

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION—
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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Season's

Greetings

NOVEMBER
DECEMBER

1949

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WISCONSIN ARCHITECTS
ASSOCIATION NAMES COMMITTEES

The following committee appointments are being announced by President William G. Herbst of the Milwaukee Division, Wisconsin Architects Association. As you probably know, the Milwaukee Division represents members of the Wisconsin Architects Association residing in the following counties: Milwaukee, Racine, Kenosha, Waukesha, Ozaukee, and Washington.

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MEMO FROM
THE OCTAGON

The Octagon
Washington 6, D.C.
December 7, 1949

TO: The Board of Directors, Committee Chairmen,
and Officers of Chapters of the A.I.A.:

PUBLIC HOUSING FEES

Fee discussions with the P.H.A. were officially reopened last week as a result of President Walker's vigorous presentation of the architect's position before the National Association of Housing Officials in Boston, November 13. It can be said that a general area of agreement has been reached on a proposal for a new method of compensation for architects participating in the public housing program. The executive committee of the A.I.A. Fees Committee, together with President Walker, meets again this week with P.H.A. and N.A.H.O. representatives.

BOARD ACTION

With the agenda well organized and efficiently directed by President Walker, The Board was able to give thorough coverage to an immense amount of business at its meetings — morning, afternoon, and evening — for three days at White Sulphur Springs last month. Here is some of the action taken which has the most general interest for chapters:

Dues: Increased to \$40 for members of \$5,000-plus income. No change in graded dues system. **Re-districting:** Washington, Oregon, Idaho and Montana compose new Northwest District. Texas becomes a District separate from Gulf States District. Alabama, from the South Atlantic District, joins Gulf States District. Virginia, from the South Atlantic District, joins Middle Atlantic District. After change in the By-laws to allow for the election of two new Regional Directors and the filing with the secretary of state of New York of a certificate to increase the A.I.A. directorate, the additional districts must then be approved by the May Convention.

Suggested Guide to Bidding Procedure and a Standard Form of Architectural Procedure: These were reviewed and approved, with changes recommended by the Committee on Contract Documents and previously approved by the A.G.C. They will be printed and sent to the membership promptly. **Simplified Accounting:** Approved by The Board, orders received promptly will be filled in time for delivery prior to January 1, and the system can be put into effect for the 1950 accounting. The system represents much working by the Committee on Standard Accounting Methods for Architects, headed by David C. Baer, and has been tested in offices of varying size. It is expected to be especially helpful to the smaller architectural offices.

Changes in By-laws: Amendments to be offered for the consideration of the 1950 Convention: (1) Requirement that there shall be a President-elect who

shall be Vice-President and who shall automatically become President the following year; (2) Requirement of citizenship for applicants to membership in The Institute; (3) Limitation of terms of office of Regional Directors to two years.

1953 Convention: Seattle chosen. *1952 Convention:* To be held in New York City. *1951 Convention:* In Chicago. Exhibits to be permitted on a restricted basis. *1950 Convention:* In Washington, D. C. Post-convention tours arranged to Williamsburg, to Bermuda by air, and to Charlottesville and the Jefferson country.

Executive Committee: Two additional meetings authorized, to be called by The President. The next meeting will be January 27-28 in Washington. *Professional Liability Insurance Plan:* Committee (John S. Bolles, George Bain Cummings and Regional Director Wilbur H. Tusler) appointed to report at January meeting of Executive Committee. *Pension Plan for Institute Staff:* Tentatively approved subject to a study of details by a special committee. *Equalization of Delegates' Expenses to Conventions:* Appropriation increased by two-thirds. Equalization of students' expenses continued without change. *Research Expansion:* Provision made for employment of an assistant to the Director of Education and Research to help with the greatly enlarged programs of the committees working with this Department.

Qualified Lists: The Board disapproved restrictive specialized lists of architects for any use whatsoever. *The Octagon:* There was agreement that as much use as possible should be made of the building for suitable purposes. For the immediate future, space may be given to the National Council for Historic Sites and Buildings and to the National Architectural Accrediting Board. *The Journal:* A profit reported for the second time since its inception. *The Bulletin:* Sale of advertising rejected upon recommendation of Editor Saylor.

