

Journal of The American Institute of  
**ARCHITECTS**



YUCATAN FRET

SEPTEMBER, 1955

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Clair W. Ditchy, FAIA

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Albert Mayer, FAIA

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Percival Goodman, FAIA

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Burchard • Sert • Mumford

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Walter T. Rolfe, FAIA

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Howard Dwight Smith, FAIA

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Cowgill • Herodotus Jones • Memoli

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THE AMERICAN INSTITUTE OF ARCHITECTS

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

SEPTEMBER, 1955

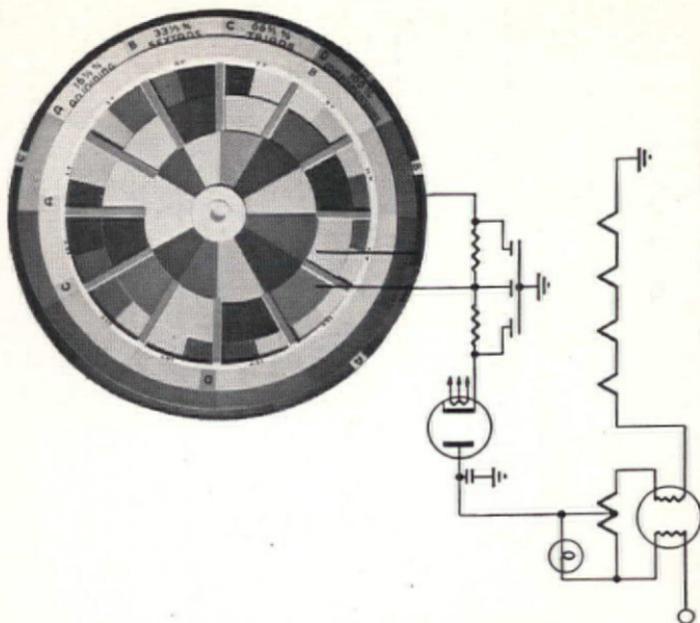
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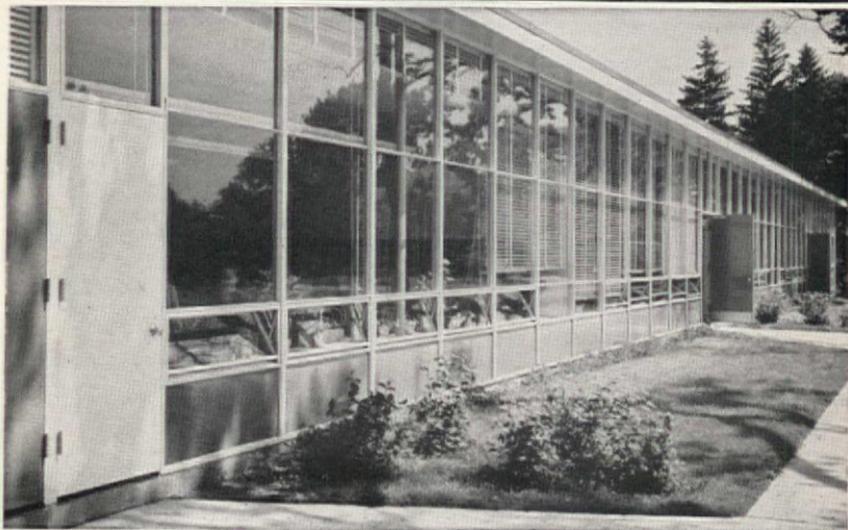
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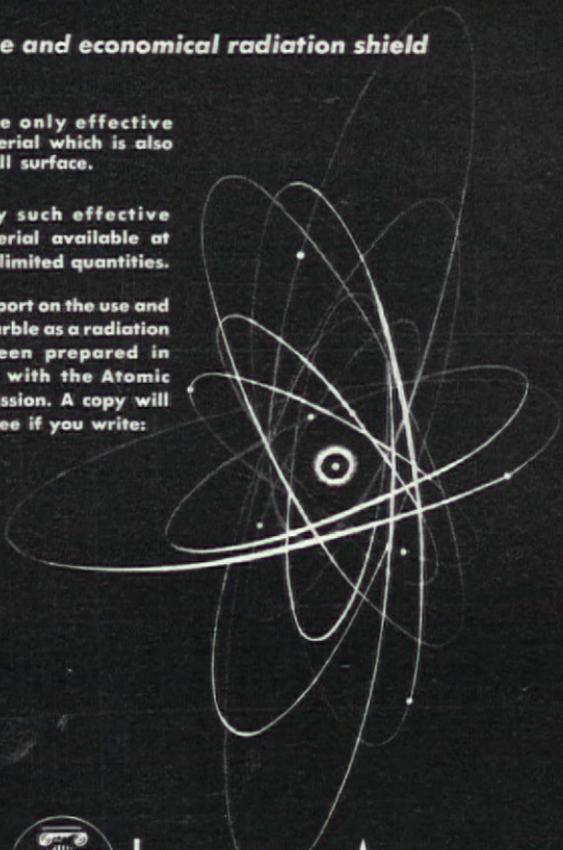
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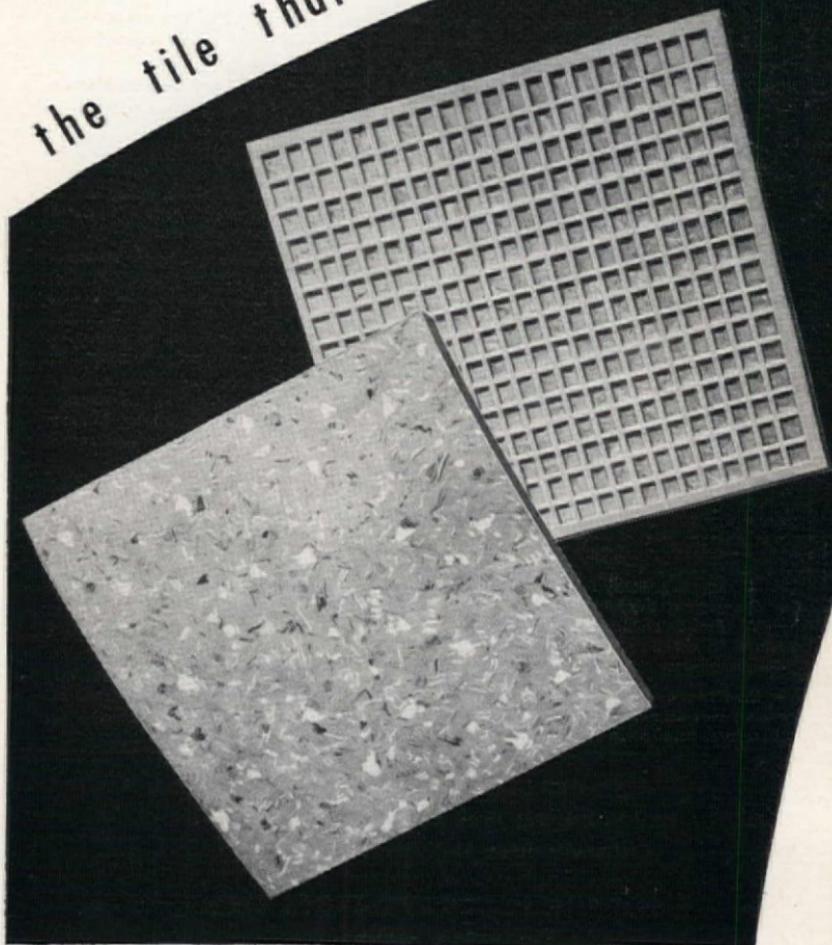


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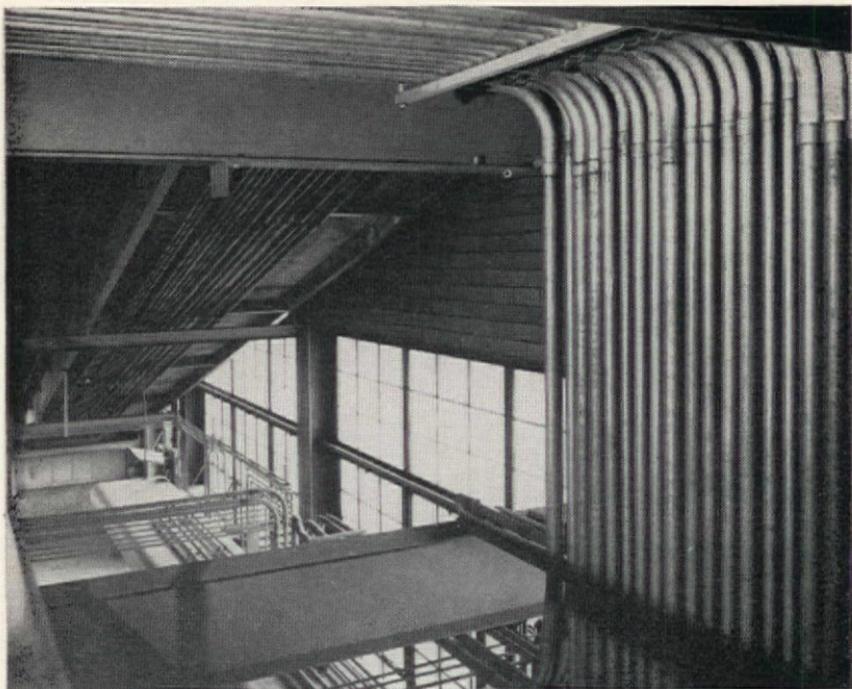
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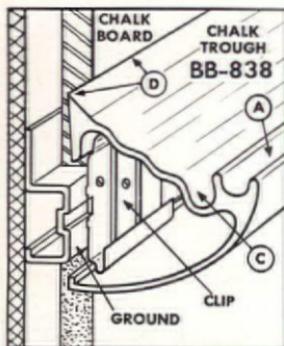
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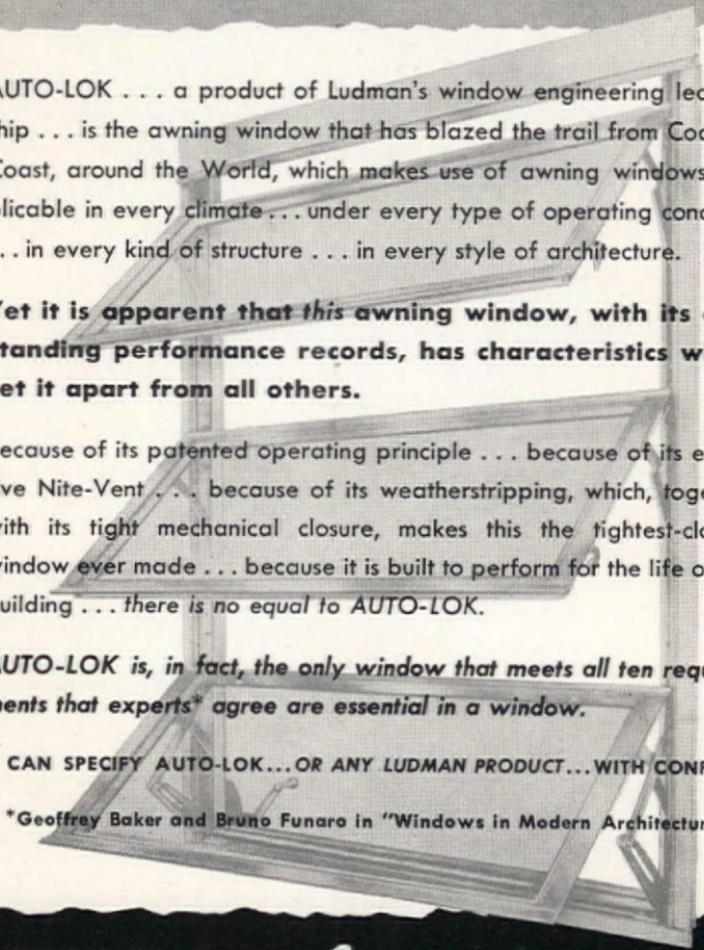
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## President Ditchy's Convention Address

Mr. Ditchy's opening address on the occasion of the 87th Convention in Minneapolis, reviewing the past year's achievements

We appreciate this warm welcome to the great North Central part of America. As has been noted in the program, in recent years we have been welcomed to the eastern seaboard, and the western seaboard, and we have been at various times in the interior of our great country. This is the first time in many, many years that we have had the privilege of visiting the great state of Minnesota, one that has an illustrious history, known to every child through legend and lore. It is indeed a great privilege to have this hearty welcome this morning.

