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PACIFIC COAST ARCHITECT

FURNISHING DECORATING GARDENING

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MUSIC BUILDING, MILLS COLLEGE. W. H. RATCLIFF, ARCHITECT

VOLUME
XXXIII

PACIFIC COAST ARCHITECT

NOVEMBER
1928

Historical and Architectural Highlights of Mills College

BY ZOE A. BATTU

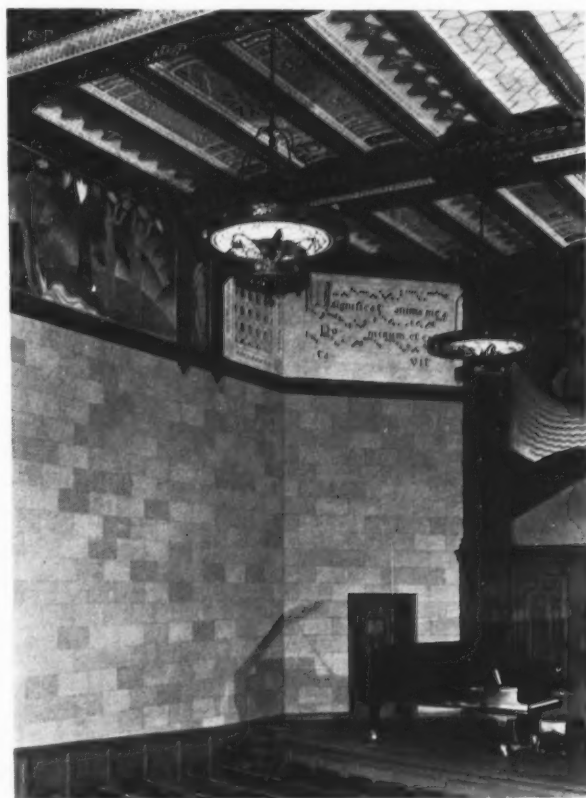
IN 1852, a scant four years after the gold rush of 1848, one Mary Atkins, graduate of Oberlin College, Ohio, founded The Young Ladies' Seminary at Benicia in the lower Sacramento River Valley and adjacent to San Francisco Bay. This institution in time became Mills College of Oakland.

In 1865 Susan Tolman Mills and Cyrus Taggart Mills, husband and wife, both of New England and both steeped in its cultural traditions, then in their greatest vigor, purchased The Young Ladies' Seminary of Mary Atkins. Under the direction and guidance of the Mills the school flourished and gained secure position as a Western institution. During the late 1860's it became increasingly fashionable for the socially and financially prominent families of San Francisco to send their daughters to the Benicia seminary for schooling in the gentler graces of life. So steadily did enrollment grow that it became necessary to seek larger quarters. In 1870 the Mills purchased a tract of land in the foothills back of and east of Oakland, the nucleus of the present campus, which now comprises 150 acres.

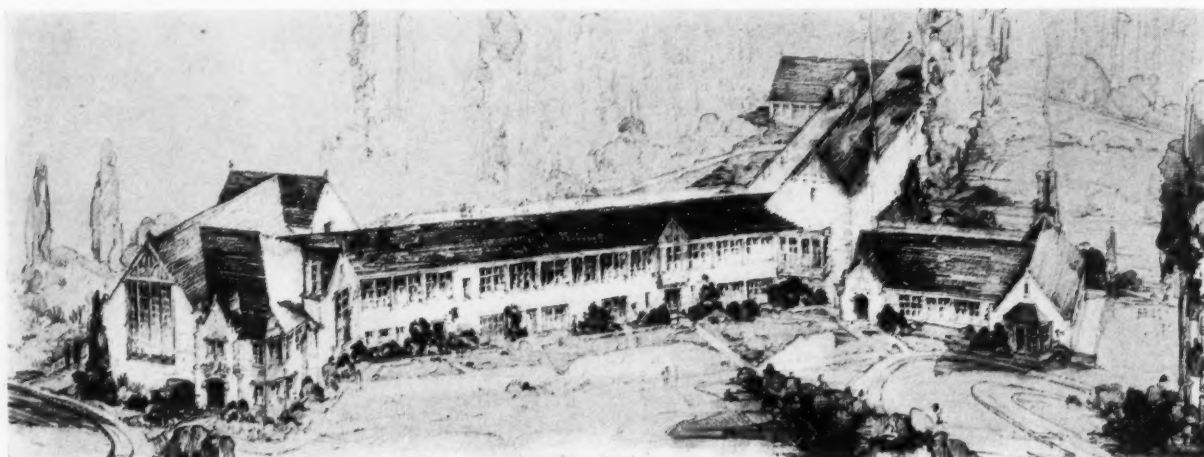
The Mills, in 1878, deeded the college to a board of trustees and in 1885 the California State Legislature granted a regular college charter. Dr. Mills died in 1884, but his widow survived him until 1912. She was president of the school up until 1909. In 1916 Dr. Aurelia Henry Reinhardt was named president of Mills, ushering in a distinctly new and broadened era in the school's history. Dr. Reinhardt's abilities as an educator and administrator are of an exceptionally high order, and under her guidance the institution has not only strengthened its position as a Western college but has also gained national and international recognition as a center of progressive creative thought in practically every field of educational, cultural and artistic endeavor.