Student Chapter Assistance: The "Student Chapter Handbook" and the "National By-laws Regarding Student Associates" were approved and will be distributed next month. *Public Relations Counsel:* No action was taken after consideration of a comprehensive report on representative costs, nationally and in local newspapers, for such a program. *Unification:* Milton B. McGinty was appointed to fill the unexpired term of Chairman Branson V. Gamber of the Committee on Unification. Mr. Gamber's work before his death laid the foundation for the success of the unification program in New York. A charter will shortly be issued to the New York State Association of Architects as a state organization of the A.I.A.

The Gold Medal: Awarded to Sir Patrick Abercrombie, M. A., Fellow of the Royal Institute of British Architects, in recognition of his distinguished contribution to the profession of architecture and to regional planning. Announcement of the award, to be presented at the May Convention, has been widely publicized in the United States, Great Britain and Canada. *Fine Arts Medal:* Awarded to Edward Steichen for his excellent work in photography. *Craftsmanship Medal:*

Awarded to Joseph Reynolds of Boston for his skill and distinguished work in stained glass. *Honorary Membership:* Bestowed upon Miss Harlean James and Francis Stuart Fitzpatrick, both of Washington, D. C.

Scores of other matters were dealt with by The Board, the total calendar reflecting the great increase in scope and vigor of A.I.A. committee activities and of the work of The Institute generally.

HOUSING CONFERENCE

The first conference of a program being developed by the Committee on Housing and Urban Planning is to be called, probably somewhere in the middle west, early in 1950 and promises to be a major event. Chairman Perry Coke Smith is anxious for a wide representation from the chapters. Analysis of the public housing program and of the architect's responsibility, including the technical aspects of design, will be the principal subjects of the conference. In addition to emphasizing the magnitude of the program and its challenging problems and potentialities, the conference is intended to set in motion among the A.I.A. membership an organized effort to meet the requirements of design and planning through regional study groups and evaluations of methods and procedures.

MILITARY HOUSING

Bertram E. Giesecke, A.I.A., of Austin, is chairman of the new Defense Department housing commission appointed by Defense Secretary Johnson to serve in an advisory capacity in coordinating military housing activities. Lack of uniformity in procedures by the Army, Navy, and Air Force in awarding contracts will be one of the first subjects on which the commission will make recommendations. We have been told that the commission will also look into the methods used in selection of architectural firms, since difficulties have been reported under some of the present contract procedures which, in effect, cause competition between architects working with various sponsoring groups submitting proposals for a project. The commission meets in Washington today.

PUBLIC BUILDINGS

We have received the first list of 312 Federal building projects on which site acquisition, where necessary, and plan preparation will go ahead under the \$40 million authorization for PBA planning under Public Law 105. The total authorization is expected to provide for 575 projects, at least one in each Congressional district. The first appropriation was \$12 million.

Architects are advised to wait for questionnaires which will be sent to all registered architects in the immediate areas in which the projects are to be planned. They will not be sent out for several weeks according to Supervising Architect Allan S. Thorn. While many of the projects are post offices to cost less than \$200,000, the list ranges upward to a New Orleans post office building with a cost limitation of \$14 million and a mint building in Philadelphia with a cost limitation of \$13 million. The selected projects include 190 deferred projects from the prewar planning program.

1950 HONOR AWARDS

A flyer giving details on the 2nd Annual Honor Awards Program will soon be sent to all members. The Program is now being prepared by the Committee on Honor Awards and the Department of Education and Research. Designs for residential, commercial, and religious buildings will be considered in 1950.

EDUCATION AND REGISTRATION

First meeting of The Institute's Commission on Architectural Education and Registration will be held at the University of Illinois, December 12-13. Dr. Edwin S. Burdell, Director, The Cooper Union, heads the Commission. President Walker and Walter A. Taylor will also be in attendance. The following A.I.A. members are on the Commission: B. Kenneth Johnstone, Turpin C. Bannister and Sidney W. Little, for the Schools; Ernest J. Kump, Walter H. Kilham, Jr., and Walter T. Rolfe, for the Practitioners; Clinton H. Cowgill, George Bain Cummins and Fred L. Markham, for the Registration Boards; and Roy A. Jones for the National Architectural Accrediting Board.