For my part, Mr. Berners, it is a privilege to represent all these good people who year after year come to these meetings. It has a nostalgic effect to see all these faces that I know so well. It is a very inspiring circumstance to be able to conduct these meetings—

for to be among great friends and work with friends is one of the highest contributions we can make to our civilization.

I am presumed to make an address here upon the year's attainments. One of the very relieving developments in the Institute, as far as its President is concerned, is the fact that with its progress and advancement, we have also acquired a very, very able and efficient staff so that the matter of recording achievements of the past year has been in very able hands. I can only say at this time that we have made great progress. It has been a continuation of what has gone on, lo these many years, a strengthening and improving of established services, and an extension of activities into new fields to broaden the architect's understanding of his profession and to increase his ability to practise it efficiently.

I would like to draw to your attention, though, at this moment, to a bit of history recorded in a chart. I presume all of you have gotten The Board's Annual Report, a very handsome document for which the staff should be congratulated, and on the inside of the cover you will find a graph which charts the growth of your Institute in the last twenty years, from 1935 to 1955.

And on the left hand side you will note that along until 1940 the membership was sort of an undulating affair, never seeming to rise above three thousand, often dipping below that. And previous to that time—I don't want to give away my age, but my connection with the Institute precedes that by some years—the same sort of an undulating curve appeared. But in 1938-1939 there suddenly was a recognition on the part of the Institute that it was representative of a great art, of a great profession. We had been visited by a depression and our ranks, like those of every other activity in life, were seriously demoralized. The Government had undertaken to help all classes of individuals, even those that had no specific skill. The WPA, you remember, was insti-

tuted so that everybody could be restored to a stable economy.

But we discovered that we were not the representatives of the architectural profession in America. We were challenged in our statement that we were. It was pointed out that we had only three thousand members and at that time there were more than fifteen thousand in the United States.

The policy of the Institute at that time was changed and we at once set about to become a representative organization, to really be the spokesman for all of the architects in America. And since that day we have progressed steadily forward, as this graph shows. And I want to state that this is not only a graph of the membership of the Institute, it is a graph of its activities, it is a graph of its progress, it is a graph of its potentialities, and its power and its influence.

And today, due to the fact that we have more members, we have more money. We therefore have a greater staff and we have embraced greater activities. And today there is not a field that affects the profession of architecture to which we have not given our attention.

We have adopted the philosophy

of our country, that of democratically helping everyone, and within the profession of architecture the most humble member can obtain the same assistance in the routine of his daily practice that the finest architect in the land can.

This is not a matter of diluting the effort of the architects but it is, rather, an effort to make everyone capable of giving to his client the same fine service as his brother architect. It relieves him of much of the humdrum of his daily prac-

tice. It protects him against many of the pitfalls into which some of his brethren have fallen and gives him the benefit of the vast experience and talent of members of the Institute. It makes it possible for him to devote more of his time to the creative part of his work, and in that considerable measure makes for better architecture.

It is a great privilege, ladies and gentlemen, to be here this morning, to receive this welcome from Mr. Berners.

## Architecture's Hazards and Rewards

*By Percival Goodman, F.A.I.A.*

Excerpts from an address given at Annual Convention, New Jersey Society of Architects, Asbury Park, N. J., June 10, 1955.

WE HERE ALL are practical architects and suffer daily with the problems of our craft: client, site, program, budget, building codes. Each turns out to be recalcitrant, with that mulish (as we feel) recalcitrance of inanimate objects. Then once we've gotten a scheme which is no longer a square peg, our consulting engineers, our draftsmen, our specification writers, seem to take a fiendish delight in thwarting us. Our original sketch loses its fla-

vor and we wish we were in the grocery business.

But after we've gotten through with the bidding and let the job, checked the shop drawings, had foundation troubles, maybe a strike, and perhaps a contractor who doesn't know his *A* from his *E*, there comes a time when we don't wish we were in the grocery business—we wish we had never been born.

Yet when all the slow labor of the building is done and there

it stands, we see this 99% of the effort had nothing to do with what we were driving at.

Nothing in the drawings, no section in the specification, has a word or note about that intangible—the art; the quality which mutates engineering, brute materials into architecture; that makes the broken bridge at Avignon, the breached fortress walls at Carcassonne, meaningful; that explains the Parthenon on its hill.

We know our whole effort was designed for this magic which remains after everything else is gone. We value just what is not found in the contractor's estimate sheet nor in our dimensions or calculations—the form, the color, the proportion of our object to its site; the movement within and without. Out of the chaos of bricks and pipes we see emerge a unity. It suddenly strikes us that here is a disciplined, scientific and inventive arrangement. We have made a composition in space and are glad.



This is the moment we realize that what makes a man is not his reason but his esthetic sense, and we share not with the lower orders and their lives and territories,

but with the Creator Spirit, maker of the lilies of the field.

Most of us here have gone through one revolution and now are embarking on a second. The first was when we got tired of being old-clothes men. What a great day it was when we tore the rags of eclecticism off our forms and had the courage to look at the shape beneath! How we revelled in that exaggerated functionalism of those early days! Such enthusiasm was needed. How else could we get rid of the centuries of veneers?

Now we are in a new period. We have an easy mastery of new methods—of stressed skin, thin shells, folded slabs, suspension; the cantilever is no longer a novelty. We have an understanding of climate control in terms of orientation, indoor conditioning of light and air. Our new materials are no longer so new; plastics don't necessarily please; aluminum is as common as brick, and cold cathode as a tungsten lamp.

We are no longer afraid that the engineers will make us obsolete.

We have at our command the greatest vocabulary ever possessed. Question is, are we using it? Have we become stuck in a rut of

formal application whose best expression was given thirty years ago by the rectangles of Mondrian? Or do we believe that the Japanese of the eighteenth century really said the last word? Are Wright

at 85 or Le Corbusier at his age the last inventors? The architecture of our best American buildings suggests a dead end precisely at the moment when the road should be wide open.

## Creating Community

IN TWO PARTS—PART II

By *Albert Mayer, F.A.I.A.*

Keynote Address at the 87th Convention of  
The Institute, Minneapolis, Minn., June, 1955

### A WAY OUT

By using this definitive heading, I don't mean to imply that there is one way out and that I know it. There will be no standard solution. What I want to suggest is a THEORY and a METHOD that is applicable; to suggest how this might be energized; and later, how the architect fits in.

First, as to THEORY. The general approach so far has been to assume that what we have must pretty well stay and continue to grow, and to see what we can devise to make it more or less do. This we do, no matter how often we are failing, as of now, no matter how costly it may be to apply our remedies. The most admired aspect of America in the twentieth century is its successful industry.

Industry's success is not due to patching up old plant, but to analyzing its problems and then, if necessary, building entirely anew. I am not suggesting we can do so drastic a job on human environment. But I do suggest this. Present approaches assume that we must preserve our present structure, and year after year we spend many, many millions fruitlessly trying to achieve this by expensive super-traffic systems and far-flung water-supply systems of tremendous complexity. Instead, let us make an approach the other way: analyze and visualize what we would do if we could start from scratch now in the midst of our new technological opportunities, and see what we can salvage from what we have in the light of that. In

other words, a bold approach. In still other words, we can no longer afford to grow by continuous accretion. Maybe we must in some cases make the drastic decision that continuing expansion is unhealthy, that growth must be in new units, and that to salvage a maximum, there must be drastic limitation and re-structuring of our present set-up of growth which happened more or less by accident. Just bear in mind, please, that even the smaller city is no longer just a city, but a Region, and that whether it is a political unit or not, the effective area of a city has grown from a few square miles at the beginning of the century, to many hundreds of square miles today.

Here is an illustration of this method, from Chicago, which I quote from the June number of *Fortune*. It describes an elaborate super-highway system: "One excellent reason for supposing that traffic into the Loop will increase over the years is the new system of express highways being constructed in the city. There are 67 miles in the city limits, and will cost \$469 million. Except for one cross-town route linking northwest and southwest Chicago, all the new expressways are aimed squarely at the Loop." And the Loop is to

have parking garage to take care of this! This certainly looks like curing a headache by means of a future super-headache, with \$469 million tossed in to achieve it.

Second, as to METHOD: Let us plan by combined operations and expertise, and let not the single solution or the single project fascinate us and pose the answer. We have bought and are buying plenty of those gold bricks. We must use creatively and jointly the very same tools we now use piecemeal and futilely. We will indeed need to add some, but mostly we need to use better those that we have. We will not solve traffic only in terms of traffic. If we first explore, by drastic functional and land-use rearrangement, what the minimum of traffic is that we require, in order to do everything that we need to, then our ingenious and brilliant solutions will need to be used only sparingly as needed to make a good plan even better; and not as now in a wholesale way, to make up for bad planning. We require a thoroughgoing and unprejudiced Regional-Metropolitan approach and plan, and authority and execution. The City Plan is too small a basis, because the automobile has made the political

boundary meaningless. The disorder is regional. The new order must be regional. This must be real and operative and not just a lick and a promise to coax money from the Federal Government to subsidize a single hundred-acre or 500-acre development. And we must start at the other end too, with the small neighborhood, the super-block, the architectural and living texture out of which the grand new plan will be built. For only by constantly thinking and weighing in the intimate scale, and on the grand scale, can we achieve both the over-all requirement, the continuity of texture and pattern, and the lift of architecture.

What other tools must we put together and create? We need drastic density reductions ESPECIALLY AT THE CENTER, where opposition will be greatest, not only for more humane conditions that are acceptable to those who are now abandoning it for distant points, but to avoid choking the city to death with excessive traffic. In other words, a vital new zoning dimension and concept.

We need a public-land acquisition policy that is not just a hand-to-mouth affair making purchases for each separate project as it arises. Only in that way can we

plan ahead, can we have continuous open green breathing spaces that separate one built-up area from another, instead of the deadly, continuous, metropolitan build-up that drives us further and further afield for release. . . We have got to exercise much more than minimal control on the private developers who can build just about anywhere they please, still further stretching and confusing and exacerbating our traffic requirements; and they unbearably stretch our utility requirements. Our tool of FHA could be of commanding help in this because it makes these operations possible. But it also works in isolation. . . And we've got to see to it that the industrialist who decentralizes has more definite civic and social responsibility in his new location than merely to buy land and build his factory. Recently, you may have seen, General Electric published a pamphlet indicating what it expects of a community before it will consider settling there. It seems to me there should also be a code governing the minimum to be required of the industry.

