

THE
OCTAGON

A Journal of The American Institute of Architects



OCTOBER
1931

Volume 3

Number 10

THE AMERICAN INSTITUTE OF ARCHITECTS

THE OCTAGON, WASHINGTON, D. C.

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THE OCTAGON

A Journal of The American Institute of Architects

Published Monthly by

The American Institute of Architects

Executive and Publication Offices, The Octagon, 1741 New York Avenue N. W., Washington, D. C.

TWENTY-FIVE CENTS THE COPY. \$1 PER YEAR. (FOREIGN \$2)

Checks or Money Orders should be made payable to The American Institute of Architects
All communications for publication should be sent to The Secretary, The A. I. A.

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Entered as second-class matter, February 9, 1939, at the Post Office at Washington, D. C.

More Limited Dividend Housing

The Buhl Foundation Project in Pittsburgh

By FREDERICK BIGGER, A. I. A.

Editor's Note:—The Director of the Buhl Foundation, Mr. Charles F. Lewis, writes: "Mr. Bigger has sent to me a copy of his article on the Foundation's housing program. There is one thing that he neglected to mention, in his modesty. In the early stages of the studies, Mr. Bigger made the first and preliminary site projections of the tract that the Foundation later developed. His findings in this respect played no small part in giving the Foundation courage to go ahead with more exhaustive inquiries."

As members may have noted in the current Annuary, Mr. Bigger is Chairman of the new special Institute Committee on Economics of Site Planning and Housing.

IN July of this year steam shovels attacked the moving of some forty thousand cubic yards of earth upon a typically rugged site in Pittsburgh. Thus was initiated the actual work of producing what will ultimately be a three hundred family community sponsored by the Buhl Foundation of that city. Of the total forty-five and one-half acre site there will first be prepared eight and one-half acres to accommodate an initial group of one hundred and twenty-five dwellings the construction of which has already started.

The Functions of an Architect

I recall a time, a number of years ago, when the members of The American Institute of Architects were discussing, at great length, the functions of an architect. Some members advocated participation in varied activities of a civic nature, for the purpose of revealing what an architect could contribute in the way of imagination, skill, and common sense. Such participation, it was made clear, would combine a civic objective and the natural personal opportunity and reward arising out of

wider acquaintance and broader activities. Other members of the Institute appeared apathetic toward these suggestions. One got the impression that some of the architects were not interested in this kind of broadening of their activities, because they were already fully and profitably occupied,—if not actually overworked! An occasional wit remarked with more or less pungent humor upon the multitude of things an architect was apparently expected to know and to do.

Housing—Pre-War, War, Post-War

During the War there had come to the architectural profession, but not by chance, opportunities to take part in the planning of Government Housing schemes. After the Government had committed itself to the policy of building homes for workers, it was easy to forget that The American Institute of Architects had had a very prominent part in persuading public authorities to adopt this policy. Many architects took advantage of the opportunities thus offered; while many others could not take part, and had to

forego a probably valuable experience in a cooperative work of peculiar significance to their profession. However, both before and after the War, architects in different parts of the country engaged to a greater or less degree in the development of housing projects of a commercial character. These projects varied from those like Roland Park in Baltimore or the Country Club District of Kansas City to the very inferior speculative housing which sprang up promiscuously everywhere. Although architects did not participate in the general layout and design of these housing ventures to the extent to which their training and experience might lead one to expect, and although the bulk of the housing that was produced was undertaken without the services of competent architects and site planners, there were scattered but pronounced evidences of the utilization and value of their services.

Philanthropy Misnamed?

Meantime, of course, there had been attempts to find a practical financial approach to the problems (a) of rehabilitating slum dwellings, and (b) of designing houses to meet the needs of families in the lowest income groups. For these people it had never been found financially practicable to build houses on a purely commercial basis. The needs of such families and the ordinary investment processes were straining forces pulling in opposite directions. It became a commonplace that the lowest income groups could not be provided with housing of a desirable standard unless philanthropy—or what was called philanthropy—entered into the picture. No particular attention was given to the possibility that this thing called "philanthropy,"—this voluntary sacrifice of the opportunity to secure higher investment returns elsewhere,—might not necessarily be a charitable element at all. It was not generally recognized that the introduction of the "limited dividend" idea (although an old and tried one abroad) might represent the difference between what could be called only a speculative venture and what could be looked upon as a more enduring and more wisely safeguarded investment.

Financial Intricacies Demand Planning Ingenuity

It is not so many years ago that insurance companies and other lending institutions began to give effective thought to the conditions under which money could be invested in housing projects of one kind or another. In all the instances where material results were demonstrated, the participating architects found themselves concerned not alone with the interior arrangement of houses or apartments, not alone with the structural mate-

rials or exterior appearance of the contemplated buildings, but also with the site plan and with the financial problems underlying the whole operation. The cost of land; the design of the roadway pattern; the design and cost of roadways, sidewalks, and sub-surface utilities; adjustments and readjustments of grading schemes; the number of buildings the site could accommodate; the first cost of preserving adequate open spaces between buildings, as against the financial and human values conserved by these amenities; the technique and financial aspects of a sales program or of rent administration; and even the problems of the cost of money and credit;—these were the problems that had been heretofore largely beyond the province of the architects, but to which they now gave some degree of attention. Whether the objective in each of these cases was to provide better housing at a lower price for people with small incomes, or whether the objective was primarily to find a reasonably safe place to invest accumulated funds, it is evident that the problem always boiled down to the same thing,—the balancing of the financial factors against what could be obtained in land, buildings, and amenities. And always, too, a premium was placed upon the ingenuity and skill of the site planner and the architect.

If One But Had the Time!

Although the problems to be solved are not in any real sense mysterious, there is always the possibility of a mis-step. Where this seems most likely to occur is where the architect, accustomed to having the site and the contemplated investment unalterably fixed for him, fails to enter as thoroughly into the land and finance part of the problem as he does into the actual technique of building. A skillful architect, who is willing to make the investigations ordinarily exclusively reserved by others, should be able to study the possibilities of a housing development upon an adequate site in such a manner, and so thoroughly, that he can present it convincingly to those who have money to invest.

The Pittsburgh Project

With these ideas in mind, I return to the Buhl Foundation housing scheme. In this instance the Foundation's Director, Charles F. Lewis, himself made, or engaged others to make the investigations deemed necessary to furnish his Board of Managers with a well analyzed picture of the general proposal. Admirably thorough preparation was made for the project in which was to be invested two millions of the Foundation's thirteen million dollar capital.

Financing Charges Cut by Use of Trust Funds

One of the major purposes of the undertaking, in Mr. Lewis' own words, "is to demonstrate that low cost housing offers a sound medium for the investment of endowment or other trust funds, without unusual risk to the principal and without sacrifice of income . . . it is hoped thus to show that it is possible to make philanthropic funds do double duty." A second purpose is a more familiar one. It is the demonstration of advanced standards of site planning, house design and building, financial and operating management. The Foundation regards its project as having wide significance; it recognizes that the venture must be commercially successful within the self-imposed limit of a net return of approximately five per cent; and it has asserted "more than an ordinary sense of responsibility to omit no consideration that may contribute to its success."

Modest Home Purchaser at a Disadvantage

The dwellings of the Buhl Foundation project are to be rented, not sold. This appears to have been a very wise decision, and I believe it was reached only after careful examination of a number of factors that are frequently disregarded. Certainly the difficulty of obtaining credit, or the high cost of financing, do not represent all the handicaps of the average young couple trying to acquire a home. The new purchaser's financial obligations are not eased if his community is extravagant in public expenditure, if both the home value and financial value of his dwelling depreciate because of inadequate protection of his neighborhood. After the Buhl Foundation project has been designed and built as a community group of dwellings, the sale of the houses would mean the loss of any centralized control and protection. With a multitude of individual ownerships, with diverse individual financial hazards and personal outlook, there could be no effective protection against the later influx of inharmonious families, or against zoning changes that lead to the ruin of the community's physical attractiveness and the lowering of its property values. The assured protection of the Buhl project as a whole, by the decision to rent and not to sell the dwellings, is also one ground for the Foundation's hope that its venture may give a stimulus to the movement for large scale housing operations "not only in Pittsburgh, but generally throughout the country."