As previously noted, the campus area is 150

acres. The topography of the land is widely varied and includes rolling hills, small, level valleys, a small body of water, Lake Aliso, and two creeks which wind themselves through the grounds. For a number of years it can hardly be said that the landscaping progressed by any preconceived or definite plan, but notwithstanding this fact, no serious flaws of judgment or mishandling of the landscape are apparent. As a matter of fact, the campus is abundantly supplied with spots and vistas where the efforts of man and nature have been combined with pleasing effect. For one thing, Dr. Mills possessed happy vision in the way of trees, and either a sure intuition or mature knowl-



Music Building, Mills College, Berkeley, California



HILLSIDE SCHOOL, BERKELEY, CALIFORNIA. W. H. RATCLIFF, ARCHITECT

edge of their placing, singly or in groups, to obtain fine effects of light and shadow. During his lifetime he set out upon the campus a great number of different kinds of trees, which in these later years have grown to goodly size and add appreciably to the interest of the grounds and its several architectural groups.

Like its landscaping, the architectural destinies of Mills College, during its location in Oakland, have not always been guided by what is now rated sound advance plan practice. Within approximately half a century a score or more of structures have gone up under the direction of several different architects. These workers were of various degrees of ability and their concepts of what constituted good architectural practice were, of course, unalterably based and colored by the prevailing styles, designs and even whims of the several different decades in which they flourished and worked. Due partly, no doubt, to the fact that finances were usually a more or less pressing problem with the school, few, if any, buildings have been discarded, scrapped and replaced with new ones.

Walking about the grounds we plainly discern two or more buildings dating back to the 1870's.

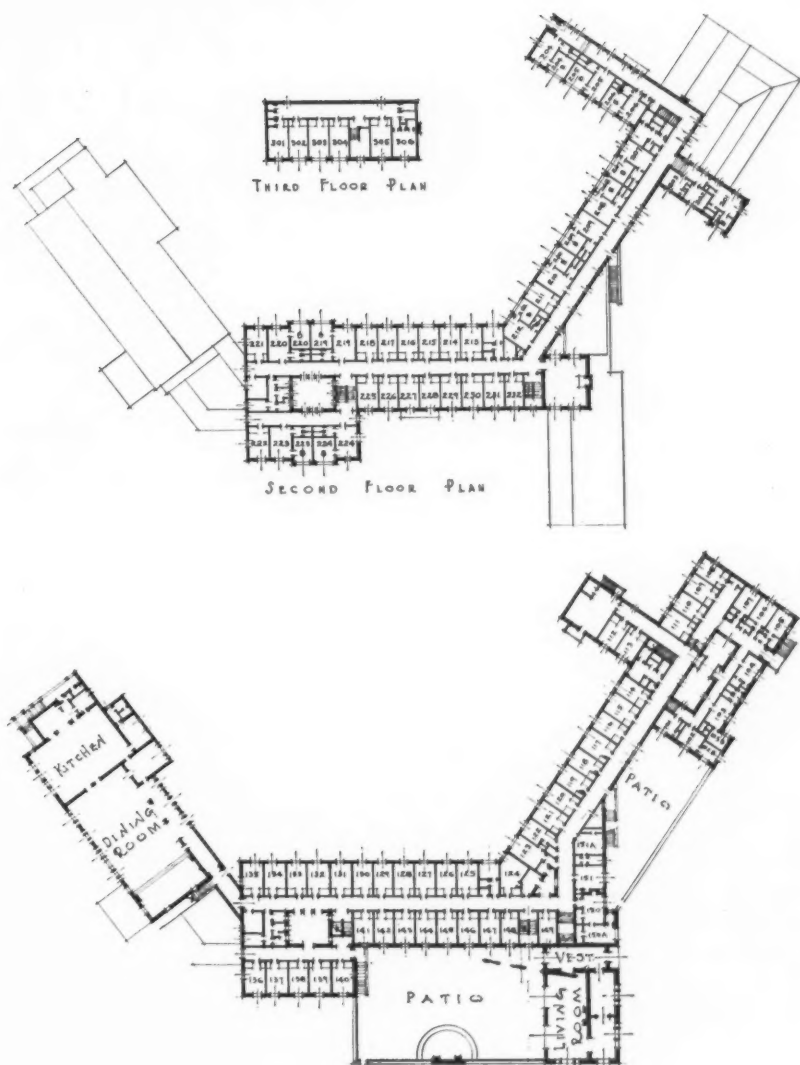
Three or four are unmistakably of the 80's, while several others bear all the earmarks of being early and somewhat labored efforts in and versions of a dawning consciousness of "Mission" and Spanish principles. In 1923, and at a time when there could no longer be any doubt as to the inherent fitness of Spanish inspirations to the Western scene, Walter Ratcliff, Jr., was named official college architect. Ratcliff, in collaboration with the trustees of the school, has elected to lay out a program of future expansions based upon Spanish-Mediterranean influences, and his four major works to date—the Music Building, Ethel Moore Hall, the Art Gallery and Lissner Hall, now in process of complete remodeling—all follow closely these inspirations.