You may recall I am still on the subject of "A Way Out." We have discussed THEORY and METHOD. Now: how to en-

ergize? We need planning bodies regional in scope, but we need also to give them strength and guts, to really plan boldly and above all to be really in control. This requires the backing of citizens who are on fire and who also closely understand. Philadelphia and its region seem to be well on the way to this. Four counties are actively working together; and, within Philadelphia, neighborhood committees are actively studying their own problems with technical help from the Planning Commission, and working with each other. In Chicago they have developed active local groups also. Four or five other good examples could be cited.

I was recently in England. It was a thrilling experience, for there, it seems to me is a prototype demonstrating A Way Out. For one thing, the kind of planning we are discussing here is a live burning topic, with active citizen participation and understanding. Analysis of big cities led to the conclusion that certain ones were already too big and too overcrowded, and that the solution lies in a combination of New Towns, city limitations by green belts, and inner-city rebuilding. Of course, such a bold program is bound to have

headaches, such as, for example, not yet enough economic cross-section in the population of the new towns. But in its main objectives it is working really well, and, after early imbalance, industry is actively decentralizing into such new towns as Harlow and Crawley. You can see that this kind of solution takes the \$469 millions that we are here spending on super highways pointed at the heart of our business centers, in an entirely different way.

To observe what has been decided there, and what is now happening as a result, is well worth a study trip. It is a stirring experience in itself and has plenty of lessons for us. There we have fully rounded planning, with no one specialist gone wild. This is creation.

#### THE ARCHITECT'S STAKE, AND WHERE HE FITS IN

Obviously, if we can achieve a less helter-skelter environment, a sense of serenity and of community, varied and integrated functional requirements, green open spaces and less density, that will permit buildings to stand out as really three-dimensional, the stimulus to creative architecture is enhanced. And in every phase of the archi-

tect's participation to be noted, it is his sensitivity to space in three dimensions which will be his special contribution, whether as individual creator, as corporate advocate, or as interested citizen. For this criterion, and the criterion of quality or of excellence, is not one that citizens or officials yet regard highly. However good and effective over-all planning may become, unless there is stirring quality in the detailed development and in the visible texture, our cities will continue dull; stirring and exciting mainly at night with the buildings alight, and the ridiculous but gaily colored signs and displays giving life and movement.

The individual architect can make another important contribution which in general he does not yet do, it seems to me. Within limits he can affect his client's program more than he generally does. He can propose and prove out elements and functions that the client does not visualize. However radical zoning laws may become, they will never be as stringent as good architecture and good urbanity require. I know from experience that one can get some hardboiled clients, even in hardboiled New York, to make some

sacrifice in coverage in favor of a green space or a private park. And one can do it in the client's own economic terms, in terms of enhanced prestige of the enterprise, in terms of better rent and less turnover. Years ago, we introduced balconies and roof gardens and solaria to be used by all tenants, which are uniquely possible and are some compensation for city living. They proved out, and others have done likewise. Lever House in New York sacrificed coverage for elegance and uniqueness, and it was probably a priceless advertising investment.

One very prominent architect recently made a revealing confession. He had just designed a huge office building to a very full envelope of coverage. He said he felt that the law should not have permitted such a tremendous concentration, but that as it did, he had no option but to do so. Well, maybe that is so. But I have a hunch that if he had gone into it resolutely and resourcefully with his owner, he might have come up with something more palatable and more distinguished, more of a civic and human contribution.

In any event, I believe it's every architect's duty to try, and to try hard, to inject this element of non-

compulsory, voluntary extra quality or extra function. Years ago my partner and I wrote some articles for the *Forum* called "Horse Sense Planning," which showed by actual and by theoretical instances what could be done and had been done beyond strictly legal requirements, and how successful it had been and could be. I suggest to all of us here that it's surely worth trying.

So much for the architect's opportunity and duty in affecting his client's program and the city's texture, in the case of individual buildings. It is even more the case in community building, whether for a private-developer client or for a public authority. I admit that these are tougher people to do anything with, because in general they are inclined to know it all. But I say it can be done sometimes, and that we are morally bound to try. For the sterility of most of these projects is appalling, particularly in the light of the opportunity that theoretically exists. The best positive example I know of is Philadelphia, where the interplay of architects like Kahn, Stonorov, Kling, Churchill, with the City Planning Commission and the Redevelopment Authority, seems to give great promise. But there is

a special condition here: the Executive Director is Ed Bacon, an architect and a thinker. In San Francisco there may be a similar situation, with architects like Vernon de Mars and Bill Wurster; and a sympathetic director in Paul Opperman. As a private instance I would note Park Forest, the satellite town near Chicago, where Loeb is the architect and that grand character Phil Klutznick is the developer. And of course there is the classic example of Clarence Stein. But unfortunately, most big developers have only captive architects. . . I would raise two points here. If the architect wants to play a really creative role at this level, he has got to achieve a better understanding of community and urbanity and their social and economic and administrative implications than I believe most of us have, in addition to architectural gifts and conviction. The architects I have mentioned have acquired this extra dimension. And secondly, when we reach this scale, the chapter should play an important role in creating a public atmosphere, and in powerfully influencing public bodies. . . I have taken the liberty of preparing a short and I believe stimulating bibliography of these questions. I

will leave it with somebody at some desk here if anyone wants to look at it.

Next we come to the architect as a citizen, who has, it seems to me, two obligations. He should put his weight behind those organizations which are actively interested in community development; to help create one if it doesn't exist; to add this vital matter to the orbit of interest of organizations he does belong to. And also, he is a citizen with specialized understanding and sensitivity in this field. One of the serious frustrations I find in civic life is that even in those citizens' housing and planning organizations which are on the side of the angels, there is a disappointing insensitivity to architectural quality. They are strong on quantity, strong on bathrooms, strong on square feet per room, but not aware of the need for emotional lift or stirring experience. There is a job for each of us to do there.

We have also got to beware of the merely spectacular or overspectacular, which tend to overawe us. In New York there are proposals to rebuild Grand Central and Pennsylvania Stations with skyscrapers above, and thus in the

name of progress and higher taxes for the city to remove two of the fine space conceptions of our time and the two needed openings in the crowded skyline. There are signs of a possible crystallization against these, spearheaded by architects sparked by Douglas Haskell. It has very far to go before it cuts any real ice. Americans are still carried away by the conceptions of biggest and costliest.

This in several ways leads to the finale here. It indicates that the architectural profession has got to get into these issues. It indicates that it cannot just do it sporadically. And it has to be on a solid, massive and mature basis if it is to play any real part in policy forming, which has to be on both the national and local levels. In other words, we have got to know what we are talking about.

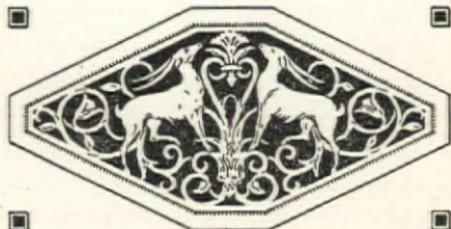
We will first have to decide that we are interested in these issues in a central way and not just peripherally and occasionally. We will have to decide that both on a national and local level the issues raised by community buildings are sufficiently important to us to work up a body of thinking and of fact and of viewpoints that will carry serious weight. When I was chairman of the AIA Com-

mittee on Urban Design and Housing a few years ago, the work was entirely voluntary, with a little part-time secretarial help and part-time of Fritz Gutheim. Our budget, if it can be called that, permitted two meetings a year, or maybe it was only one. I imagine it isn't very different now.

This degree of attention on our part is not even a lick and a promise. I hope I have shown that the whole set of issues locked up in community building is of burning immediacy; that the pace of deterioration is fast and on many fronts; that the remedies and solutions are often ill-advised and even tend to freeze obsolescence in a new shiny and expensive deep-freeze; that there are wonderful new technological tools and increase in social understanding that permit far better answers and lives; that there are some positive developments here and abroad that give great promise and already show important performance. It is later than you think.

But it is not too late. I have already spoken too long, and it is not appropriate to offer a specific proposal. But I do urge the Board of the AIA to explore this in a new and creative way to see how far we can and should go and how we can get under way; and then possibly to call a meeting of chapter heads to get their views and reactions and to alert them, so we can really go forward. And in this connection, please note as an encouraging fact that the new orientation in British thinking and legislation that led to the present solutions and executions was not accomplished through those with endless money at their disposal but by a few devoted groups who really got on the ball.

Meantime, I urge each of us to take hold wherever he can. A great deal can be done in that way, as I hope I have shown. These could indeed be Great Days, and we could have a great part to play.



SEPTEMBER, 1955

# The American Architectural Foundation

ITS OPPORTUNITIES AND ITS NEEDS

By *Walter T. Rolfe* FAIA

An address before the 87th Convention,  
Minneapolis, Minn., June 23, 1955

THE AMERICAN ARCHITECTURAL FOUNDATION has been in operation for nearly 15 years, created before the war for a specific purpose, setting up a program, setting up an agency that would be an independent one in the profession for receiving funds and for disseminating them at the directions indicated by donors or programs developed by the Institute, its committees and others in the United States.

There has been a period of dry years, because shortly after its founding war came on and funds given to the Foundation were specifically set up to do specific tasks. At the close of the war the Foundation went into business again in a more active way.

Last year it was decided by the Foundation trustees that one of the most needed things in the operation of the Foundation is what all foundations operate on—and that is money. *A capital fund is essential.* It would make it possible for us as a profession to participate in many of the fine pro-

grams that we, who are close to these needs, can see are eminently needed. If adequate funds could be had, so much more could be done.

Looking at the professions as a whole in the United States, we Foundation trustees are aware of the fact that the medical profession, with whom we architects like to be favorably compared, spent \$180 million last year on research, while we were spending merely a few thousand. *That condition prevails now.*

Last year we started this capital drive for funds. We have written several letters to each of you members of the Institute telling you of the nature and progress of the drive, what the funds will be used for, that it was a capital fund drive, and that the principal would be used for program and a modest amount for operational expense. We told you the trustees of the Foundation work for free. They devote their efforts with dedication in this rather primitive period of what I believe will one day be one

of the truly powerful architectural forces in the United States.

The capital fund drive has now reached thirty thousand dollars. We will continue with the drive. We are finding that those who really understand the program are more than willing to make contributions once they take the long-range look at their profession.

We are rather tradition-minded in our profession in spite of all the talk we hear of our thinking in great dimensions. It is difficult for us to change. We remember the day when our dues in chapters amounted to five dollars a year. Today we are paying a much more serious amount of money, and parenthetically we are doing far more important work than at any previous time in our profession's life. You and I remember the days when Institute funds amounted to some two hundred thousand dollars. Today we have under our responsibility over two million dollars in assets. Our educational research program is only a few years old. If you remember the remarks made by your chairman of the Committee on Education at Cincinnati, we were then asking for the opportunity to develop a Department of Education and Research. That was only a matter

of a few years ago—a little over a decade. That Department was created and has been completely overrun with opportunities—far more overrun with opportunity than with money.

There have been limited opportunities for us to do programs in the Foundation because the amounts of available money were so small. We have had, therefore, to do those things we *could* do. The program on Modular research has gone on, some twenty to twenty-five thousand dollars a year, and those funds are channeled through the Foundation. Other programs have also been carried forward.



