robert D. Kohn for bringing the leading members of the profession into personal contact with the chapters. He also spoke in favor of a more representative membership and of greater alertness to the problems of the architects in the smaller communities.

Art Commission—Status, Baltimore Chapter.

At its October meeting the Chapter discussed, informally, the question of the present status of the Art Commission of Baltimore. The President was authorized to appoint a special committee to investigate and report on procedure for obtaining an effective ordinance under which the Commission could act.

Craftsmanship—Boston Chapter.

The program of the October meeting of the Chapter included a symposium on "The Influence of Modern Architecture on the position of the historic Craftsman." The invited speakers were George W. Eggers, Ralph Adams Cram, Professor George H. Edgell, Dr. C. Howard Walker, William T. Aldrich, Charles Jay Connick, and Harold Rambusch.

Mr. John Kirchmayer, distinguished wood carver, was the guest of honor. The Craftsmanship Medal of the Institute awarded to him at the Sixty-third Convention was delivered to Mr. Kirchmayer.

It is reported that the symposium justified the Chapter's announcement that "The occasion will, without doubt, make for an entertaining variety of expression concerning new social and artistic philosophies."

Architectural Exhibition—Brooklyn Chapter.

The October dinner meeting of the Brooklyn Chapter was held in the auditorium of the Brooklyn Edison Company's building. It marked the opening of an architectural exhibition of the best work of members of the Chapter. The exhibition was held in cooperation with the Brooklyn Edison Company and in conjunction with its annual lighting exhibit. The hanging of the drawings and photographs was in charge of Henry V. Murphy, Chairman of the Chapter's Committee on Current Work.

Building Congress Movement—Chicago Chapter.

A meeting of great interest to the building industry was held by the Chicago Chapter on October 14, in conjunction with the Illinois Society of Architects, and the Architects' Club of Chicago. The guests of honor were President Robert D. Kohn, of New York; First Vice-President Ernest J. Russell, St. Louis; and Director Frederick W. Garber, Cincinnati.

A very keen interest was expressed in the Building Congress idea as described and advocated by

President Kohn. A more extended reference to the meeting appears elsewhere in this issue of THE OCTAGON.

Medal Award—Chicago Chapter.

The Gold Medal of the Chicago Chapter was awarded to John M. Holabird of the firm of Holabird and Root, at the September meeting of the Chapter, for the Chicago Daily News Building. After the reply of Mr. Holabird, in acceptance and appreciation, Walter A. Strong, publisher of the Chicago Daily News, was presented as the principal speaker of the evening. After Mr. Strong's talk, Earl H. Reed, Jr., gave an illustrated talk on the work of Holabird and Root.

Chapter Letter—Chicago Chapter.

The inauguration of a "Chapter Letter" by the Chicago Chapter may prove of interest and value to other chapters of the Institute. The Chapter has informally adopted this means of keeping its members informed of current business and other items of interest. The first issue, in mimeographed form, includes such topics as a brief resume of the program of the September meeting; announcement of new members elected; and the program of the coming October meeting of the Chapter.

The sponsors of this plan hope that such a letter will serve as a reminder of the meeting dates of the Chapter, and will ultimately result in increased attendance at meetings.

State Meetings—Florida Chapters.

The three Florida Chapters, representing the north, central, and south sections of that temperamental state, will hold a joint, annual meeting at Fort Myers, Florida, on December 5 and 6, coincident with the annual meeting of the Florida Association of Architects in the same city.

Nat G. Walker, a former Director of the Institute, is President of the Florida Association, and is working in close harmony with the Florida chapters. A report on this series of meetings, which are of much importance to the profession in Florida, will appear in a later number of THE OCTAGON.

Honor Award Certificate—Florida North Chapter.

At the October meeting a special committee was appointed, with Mellen C. Greeley, Chairman, to secure designs and phraseology for the honor award certificates issued by the Chapter. It is the intention to have a certificate of the very finest design and execution.

Building Industry Unemployment—Georgia Chapter.

At the last meeting of the Georgia Chapter there was extended discussion of the heavy quota of unemployment in prospect for the coming months in Atlanta and vicinity. It was proposed by R. S. Pringle that the Georgia Chapter take the lead in bringing to the attention of the major property

owners of the city that a large step toward relieving the situation could be taken if they would survey and have made necessary repairs and alterations to existing property. The question was discussed at considerable length. A committee of five was appointed to review conditions, and to propose a plan with means for putting it into effect.

License Law Proposal—Kansas City Chapter.

At the last meeting of the Chapter the proposed license law for architects in the State of Kansas was discussed. Edward W. Tanner reported on the assistance which is being rendered to the Chapter by the Chamber of Commerce of Kansas City, in endeavoring to secure the enactment of the law at the next session of the Legislature. The Chapter endorsed the work of its Legislative Committee in this matter and appropriated \$250.00 for the use of the committee in furthering the progress of the bill. At the conclusion of the discussion appreciation was expressed of the excellent work of the Chamber of Commerce of Kansas City, and the assistance which it has been rendering to the architectural profession in the license law program. A representative of the Chamber of Commerce, who was present, stated that the interest of his organization in the proposed bill was to assist in its passage because of its value to the public.