Previous Experiments Examined

A year was devoted to the study of the experience of other Foundations, with particular reference to investment and disbursement policies. This was followed by inquiry into limited dividend housing in other cities, and actual examination of those projects. Whether the undertakings had

been able to reach people of the economic level they had been intended to reach was especially investigated, as well as whether the experiments had been of benefit to the occupants of the dwellings or to the neighborhoods in which they were located. Various types of dwelling were compared, with each other when in the same locality, with similar types in other places. The question of their financial success was scrutinized with peculiar care. The net result of these investigations appeared generally favorable to limited dividend housing. It remained to appraise the local situation in the Pittsburgh district.

*What Kind? What Cost? What Demand?
What Benefit?*

It is not surprising that, before long, it was discovered to be impracticable to build single family detached houses for sale within the reach of those with annual incomes of from two thousand to twenty-five hundred dollars. An examination of the real estate market was made to ascertain the probable salability or rentability of houses within the contemplated price range. What types of dwelling were needed became the subject of a similar inquiry. Meantime, building costs were exhaustively calculated for various types of house plan and building material, to determine whether dwellings could actually be built to meet the proposed prices and the necessity for a fixed return on the investment. Among the specific questions for which answers were sought were: (1) Is the number of houses proposed to be built in an average two-year period small or large in comparison with the annual total of residence building? (2) Is the community over-built in the proposed price range? (3) By producing better houses at lower prices than speculative or commercial builders now produce, will a broader market than now exists be opened? (4) Can the advantages enjoyed by limited dividend housing in other cities be enjoyed in some degree in Pittsburgh, through lower financing charges, better plan, and large scale operations, at this time?

Trends, Needs, and Environment Studied

The trends of residential building were the subject of statistical plotting, together with data as to rent levels, wage levels, living costs, family income and surplus. Residence building permits, mortgages and mortgage foreclosures, were tabulated. Gradually it appeared that a most desirable opportunity lay in providing homes for white collar employes of the kind working in the central business district. Questionnaires to some four thousand such workers brought a forty percent return, from which it was possible to evaluate the physical, social and economic conditions under which these people have been living.

Town Planning Factors

Consideration had to be given to the rugged topography of the district in and around Pittsburgh, to the shifts of population and their causes, to the influence of certain strategically located public improvements and of industrial and commercial trends. The centrifugal shift of industrial plants, expansion of central and local business areas, actual changes in ward population and in city growth, were appraised through the past several decades, and conservative deductions were made as to future evolution. There were later made some special studies of the particular ward in which the selected site is located. These covered aspects of population growth and shift and character, wealth, home building and home ownership, cultural and recreational facilities, routes of communication and transportation; and a social and economic cross-section of the neighborhood immediately surrounding the site was set up.

Topographic Difficulties

The search for a site of twenty-five or more acres capable of accommodating a large housing project was beset by difficulties unknown to those who are not familiar with the choppy topography of the region and the resulting peculiarities of street layout. Even within the fifty-seven square miles of city area, closely built-up localities appear upon the map immediately adjoining vacant areas. Great hills and bluffs, too steep to build upon or ruined by an obsolete and impracticable "paper street" layout, are barriers which compel circuitous travel and long detours in passing from one built-up section to another. Differences in elevation of several hundred feet, within very short horizontal distances, are the rule rather than the exception for the greater part of this territory. Only the comparatively small central business district, a larger low lying area on the north side of the rivers, and an extensive plateau to the east, are excluded from this generalization.

The Site

The final selection fell upon a site of forty-five and one-half acres of unbuilt-upon land, upon a smoke free hilltop, about four hundred feet higher than, and some fifty-seven hundred feet by direct air line south of the Allegheny County Court House in the central business district. By motor highway the site is somewhat less than two miles from the Court House; while the route of the street car line to within three blocks of the site is slightly over three miles, of which nearly a mile is via a river bridge and a private railways company tunnel. A relatively unimportant street car route past the rear of the property will prob-

ably be converted to a bus line and, with certain highway improvements already projected, will afford further means of transportation. With the exception of an interesting old brick dwelling, the site has not been built upon from the time it was originally acquired from William Penn until its recent purchase by the Buhl Foundation. Some thirty or forty years ago coal shafts pierced its hillsides; but these have long been out of use and there is no menace of settling of the surface.

The Site Problem

The basic problem of the site confronting the site planners, Messrs. Henry Wright and Clarence Stein of New York, may be judged somewhat from a brief description. The northern boundary of something over five hundred feet is a paved street of about six percent grade, although the natural elevations on the property vary sixty feet in this distance. The eastern boundary extends some seven hundred feet along an unpaved street, the western boundary lies along an attractively developed public recreation park in a ravine for a distance of about one thousand feet; and south of these points the property broadens out, falling steeply into ravines at both sides, and then narrows slowly to a "nose" overlooking the Saw Mill Run Valley and its arterial highway. The maximum spread of the site is about fourteen hundred feet, and the over-all depth about twenty-four hundred feet. It is pretty well covered with underbrush and trees, except for some clearing toward the north front and at the old "manor house" on the nose at the south. Between the highest point, at the north, and the lowest point, at the foot of the hillside that drops southward from the manor house, the difference in elevation is three hundred feet! In all probability the hillsides are destined to be maintained as a tree-planted barrier around the eastern, southern, and western sides of the rear two-thirds of the site. A preliminary rough calculation indicates that, if properly planned and graded, about twenty-five of the total forty-five and one-half acres may be found to be economically usable for housing.

The Houses

Ingham and Boyd, architects, of Pittsburgh, are designing the buildings. The initial group, to be ready for occupancy next May, consists of twenty-five structures, each comprising from two to seven single family dwellings separated by party walls. The conditions of the site and the accepted site plan give rise to considerable variety in the arrangement of the buildings in relation to the ground levels, and in their individual masses. There is not the ordinary differentiation between a street facade and a garden facade. The entrance elevations face upon the main roadways or upon

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cul-de-sacs leading therefrom; while the opposite sides of the buildings face upon intermediate lawns and gardens. A well arranged garage compound is conveniently placed and does not interfere with the outlook from nearby dwellings. It provides automobile accommodations for the tenants whose dwellings have no garage space. The floor plans of the houses are of four simple basic types, with five and six rooms and, in a few cases, with an additional sun room at the lowest level when this is above ground. Because of differences in ground elevation, most houses have two ground floor levels, which leads to some variation of the floor plan type that would be used for a level site. This will be a departure, although probably not too great a one to disturb tenants accustomed to something different, from the typical builders' and developers' floor plans of the lower cost housing of this locality. The skillful adjustment of unique floor plans to the conditions of sloping sites, throughout the Pittsburgh district, has heretofore been confined to more costly individual dwellings designed by architects; and there are unfortunately few if any even moderate price residences where full advantage has been taken of the opportunities offered by the topography.

Further Preparations

Little can be added now concerning this project, especially since it is not possible to include

illustrations. Buildings similar in character to the initial group will undoubtedly follow. The Buhl Foundation has not announced its policy with respect to including multiple family dwellings on the site, but the peculiar suitability of some parts of the site to such structures leads me to believe that they may ultimately be included. That a small appropriately designed neighborhood store or stores should later prove to be a part of the whole scheme would be entirely reasonable to expect, although on this point also the Foundation is silent. Meantime, Director Lewis tells me that he is now engaged in preparing for the management and operation of the dwellings to be completed next May, and for which he has already unofficially received many applications.

Progress

Since the foregoing was written some six weeks before this issue of THE OCTAGON went to press, it is interesting to record the progress of the project in this period. All of the first twenty-five buildings are under way in varying stages of construction. Half a dozen are under roof and have the interior studding, plumbing lines and wiring completed. Well organized crews are pushing the work rapidly and, as the groups of dwellings actually materialize on the site, the excellence of the architectural treatment becomes evident to the many citizens who come to see and to appraise the undertaking.

Human Relations

By ROBERT D. KOHN, F.A.I.A.

Editor's Note:—This statement was a contribution by the President of the Institute to The Engineering Foundation's Symposium on Benefits from Engineering Progress.

THE material achievements of engineering and science during the past half century are indeed an indication of the wonderful possibilities of the trained mind. But from my point of view that same mind has not distinguished itself in meeting other problems that have grown even more complex during this same period.