BOUQUETS FOR THE JOURNAL

The *Journal* and Editor Saylor have been getting pats on the back from various sources. The Indiana Society's *Bulletin* says: "We thank you for conducting such a unique magazine. It is such a relief from the usual thing we get, and so well presented, that we find ourselves avidly consuming it from title cover to seal."

And in the *Bay State Architect* appears nearly a page telling how good the *Journal* is. There is room here but for a lifted sentence or two:

"For an over-all picture of the profession of architecture, it is hard to see how one could have a better source. Through able editorship and fine impartiality the *Journal* presents the length and breadth of our profession and its inner ferment all compressed into a capsule, so to speak, and printed in convenient compact form. . . . In comparison with other publications devoted to the same field, in our opinion it leads them all."

ON LEAVE

Absent from the country from December 18 to January 23 will be President Ralph Walker who goes to Cairo, Egypt, to attend the executive committee meeting of the Union Internationale des Architectes, of which he is first vice-president. 1st V. P. Glenn Stanton will act as AIA 1st officer during his absence.

Also on leave at Bryn Mawr Hospital as a result of an operation December 2 is our Executive Director, Ned Purves. He hopes to return December 19.

PUBLIC RELATIONS MANUAL

The latest draft of the public relations manual for use by chapters and practitioners was submitted to The Board at its last meeting, but no action was taken.

CONSTRUCTION OUTLOOK FOR 1950

By THOMAS S. HOLDEN, President, and CLYDE SHUTE, Assistant Vice President and Manager, Statistical Research Division, F. W. Dodge Corporation, New York.

The 1950 construction market will be a buyers' market. Restoration of normal competition is one phase of the current adjustment that may be said to be completed, in construction and in most other sectors of business.

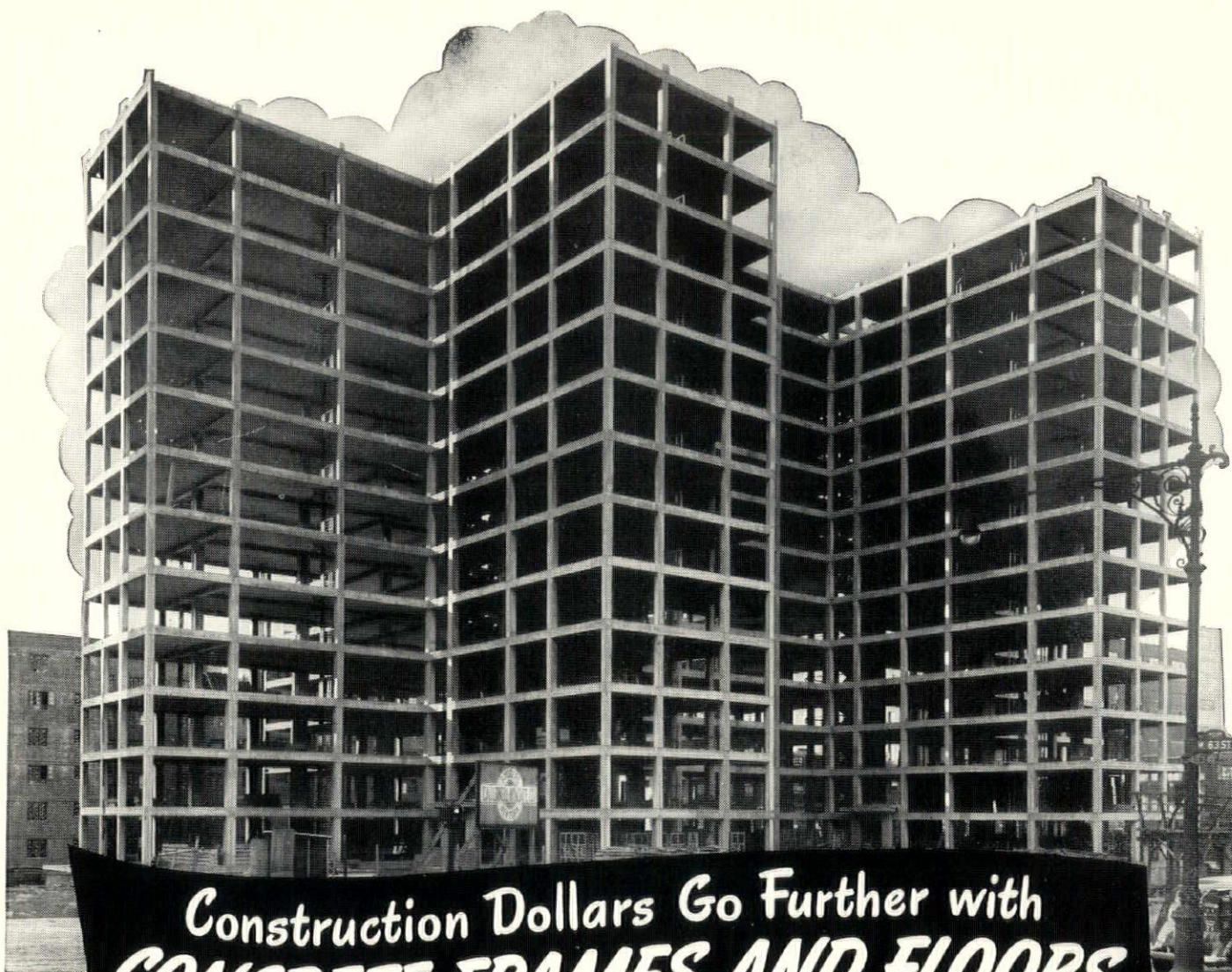
Construction volume in 1950 will probably be very close to 1949 volume, odds favoring a moderate reduction in the total of contract dollars, rather than an increase.