The fact that Mills College is architecturally a combination of the old and new may be a liability or an asset, according to the viewpoint of the visitor or critic. If he is an ardent worshiper at the shrine of strict uniformity and the stringent following of a preconceived plan, he would make away in all possible haste with the older structures of the campus, even though, as a whole, they give promise of many more years of practical usefulness. They represent, in one way, archaic periods in

[Concluded on page 30]



BERKELEY DAY NURSERY. W. H. RATCLIFF, ARCHITECT



ETHEL MOORE HALL, MILLS COLLEGE, OAKLAND, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT





PATIO OF THE PINES, ETHEL MOORE HALL, MILLS COLLEGE, OAKLAND, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT



PATIO OF THE PINES, ETHEL MOORE HALL, MILLS COLLEGE, OAKLAND, CALIFORNIA.
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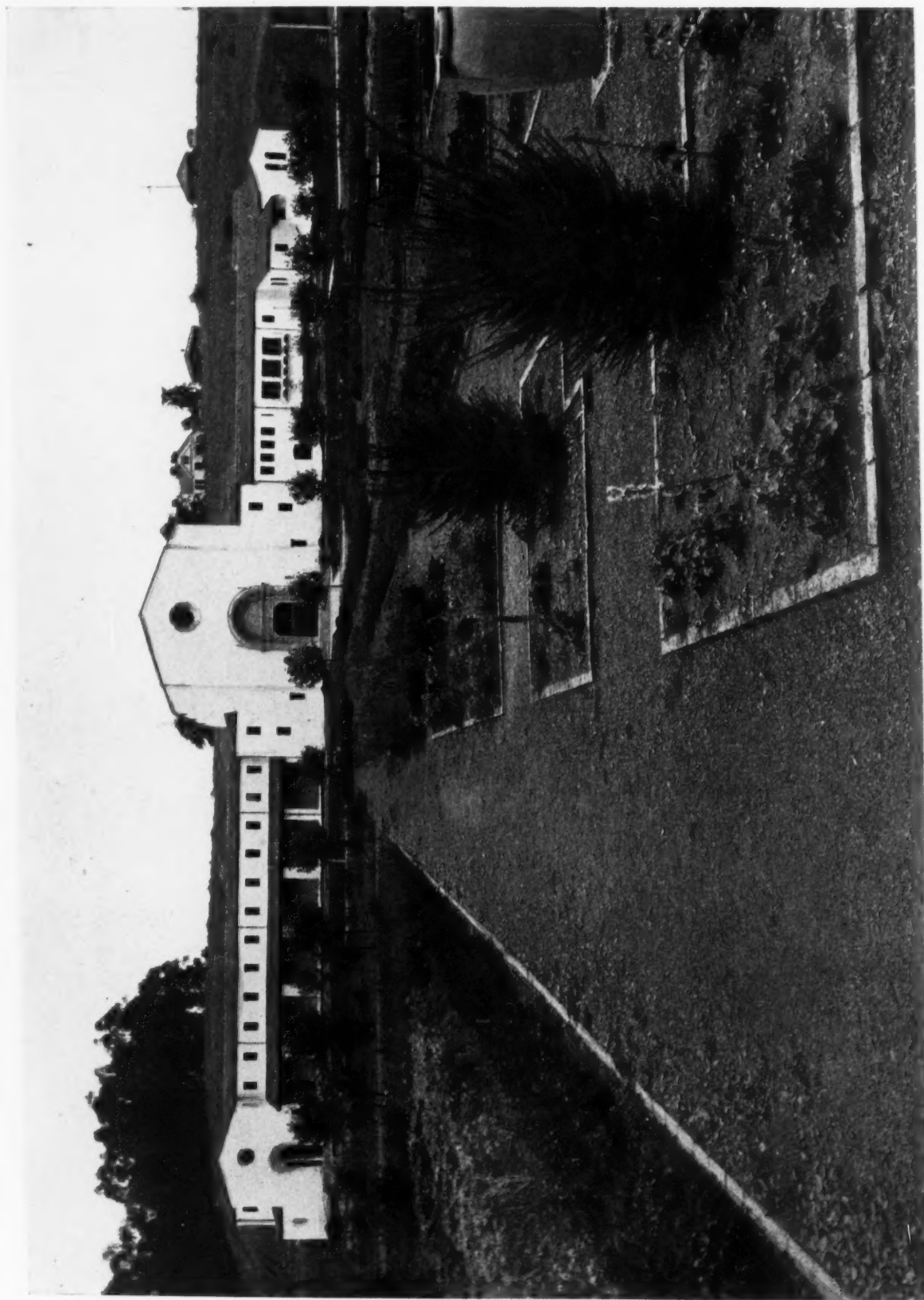
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W. H. RATCLIFF, ARCHITECT