The benefits that men have received from science are fairly well known. Why try to make a list of them? Such a process appears academic. Is it not likely to lull us into a sleepy sense of repletion as if the job were well done; we have dined on succulent self-praise and can now rest? Or worse still, the pride of achievement may actually blind us to the important problems which science has not tackled at all. The present only too evident maladjustment (and indeed the misery from which some part of the world always suffers) are in no small measure an indication of a whole series of such vital problems.

Neglect of Human Problems

It seems to me that the very real achievements of science and engineering fail of their effect because the human side of the world's problems has been neglected. We have been absorbed in things. We have neglected to notice the effect of men absorbed in things on other men absorbed in things. We have been proud for instance of what engineering has done to annihilate space. Transportation, telegraph, telephone and the press bring men from the ends of the earth into a new and closer relationship with each other. But we have done practically nothing to develop a technique of human relations to meet the new problems brought about by these closer relationships. Almost every step forward in science and engineering has produced similar new contacts and a whole series of concomitant problems and miseries.

The New Duty of Science

The wonderful qualities of insight, patience, indeed the genius that has been applied to the material accomplishments of modern times, must now be turned to a much more difficult job. The results of these discoveries must be turned to a more worthwhile, a more comprehensive use. Scientists and engineers (and all the rest of us for that matter) must now concentrate on the study of the relations of man to man, of group to group and of nation to nation. We must find a way to understand the interrelation and the interdependence upon each other of men within each function of modern life and the interdependence of function upon function. When these relationships are better understood they will become clarified and then be made more just. And the distribution of the products of modern production and the benefits thereof (material as well as spiritual) will then be better adjusted, because of necessity that distribution will be based on a recognition of the essential nature of the contribution that each group makes to the needs of the whole. And a whole world of latent talents will be evoked during this process.

The Task of the Future

By far the greatest benefits are still to be conferred on the world by the scientific mind and engineering skill. They will produce in the future still greater inventions. The physical sufferings of mankind will be relieved by further beneficent discoveries of medicine and advances in surgery. But my hope for the future lies in the belief that we

are about to shift the direction of our efforts because we have realized that progress lies in another direction. Doubtless the work in study and laboratory should go on. But the directors of research and the forward-looking men in all the skilled vocations must now turn to a new leadership. It is their duty and their privilege to direct a study of the much more difficult problems in the neglected field of human relations. And these are not problems that can be solved by the few working alone in a laboratory. It is a job for the many, out in the open with the whole world as a field of action. There is a new art to be created superimposed on material science next to which, in complexity, that science is simple. An art it will be because it must develop a sensitiveness to the variations, to the differences in values of an infinite variety of personalities and of groups and illuminate these distinctions so as to interpret their worth-while elements.

The painful inefficiency and injustice of our present civilization shows us that this is the great task. Some say that the essence of this task is at the base of all religion. Others believe that it is the spiritual background on which a new democracy is to be built. Whatever its name, it is a job that we must tackle for we live in an age of idiotic contrasts. Part of the world is starving with the food bins elsewhere bursting with a surplus of food. The rest of the world is spiritually starving because of a plethora of the thousand and one material blessings. I am not interested now in a review of the scientific skill that has produced these things. I want to see it apply itself to working out a new vision of human relations.

Fire Insurance During Construction

A REQUEST FOR COMMENTS

SOME fifteen years ago the Bulletin of the Boston Chapter of the Institute called attention to a new form of blanket policy at a reduced rate, made effective at the commencement of the work, and adjusted at completion.

In this way everyone's interests were always protected, which was a distinct advantage to the insured, and much monthly clerical work was saved to the insurance company. In spite of its advantages no general interest in the policy was developed.

Through the Joint Committee on Building Practices of The American Institute of Architects and Associated General Contractors of America the question has come up again as an answer to the demands of contractors for assurance that their interests are always protected. Some have claimed that this would be accomplished by reverting to the procedure abandoned in 1915 by

which the policies were taken out by the contractor. But the change was made because under that program the owner was similarly in doubt as to whether *his* interests were protected.

The blanket policy idea again comes up as the only way in which both parties can easily determine once for all, at the commencement of operations, that their interests are covered and will continue to be covered until the completion of the work.

A form of "Full Cover Builders Risk Advance Premium" policy has been prepared in consultation with Obrion Russell and Company, insurance agents of Boston, who have for several years used a similar copyrighted form. This form as printed herewith has received tentative approval of the Rules and Forms Committee of the Eastern Underwriters Association.

If this form can receive the united endorsement of The American Institute of Architects and the Associated General Contractors it will undoubtedly be accepted as a standard policy throughout the country and will be a distinct step forward in fire insurance procedure.

Comments by members will be gladly received by William Stanley Parker, 120 Boylston Street, Boston, Chairman of the Joint Committee on Building Practices of the A. I. A.

Policy Form on which comments are desired.

Full Cover Builders Risk
(Advance Premium)

BUILDING IN COURSE OF CONSTRUCTION

On the building and additions of..... Construction, situated..... and including items of labor and materials connected therewith whether in or adjacent to the structure insured, materials in place or to be used as part of the permanent construction including surplus materials, shanties or temporary structures, scaffolding and stagings, protective fences, bridges, forms, and miscellaneous materials and supplies necessary to the work.

Exclusions: This insurance does not cover any tools owned by mechanics, any tools or equipment owned or rented by the Contractor, or any cook shanties, bunk houses or other structures erected for housing the workmen.

Loss if any to be adjusted with the assured and payable to.....

Mortgagee, as interest may appear under present or any future mortgage of the property, and to the Assured as Trustee for self and all engaged in the construction and supplying of materials, as their interests may appear.

It is understood and agreed that this policy attaches for the actual value of the property insured as of the day of loss limited to the total insurance in force. It is further agreed that the policy is written on an estimated value of at least the contract price and an advance premium has been paid equal to one-half the annual premium at the current rate on the gross amount of insured.

Premium Adjustment Clause: It is further agreed that the premium named in this policy is only provisional and that an adjustment of premium shall be made at the completion of the building or termination of this insurance, through the payment of loss or expiration or cancellation of this policy. This adjustment to be on the basis of the average amount of insurance in force for the period as shown by the architects' monthly certificates.

Audit Clause: This Company or its duly appointed representatives, shall be permitted at all reasonable times during the term of this policy, or within a year after its expiration, to inspect the property covered hereunder and to examine the Insured's books, records and policies insofar as they relate to any property covered hereunder.

It is understood and agreed that this Policy covers the property described herein only while the building is in process of erection and completion, and it is warranted by the insured that the building herein insured is unoccupied and that when occupied in whole or in part, this Company is to be notified and rate adjusted, except that if the building is to be a manufacturing plant machinery may be set up and tested.

Provided, if this Policy shall be made payable to a mortgagee of the insured real estate, that, subject to all the terms

and conditions of the Policy, this insurance shall remain in full force as to the interest of such mortgagee only, therein, even though the building ceases to be in process of construction or completion, or becomes occupied in whole or in part.

Permission for mechanics to finish above-described building, and this policy will also cover on all materials and supplies therefor, therein and adjacent thereto, and any and all contractor's interest in said building materials and supplies and/or equipment and other property on or about the premises which insured has agreed to keep insured, or for which insured is liable, loss, if any, on said interest payable to insured.

Privilege to do such work and to keep and use such materials as are usual in the erection and completion of buildings..

It is understood that the word "materials" as used above, includes gasolene and such other materials as are prohibited by the printed conditions of the Policy, when kept and used for such purposes as are usual to the erection and completion of buildings.

Permission to work at all hours.

Permission is given for the use of Electricity and to have and use Kerosene Oil Stoves. Other insurance permitted.

This policy also covers direct loss or damage to the property insured by lightning (meaning thereby the commonly accepted use of the term "lightning" and in no case to include loss or damage by cyclone, tornado or windstorm) whether fire ensues or not; it being made a condition of this contract that any loss or damage to dynamos, exciters, lamps, switches, motors, or other electrical appliances or devices such as may be caused by lightning or other electrical currents, artificial or natural, is expressly excluded, unless fire ensues, and then this Company is liable only for such loss or damage to them as may be caused by such ensuing fire. It is also a condition of this contract that if there is other insurance upon the property damaged this Company shall be liable only for such proportion of any direct loss or damage by lightning (except as above stated) as the amount thereby insured bears to the whole amount insured thereon whether such other insurance contains a similar clause or not.