For perfectly obvious reasons, funds must come to a tax-exempt institution, which the *Institute is not* and the *Foundation definitely is*. It is therefore important that this Architectural Foundation exist and that it continue to exist for professional purposes and functions.

Let me say there is nothing competitive between it and other foundations, or between the Foundation and the Institute. It must stand as an independent agency and it must keep that record clear, ever subject to scrutiny all the time, as

all foundations in the United States must be.

We are hoping that this is the beginning of an increased devotion to the profession by members that are practising, as well as by those that are teaching. We realize how limited are the salaries of many practitioners and teachers. However, the "accumulated" effort and income is sizable in a lifetime—enough to permit some contribution. The average small practitioner receiving an income between four and five thousand dollars a year, if he started his practice at 25 and retired at 65, would accrue a total income somewhere between one hundred fifty and two hundred thousand dollars in his lifetime. In comparison we have asked for the modest amount of \$100 per person. After all, a night at the Shamrock or a party at St. Paul or a summer vacation soon gets over the hundred-dollar mark in these times. I am still a little dumbfounded that our profession can seem to think so little sometimes of its own propagation. *After all, we are the Institute and the profession*, and I am very proud of this profession. But surely we can do better than we have done. I am a young man in comparison to a few of you, but I have been coming to these con-

ventions for some thirty years. I have seen us grow from a modest-sized professional group of some 3000 to where today we represent more than 10,000 members. Surely in that greatly increased membership there are many others who want to contribute to this expanding future of our profession.

If you are really interested in your profession, you will find a program to suit you. I was talking to Walter Taylor a few minutes ago about this point. Walter and I have kept in close touch with each other since the early days of his department. I was chairman of the Committee on Education when his department was recommended and created. He knows our opportunities, and our responsibilities. He has never wavered. He has had one of the toughest assignments in the Institute in the sense that we have had to create a whole new program, dream and imagine and build on our needs in this nation. Those needs are ramified—they are many. If we would take a consensus of opinion I would imagine we would have as many different desires and feelings for program as there are people. That is a fortunate thing, because it surely can mean that each one of you can find an

outlet for your individual interest by contributing to these fundamental programs.

Our profession and the public need to know more the effect of human environment upon people. I believe in a hundred years we can truly say we knew very little today. No matter how progressive we think we are, how wise, we still need to know the effect on human beings of all environmental factors in the world today. The physical world, the psychological world, are all around us. They cannot be easily measured. They often are not understood. We can be doing so much in building experimental buildings and measuring the effects of those environments upon people. The acoustical people will find elements of sound control that will do a more precise performance. Illumination is just beginning. We are just now realizing that in five years our illumination of the last five years can be obsolete. We must learn what we are doing to people—and how to improve our professional performance.

We can begin to put to active and creative use the now destructive forces of atomic fission. We need to know how to dare to live in a world that to some is hope-

less and may be destroyed tomorrow morning. *I have more faith than that. I have a much stronger belief that man will not destroy himself.* He must put his great creative mind to work toward providing an adequate environment in which to live. We must help to create an understanding of architectural needs, physical needs, effective color, and dietary needs. *We can find greater mental health by creating the kind of environment that is totally adequate for human beings.*



With a million-dollar capital fund the Foundation can go to those people, individuals and corporations in America who have really serious money. Large funds can be brought together to focus on these problems. I have no worry about that. Once we in the profession have demonstrated that we understand what we are trying to do, then can come these many problems and their solutions. As I said to Walter Taylor a minute ago, *"If anyone is looking for a problem to solve, it can be solved by someone when we have received the money to channel mind and need together."*

You may not like what the Foun-

dition has done. *We have done what we could with the limited amount of money we have had.* Many opportunities have come to work on many projects. Again, shortage of funds has made it impossible for us to do anything more than shake our heads. There are various resolutions that have come to the Foundation asking us to do certain programs. We are interested, but first we must have the proper lubrication for the machine. Fuel for its operation for a long time is the purpose of the capital fund.

A new effort will now be made, through local committees. Local members that have not worked I think should be replaced by those that will.

It is interesting to know that there are architectural firms so

seriously interested in this program that they have given as much as five thousand dollars. There are those that feel they can give only a dollar. Many have done nothing. It is important that we enlist ten thousand American architects concentrating on this goal as their abilities permit. The Foundation is only beginning. We are at the end of a hundred years of life in the Institute. The next hundred years is going to be one of the most immense opportunity. I certainly hope I have touched the minds of a few who would otherwise spend money for other purposes. Turn back some of your earnings to your profession from which they came. Any farmer of Minnesota has known for nearly a century that *you cannot produce a crop unless you plow something back.*

## A Resolution to End All Resolutions

J. WOOLSON BROOKS, FAIA, chairman of the Committee on Resolutions, presented at the end of the 87th Annual Convention the following resolution, which gained universal approval and support:

WHEREAS, Certain truths are accepted as axiomatic; such truths

as—"All conventions may be considered to have been good conventions," "One always tells one's hosts that they are good hosts," "All expiring officers have been good officers," and

WHEREAS, Such truths are repeatedly belabored by the passing of standard resolutions imputing

superlative qualities beyond the realm of reasonable possibility, and

WHEREAS, Such resolutions consume time which could better be devoted to other purposes, and are recognized by those whom they seek to honor as utterly perfunctory and insincere despite their competitive extravagance of expression, now, therefore, be it

RESOLVED, by The American Institute of Architects in convention assembled, that the passing of Resolutions X, Y, and Z now and evermore be accepted to mean the following:

X. That all delegates, members, wives, sons, daughters, grandsons, granddaughters, and guests enjoyed themselves, and return home mentally and spiritually refreshed, and

Y. That thanks are hereby extended to the Host Chapter, to all committeemen who labored on ar-

rangements, to their wives, consultants and secretaries, to their draftsmen and associates, to the local press, to the Producer's Council, to the chambermaids, bellboys, and elevator operators, and to all others who contributed to the outstanding success of this Convention, and

Z. That the retiring officers and directors are hereby lauded for having served faithfully and effectively. All of which will still allow individuals to express their sincere appreciation to appropriate individuals in the only way which can be genuine and heart-warming.

The Committee recommends approval, and moves its adoption with the suggestion that future conventions, should they avail themselves of this device, could become more flowery by raising the symbols to higher powers or even using binomial formations.

## They Say:

### Lewis Mumford

*(From a series of four articles appearing in successive issues of The New Yorker under the title "The Roaring Traffic's Boom")*

Our city's very existence is dependent upon maintaining the areas around it in a state of healthy balance, so that its supply of water will be safeguarded and those who

need the contrast and relief of a day or a weekend in the open country—a privilege theoretically available to everyone now by reason of the shorter work week—may enjoy these things without losing half the pleasure through the effort needed to reach their destination. During the past four years, the

population of the suburbs and smaller towns around New York has grown four times as fast as the population of the city. The effect of this is to concentrate an ever heavier load of weekday traffic upon the highways pointed toward New York and to add an even larger part of the suburban population to the hordes escaping from New York on weekends . . .

Having replanned this whole rural area to make it unsafe and unattractive for the pedestrian, the highway engineers are using the resulting "way of life," which depends upon the constant use of the motorcar, as justification for more depredations on the landscape, creating miles of desert in which only the concrete cloverleaf blooms. In the suburb, as in the crowded city, land values have risen as living values have gone down. This is the last step in what might be called the cycle of environmental impoverishment—i.e., metropolitan congestion and physical frustration; suburban escape; population pressure; overcrowding; extravagant highway building to promote further channels of escape at greater distances from the once so admirable center; finally, intensified congestion both in the original center and in the suburb,

which wipes out the social assets of the city and the rural assets of the country.

#### **John Ely Burchard**

*(Addressing the Association of Collegiate Schools of Architecture at their Annual Meeting, Cambridge, Mass., June 13, 1954)*

The two things that worry me about architectural education are that (a) I am afraid that architects are as yet uneducated men; and (b) I am afraid that architectural schools are not educating the rest of the country adequately . . .

These things are not surprising at all. Therefore, it seems to me that the part of professional education that is represented by architecture has some kind of responsibility to the non-architect. I don't say we ought to have a course in understanding architecture, goodness, no! But how is there a way of bringing to bear on the entire campus what is going on in the school of architecture?

#### **Jose Luis Sert**

*(Quoted by Nathan Marsh Pusey in an annual report given to the Board of Overseers of Harvard University on January 10, 1955.)*

"Today we have lived through what we can call in architecture a revolutionary period which developed around the 'twenties and early 'thirties in this country. As

in all movements of that type, everything had to be swept clean and nobody was supposed to talk any more about such things as aesthetics, beauty, or history of art and architecture. Techniques and functionalism seemed all-inclusive. Today we have a certain experience; we no longer believe that form necessarily follows function and since, fortunately (thank God!), it does not always do so, we can quietly reconsider the whole matter and recognize that, although form should not be anti-functional, at the same time it

should be beautiful. Form shouldn't strictly follow function because sometimes function alone won't necessarily result in beautiful forms—and we want to see architecture humanized and beautiful.”

**Bernard Berenson**

*(As quoted by Francis Henry Taylor in his open letter to Bernard Berenson in The Atlantic, July, 1955)*

“All the arts, poetry, music, ritual, the visual arts, the theater, must singly and together create the most comprehensive art of all, a humanized society, and its masterpiece, the free man.”

## The Architectural Integrity of the College Campus

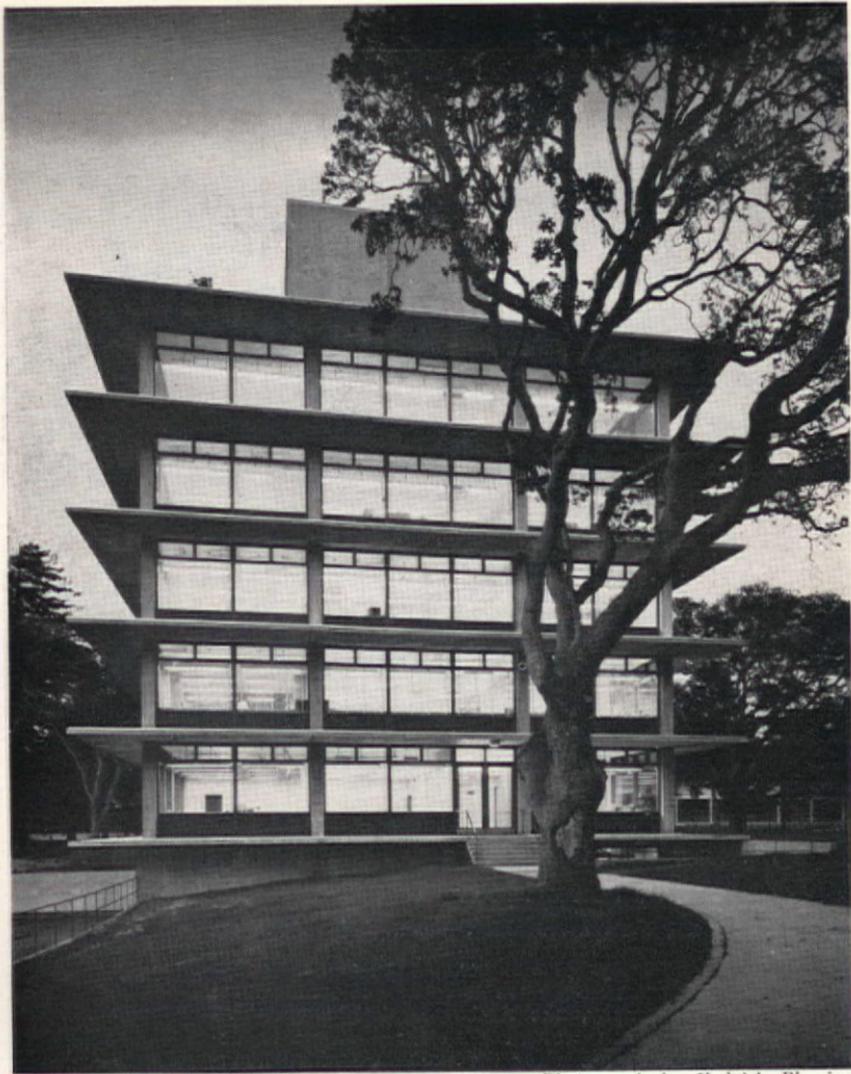
*By Howard Dwight Smith FAIA*

Condensed from a paper prepared for the Columbus Chapter of The American Institute of Architects

**E**NLARGED ENROLLMENTS from kindergarten to college present stupendous problems to our entire educational system. Primary and secondary schools have been struggling with their problems for several years, assisted effectively by the Institute's Committee on School Buildings. Aside from community-wide site studies to determine locations, their architectural problems are generally single-

building projects. But the tide of enrollment is now at the gates of higher education, and its attendant building problems usually involve campus groups or multiple planning.