This is the equivalent to saying that the upturn in contract volume which took place in August and September of this year does not yet, in our opinion, show signs of being the beginning of a broad and sustained upswing.

If this appraisal is correct, it records a curious situation. The upturn in volume was accompanied by a firming of material prices and a leveling of construction costs, after twelve months of downward adjustment. In the past, attainment of a like degree of stabilization frequently constituted a base for broad expansion of the economy and a significant increase in construction activity. This was largely because a construction upturn represented in the main a return of private investment confidence. Today any appraisal must include guesses as to what big labor unions will do to key industries, what our own government will do, what impacts foreign economic conditions will have on the American economy.

For this reason the opinions of qualified economists on the general economic outlook have assumed increased significance as background for estimating future construction trends. We find ourselves in substantial agreement with the majority of the views expressed by the 108 economists who contributed their opinions on the business outlook to F. W. Dodge Corporation's latest survey. They expect continuation of market readjustment in 1950 and moderate downtrends in wholesale commodity prices, cost of living, consumer spending, industrial and general business activity. A majority of them expect reduced volume of private non-residential building and engineering contracts and increased volume of public non-residential building and engineering contracts. While two-thirds of them expect reduced housing volume, the other third expects moderately increased housing activity.

While a prospect of a downtrend, however moderate, does not make exciting reading, it should be reassuring. The expected moderate downtrend is from a total contract volume which, in terms of dollars though not in terms of physical units, is likely to be the highest on record. By the end of September, 1949, the 37-states contract total recorded by Dodge had passed the dollar total recorded for the first nine months of 1948, with considerable likelihood that the fourth-quarter figures this year will exceed those of last year. Even this guess about the final quarter of this year is subject to the qualification that current strikes, if prolonged, could result in a serious setback between the date this is written and the end of December.



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Photo shows frame of one of New York City Housing Authority's Amsterdam Houses, planned to house about 4,200 persons. Project consists of 13 buildings—3 of 13 stories and 10 of 6 stories—all with basement.

Atterbury, Corbett and Holden, associated architects. Elwyn E. Seelye, structural engineer. Cauldwell-Wingate Company, construction.

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Our estimates are presented in Tables 1, 2, and 3, which do not require much detailed explanation.

The figures of Table 1 are presented in physical units, millions of square feet of new floor space, comparable to the floor space figures regularly recorded by Dodge.