Disclaimer Clause: In consideration of the reduced rate at which this policy is written it is stipulated and made a condition of this contract that, unless such liability is assumed by rider attached to this policy, this Company shall not be liable for loss under this policy beyond the actual value of the property herein described at the time any loss or damage occurs, nor beyond what it would then cost the insured to repair said property, or to restore it to the condition in which it was immediately before such loss occurred, using material of like kind and quality, and in either case making suitable allowance for depreciation from any cause; nor for loss occasioned by ordinance or law regulating construction or repair of buildings.

In consideration of the reduced rate and (or) form under which this policy is written, it is expressly stipulated and made a condition of this contract that in the event of loss this Company shall be liable for no greater proportion thereof than the amount hereby insured bears to one hundred per cent (100%) of the actual value of the property described herein at the time when such loss shall happen, nor for more than the proportion which this policy bears to the total insurance thereon.

In the event that the aggregate claim for any loss is both less than ten thousand dollars (\$10,000) and less than five per cent (5%) of the total amount of insurance upon the property described herein at the time such loss occurs, no special inventory or appraisal of the undamaged property shall be required.

If this policy be divided into two or more items, the foregoing shall apply to each item separately,

Attached to Policy No..... Insurance Co.

The Lake Forest Foundation Awards

Report by LOUIS LA BEAUME, F. A. I. A.

THE annual judgment of the work of the students of the Lake Forest Foundation for Architecture and Landscape Architecture took place on Friday, September 4th. The report of the Jury is herewith appended.

This interesting summer course in architectural and landscape design was founded six years ago by a public spirited group of men and women, interested in the development of the Arts. The Foundation provides a course of instruction, extending through twelve weeks, from June until September, for honor graduates of certain recognized architectural and landscape schools. This year's group of students consisted of eight architects and eight landscape architects, representing the following Universities or Colleges: University of Illinois, Iowa State College, University of Michigan, Ohio State University, Armour Institute Chicago, and the University of Cincinnati. In addition to these sixteen students, a painter and sculptor from Yale University were offered the facilities of the Foundation, although not in competition for the awards.

The student work is carried on under the direction of Stanley White, Professor of Landscape Design at the University of Illinois. The students enjoy one week of criticism by Dean Edgell of Harvard, one week of criticism by Dean Meeks of Yale and two weeks of instruction, at separated intervals, by Chester B. Price, New York.

Four problems, each involving important elements of architecture and landscape architecture, are presented during the course. The landscape men and architects are paired by lot, in conjunction with each problem, and work collaboratively. In addition to these problems, each student is required to present a carefully measured drawing of some existing example of architecture or landscape design. Considerable time is also spent in outdoor sketching, and students are encouraged to range at will over the handsome estates for which Lake Forest is justly celebrated. This distinctive feature of the course is of great value in offering fine types of domestic architecture, both interior and exterior, and beautiful examples of landscape design for intimate study.

The Jury, in making its awards, is expected to reach its conclusions from the totality of each student's accomplishment. The judgment took place in Durand Commons, adjoining the dormitories of Lake Forest College where the students are in residence during the course.

Four Traveling Fellowships are awarded annually: The Ryerson Fellowship in Architecture, providing one year's travel abroad; The Ryerson Fellowship in Landscape Architecture, likewise

providing for a similar term of foreign travel; the Conde Nast Fellowship in Architecture, providing one year's travel in the United States and the Conde Nast Fellowship in Landscape Architecture, with similar provisions. An interesting feature of these Fellowships is that the architect and landscape man winning each, are obliged to cover a major portion of their itinerary together, so that each may benefit by the other's observations.

The Jury consists of two Architects, and two Landscape Architects, with one of the Trustees of the Foundation acting as Chairman. The report of the Jury follows:—

To the President and Directors of the Foundation for Architecture and Landscape Architecture:

Your Jury has carefully considered the merits of all the work done and exhibited by the students of the Foundation and has unanimously agreed on the following awards:

IN ARCHITECTURE:

Ryerson Fellowship:	Lorne E. Marshall, University of Michigan.
Conde Nast Fellowship:	Kenneth N. Lind, University of Illinois.
Honorable Mention: 1st	Charles M. Goldman, Armour Institute, Chicago.
2nd	Lester Casey, Iowa State College.
3rd	Gilbert H. Coddington, Ohio State University.

IN LANDSCAPE ARCHITECTURE:

Ryerson Fellowship:	George Wallace, University of Cincinnati.
Conde Nast Fellowship:	Edward G. Webster, Iowa State College.
Honorable Mention:	Frank Mattson, Iowa State College.

Respectfully submitted,

F. P. HIXON, Trustee, Lake Forest; RUSSELL S. WALCOTT, Architect, Chicago; LOUIS LA BEAUME, Architect, St. Louis; FREDERICK S. KINGSBURY, Landscape Architect, Boston; CLARENCE FOWLER, Landscape Architect, New York.

The Institute feels that the profession and the students owe a debt of gratitude to the Officers

and Trustees of the Foundation for their generosity and broad vision.

The Officers are:—Walter S. Brewster, President, Mrs. Tiffany Blake, Vice-President, Alfred E. Hamill, Secretary, Mrs. John W. Gary, Treasurer, Stanley White, Director.

The Trustees are:—David Adler, Augustus A.

Carpenter, Robert F. Carr, Edwin H. Clark, Bryant Fleming, Alfred Granger, Frank Hixon, John A. Holabird, James M. Hopkins, L. B. Kuppenheimer, Mrs. R. R. McCormick, Donald M. Ryerson, Mrs. Charles H. Schweppe, F. A. Cushing Smith, Ferruccio Vitale, Richardson Wright.

The Delano and Aldrich Scholarship

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

Editor's Note:—The second holder of The Delano and Aldrich Traveling Scholarship for French Architects, Mr. Robert Camelot, arrived in New York on the Ile de France, September 29. He is spending the first few months in Boston before making an extended tour of the United States.

MR. CAMELOT is a graduate of the Ecole des Beaux-Arts, having won in the course of his studies sixteen medals, including the Rougevin Prize, the Paulin Labarre Prize and having twice won the Redon Prize. He was also the winner of the Stillman Prize established by the late James Stillman in recognition of the services rendered to American architecture by the Ecole des Beaux-Arts. Other prizes which he has won are the Prix Roux and the Prix Blouet, the latter awarded each year to the student in the school having received the greatest number of mentions and medals during the preceding year.

He was twice a competitor for the Grand Prix de Rome. With Messrs. Patout and Mathé, the latter the first beneficiary of the Delano and Aldrich Scholarship now held by Mr. Camelot, he competed for the building for the League of Nations in Geneva and has also prepared plans for a clubhouse in the neighborhood of Paris with special facilities for the organization of sports of various sorts, including a stadium. He plans to

make a special study of stadia, playgrounds, etc., during his visit to America. In collaboration with Mr. Patout he prepared the drawings for the first-class dining saloon on the Ile de France, and for the remodelling and enlargement of the Galleries Lafayette Department Store, well known to all American visitors in Paris.

Mr. Camelot, who is accompanied by his wife, expects to spend the first three months of his visit to America in Boston where he has been asked to replace temporarily M. Carlu, Professor of Architecture at the Massachusetts Institute of Technology, whose return from Paris has been delayed by ill health. After the holidays Mr. Camelot will start on a trip which will take him to Canada and the Pacific Coast, returning through New Orleans, so that he may have a general idea of what is being done in architecture throughout the country. The American Institute of Architects is asking the architects throughout the country to facilitate his investigations in every way possible.

Public Information

Boston Chapter.

The campaign for public information by the Boston Chapter took an active start last year. With the work of last year's committee as a foundation the Committee on Public Information this year is organizing a program for two very definite objectives:

First—a continuation of the press publicity, begun last year. This branch of the work is under the charge of I. Richmond, who with William T. Frary, 53 Devonshire Street, Boston, as publicity expert, is gathering, editing and handling all the press material. The co-operation and assistance of Mr. Grady, the A. I. A. Publicist, we find in-

dispensable in this part of the work. The Committee has found that this work is far from simple. The requirements of the profession make a very careful preparation and editing of material necessary. It takes time and experience to get all the elements working together smoothly and successfully. The indifference of some of the papers toward architectural news, due in great measure to our ignorance of how and where to present it, is another difficulty to overcome.