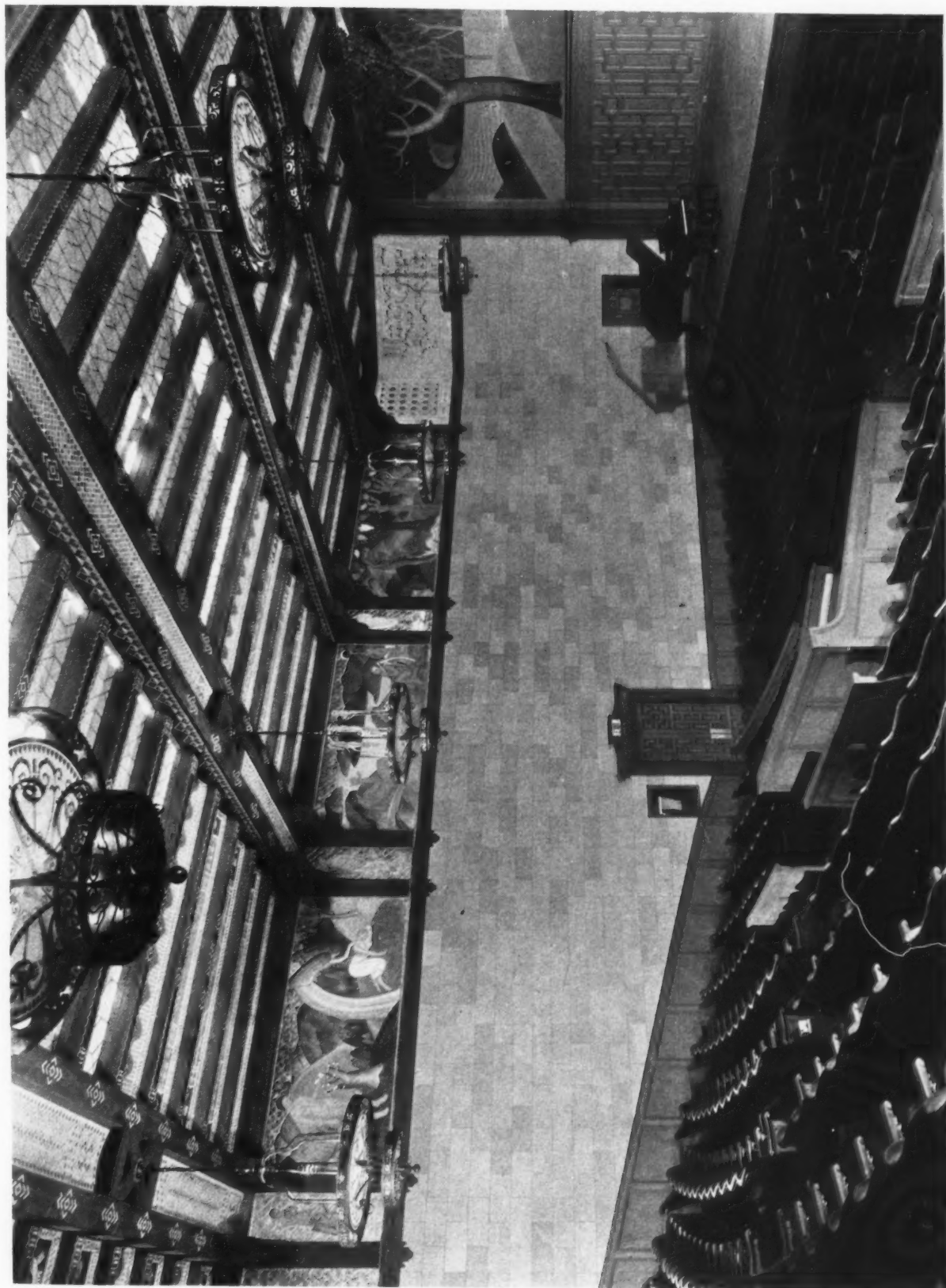
ENTRANCE TO MUSIC BUILDING, MILLS COLLEGE, OAKLAND, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT





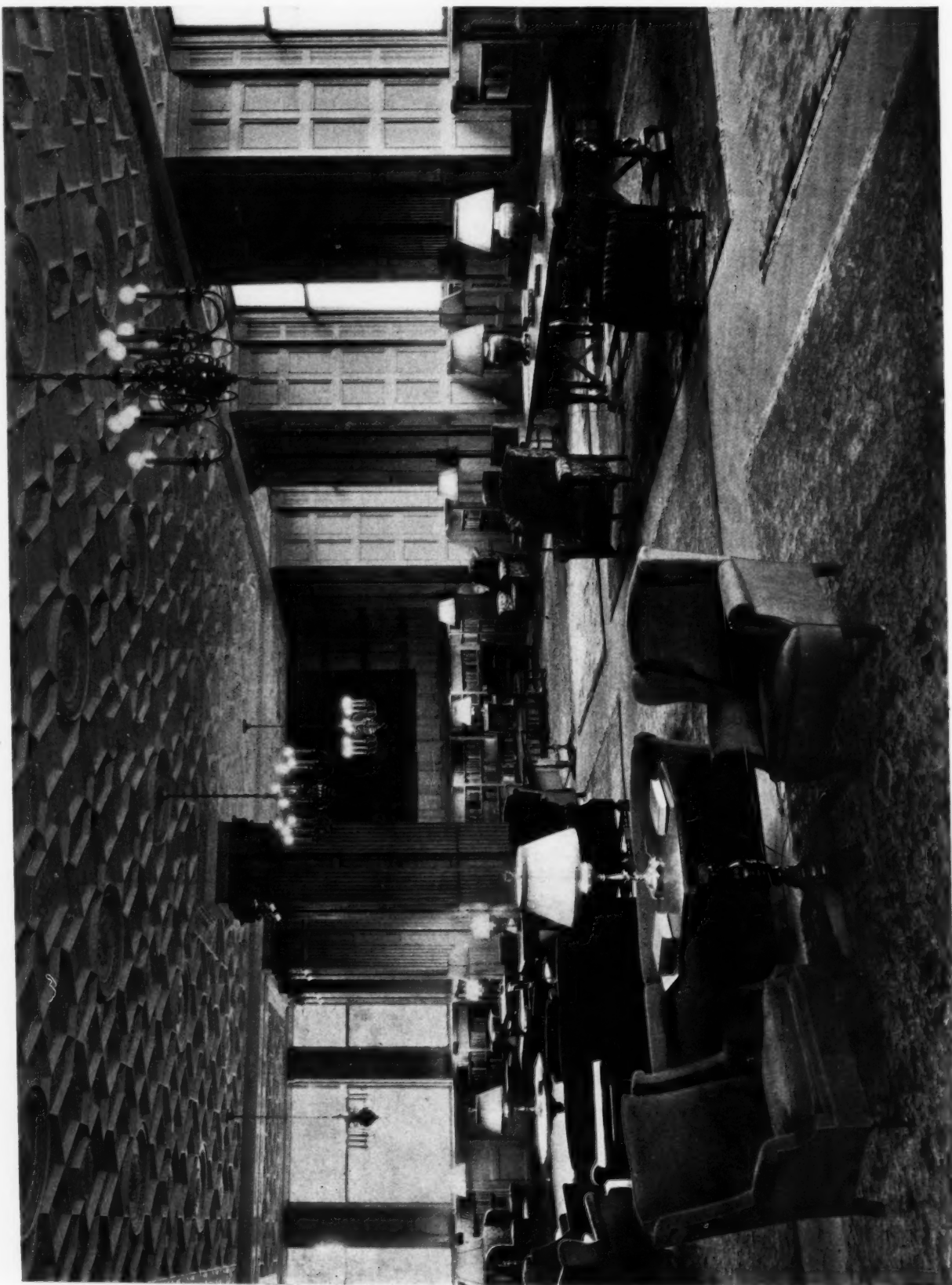
MUSIC BUILDING, MILLS COLLEGE, OAKLAND, CALIFORNIA.
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