For non-residential building moderate declines are expected in classifications which depend principally upon private investment, moderate increases for those predominantly public. The most conspicuous figure is the 20 per cent drop estimated for religious buildings in 1950. This is a drop from peak volume; if realized, it would leave a volume which was exceeded only in the years 1948 and 1949. Commercial and manufacturing buildings, expected to decline slightly, are not likely to resume an upward trend until there is a decided uptrend in general business and industrial activity.

Considerations affecting the residential building prospect are mixed. Tending toward increasing activity are such factors as these: enormous consumer incomes, high level of personal savings, the recent re-entry of increased numbers of home buyers into the housing market after the lull of early 1949, the momentum of the current boom supported by favorable financing terms, the expected distribution of \$2,800,000,000 to veterans as an insurance dividend in 1950. The enlarged public housing program, as authorized in the Housing Act of 1949, might temporarily increase the number of housing starts over the number that would otherwise be made, but will not, we believe, as a long-range proposition increase the total number of units that will be built.

Tending toward some curtailment of housing volume are the following factors: currently reduced numbers of new family formations below the 1947 peak will at some stage tend to reduce basic demand for new dwelling units; if rent control is finally abandoned in 1950, there is likely to be a considerable shifting of rental housing occupancy, with elimination of those artificial shortages that have resulted from rent control.

Tables 1 and 2 indicate an expected drop of 3 per cent in physical volume of new housing. This anticipates increased public, decreased private housing activity; it anticipates increased volume of private and public apartment building (most public housing projects will consist of multiple dwellings), approximately the same number of single-family houses built on owners' order for owners' occupancy as were so built this year, moderate reduction in single-family houses built by operative builders for sale or rent.

In Table 3 is given a summary of these estimates in terms of dollars, to which is added a breakdown between public and private work. In translating the floor space figures of Table 1 to the dollar figures of Table 3 it has been assumed that average square-foot costs in 1950 will be 4 per cent lower than average square-foot costs have been in 1949. In Table 3, dollar estimates for heavy engineering projects (public works and utilities) are included showing an expected 5 per cent increase in 1950 over the high 1949 volume.

There is obviously implied in the estimates here presented an expectation that construction trend curves, currently on the upswing, will take a dip

some time next year, if indeed the current strike situation does not cause a sharp curtailment of activity before the end of 1949. Viewed from this date such a dip, if it comes about, would more likely be of the nature of a further market adjustment than the beginning of a major downturn.

The 1950 construction picture sketched in this statement is somewhat blurred in outline. It is the kind of picture, we believe, which portrays the actual outlook more realistically than would a more striking statement of positive conviction that a definite postwar construction trend is emerging among the confusions of the time.

This indeterminate trend will change some day. It could change in the direction of a broad expansion of the American economy and the increased construction activity that almost inevitably attends such economic expansion. This consideration prompts us to add to our statement on the 1950 prospect some observations on potential long-term construction trends.

THE LONG-RANGE PROSPECT

United States population is growing rapidly; the high birth rate of the 1940's exceeded expectations of population experts. Babies born in the 1940's will need schools in the 1950's. They will be marrying and starting families and needing houses in the 1960's.

Recent studies by qualified authorities have shown that American resources and American productivity can conceivably support a much larger population at a considerably higher standard of living than it presently supports. (See *America's Needs and Resources*, by J. Frederick Dewhurst and Associates; published by the Twentieth Century Fund, 1947; also, *Controlling Factors in Economic Development* by Harold G. Moulton, published by The Brookings Institute, 1949.)

The fact that the current readjustment has been effected thus far with a minimum of business upset and with a moderate amount of unemployment is in very large part due to the high productivity of American industry, which made almost miraculous speed in overcoming shortages and in overcoming obstacles created by government and by recurring labor troubles. The postwar performance of construction material producers and of architects and builders has been as creditable as that of producers in other sectors of the economy. The postwar record of building labor has been singularly free from serious strikes and work-stoppages, as compared with recurring labor troubles in other major industries.