Second—a campaign of educational publicity with Town and City officials, Building and School Committees and others. The purpose of this work is to acquaint those in authority with the

value to them of an architect's services and the best way of selecting an architect. This work will tend to combat the prevailing practice by committees of calling for free sketches from architects under the impression that the method is to their advantage.

Frank W. Crimp, of the firm of Adden, Parker, Clinch and Crimp, is the chairman of this part of the work, and has already collected a well rounded list of two thousand or more names as a preliminary mailing list.

Probably the most difficult problem of the whole campaign is to work out a statement which will attract the attention of the business man and at the same time be acceptable to the profession.

A draft of the statement on "Selecting an Architect" has already been written by Mr. Parker and accepted by the Committee on Ethics and Competitions. It is now in the hands of the Committee on Public Information, who have submitted the draft to a number of prominent business men for their reaction. The Committee now plans to give the statement to a good advertising man for his criticism and suggestion. The final revised statement will be passed on by both Committees and then mailed to the prepared list, and copies sent to each member of the Chapter for them to send out as occasion offers.

It is the purpose of the Committee to send out these statements periodically. In case the first copies are unsuccessful in getting attention the subsequent copies may be more fortunate.

The chairman of Committee on Public Information of the Boston Chapter is S. Bruce Elwell. Other members are Charles N. Cogswell, H. Daland Chandler, and John T. Whitmore. Mr. Cogswell and Mr. Chandler act often in an advisory capacity to the Committee; Mr. Whitmore is assisting Mr. Crimp on the direct contact work, as well as taking care of other special details on the Committee.

Detroit Chapter.

Miss Florence Davies of the *Detroit News* is conducting a series of interviews with architects bearing on their relations with present day building problems.

Each week there appears in the building section of the *Sunday News* an article by Miss Davies.

In the first of the series Herbert G. Wenzell, chairman of the publicity committee of the Detroit Chapter stated that the building industry will be one of the first to sense an upward trend in business conditions. He said:

"When that upward trend begins, the architect must be called on to save the public from many of the mistakes which have resulted in unfortunate losses and depreciations in the past.

"Some of these losses, it is true, have been caused by the change in business conditions, but

not all. Some losses, every architect knows, have been the result of poorly designed and badly built buildings in which the deterioration has been out of all proportion to the age of the buildings.

"The modern architect believes that he has the specialized knowledge to prevent a repetition of such losses. If business has been marking time, he has been studying the changes which are inevitable in the buildings of the future and is ready to meet these demands when they arise.

"Thus the modern architect must be more than a maker of plans. He must, in a certain sense of the word, be a student of modern life, so that the structures which he plans for the various activities of modern life may truly express their purpose and honestly fill the need for which they were devised."

California State Association—Northern Section.

The Committee on Public Information, Northern Section, has, during the past year, given considerable thought to the preparation of printed circulars which would be suitable for distribution by architects individually and the Association collectively. Feeling that, because of very modest resources, it would be impossible to circularize the general public, the Committee has confined its efforts to particular groups which are smaller in number and richer in possibilities of prospective good.

The circular entitled Putting Value Into Buildings, a copy of which is enclosed herewith, has been prepared with the thought of emphasizing the economic value of the services of the architect rather than the aesthetic. The Committee will endeavor to secure distribution of copies of this circular through banks, building-and-loans, and similar institutions.

The cooperation of individual Architects is solicited in placing these circulars where they will be of benefit. To this end the Committee is prepared to send copies to architects, postage prepaid, at a cost of one cent per copy. Requests should be mailed to the office of the Association as indicated above. Stamps—in small denominations—will be accepted.

As a supplement to the October issue of The Bulletin the Committee will place before the profession in Northern California a second circular entitled, Advice and Counsel in the Planning, Designing and Construction of Public Buildings: A Discussion of the Services of the Architect. This circular is intended for distribution to such public bodies as Boards of Supervisors, Boards of School Trustees and City Councils.

The chairman of the Committee is Henry C. Collins, Palo Alto.

The other members are Harris C. Allen, San Francisco; J. U. Cloudsley, Stockton; Alfred Eichler, Sacramento; Wm. I. Garren, San Francisco; Henry H. Gutterson, San Francisco; Charles

F. Masten, San Francisco and Chester H. Miller, Oakland.

Washington, D. C., Chapter.

This Chapter is actively engaged in a program to familiarize the public generally as to the need and value of architectural services. A four-page document was recently sent to citizens' associations, banks and lending institutions, operative builders, principals of high schools, luncheon clubs, and other similar groups. The last page of the document reads as follows:

What an Architect is:

An architect is a professional man trained in the planning, design and construction of buildings, and experienced in the business of building.

He is a professional man: that means that he is bound by a professional code which requires him to work for the benefit of his client, and which prohibits him from engaging in any financial or commercial activities connected with the building industry whereby any personal profits might accrue to him at his client's expense.

He is trained: that means that he has worked and studied for years to learn all there is to know about buildings and to understand the principles that underlie good planning, good design and good construction. He knows what arrangements are most practical, what proportions are most beautiful, and what materials are strongest and most enduring. Through his background of study and knowledge he is able to plan buildings that combine the maximum of utility, beauty and stability with the minimum of expense.

He is experienced in business: that means that he is familiar with the financial relationships that arise in building operations between the owner, the contractor and the sub-contractors, and endeavors to guard the owner against deficiencies of the contractor and to keep the cost of the work as low as may be consistent with the purpose of the building, and with proper workmanship and material.

This is the first of a series of six bulletins published by the Washington, D. C., Chapter of The American Institute of Architects. The titles of the bulletins to follow are:

2. What an Architect Does.
3. The Architect's Fee.
4. Why you should Employ an Architect.
5. Why you should Employ a Registered Architect.
6. Why you should Employ a Member of the A. I. A.

Francis P. Sullivan is chairman of the committee, and the series of bulletins are being prepared and distributed under his direction.

Washington State Chapter.

From the Report of the Chapter's Committee on Public Information, of which Joshua H. Vogel is Chairman:

We have obtained a set of the series of bulletins issued so effectively by the Illinois architects. We have their permission to use them for the good of the profession. We have learned that they used them with the special object of influencing and educating two groups only, the bankers and the court officials—judges and lawyers. They did this to correct the misinformation existing among these men, which hampered relationships of finance, also which caused miscarriage of justice in the courts because of lack of knowledge. We feel we could well afford to attack the same problem, although the laws of this state as to lien rights and fees are well established, court cases are much more cumbersome than need be, because so much time must be spent in describing the services of the architect to the court, after many hours of trying to explain them all to the lawyers.

Our speakers' group has functioned, although we have not time to list all of them. Speakers talked to public groups in Seattle, Spokane, Pullman, and Tacoma, some talks were to adults, some to school children.

Our radio program has been as usual a knockout. Stanley A. Smith of Pullman has covered the eastern half of this state. He has conducted twenty-seven skits in all—THE KINGS CASTLE. The station has received responses from as far away as Southern California. Results must be far-reaching particularly in reaching the small home builder, and we believe with Mr. Smith that while this gospel of good architecture may not always induce the home builder to use an architect for his home, this home owner may some day be a member of a school board, a church board, or some corporation, and he will appreciate the services of an architect when planning to build again. Skits are a popular type, slang and all, like a sugar-coated pill or perfumed toothpaste. "Some serious talks on architecture were given for the people who made the 'The Five Foot Book Shelf' possible," says Mr. Smith. As the parts were given by the students, and the skits were worked up in the Department of Journalism, with technical matter from the department of architecture, just think of the educational effects on all these students in these departments taking part in this broadcast. Similar dialogue is planned for next year.

Our committee capitalized on Mr. Betts' trip to the coast in as much publicity and editorials as possible in the daily newspapers. Mr. Betts, editor of *The American Architect*, was given copies of all this news print and was quite surprised and gratified, especially as we were helping along the good work of getting the public to know something about our desires of having the govern-

ment go out of the architectural business. We have obtained several editorials in Seattle papers as well as articles.

Our Tacoma members of this committee have been able to obtain the cooperation of all that live Tacoma group and they have started with a bang a series of articles in *The Tacoma Ledger*, the first one being by Roland Borhek, the second by Earl N. Dugan, all articles are appearing in

the Sunday edition which is widely and carefully read by the public. The presentation of these articles has been good. We hope to carry this on in other cities. The committee must have the help of the whole group to succeed.

Traveling exhibits, a good slogan competition, honor awards, etc., are still to be worked upon. What more do you suggest?