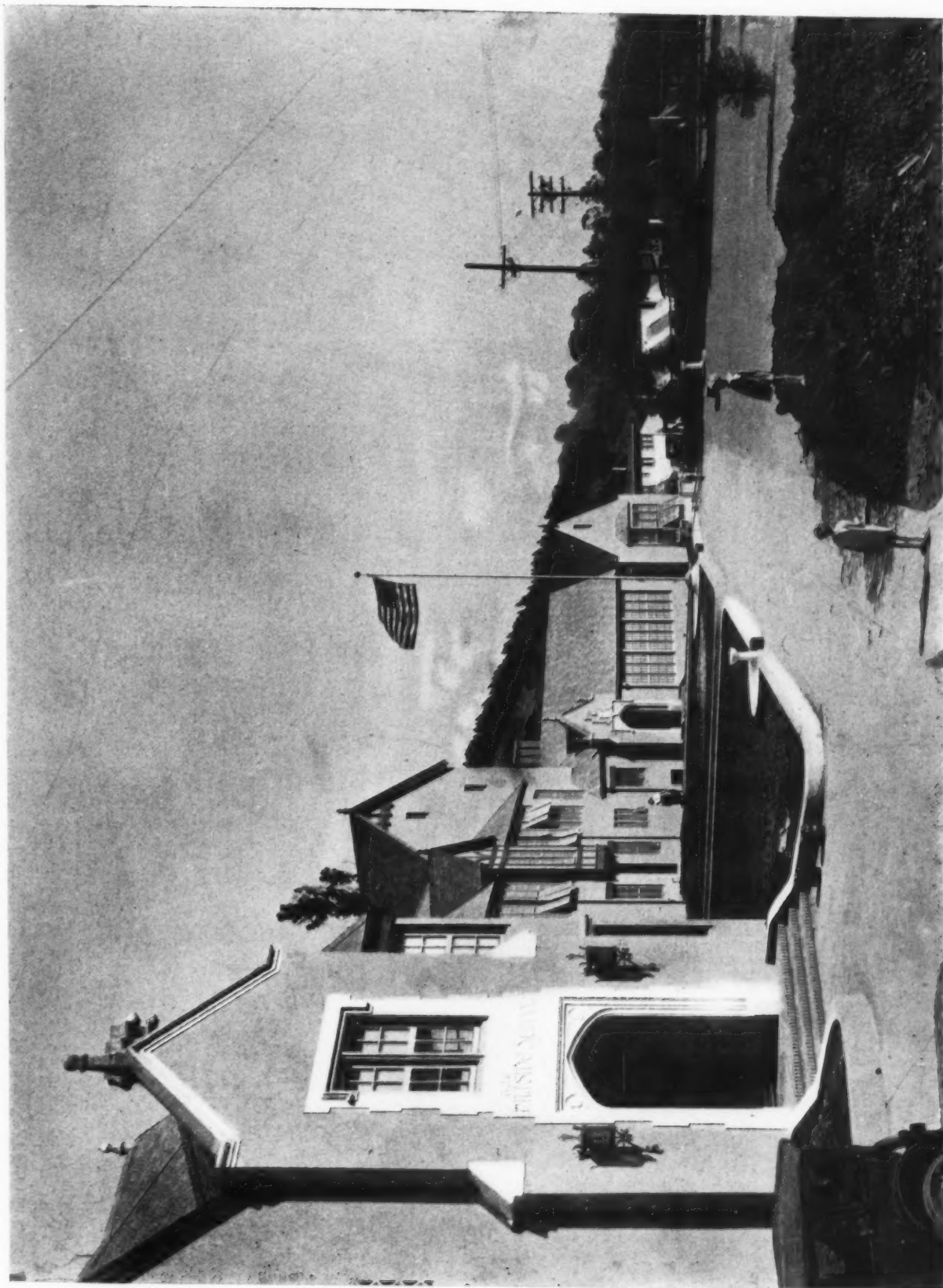
AUDITORIUM, MUSIC BUILDING, MILLS COLLEGE, OAKLAND, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT
MURALS BY RAY BOYNTON