Record-breaking dollar totals of new construction in 1948 and 1949 did not represent record-breaking physical volume. The physical volumes of those two years were exceeded in the peak war year 1942 and, before that, in the peak years of the late 1920's.

In those earlier boom years the American people were investing 14 and 15 per cent of national income in new construction; in 1948 and 1949, only 8 per cent. Since V-J Day new construction has been undertaken largely to meet urgent current needs, very little for meeting the needs of the long-range future.

The construction industry could, with little difficulty, expand its activities well beyond its current volume or the volume expected in 1950. Barring a shooting war, it is difficult to see any chance of material and manpower shortages, other than temporary ones, which would limit the volume of new construction

(Continued on Page 8)

STARTS NATIONAL SURVEY OF ARCHITECTURAL EDUCATION

Urbana, Ill., Dec. 12 — A national survey of architectural education, internship and registration was started here today as a major project of The American Institute of Architects.

The Institute's newly-appointed Commission on Education and Registration, under the chairmanship of Dr. Edwin S. Burdell, Director of the Cooper Union, New York, is meeting today and tomorrow at the University of Illinois to organize its work on the survey.

Described as an appraisal of the problems and responsibilities of the A.I.A. in the fields of professional education and license to practice, the national study will provide facts on existing educational patterns, training procedures, registration requirements, and many related topics. The Commission is expected to require at least a year for its comprehensive fact-finding work and will make general recommendations on the basis of its findings.

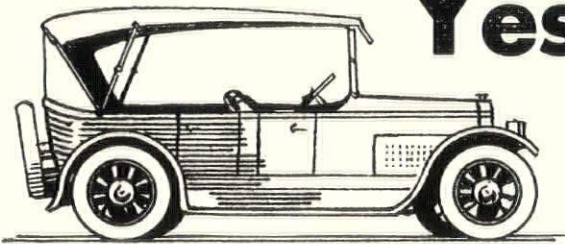
Architectural schools, registration boards and practicing architects are evenly represented on the Commission. Its members are: (for the schools) B. Kenneth Johnstone, Pittsburgh, Pa.; Turpin C. Bannister, Urbana, Ill.; and Sidney W. Little, Eugene, Oregon;

(for the practitioners) Ernest J. Kump, San Francisco, Calif.; Walter H. Kilham, Jr., New York City; and Walter T. Rolfe, Houston, Texas; (for the registration boards) Clinton H. Cogwill, Blacksburg, Va.; George Bain Cummings, Binghamton, N. Y., and Fred L. Markham, Provo, Utah; and Roy C. Jones, Minneapolis, for the National Architectural Accrediting Board. All members of the Commission are members of the A.I.A., with the exception of the chairman, Dr. Burdell, who is a well-known educator.

The survey has been undertaken as the result of a report made earlier this year by Ralph Walker, New York, President of the A.I.A.

"All the standards related to architectural education and registration should be as uniform as possible throughout the nation, permitting, however, that freedom of flexibility to develop which enables a profession to become progressively competent under changing conditions and inventive ideas," Mr. Walker said.

Mr. Walker and Walter A. Taylor, Director of Education and Research of the A.I.A., met with the Commission at its first sessions.



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the industry may be called upon to undertake. It is entirely a question of what the American economy will demand.

The American people can, if they choose, step up their construction expenditures very considerably. In 1948, the total of disposable personal income was an estimated \$191,000,000,000. Of this, \$12,000,000,000 was saved and about \$179,000,000,000 spent for consumption goods and services. This represented more than a high standard of living; it meant luxurious living as compared with anything previously enjoyed by ourselves or by any other people. The total included unusually large expenditures for such durable goods as automobiles, house furnishing and equipment, radios and musical instruments, goods which were produced, if at all, in meager amounts during the war years.

Readjustments of 1949 have been accompanied by a very slight reduction in total personal income, which may suffer a further moderate decline in 1950. However, such vast spending power should provide ample margin for greater investment in capital facilities than has prevailed thus far since V-J Day.

For many years, the importance of overall growth of population, production and wealth (which is what we mean by the term 'economic expansion') as the greatest stimulator of construction demand has been deeply studied and has been emphasized in numerous public statements by F. W. Dodge Corporation. We interpreted the great depression of the 1930's as an interruption in the nation's economic growth. As far back as 1938, Thomas S. Holden prepared and published a paper on "America's Capacity to Expand."