Visits to Western Chapters

By the time this number of *THE OCTAGON* reaches the membership, the President of the Institute, Robert D. Kohn of New York, and the Director of the Western Mountain Division, Fred F. Willson, of Bozeman, Montana, will have practically completed their visits to the chapters of the Institute in the great northwest section of the United States.

Mr. Kohn's first meeting was with the St. Louis Chapter, in St. Louis on October 11. From there he went to Omaha for a meeting with the Nebraska Chapter.

The next stop was in Denver, with the Colorado Chapter. At Salt Lake City, on October 16, he was joined by Mr. Willson.

The next city was San Francisco, then Eugene and Portland, Oregon; and thereafter Seattle and Spokane, Washington.

The last meeting in the northwest, under the auspices of the Montana Chapter, was at Bozeman, the home town of Director Willson.

At Bozeman, Director Willson dissolved the travelling partnership and Mr. Kohn continued alone. He called on the Minnesota and St. Paul Chapters, in Minneapolis, and the Madison and Wisconsin Chapters in Wisconsin. The last meeting was (or will be) with the Chicago Chapter on October 30.

This series of visits resulted from suggestions made by Director Willson, who wished to bring the President of the Institute and his message on Institute affairs into immediate contact with the chapters in his Division.

In making this western trip Mr. Kohn has maintained a well established tradition of the Institute, which is that every President should visit the distant Chapters during his term of office. The reasons which justify the tradition are sound. Such visits by the Officers and Directors serve a number of important objects. They make for the solidarity of the Institute. They serve to bring the needs, and the will of the membership at large, before those who carry the responsibility of Institute affairs. The architectural profession in the United States is small in numbers, and scattered over a great area. The American Institute of Architects only maintains its position as one of the outstanding national, professional societies because it is the continuing beneficiary of the sustained enthusiasm and devotion of so many of its members—officers, committeemen and members in the ranks.

It is hoped, in a later number of *THE OCTAGON*, to print reports from President Kohn and Director Willson on their journey through the Northwestern states.

A Director Visits His Chapters

A REPORT BY FRANKLIN O. ADAMS
REGIONAL DIRECTOR, SOUTH ATLANTIC DIVISION

The Georgia Chapter

THE meeting with the Georgia Chapter was held at the Atlanta Athletic Club at noon on Monday, July 6. It was my first visit to this chapter although I had known many of its members for several years. It was a real pleasure to discuss Institute affairs with the keen group of men who constitute the membership and to make new acquaintances among them. While the chapter is somewhat lacking

in coordinated effort along professional lines, I found them doing excellent work among the students of the architectural department of the Georgia Institute of Technology, a school that has made an enviable reputation for itself among the architectural schools of the South. The chapter has successfully encouraged junior membership among the students, as well as associate membership among the draftsmen. Several members are taking leading parts in the affairs of their communities. Initiation and leadership in the

coordination of the building industry and the opportunity for extending proper influence through the formation of a state society of architects, was discussed at the meeting.

The Alabama Chapter

The next day at Montgomery, I had my second meeting with the Alabama Chapter which represents, according to high priest Will Warren, the "rough element" in the profession. I always have a good time with those fellows, probably because we speak a common language. Will, as always, was among those present, having driven down from Birmingham with Hugh Martin and Jesse Green. Dean Biggin, president of the chapter, brought with him from Auburn two juniors from his architectural school there. With two such energetic leaders as Warren and Biggin, the Alabama Chapter should look with confidence toward the future.

Following up a competition held more than a year ago for the design of a medal to be awarded pre-erected buildings in Alabama, a second competition had just been judged and a prize given for the execution of a model for the medal selected last year. These competitions were restricted to the students of the architectural school at Auburn.

Firm support was voted the National Committee on Public Works and Warren and Biggin were delegated to see that this support would be material as well as verbal. In this general connection Dittmar reported a recent policy on the part of the State Department of Education not to furnish free plans for school buildings to communities having a population of more than 2,500.

One of the most interesting features of the meeting was the announcement by Dean Biggin that the school of architecture at Auburn would fittingly celebrate the quarter-century of its existence this autumn. He extended an invitation to the chapter to hold its October meeting there. The invitation was promptly accepted. Dean Biggin then read an appreciation of the aid and encouragement extended to his school by the Alabama Chapter. One of the first acts of the chapter after its organization in 1916 was the establishment of an annual prize for the best thesis in design, the presentation of which to the winner has become a part of the commencement exercises at Auburn. Since that time other prizes have been made possible by the chapter, two of which have already been mentioned.

On several occasions the department has been in financial distress due to the fact that its rapid growth had outstripped the funds provided by the state. In each case the chapter has stepped into the breach and has raised or has assisted in raising sufficient funds to enable the school to go on with its efficiency unimpaired. Taken in all,

it's a bulls-eye hit for the "rough element." Let the "Four Hundred" take notice.

The South Georgia Chapter

During the following days in Savannah, I had an experience which determined a change in policy with reference to visits to chapters. Those unhurried days of fellowship with the Savannah members of the South Georgia Chapter were productive of good to me and, I hope, to them also. I spent almost a whole day with Morton Levy "seeing the town" architecturally and visiting with other architects in their offices, and other days in like manner. From this experience I am convinced that personal contact is far more productive of results than formal meetings, and in the future, where possible, I expect to spend one full day previous to the meeting with members in their offices.

The meeting of the South Georgia Chapter was held on the afternoon of July 9, at the office of Henrik Wallin. I found the chapter most active in matters of community interest. Within the Chamber of Commerce, a Construction Trades Council had been formed with Morton Levy serving as president until the current year. This Council has the guidance and support of the chapter and has done excellent work in such matters as investigating termites with recommendations for protective ordinances, extension of the building period to twelve months by a change in the fiscal rental date, more thorough and efficient building inspection, study of parking problems, spaces and garages, stabilizing credit, use of local materials and city planning and zoning. The chapter has also lent its support to all cultural effort and holds a membership in the Telfair Academy of Art and Sciences.

After the chapter meeting the director was afforded the privilege of meeting the Construction Trades Council and telling them of the efforts being made in Florida to coordinate all elements of the building industry in a single organization.

In the evening there was a delightfully informal dinner given by a past president of the Chamber of Commerce to the leaders of the industry, during which plenty of opportunity was given to get on a real basis of friendliness with the men present.

The South Carolina Chapter

The trip to Charleston on the following day, July 10, was very heartening, though a distinct disappointment to the director in that sufficient time was not allowed for informal personal conferences, an error which it is to be hoped he will not commit again. A meeting of the Executive Committee, at which the director arrived late, was followed by a meeting of the South Carolina Chapter and that, in turn, by a joint luncheon

with the Charleston County Building Congress. All of the meetings were held in the Heyward-Washington House which has been so sympathetically and faithfully restored under the direction of Albert Simons and Samuel Lapham. Through the courtesy of many Charlestonians the furnishings and hangings of the drawing room, in which the luncheon was served, were supplemented to make a completely furnished room in the period of the house. These things, together with the interesting Charleston drawl heard from many parts of the room and a hospitality which anticipated, completed a harmonious and delightful picture that cannot fade from the memory. After the luncheon, subjects of common interest were discussed by speakers representing various branches of the industry.

There has been a remarkable change in this chapter. A year ago it was discouraged by a series of distressing incidents. Today, the outlook is vastly different. A new energy and a new determination marked every move of the chapter meeting, and in finances and morale the South Carolina Chapter is strictly par. This regeneration is largely due to such men as Simons, Lapham, Wilson, Jones and Newcomer, but more especially to the two named first, president and secretary respectively, upon whom the burden of reconstruction has largely fallen.

The Florida South Chapter

Monday, July 13, was spent with the Florida South Chapter at Miami. Here I felt pretty much at home, many of the members being long-time friends. This chapter is doing its bit to humanize the profession. It has fostered a cooperative group in Miami that has accomplished many desirable results by bringing about a better understanding of the other fellow's difficulties. Many of the men have had a new interest given them in the architectural department of the new Miami University for John Skinner, head of that department, reports that he is receiving

most satisfying support and encouragement from members of the chapter.