Among the problems facing the colleges are: Continuing reappraisal of curriculum; augmentation of staff; readjustment of administration and finances; and expansion of physical plant. Concerning ad-



*Photograph by Hedrich Blessing*

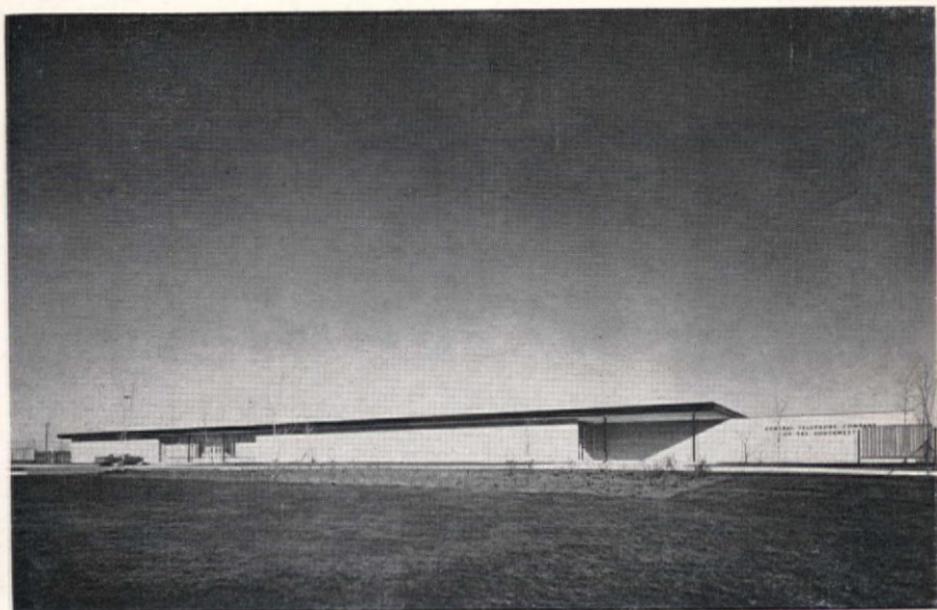
ONE OF FIVE HONOR AWARDS  
IN THE INSTITUTE'S HONOR AWARD PROGRAM FOR 1955  
THE GENERAL TELEPHONE COMPANY OF THE SOUTHWEST, SAN ANGELO, TEXAS  
ARCHITECT: PACE ASSOCIATES; CHARLES B. GENTHER, ARCHITECT-IN-CHARGE.  
STRUCTURAL ENGINEER: FRANK J. KORNACKER & ASSOCIATES

*Journal  
The AIA*



FROM THE FIRST ANNUAL EXHIBITION OF ARCHITECTURAL PHOTOGRAPHY  
THE MOST IMAGINATIVE PHOTOGRAPH, BY ERWIN G. LANG, LOS ANGELES, CALIF.  
CLOTHING FACTORY, MEXICO, FELIX CANDELA, ARCHITECT

With the purpose of recognizing and encouraging outstanding work in the field of architectural photography, the Architectural Photographers Association worked with the Institute in developing plans for the exhibition. Mr. Beaumont Newhall, Curator of George Eastman House, Rochester, N. Y., made three Awards of Merit, reproductions of which are shown on this and the following two pages.



FROM THE FIRST ANNUAL EXHIBITION OF ARCHITECTURAL PHOTOGRAPHY

THE BEST EXTERIOR PHOTOGRAPH, BY MORLEY BAER, BERKELEY, CALIF.

U. S. NAVY POSTGRADUATE SCHOOL OF ENGINEERING, MONTEREY, CALIF.

SKIDMORE, OWINGS AND MERRILL, ARCHITECTS;

WALTER A. NETSCH, JR., ASSOCIATE ARCHITECT

*Journal*  
*The AIA*



FROM THE FIRST ANNUAL EXHIBITION OF ARCHITECTURAL PHOTOGRAPHY  
THE BEST INTERIOR PHOTOGRAPH, BY PHIL FEIN, SAN FRANCISCO, CALIF.  
OLIVETTI SHOWROOM AND OFFICES, SAN FRANCISCO, CALIF.  
LEO LIONNI OF FORTUNE MAGAZINE, DESIGNER

ministrative and financial problems, Alfred P. Sloan, Jr. recently stated to a group representing sixteen women's colleges that big business had recognized its responsibilities to higher education, but that, in his opinion, colleges must present specific expansion plans to business leaders if they want financial support.

Architects, as citizens and parents, are concerned with satisfactory solutions of all four of these problems. But as professional men we concern ourselves with the fourth one, i.e. building. We must use our talents to assist in solving these problems, but we must recognize as an important part of that assistance the maintenance of architectural integrity of the campus in its process of expansion.

Administrators are often tempted to meet building crises by emergency measures and some campuses still display examples of temporary structures now in a state of dilapidated permanence. Architects usually resist temptation to use temporary measures, but some are tempted to use the untried "contemporary" in these emergencies.

Some colleges in these strenuous days start anew, but such architectural opportunities are few indeed.

Some start new sections or building groups on auxiliary sites sufficiently removed from existing structures to reduce architectural inhibitions but not to eliminate problems of transportation and management. But the average problem has to do with the everyday run of colleges laden with a wealth of sentiment and tradition. Some have excellent architectural heritage, some have commonplace buildings, which have gathered respect and reverence from usage, age and ivy. Let us appraise the architectural problem from this point of view.

First we assume the conservative position that good substantial architecture is acceptable environment for the educational process. Then we may assume that sentiment of the middle-aged and older alumni for the ivy-covered walls of Alma Mater is not just an imaginative figment of a passing generation, to be ignored by the enrollment bulge and by some young designers. The "Old Main" on many a campus is often an incident in the slow heterogeneous growth of eighteenth- and nineteenth-century eras, when planning for future expansion was not deemed necessary for colleges.

Each building era has left its mark on architecture, and college

campuses bear the marks of most of them. In their beginnings campuses maintained architectural integrity by their very simplicity. Indeed, some of our most cherished heritages stem from the simple college-building groups of the country. But eclecticism of architectural expression has left Romanesque libraries, Gothic chapels, Classic science halls, Tudor dormitories and a variety of other types. Many are attractive and are excellent museum pieces. But these we find as hard to assimilate as we do the enrollment bulge which started the problems. The convergence of these problems into the program confronts the conscientious architect with a nearly impossible task.

While all problems of increasing enrollment do not concern the architect, those of increased shelter do, and they must be met head-on with determination to maintain architectural integrity of the overall theme. They are reviewed here briefly for emphasis:

1. Facilities needed quickly now must not be temporary or improvised.
2. The impulse of administrator and architect to resort to novel, sensational and weird solutions to attract attention must be restrained in the real interest

of basic problems. Even the commonplace can be made attractive when touched by hard-working genius.

3. The architects' solutions, particularly of plan, affect curriculum. On the type and size of classroom, lecture hall or laboratory may depend the economical use of floor space and cubage in the teaching program of a course of study.
4. To the architect, almost single-handed, falls the responsibility of melding the final solution into, alongside of, or around, an existing architectural entity in a way which will maintain the esthetic integrity being emphasized herein.

Satisfactory solutions will not come easily nor will they start from studio or drafting-room. They must come from unselfish continuous devotion to study with administrators, teachers, and students; from rigid application to hard work; and from a touch of ingenuity. Some educators will realize that architectural integrity is important. Some will not. But the architect must believe that it is, and he must know in his heart that this integrity *can* be accomplished both practically and esthetically.

The present building era must not leave a mark of unthoughtful growth on college campuses in the manner that some eras of the eighteenth and nineteenth centuries already have. The *spirit* of the sacred walls of ivy will have to be kept even if wide expanse of window must be, and very often is, used where functionably desirable. But sentiment must be relied upon as help and not hindrance to present growth. By all means, none of the archeological styles must be retained just because a precedent has been set. Outstanding examples, however, may often be retained as museum pieces, as it were, well placed among new architecture of pleasing form and good proportion as new and as fresh as the latest tick of the clock. But classrooms, libraries and chapels need not be forced into factories just because modern research laboratories fit into them so well.

As for actual solutions, there is no quick and easy formula, either administrative or architectural. Screening, selecting or otherwise restricting enrollments may help, in part. More efficient use of present facilities without reducing learning standards, a scheme already worn threadbare, also may

help a little. These are largely administrative matters and concern the architect only incidentally.

It is not the intent here to suggest methods or procedures. The problems are many and varied and their solutions cannot be scheduled. The urge and the duty to face the problems can only be emphasized. Experience has indicated that consideration of certain basic principles may be helpful. Of these a few are mentioned:

1. Start new campuses as new centers.
2. Separate colleges for liberal education and pure science from those for specialized study and applied research.
3. Expand in separated groups around or near existing centers, giving opportunity for development of divergent but related architectural characteristics.
4. Maintain axial or group planning as an aid to expansion and to comprehension of the larger project.
5. Develop a comprehensive, but simple, site plan by continuous over-all study, the pattern of which may be understood even during its accomplishment over a period of time.
6. Be anxious and willing to vary

detail or even basic site plan, but only after careful, objective study.

7. Retain unselfish esthetic leadership in maintaining architectural integrity of the college campus.

As we stand by, watching appropriations for defense on every

hand, we ask "Defense against What?" The college campus and all its tributaries, properly built and properly administered can meet the enrollment bulge and can form a defense against ignorance, bigotry and restricted living which can supplement, if not replace, the defense of armaments.

*"We love the halls of ivy, which surround us here today.  
And we will not forget, though we be far, far away".\**

\*By permission from "The Halls of Ivy," copyright, 1950; by Joy Music Corp.



## Honors

FRANK LLOYD WRIGHT has received from the University of Wisconsin an honorary degree of Doctor of Fine Arts.

EMIL LORCH, FAIA, has been awarded a certificate of recognition by the Michigan Historical Commission with the endorsement of Governor Williams. The citation is in recognition of "his enthusiastic and indefatigable labors to discover, preserve and restore buildings in Michigan which have architectural or historical significance."