Golf Match Meeting—Minnesota Chapter.

A notice to the members of the Minnesota Chapter stated that the October meeting would be held at the Country Club, and that "there will be a golf match starting at 1:30 for those who (think they can) play golf, and we have eight prizes for the good players, and others not so good." Following the tournament a dinner was held and thereafter the regular Chapter meeting. It is also noted that the Executive Committee of the Minnesota Chapter holds meetings on the Monday of each week preceding the regular Chapter meeting, and on the Monday of each week following the regular Chapter meeting. The Committee Chairmen are called upon at these meetings to report their programs.

How many other Chapter Executive Committees function this well? (Answer: Not many!)

Roadside Environment—Philadelphia Chapter.

The October meeting of the Philadelphia Chapter gave considerable time to the subject of the preservation of roadside environment. The President of the Chapter, John S. Schwacke, opened the discussion in general terms, and with attention to the progress that is being made in other states in eliminating sign boards.

Charles Z. Klauer spoke strongly in favor of

taking action for the elimination or control of all billboards, lunch stands, and similar disfigurements which now line the highways in Pennsylvania.

Col. S. Price Wetherill spoke in some detail. He stated that four garden clubs in Pennsylvania have taken up, as major issues, the question of preservation of roadside beauty, and the development of roadside improvements. Their program will be creative, as well as prohibitive. He said that Harrisburg would welcome help from an informed constituency that would lead to an appropriation of a larger percentage of State money toward the maintenance of good roadside environment. At present, the amount allotted according to law is too small to pay for anything really worthwhile. Col. Wetherill said that a mere concrete highway across the country is not enough. The State should have parks and parkways along the rights of way, and there should be a combined treatment of highway and parkway from three to four hundred feet in width. Such a definite parkway system, like that proposed for the belt line scheme by the regional body, with the approaches in control of an authorized commission, should be fostered by the Institute, as well as by other bodies which are concerned. Such action would set the example and lead the way to the preservation and improvement of the rural sections of America, and would give due warning to those who have large estates which might be impinged upon by the development of a parkway system, that they should develop their properties as to take the parkways into consideration.

President Schwacke stated that the present movement for the preservation of roadside environment is national in scope and involves much more than parkways in urban communities. One of the fundamentals is the preservation of the environment of that portion of the countryside which has not yet been spoiled. However, he concurred in Col. Wetherill's program as one which the Institute should support. At the end of the discussion the President of the Chapter was authorized to appoint a committee to cooperate with other organizations in the preservation and improvement of roadside environment.

Honor Awards—Washington State Chapter.

The honor award program in Seattle is actively supported by the Seattle Real Estate Board. That organization is receiving entries for honor awards as outlined in the resolution of the Board presented to the Chapter at its meeting last April. The Chapter is cooperating actively with the Real Estate Board in its effort to promote good architecture and architectural appreciation.

Applications For Membership

October 31, 1930.

Notice to Members of the Institute:

The names of the following applicants may come before the Board of Directors or its Executive Committee for action on their admission to the Institute and, if elected, the applicants will be assigned to the Chapters indicated:

<i>Baltimore Chapter</i>	- - -	T. WORTH JAMISON, JR.
<i>Boston Chapter</i>	- - -	PHILIP STEARNS AVERY
<i>Buffalo Chapter</i>	- - -	ELLIS W. BECK, NORMAN M. TINKHAM
<i>Central New York Chapter</i>	-	VINCENT ALBERT ERTMAN
<i>Cincinnati Chapter</i>	- - -	ROLAND E. HUNT
<i>Indiana Chapter</i>	- - -	ALFRED GRINDLE
<i>Kansas City Chapter</i>	- - -	WILLIAM ROBERT BOVARD
<i>New Jersey Chapter</i>	- - -	LESLIE M. DENNIS
<i>New York Chapter</i>	- - -	JOHN J. KNIGHT, HARVEY STEVENSON
<i>Oklahoma Chapter</i>	- - -	SOLOMON A. LAYTON
<i>Philadelphia Chapter</i>	- - -	KENNETH M. DAY, WILLIAM WEBB PRICE
<i>Washington State Chapter</i>	-	EDWARD F. PINNEH
<i>Wisconsin Chapter</i>	- - -	ALBERT RANDOLPH ROSS

You are invited, as directed by the By-laws, to send privileged communications before November 30, 1930, on the eligibility of the candidates, for the information and guidance of the members of the Board of Directors in their final ballot. No applicant will be finally passed upon should any chapter request within the thirty-day period an extension of time for purpose of investigation.

CHARLES T. INGHAM,
Acting Secretary.