World War II was another interruption, but it served to sharpen the nation's productive tools and to enhance greatly its capacity for expansion on many fronts.

America is at the crossroads. Certain politicians and government planners are attempting to appropriate this great dynamic force (America's capacity to expand) and turn it into an instrumentality of the social welfare state. They are already telling the people that the way to reach the goal is through deficit spending and meticulous governmental guidance of industrial growth. History, if any one can be persuaded to pay attention to it, will tell them that such a goal is only reached, in a climate of maximum freedom, through unity of purpose, hard work, thrift and intelligent investment of venture capital.

This subject is going to be widely discussed. A bill entitled "Economic Expansion Act of 1949" (S.281) was introduced in the U. S. Senate last July 15 under the sponsorship of eighteen Senators. We have not analyzed it, but we recommend that it and any similar proposals be read and studied, and that close attention be paid to any consideration Congress gives to its provisions.

New building and engineering facilities would be needed by the "welfare state." We believe that many more of them would be needed by the civilized society that Americans have been creating and can continue to create in an atmosphere of freedom.

Watch the deliberations of the 1950 session of the 81st Congress, next year's Congressional elections, the election campaign of 1952. The kind of future your country and your industry will enjoy will be the central subject of debate.

NATIONAL RESEARCH COUNCIL

The Building Research Advisory Board announces its first Research Correlation Conference on January 11 and 12, 1950, at the National Academy of Sciences, Washington, D.C.

The subject for this Conference is "Weather and the Building Industry." An announcement describing the purpose, scope and nature of the Conference and the program in virtually final form are enclosed. Also enclosed is a sheet of information concerning hotel accommodations and an advance registration card.

Research conferences are a part of the Board's program for the correlation and stimulation of building research. Their purpose is to bring together interested persons for face-to-face discussion, review and evaluation of problems and research pertaining to them.

The subject for this Conference promises to be interesting to weather scientists and building technologists. We want those who attend to participate in discussions from the floor and have scheduled the program accordingly.

Sincerely,

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*The
Season's
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BRANSON VAN LEER GAMBER, F.A.I.A.
1893-1949

Branson Gamber came to Detroit at the close of the first World War. After separation from the armed forces, he had left his native Philadelphia where he had worked in Day & Klauder's office and came to the office of Albert Kahn. In those days of decided eclecticism, his Klauderesque learning and leanings were clearly discernible in his work at Kahn's and later at Donaldson & Meier's.

His inexhaustible energies and enthusiasms soon had him involved in The Thumb Tack Club, and later in The Detroit Atelier, as well as in amateur dramatics and in choral work. He was the leading spirit, in fact the leader of the Detroit Atelier where many a present architect polished his then budding talents.

As the years rolled by, he became identified with Robert O. Derrick and eventually a member of the firm of Derrick & Gamber. Among some of the more important commissions of the firm were the Detroit Federal Building, Ford Museum at Greenfield Village, River Terrace Apartments, Charles Goodwin Jennings Hospital, Detroit Garages, Inc., and many schools.

He served the Detroit Chapter of The Institute as its president as well as in many other official capacities and was always a very active member of some of its important committees. He was for five years chairman of the Architects' Civic Design Group for Metropolitan Detroit, and at the time of his death he was a member of the Architects' Advisory Committee to the Detroit City Plan Commission. His City had recognized his capacities by once making him a member of the Detroit City Plan Commission and later a member of the Detroit Housing Commission.

He was also a past president of the Michigan Society of Architects and here too his services were limitless. His broad interest in civic affairs brought him a lengthy term of service on the Civic Affairs Committee of the Engineering Society of Detroit. It is safe to assume that his other affiliations, such as the Detroit Historical Society, Founders Society of the Detroit Institute of Arts, Michigan Engineering Society and American Legion have in like manner profited by his ready and enthusiastic support. Whenever and wherever he represented his profession, he did so with credit and distinction.