RICHARD KOCH, FAIA, on his retirement as a member of the National Architectural Accrediting Board after a six-year term as one of the N.C.A.R.B.'s representatives, was honored by the N.A.A.B. with a citation reading in part as follows:

"To this Board he brought the highest professional qualifications. Serving as its President in the years 1953-54, his leadership saw the introduction of two long-range accomplishments of great significance, the complete revision in evaluation

procedures to place emphasis on the school's objective self-evaluation, and a plan for the more permanent and adequate financing of the Board's program. . .

"Now be it resolved: That the Board express to Richard Koch its highest degree of appreciation of the services he performed with great distinction and assure him of our warm and continuing affection. . ."

JUAN F. NAKPIL, FAIA, has recently received from the President of the Philippines a citation conveying an Award of Merit—

a long and flattering recognition of Mr. Nakpil's great public service. The citation ends with: "Wherefore, in due recognition of him as a citizen and professional worthy of emulation, this citation is awarded upon recommendation of The Committee on Awards of the Civic Assembly of Women of the Philippines in the City of Manila on this second day of July in the year of our Lord Nineteen Hundred Fifty-five and of the Republic of the Philippines, the Ninth." It is signed by Ramon Magsaysay, President of the Philippines.

## The New NCARB Syllabus

*By C. H. Cowgill*

HEAD, DEPARTMENT OF ARCHITECTURE, VIRGINIA POLYTECHNIC INSTITUTE

IT IS SURPRISING that the members of the Committee on Education of The American Institute of Architects, and other particularly interested individuals found so little to criticize in the latest edition of the syllabus for the Junior Examinations of the National Council of Architectural Registration Boards. The exception is Prof. Arthur B. Gallion who wishes to substitute for the present four-day written examination an

oral examination following a five-year Candidate period on top of a five-year accredited architectural education with a degree. James M. Hunter, on the other hand, doubts the effectiveness of the "Personal Audience" (oral examination) as it is generally conducted.

Prof. Gallion's criticism cut deep—down to some basic principles—and raises some fundamental questions:

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- 1). Should it be impossible for a talented person, who is financially unable to secure the proposed required formal education, to be admitted to practice after demonstrating that he has the equivalent?
- 2). Should legally constituted state boards delegate the major responsibility for the certification of architects to the faculties of architectural schools?
- 3.) Does accrediting of a school by the National Architectural Accrediting Board give assurance that its faculty would maintain satisfactory standards for graduation?
- 4). Should a state board accept the results of examinations which are taken by the candidate five years in advance of the date of his certification?

The comments received herein were elicited by Fred L. Markham, President of the NCARB, a member of the Committee on Education and a member of the Commission to Survey Architectural Education and Registration. Other members of the Education committee, all of whom offered comments are: Prof. Lawrence B. Anderson, M.I.T.; Prof. Harold Bush-Brown, Georgia Tech.; Prof. Thomas K. Fitzpatrick, U. of Va.; Prof. Arthur B. Gallion,

U. of So. Cal.; Prof. Harold D. Hauf, Rensselaer; and James M. Hunter, architect, Boulder, Colo. Each of these architects was asked to comment in general upon the syllabus, and on each separate examination. Everyone (except possibly Mr. Gallion) appears to believe the revised syllabus to be better than the one it replaces. No one commented on the fact that the weight given building construction and structural design has been reduced by 20% each; that given professional administration and building equipment has been increased by 33 1/3 % each, and that given history and theory of architecture has been doubled. The latter is particularly strange, because only a few years ago there was heard a vociferous demand that architectural history be eliminated. It might also have been expected that someone would have commented either favorably or unfavorably upon the elimination of the optional examination which permitted the state board conducting the Junior examinations to use a modicum of discretion.

Prof. Harold D. Hauf submitted an interesting suggestion regarding the design examination: "I have often wondered, however, whether the character of the design ex-

amination could not be altered. One possible direction would be to ask three or four questions which would be answered by freehand and plans and sketches drawn to approximate scale. Perhaps one of these questions could require a perspective sketch indicating architectural character. Such an arrangement might better test the space organizing ability of the candidate than the present single problem."

There follows a review of the comments on each examination:

On *site planning* it is agreed that separation from design was justified. Hunter suggests inclusion of public utilities, drainage and soil conditions, but Bush-Brown questions if time allotted is sufficient for such details as road profiles.

The fairness of the twelve-hour *design examination* was questioned by Markham, but no one suggested that a longer or shorter period would be better, and no one objected to having the candidate meet a pre-set deadline.

Under the heading of *structural design*, no one expressed regret that the truss analysis problem has been eliminated. My experience as a board member suggests that this

problem caught more candidates unprepared than any other. Its former inclusion was justified more as a test of the candidate's understanding of the fundamental principles involved than for its own usefulness. To the questions: "Should an architect be capable of designing in detail all building structure systems including the more complicated forms such as the rigid frame, long-span members requiring the use of moment distribution calculations, the more intricate requirements created by horizontal forces of wind and earthquakes, etc.?" and "Should he be examined on his competence to so design?", Bush-Brown replied, "Structural exams should examine for (1) Minimum technical competence in the analysis and solution of typical conventional structural problems. Require basic knowledge of fundamentals but use handbooks to full advantage. (2) Adequate ability to relate structure to total architecture. Judgment in choice, comparative qualities as to structural, economic, and visual suitability. (3) Some creative instinct toward the development of new structure or new applications of old structure."

Hauf's answer to this important question follows: "I think the

omission of 'Truss Design' as a separate exam is a truly forward step. I would be very careful, however, in reducing the amount of structural design in the examination, since I feel that this is our principal anchor for having registration at all, i.e. the public safety and welfare concept. My feeling with regard to actual structural design capabilities is that every architect should possess sufficient detailed engineering knowledge so that he can solve the simpler structural problems that arise in everyday practice. But beyond this, he should understand the general characteristics of more complicated structural systems and their adaptability to various conditions of span, clearance and load. He is then in a position to collaborate intelligently with the engineer when the structural design is being worked out. Most certainly the Structural Design examination should not be eliminated from registration examinations."

Fitzpatrick replied to the same question: "... the architect should be able to make sound judgments on design applications rather than spending his time developing the actual calculations and refinements. He should be able to design, however, basic structural work and

should keep abreast of new developments such as the current thin-shell structures in concrete. His competence should not be purely perfunctory."

In respect to the examination on *building construction*, this question was put by Fred Markham: "We have state and federal laws to protect citizens against fraudulent advertising, inaccurate weights and measures, contamination of food, and even to protect business men against each other in fair-trade protective legislation. Can we logically expect public support in an attempt to protect citizens against financial loss resulting from bad judgment in the selection of building materials or methods?" While no one was inspired to write an essay on this question, the concensus of opinion seemed to be negative, and the statement in the present syllabus was approved.

The increased emphasis on *mechanical equipment* and *professional administration* seems to meet with general approval. No dissent was noted regarding the following qualifications for practice:

1. Knowledge of estimating, building costs and relative prices of materials.

2. Knowledge of professional fees.
3. Familiarity with client relations and professional responsibility to a client.
4. Knowledge of law as related to contractual relations, liens, insurance, bonding, and the procedures of arbitration.

Prof. Lawrence B. Anderson suggested that the syllabus be in greater detail. The new syllabus is shorter than its predecessor. Finally a telling argument was presented by Prof. Leonard Wolf for more emphasis upon ethics. Perhaps as much attention should be given this phase of the Junior Examinations as is given in the Senior examinations, but less evidence would be obtained concerning the younger candidates.

It should be recognized, of course, that any examination will fall far short of its intended pur-

pose. If it were feasible, it would be better if candidates all over the nation took the same examinations at the same time, and if they were prepared and graded by a single board of experts. It is also possible that better results might be gotten from "objective-type" examinations. Until these things become possible, it seems that the use of a common syllabus gives general satisfaction. It is healthy to revise the syllabus frequently and the collaboration of teachers and other leaders of the profession is needed. Even with more perfect examinations, however, neither the examinations nor the candidate's record should be given undue weight. We should continue to require graduation from an accredited school or the equivalent, and a carefully documented experience, before admission to the examinations.



## Architects Read and Write

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



THE CHANGING ECOLE

BY JOHN J. KLABER, Huntington, N. Y.

MR GOLDFINGER'S description of the Ecole des Beaux-Arts in 1923, as given in the May JOURNAL, has little resemblance to the Ecole as I knew it over ten

years earlier. At that time interest in modern architecture was very great, everybody was tired of the old "pompiere" style, and we were all trying to work out new

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solutions to our problems, without, of course, abandoning completely the forms of traditional design. *Poché* was black, not gray; plans were thought of as intimately connected with elevations and sections; wall thicknesses of ten to fifteen feet were unknown.

Something very queer must have happened to the Ecole after World

War I, when it was closed down for several years, as all the students were in the army. I hope that it has since recovered its contact with reality, and I feel sure that this is the case.

Incidentally, it may be noted that the revered name of Guadet, mentioned several times in Mr. Goldfinger's very interesting article, is consistently misspelled.

### "BUILDING CODES OR CHAOS"

BY FRANK MEMOLI, Cincinnati, Ohio

I HOPE I haven't offended too much that latest offshoot of the building profession, the building code official, by advocating the elimination of building codes. I had no intention of doing that. Believe me, we have need of the new breed as long as there are architects and professional engineers who are unaware of, or fear, their public responsibility. All I wanted to do was to awaken the profession to these responsibilities, incite action which would lead to better building codes, and strengthen the legal position of architecture as a learned profession which cannot be practised by anyone without danger to the public. The building code, as I see it, has a tendency to encroach upon

the architect's professional position, and, quite in agreement with Mr. Wegg's answer to my diatribe, the architect is obliged to do something about it.

In spite of a seeming contentiousness, Mr. Wegg is very much in agreement with my views. The only real difference of opinion may have come about by a possibly hurried reading of the last few paragraphs of my "exhortation." The elimination of all building codes is, I admit, rather Utopian. However, I should like to pursue the argument that their elimination is quite possible and not as anarchic as some might think.

Mr. Wegg, himself, points out that one-third to one-half of the

usual building code is taken up by detailed engineering requirements. These, he admits, can be omitted without detriment to the public safety if the responsibility for them is assumed by professionals, and the codes of such national organizations as the American Institute of Steel Construction and the Portland Cement Association are used. I maintain that at least another third of the usual code, having to do with egress and fire safety, can be omitted in the same manner by the cooperative efforts of architects and insurance underwriters, through their own national organizations, setting up design and specification standards for architects to follow.

That leaves a building code with only a few regulations governing zoning, occupancy, signs and billboards, smoke abatement, and other matters of a public nature—enough to prevent the chaos which Mr. Wegg fears. Furthermore, if these few matters were to be made police, fire, and health de-

partment regulations, they would be probably better enforced and the community would be rid of one more bureau. Ergo, the elimination of the building code without chaos.

May I say a further word? Before we have action we must have thought, just as we need plans before we build. If a city has a good code it must have had some good thinkers to prepare the way for it, and it must have been willing to pay for them. Seattle has been indeed fortunate in having had both funds and Mr. Wegg. Other communities which merely attempt to "change" the code or "make it better," even with the help of architects, only succeed in making it prolix and confusing.

When it comes to statute law, I, for one, firmly believe that "better" means "less." I advocate "less code" and would go so far as "no code" in the hope that the end result is a simple, brief, pertinent, and really *codified* set of building laws.