While in Miami I was treated to a look at Phineas Paist's drawings for the new Miami post office. After seeing them, I can understand, even less than formerly, the professed fear of incompetency on the part of the Supervising Architect's office toward work by private architects. I was impressed, not only by their excellent draftsmanship and mechanical completeness, but by the excellence of the design as well. Everywhere there was evidenced "loving care" in that study and presentation of detail which characterizes the man who honors his calling and jealously guards his own practice. It begets a quality in the finished product impossible of attainment through mass production,—a quality, by the way, which breathes the spirit of life into an otherwise inert agglomeration of building materials.

Conclusion

So, home again with one important lesson learned by the director, namely, that the humanness, which President Kohn declares must characterize the relationship between the Institute and its individual members, cannot be gained except by personal informal contact between the director and the member, under conditions that will reveal the true slant of the latter's mind both towards the Institute and the profession generally. I find that the Institute is as ethereal in the minds of some members as Heaven itself, and its ethics comparable to the Westminster Confession of Faith. To him, it is all apart from making one's living. And yet, it is surprising how easy it is to show him, conditions being propitious, that ethics are but the reflexes of proper commonsense practice and not agencies of an unattainable ideal. The problem is to reach some of those whose attendance at chapter meetings is rare. But, given three years, a director should be able to meet everyone at least once. The result would be better attendance at meetings and greater Institute solidarity.

With the Chapters

Detroit Chapter—Home Ownership Conference.

At President Gamber's request, Mr. Stanton, at the September Meeting, spoke of the work of the Committee on Design of the President's Conference on Home Building and Home Ownership. He spoke at length on this subject indicating the exhaustive research which had preceded the deliberations of this committee. The word "Design" in the title of the committee refers to the fundamental not the superficial aspects. The elements of good planning, wise location on the property, advantageous orien-

tation, sound construction and pleasing appearance are the points being considered. A survey of conditions and requirements throughout the country is under way. Much attention is being paid to the small single home and the importance of home ownership is being stressed. A preliminary meeting was held in New York, August 14, to frame the committee's report. William Stanley Parker of Boston is chairman. Statistics show that only 30 per cent of the population can afford to live in houses costing over \$5,000. In 1928 the majority of houses erected

were in the \$9,000-\$10,000 class. These houses were little different in essential elements than the \$5,000 house of previous years. Increased building cost, land values, etc., accounted for some of the increase, but the installation of mechanical devices and equipment was found to be the largest factor contributing to the higher price. He stated that the trend is toward development by large organizations of finished residential communities rather than the construction of single houses by individual owners and small speculative builders. Present construction costs throughout the country vary only slightly. One method to be employed looking toward the stimulating of wise planning and construction is the adoption of a score card to be used nationally. This score card will rate plans A, B, C, D, and E, according to their merit in various divisions of appraisal, such as placing on the property, orientation, plan, construction appearance, etc. Mr. Stanton asked any members interested in this work who had constructive suggestions to communicate with him.

Florida Central Chapter—September Meeting.

An Executive Committee Meeting was held, September 26, at 4:00 P. M. in the offices of Franklin O. Adams; followed by a Chapter dinner meeting at the Hotel Hillsborough, at 6:30 P. M. President Taylor presided. Twelve members were present, representing about fifty per cent attendance. The principal talk of the evening was given by Mr. Warren P. Hunnicutt, St. Petersburg, realtor and appraisal expert. His subject was "The Scientific Appraisal of Buildings and Real Estate." He gave a most interesting and informative talk.

Theodore Skinner, Clearwater architect, spoke of his contacts in Washington, in connection with the post office building project, which he now has in hand, outlining Federal procedure, cooperation, etc. Matters pertaining to schedules of architects' fees and the coming annual convention of the Florida Association of Architects, to be held in St. Petersburg, December 11 and 12, 1931, were discussed in round-table fashion. Appreciation was expressed, covering the efforts of the Morgan and Scribner interests, in educating the public concerning the value of professional architectural services. This was altogether the liveliest and most interesting meeting of the year

Washington State Chapter—Mexican Architecture.

Following the business session of the September Chapter meeting, Mr. Richard J. Pearce, instructor in architecture at the University of Washington, gave an illustrated talk on Mexican architecture. Mr. Pearce showed slides and reflected many photographs taken in less known parts of Mexico. He began his lecture by showing some pre-Aztec works, and traced this natural expression of the Mexican Indian through all subsequent periods of Mexican architecture, showing that although Spanish types of architecture presumably superseded all others the sincere traditions of Indian design appeared in many details in the craftsmanship and even in the architectural motives.

At the conclusion of Mr. Pearce's lecture, President Borhek, on behalf of the chapter, thanked him for this most interesting and most profitable talk.

Items of Interest

Next Meeting—Board of Directors.

This is final notice concerning the semi-annual meeting of the Board of Directors of the Institute, to be held in Louisville, Kentucky, on November 19, 20 and 21.

The Board will have before it progress reports of the Standing and Special Committees, and special reports from the Committee on Public Works and the Committee on Unification.

It will also adopt a final budget to govern the activities of the Institute during the year 1932. There will be the usual number of status and disciplinary cases.

Two meetings have been arranged with the Kentucky Chapter, for the interchange of ideas and the purpose of getting acquainted.

Members and chapters who wish to address communications to the Board should send them in care of the Secretary of the Institute, at The Octagon, prior to November 15.

The Columbus Memorial Lighthouse—Awards.

At a celebration held at Rio de Janeiro, the International Jury made the final awards in the second stage of the architectural competition for the Columbus Memorial Lighthouse. In the first stage of this competition architects from all sections of the world participated, the awards being made at the Exposition held at Madrid in 1929. The architects of the ten premiated designs at the Madrid Exposition were permitted to enter the final competition. This included ten architects from the United States, France, England, Germany, Spain and Italy.

The awards were announced on October 17, before a large gathering in Rio de Janeiro, the National School of Beaux Arts holding a special session at the time, in the presence of the President of the Republic, cabinet members, members of the diplomatic corps and numerous government officials. A special delegation was sent from the

Dominican Republic, headed by Tulio Cestero, who has long been a moving spirit in the project, and who proposed the resolution on the memorial which was adopted at the Fifth Pan American Conference.

The first prize, which carries with it an award of \$10,000, together with the right to be the architect for the construction of the Lighthouse when the funds for its construction have been collected, went to J. L. Gleave, of Nottingham, England.

The second prize to Donald Nelson and Edgar Lynch, of Chicago.

The third prize to Joaquin Vaquero Palacios and Luis Moya Blanco, of Spain.

And the fourth prize to Theodore Lescher, associated with Paul Andrieu, Georges Defontaine and Maurice Gauthier, of France.

Announcement of the awards was made by Horacio Acosta y Lara of Uruguay, a prominent architect of Latin America, who is Chairman of the International Jury of Award and representative of Latin America on the Jury. The other two members of the Jury are Eliel Saarinen of Finland, representing Europe, and Frank Lloyd Wright, of the United States, representing North America.

After the announcement of the awards there was an exhibit of the drawings and models, and the following day the Central Institute of Architects tendered a banquet in honor of the Jury and the winning architect and other participants in the competition.

The plans for the Memorial received considerable impetus when in September last the Assembly of the League of Nations made official mention of the project and gave its approval of the entire plan. Funds for the erection of the Memorial, which will consist not only of a lighthouse but also of an air base for both land and sea planes, park and many other features, will be collected by means of government contributions from the republics of the American Continent, contributions from other countries of the world, individual contributions, and funds collected through national committees which have been organized in the Pan American countries.

Indiana State Library Building—Awards.

The awards in the competition for a State Library and Historical Building for the State of Indiana have recently been announced. The building will be located in Indianapolis.

Arthur Bohn, the Professional Advisor in the competition, in announcing the winning competitors, stated that the Indiana State Library Building Commission was much pleased with the generous response from the Indiana architects, and was particularly gratified that the general character of the designs proved to be very high.

The awards in the competition were as follows:

First award, Pierre and Wright, of Indianapolis.

Second award, Walter Scholer, Lafayette.

Third award, Joe H. Wildermuth, Gary.

Honorable award, Harrison and Turnock, Indianapolis.

Honorable award, Lee Burns and Edward James, Indianapolis.

Honorable award, McGuire and Shook, Indianapolis.

There was a total of thirty-eight designs submitted.

The Jury, in its report on October 8th, stated that the general character of submissions had been high and congratulated the Commission and the Professional Advisor on the conduct of the competition.

Housing Conference in Washington.