Nationally, he was best known in his role of State Association Director of The Institute, a difficult and exacting assignment to which he devoted countless hours and which brought him as a reward the discernible successful culmination of his task, i.e., unification of the profession, and the friendship and admiration of architects from coast to coast. But his contributions to the work of the Committee on Education

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and Committee on Architectural Competitions are also noteworthy, and more recently he had become a valued member of the National Architectural Accrediting Board.

Such is his monument, an astounding record of public service and devotion to common causes. The loss of his indefatigable energies, his stimulating and generous aid, his dispassionate appraisal and advice, his zeal for accomplishment, his sympathetic understanding and his capacity for friendship, constitute a grave loss indeed. Against this, his friends will cherish the memory of his inspiring example, the lilt of his song, the explosiveness of his humor, the warmth of his companionship.

CLAIR W. DITCHY
From the A.I.A. Journal

A competition designed to aid manufacturers of building products in increasing the usefulness and effectiveness of technical and promotional literature prepared for architects will be held by the Producers' Council and the American Institute of Architects.

The competition is open to all manufacturers of building materials and equipment, and awards in the form of Certificates of Merit will be announced next May at the annual convention of the Institute, where the winning entries will be placed on exhibition.

The jury of awards will be composed of six members appointed by the Institute and three members designated by the Council.

Product literature may be entered in the competition by manufacturers or by individual members or chapters of the Institute. All entries and nominations must be made by March 15, 1950.

In addition to awarding certificates of merit to the winning entries, the jury will publish a rating scale which will guide manufacturers in the preparation of future literature. The jury also will make recommendations for the future improvement of product literature.

Awards will be made to three classes of literature. Class I will consist of technical and design data; Class II will include data on the use and application of products, and Class III will be promotional literature.

Manufacturers of building products will submit their literature to the Producers' Council, 815 Fifteenth St., N.W., Washington, D. C. and architects or chapters of the Institute will send their nominations to the American Institute of Architects, 1741 New York Ave., Washington, D.C.

Copies of the New Schedule of Proper Minimum Charges and Professional Practice may be obtained through the Secretary of the State Association. 3c a copy plus postage.

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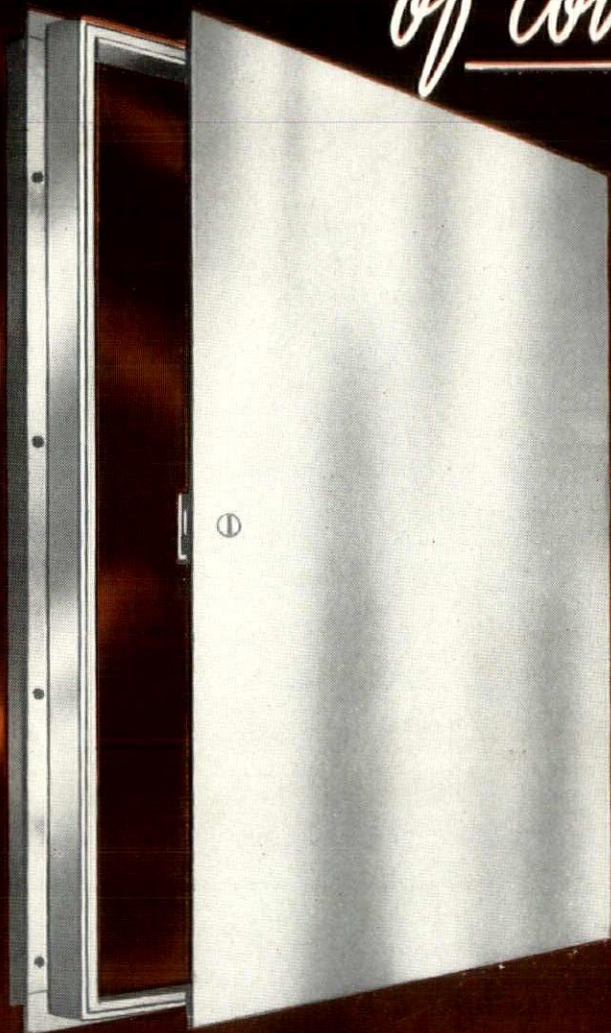
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