## "What Are the Others Doing?"

BY BENJAMIN DOMBAR, Cincinnati, Ohio

THE ARTICLE by Edwin Bateman Morris is curious in that the phases of the profession which he deplures, are the very strengths

of the profession, the explicit reasons that architecture stands first among the arts.

Bystanders, and architects too, for that matter, have a tendency to worry about the appellation that will be assigned to the "style" of work we are doing. Lord knows it will be a less offensive name if architects throughout the nation do not prescribe the same penicillin shot of architecture, when their

clients are all suffering from different architectural maladies.

If greatness appears on a national scale, it will be caused only by organic architectural practice, where individuals, by their own imagination, solve local problems according to their own experience. The goal is anything *but* uniformity.

In brief, why try to make a science out of the greatest of arts?

BY HUBERT HAMMOND CRANE,

Fort Worth, Texas

IF, AS I STRONGLY SUSPECT, a majority of the members of the Institute share with Mr. Edwin Bateman Morris and me, our opinion of the futility of the average architectural journal, I should like to suggest a remedy for this condition.

I find, due to some foresight on my part, that I am saving some twenty-odd dollars yearly by my agreement with Mr. Morris, having cancelled *all* my subscriptions to the builders' journals some time ago.

I should like to contribute this twenty dollars to the creation of a magazine such as Mr. Morris out-

lines, either retaining or containing the present JOURNAL as it stands.

Such a magazine should be published by the Institute without advertising. It should employ the best architectural photographers in the nation to photograph the finest examples of architecture as determined by a board of the best architects in the Institute. I believe that twenty dollars a year for such a magazine would be a bargain.

I now pay two dollars a copy for a magazine of residence interiors, published in good taste, of residences in a restricted area of the Pacific Coast. Its pictures are from excellent photographs, are in-

formative and of work by men whose work is worth study. How much more valuable such a magazine could be if it covered the entire field of architecture and the entire world.

A good picture of a good building by a good architect would

prove of far more value to us all than the rehashing of suppliers' advertisements or impertinent editorials on how the Board of Directors should conduct the affairs of the Institute.

I should like very much to know how many members agree with me.

BY THOMAS H. CREIGHTON, New York, N. Y.

EDITOR OF PROGRESSIVE ARCHITECTURE

I AM PUZZLED; I don't know whether to take the article by Edwin Bateman Morris as a joke, a proof of the old saw that architects don't read, a very severe criticism . . . or what?

It can't be the *quantity* of work now published that Mr. Morris objects to; his suggested monthly "booklet, of letter size, with a dozen pictures of buildings in it" would be only a small addition to the present number of magazines publishing many times that number of pictures of architecture.

It must, then, be *quality* of publication that he seeks to improve. Apparently he doesn't like today's architectural photography: "snapshot pictures of buildings which are not portraits in an architectural sense." He doesn't like the architecture; he suggests "buildings selected by good architectural

formula." In recent years the AIA has given Journalism Awards to many of us in the field of "privately printed construction magazines"; has just honored the architectural photographers with an Octagon exhibit and Awards; has, in its annual Honor Awards Program, chosen to pat on the back buildings which have almost all been published by one or another of the media he categorizes as "no actual architectural press." Hence Mr. Morris makes a very sweeping indictment—not only of many editors and photographers, but also of numerous juries and a great amount of award-winning architecture. It reminds me of the Boston lady who told me she just didn't like the Pacific Ocean.

I still suspect a joke of some kind, the point of which eludes me.

There is, however, one serious misconception expressed in the article. In objecting to the inclusion of any technical material (even plans, apparently) in the architectural magazines, the author writes of "the subscriber minority, the architects," and supposes that we discuss the technical materials and methods of design because "the subscriber majority, engineers, bankers, real-estate men, and the like, need nothing else from the magazines."

I wish Mr. Morris would examine the ABC-audited circulation statements of the "privately printed" architectural magazines. Also I wish he would have a banker or real-estate friend try to subscribe to P/A. He could, but only at a much higher rate than our architectural *majority* of subscribers. We write, edit and publish

directly for an architectural design audience. Any "subscriber demand" is from that audience and no other.

Oh well; I guess I don't understand the article; hence it wouldn't do much good to say that I disagree with its premise, which is that "We think of Modern as a style . . . it needs the uniformity." Heaven forbid! Nor do I agree with its original complaint, which is that "there is the urge, as in earlier times, to follow imagination and near-at-hand examples, with the result that there is the tendency to have different dialects of Modern architectural language in different geographical locations." I think that's fine. If the new magazine Mr. Morris describes would have as its policy uniformity and lack of regional variation, I'm against it before it starts.

By TALBOT HAMLIN, FAIA, New York, N. Y.

PROFESSOR EMERITUS OF ARCHITECTURE, COLUMBIA UNIVERSITY

THE ARTICLE by Mr. Edwin Morris in your July 1955 number deserves comment. I agree with him thoroughly that the published coverage of architecture in the United States is miserably insufficient and that there is need for a magazine which should

aim at covering a vastly greater number of edifices—good, bad, and indifferent—all over the country, so that architects could know what other architects were doing.

On the other hand, I object violently to the purpose Mr. Morris

proposes—the development of a “style.” A style in architecture never exists critically until long after it has existed actually. Our danger is not too much variety but too much uniformity. All-T-square-and-triangle design would be as stultifying as all-circle-and-French-curve design, and to me it is a dreadful waste of opportunity to have the same ranch house in Portland, Me., Portland, Ore., Minneapolis, and Miami, or the

same glass cube in Havana and in New York.

Real style in architecture comes from the architect’s personality and from what arises naturally from conditions and purposes—the conditions including climate, tradition, materials, color, and ways of life—whereas false style comes from copying the other fellow because you think it is smart. And when styles start to copy themselves the end is in sight!

## The First Fluted Column

*By Herodotus Jones*

Just years before Phidias attempted insidious  
Refinements on architrave, column and fascia,  
A Peloponnesian who was more than half heathen  
Constructed a column whose form would amaze ya.  
A circle of reeds were enough for his needs  
For a column, he found, when he filled it with mud.  
With a log for a girder this primitive herder  
Devised him a hut just the best way he could.  
He lived and he died but none would reside  
In the flea-ridden hut he left near the wood.  
So the wind and the weather, both working together,  
Wrecked walls and roof, but the column still stood.  
Through the disintegration of reeds, a formation  
Of flutes were left in the column’s perimeter  
Which was found by a Grecian Academecian  
In search of an altar once sacred to Demeter.  
He carefully noted and promptly reported  
A bulge, where a tie had slipped on the form.

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He called this an entasis and insisted this emphasis  
Along with the flutes was a primitive norm.  
There was much disputation throughout the whole nation  
And papers galore on cause and effects,  
'Till at last, I have heard, it was finally referred  
To the Grecian Society of Architects.  
'Tis needless to mention, they called a convention  
And appointed committees to study and measure.  
All the members appointed were of the anointed  
They attended all meetings with gusto and pleasure.  
With remuneration for all transportation  
And other expenses the members incurred,  
To hurry the meetings or hasten proceedings  
All quite agreed would be simply absurd.  
In Athens and Delos and Sparta and Melos  
They met and debated the pros and the cons,  
With offerings omnivorous both fruity and liverous,  
Of ripe rutabagas and the gizzards of swans.  
They finally concluded that columns so fluted  
Were the work of a genius of ages long past  
And decreed that designers and stonework refiners  
Would fashion all columns both cut stone and cast  
With entasis swelling and shadow-compelling  
Flutes, and all for a quite simple reason,  
That very astute old Greek Institute  
Was duped by a sheep-herding Peloponnesian.

## News from the Educational Field

UNIVERSITY OF ILLINOIS, Department of Architecture, announces the Fourth Annual Conference for Architects, to be held in Urbana, Ill., in cooperation with the Division of University Extension, October 18, 19 and 20. The title: "Integration of Contemporary Aesthetics and Building Techniques." Further information may be obtained from Professor Robert J. Smith.

UNIVERSITY OF COLORADO announces the return of Professor Thomas L. Hansen, Head of the Department of Architecture and Architectural Engineering, from a one-year assignment with Foreign Operations Administration as T.C.M. consultant and Professor of Town Planning at Bengal Engineering College in India.

UNIVERSITY OF BUFFALO'S chancellor, Dr. Clifford C. Furnas, has announced the appointment of Paul Schweikher of New Haven, Conn., as consulting architect of the University. Mr. Schweikher will see to the preliminary planning for the proposed Fine Arts Center for the University and also begin preparation of a comprehensive plan for the overall development of the facilities on the University campus.

### Scholarships and Fellowships

VOORHEES, WALKER, SMITH & SMITH has established two summer fellowships for faculty members; one at Rensselaer Polytechnic Institute and the other at the University of Virginia.

In commenting on the fellowships, believed to be the first of their kind ever given, Ralph Walk-

er, senior partner, said, "We hope to give these instructors and many of their contemporaries a clear-cut insight into architectural practice on a large scale, so that they can return to classes with a clearer sense of the many problems that occur and how they are met. They will also be able to indicate to their fellow professors and to their students the care and study necessary to create a complex modern structure, and at the same time comply with the clients' best interests."

First recipients are Professor Alexis Yatsevitch of R.P.I. and Professor Roger C. Davis of U. of V. The two men will be resident at the firm's offices in New York for ten weeks, spending some time in each of the major departments.



### A Correction

In the Necrology published in the July 1955 issue there appeared in error the names of EDMUND CHARLES ABRAMS of Honolulu, T.H., and CHARLES J. PALMGREEN of Pittsburgh, Pa. We are, naturally, very careful about these Necrology lists, and in commenting upon this error it may be

explained that routine letters sent to Mr. Abrams and Mr. Palmgreen were returned to us stamped by the Post Office "deceased." As we had never found reason to doubt the reliability of the postal serv-

ice in this regard, we accepted the news without further checking. Our apologies have been, and are again extended to Messrs. Abrams and Palmgreen, and to the membership.

## Calendar

*September 9-11:* Regional Conference of the Northwest District, A.I.A., Many Glaciers Hotel, Glacier Park, Mont.

*September 19-28:* 9th Pan American Congress convening in Caracas, Venezuela. Further details from Secretary, Pan American Association of Architects, 1318 Bartolome Mitre St., Montevideo, Uruguay.

*September 25-29:* Annual Planning Conference, American Society of Planning Officials meeting jointly with Community Planning Association of Canada, Sheraton Mount Royal Hotel, Montreal, Canada. Hotel reservations from Montreal Tourist & Convention Bureau, 1455 Peel Street, Montreal 2, Canada.

*September 30:* Annual meeting of the Pennsylvania Society of Architects, The White Sulphur Springs Hotel, near Bedford, Pa.

*October 1:* Two Workshops; one on schools to be conducted by Samuel Homsey and John McLeod, and one on public speaking by Walter Megronigle and Anson Campbell. These Workshops are open to all members in the Middle Atlantic District. The White Sulphur Springs Hotel, near Bedford, Pa. Middle Atlantic Regional Council meets concurrently.

*October 6-8:* Regional Conference of the Gulf States District, A.I.A., Roosevelt Hotel, New Orleans, La.

*October 6-8:* Regional Conference of Calif.-Nev.-Hawaii District, A.I.A., Biltmore Hotel, Santa Barbara, Calif.

*October 6-8:* 10th Annual Conference of the California Council of Architects, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*October 13-15:* Regional Conference of the Central States District, A.I.A., Jefferson Hotel, St. Louis, Mo.