After more than a year's preparation, the President's Conference on Home Building and Home Ownership will be held in Washington from December 2 to 5, inclusive, in which approximately 1,400 persons, including 1,000 representative citizens associated with building and housing activities from all the States are expected to participate.

The conference, the first of its kind on a large scale in this country, will deal with the whole question of home construction and ownership, and of home environment. Among the subjects covered are problems of home financing with special reference to the problems of second mortgages and foreclosures, the acute problems involved in blighted areas and city slums, and questions dealing with city planning and zoning, subdivision layout, landscaping, house construction, and design, fundamental equipment, standards for kitchens and laundries, household management, etc.

M. H. Furbringer—Memphis.

M. H. Furbringer, of Memphis, Tenn., Regional Director of the Gulf States Division, was recently elected a Director of the Memphis Chamber of Commerce. Mr. Furbringer is also President of the newly-formed Memphis Building Congress.

Again, it is gratifying to note leadership by the architect in the civic affairs of his community.

Saarinen and Warren Addresses.

Following the last Convention two outstanding addresses were reprinted—to supply many requests.

The address of Eliel Saarinen, from the April number of THE OCTAGON, was reprinted and sent to the architectural schools by direction of the Convention. A few of these reprints are left, and copies can be had as long as the supply lasts.

The address of William T. Warren, of the Alabama Chapter, appeared in the May number of THE OCTAGON.

It too is available as a reprint, and a small number of copies remain, which are available as long as the supply lasts.

At the direction of the Chairman of the Committee on Education, Charles Butler, both addresses have been made available to the architectural schools.

The two papers constitute a symposium which many architects long past their college days have found to be refreshing and helpful.

Architectural Photography.

Most architects realize that commercial photographs of buildings are of average quality or less. Most of them fail to catch the architectural spirit of the subject, and many architects have encountered difficulties in obtaining photographs of true architectural quality.

Architects will, therefore, be gratified to learn that there is a new service which lessens these difficulties. It is available to the profession at large, and is conducted by Ben J. Lubschez, Member of the Institute.

We quote the following announcement:

"As a pictorial photographer, Mr. Lubschez has been particularly successful with architectural subjects. His photographs, many of them familiar to members of The American Institute of Architects through publication in their Journal, have been hung in numerous important exhibitions here and abroad. Of 'Manhattan, the Magical Island,' the book of New York photographs by Mr. Lubschez, Mr. Ray Long, Editor-in-Chief of Hearst's *International and Cosmopolitan Magazine*, has said that they 'caught and put on paper the romance of New York, a rare achievement;' the late Mr. W. H. Crocker of *The American Architect*, has said, 'the word photograph takes on a new meaning when one examines the pictures in this book.' With thirty years' experience as an enthusiastic amateur photographer and practicing architect, Mr. Lubschez now offers his services to architects in the photographic portrayal of their works from the sympathetic viewpoint of the trained architect rather than that of the commercial photographer. For appointments, telephone or write: Ben Judah Lubschez, 250 West 57th street, New York City.

To the Young Men in Architecture.

A Statement by Frank Lloyd Wright.

Are we a free people? Of course not. The question that is important, however, is—do we have it in our hearts as it is written in our constitutional charter to be free? Is it sincerely and passionately our ideal to be free? Notwithstanding so much cowardly popular evidence to the contrary, I say it is our ideal. Those highest in the realm of freedom should build suitable buildings and build them now, for that spirit, first—

and for America to ponder. There is no longer any doubt in the mind that eventually America will have a truly characteristic architecture—that much is already written for you on the vanishing wall and the disappearing cave.

Detroit Committee of Architects and Contractors.

The building industry is loosely organized. Individual endeavor on the part of the various groups within the industry has, in the past, led to misunderstandings resulting in lost effort and general discontent, the far-reaching effects of which have often been detrimental to the interests of the public whom we aim to serve.

Recognizing the existence of needless friction between two important divisions of the industry, the architects and the contractors established what is known as the Architects' and Contractors' Joint Committee of Detroit for the solution of all mutual problems and to engender harmonious relations between the groups. This committee came into being in the spring of 1930. Its formation was not the result of unusual difficulties peculiar to that period or to that locality. It was born of the idea that the efficiency of both the architects and the contractors would increase through the elimination of all possible interrelational friction and that all common clients would benefit thereby.

The committee is composed of twelve; three being appointed by each of the member organizations which include the Detroit Chapter of the Institute, the Michigan Society of Architects, the General Builders' Association, and the Mason Contractors' Association. Meetings are held monthly.

The experiment has not proved to be just one more committee of doubtful use. The idea has been well received. The deliberations of the committee have already borne fruit in recently published recommendations for general conditions of specifications adapted to local conditions, copies of which were mailed to over four hundred registered architects in the State of Michigan. In addition to this constructive work their opinion has been requested on many matters involving relations between architects and contractors. Being an official board of the member organizations the committee is virtually placed in the position of a court of appeal in case of arbitration.

H. J. Maxwell Grylls, of the Detroit Chapter, is chairman of the committee.

Philadelphia's Plan of Federation for Building Industry

The determined effort being made in Philadelphia to form an all-inclusive Federation of the Construction Industry is important as additional evidence of the growing recognition that unified action is essential for the various elements connected with construction. Further, it is important

because it marks a distinct awakening on the part of banking interests to the importance of affiliating with and participating in organized construction movements.

Philadelphia bankers have made no empty gesture of approval of the new organization that is being formed as an outgrowth of the Philadelphia Building Congress. They are backing the movement financially, and as members. They seem definitely to realize that, without a well-knit organization of construction groups with a program for eliminating irresponsibility, building investments must remain among the questionable financial hazards.

As so far determined upon, three of the outstanding items on the program of the new organization concern the promotion of sound credit standards and practices, improvement of ethical standards which govern the relations between different groups and trades and the extension of research services to determine the soundness of the financial plans behind proposed construction projects.

These three objectives alone have been deemed of sufficient importance to general contractors to cause the Philadelphia Building Chapter of the Associated Pennsylvania Constructors to support the movement as a group. Other groups and individuals are equally enthusiastic and it seems evident that Philadelphia is going to give the federated form of central organization a thorough trial.

Aside from the new factor that this attempt to establish a city-wide central organization in the industry has the support of bankers, as no such previous attempt has had, two additional elements are in its favor: There is the growing conviction among groups in the industry that united action is necessary, and there exists a practical example of successful operation in the Allied Construction Industries of Cincinnati.

The fundamental difficulties of perfecting and maintaining a heading up central organization of this type are not to be dismissed lightly, however, even in this more enlightened day. Those difficulties revolve around the fact that such an organization is composed of groups whose immediate economic interests on important and even basic matters are often opposed or are considered to be

opposed. A danger lies in pushing ahead a program dealing with such matters because of possible dissension and splitting away. On the other hand, if such questions are side tracked, the organization runs the risk of becoming inanimate and of failing in its purpose.

It is undoubtedly true that these dangers can be overcome through forceful and exceptionally diplomatic leadership. Perhaps the time may even be ripe for such developments on a widespread basis. Yet, because diversity of economic interest has in the past hindered the growth of broadly-inclusive organizations, the Philadelphia Federation of the Construction Industry constitutes a courageous experiment. Its successful growth, following on that of the Allied Construction Industries of Cincinnati, may point to a new era and a new form of association in the construction industry. (*From The Constructor*)

Safety Code—Industrial Sanitation.

Samuel R. Bishop, of New York, has been appointed by President Kohn to represent the Institute on the American Standards Association Sectional Committee of the Safety Code for Industrial Sanitation.

Historic Monuments—Conference in Athens.

Prentice Duell, of New York, has been appointed by President Kohn to represent the Institute at the International Conference on Historic Monuments, which is being held in Athens during the month of October.

Mortars—for Unit Masonry.

Charles M. Gay, of the University of Pennsylvania, has been appointed by President Kohn to represent the Institute on the Committee on Mortars for Unit Masonry, of the American Society for Testing Materials.

Registration Law—New Mexico.

The State Legislature of New Mexico at its last session passed a law for the regulation of the practice of architecture. Following is a list of members of the new Board of Examiners for Architects, established under that act: W. M. Brittelle, *Chairman*; John Gaw Meem, (A. I. A.), *Vice-Chairman*; C. R. Carr; W. L. McAtee; A. W. Boehning, *Secretary*, Albuquerque, New Mexico.