*October 13-15:* Convention of the New York State Association of Architects, A.I.A., Sheraton Ten Eyck Hotel, Albany, N. Y.

*October 19-21:* Annual convention of the Architectural Society of Ohio, Charter Hotel, Cleveland, Ohio.

*October 31-November 1:* American Concrete Institute's Southeast Regional Meeting, Atlanta-Biltmore Hotel, Atlanta, Ga.

*November 1-5:* World Symposium on Applied Solar Energy. Sponsored by Stanford Research Institute, the Association for Applied Solar Energy and the University of Arizona. Westward-Ho Hotel, Phoenix, Ariz.

*November 2-4:* Convention of the Texas Society of Architects, A.I.A., Shamrock Hotel, Houston, Tex.

*November 14-18:* An atomic power section at the Chicago Exposition of Power and Mechanical Engineering, under the auspices of The A.S.M.E., Chicago Coliseum, Chicago.

*November 30-December 1:* 42nd Annual Convention National Warm Air Heating and Air Conditioning Association, Hotel Statler, New York, N. Y.

## The Editor's Asides

*The Architectural Review* of London, widely known for the unusual explorations of its editorial scalpel, has brought out a special number for June, 1955, with the title "Outrage." It is hoped that this national indictment will rouse England to a realization of what she is losing and has already lost.

On this side of the ocean, we too can accept the indictment, for our own towns and cities are certainly no better than England's, and perhaps worse.

From the *Review's* contents page we lift the following: (The key word "subtopia" is a compound formed from "suburb" and "utopia"—that is, "making an ideal of suburbia.")

"In this special issue *The Architectural Review* utters a prophecy of doom—the doom of an England reduced to universal Subtopia, a mean and middle state, neither town nor country, an even spread of abandoned aerodromes and fake rusticity, wire fences, traffic roundabouts, gratuitous notice-boards, car-parks and Things in Fields. It is a morbid condition which spreads both ways from suburbia, out into the country, and back into the devitalized hearts of towns, so that

the most sublime backgrounds, urban or rural, English or foreign, are now to be seen only over a foreground of casual and unconsidered equipment, litter and lettered admonitions—Subtopia is the world of universal low-density mess."

ORIN M. BULLOCK, JR., who is supervising architectural research in the Colonial Williamsburg project, is having his own troubles in getting the right kind of assistance. One of his responsibilities is the preparation of reports recording the how and why of each restoration and reconstruction undertaken down there. Among recent architectural graduates who would broaden their knowledge of our early building aims and techniques, there are opportunities for several in Colonial Williamsburg's architectural research office. Starting with the writing of outline reports on just how and why each detail of reconstruction or restoration has been accomplished, the work may lead into more original research and writing. For an architectural fledgling who would devote at least four months to the work, with the possibility of mak-

ing a career of it, this seems an unusual opportunity. Mr. Bullcock, whose address is P. O. Box 516, Williamsburg, Va., can tell you more about it.

TEXAS SEEMS IN NO MOOD to be content in having "the biggest." She is going after the biggest TV tower, and you know Texas. The Dallas TV tower aims to be the tallest man-made structure in the world, with a total height of 1521'-6" (note that six inches). Four hundred seven tons of rolled steel and over seven miles of galvanized bridge strand wire for guys in five levels are required. Sounds big, even in Texas.

THE YOUNG MARRIED COUPLE isn't alone in enjoying more of the amenities of life. The Twentieth Century Fund, in its recent massive economic report, "America's Needs and Resources," finds that our technology—"our primary resource"—has brought us a per-capita income five times higher than the world average—and still rising. Dr. Dewhurst and his research associates say:

"No period of comparable length in human history has brought such great changes in the variety, qual-

ity and quantity of goods and services available for consumption. In many ways those of us now passing middle age have within our lifetime experienced a greater advance in our material standard of living and a more pervasive change in our way of life than occurred in all the previous centuries of Western history."

MANY OF US living in Washington, D. C., enjoyed the thought that the Capital, after the war years had stretched our fabric far beyond our normal needs, would settle down to growing slowly and not too ungracefully into its over-large clothes. It seemed a logical course of events; perhaps we should catch up in due time—wars meanwhile not changing from cold to hot—with a city growth that had seemed both too rapid and too extensive. And now, to prove how little we know and how undependable is our reasoning, the reports tell us that in the first six months of this year our metropolitan area registered the highest dollar volume of contracts awarded for future construction in any such period in history. It almost encourages the belief that in time we may get an adequate system of public transportation.



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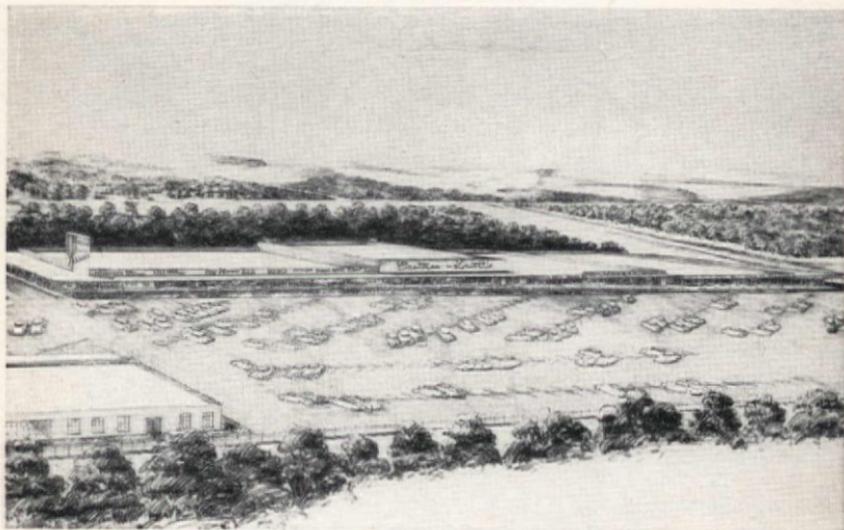
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### **ELIMINATES COSTLY OPEN-WINDOW VENTILATION**

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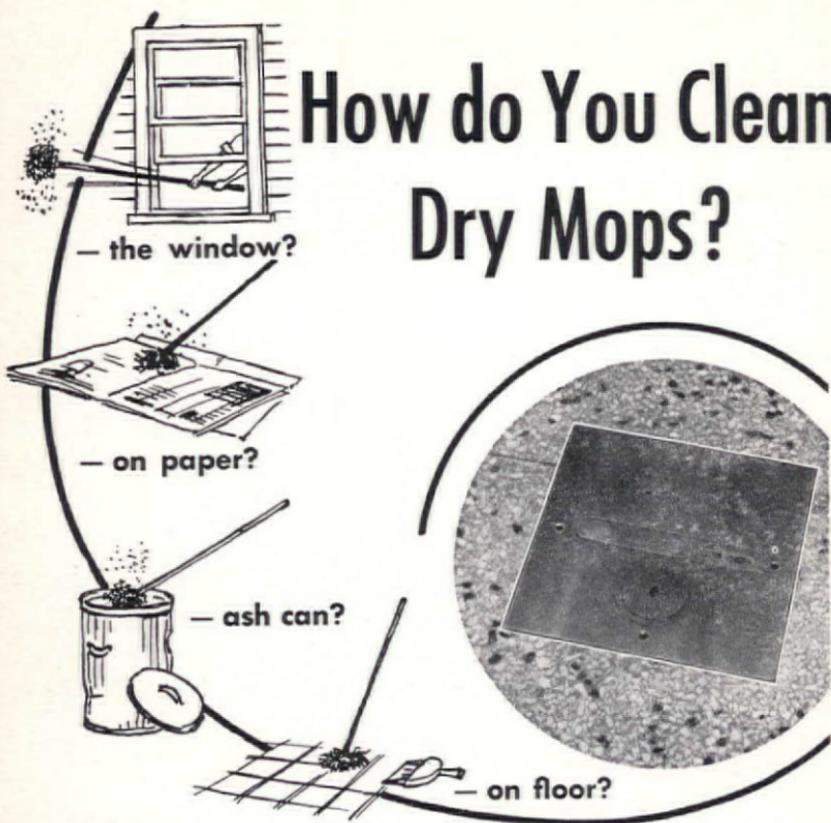
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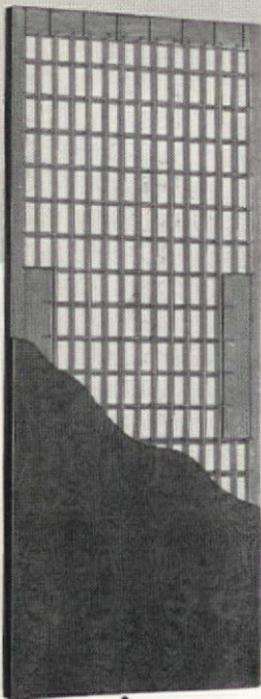
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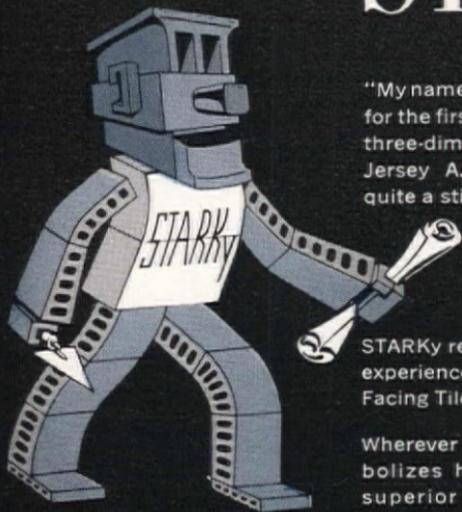
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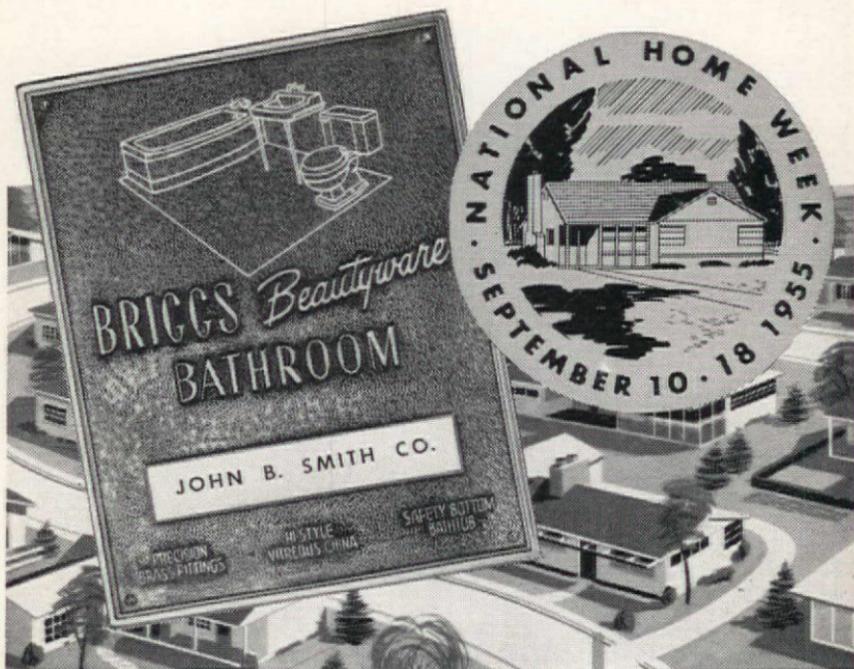
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