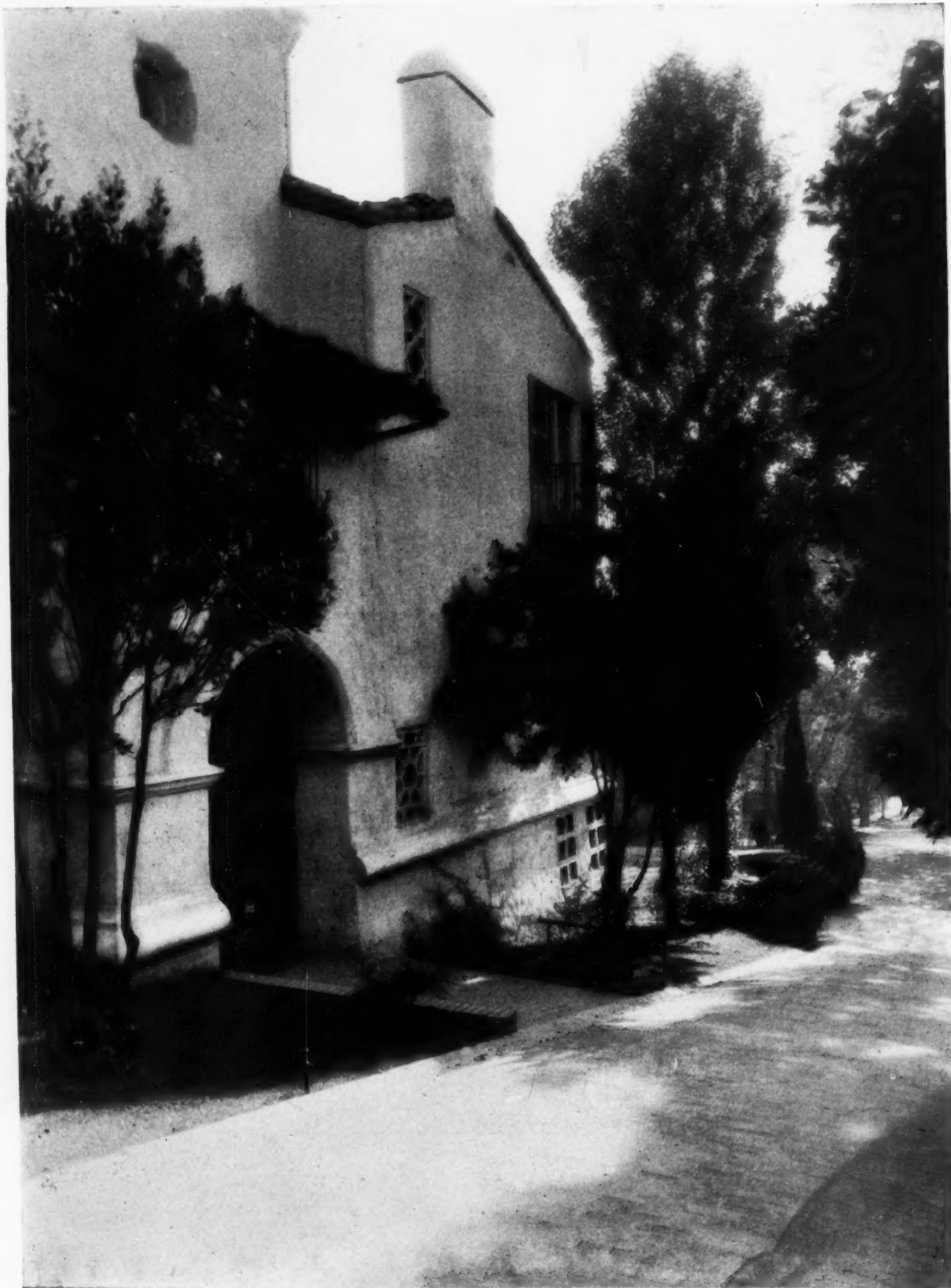


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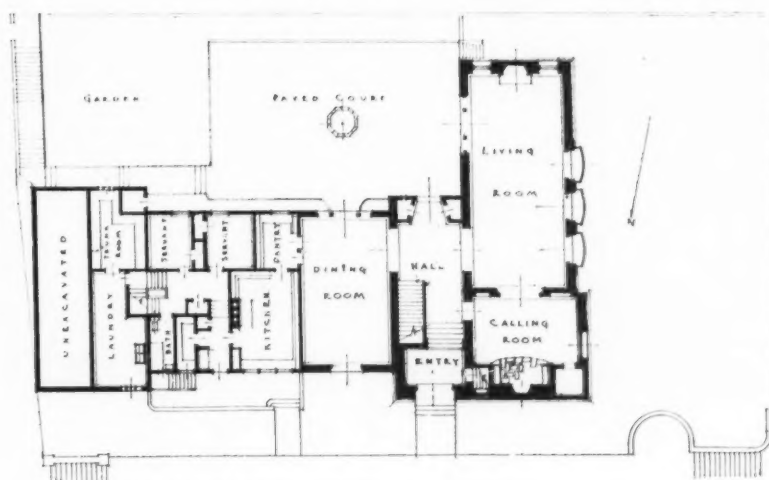


HILLSIDE SCHOOL, BERKELEY, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT



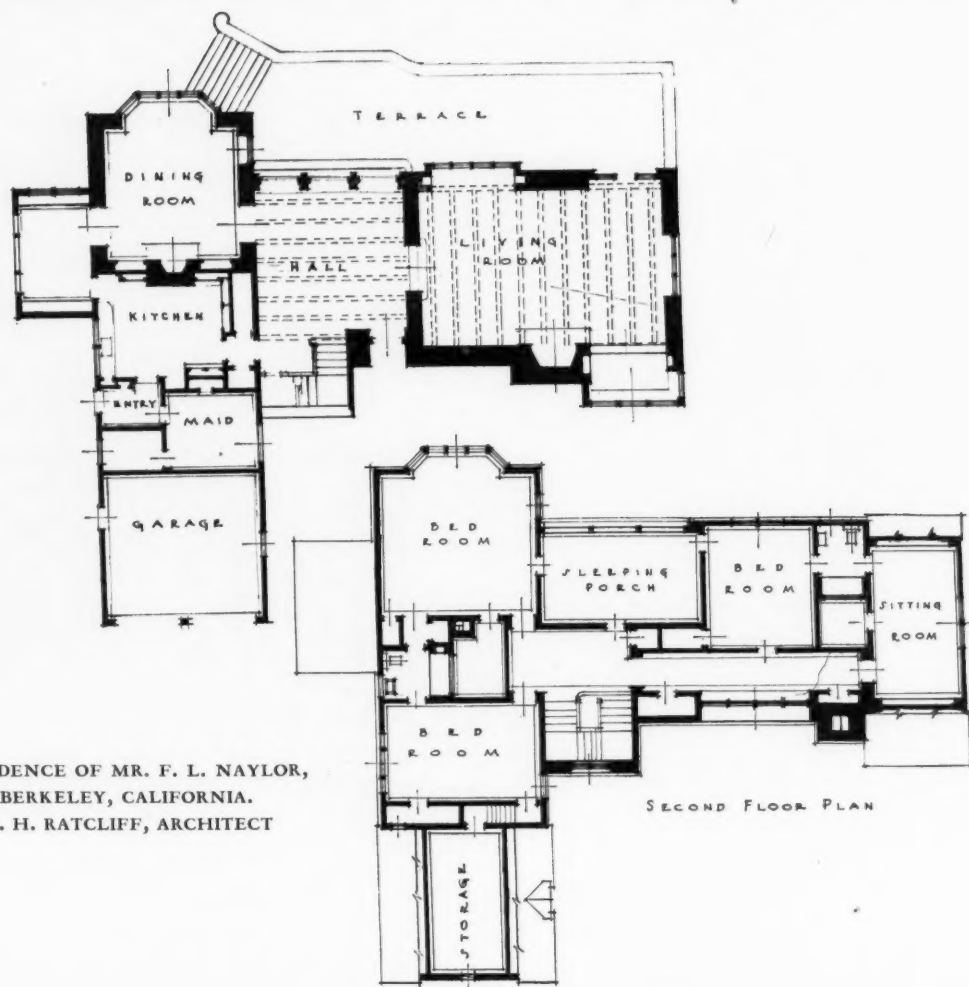
MAIN ENTRANCE, ALPHA PHI SORORITY HOUSE, BERKELEY, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT





ALPHA PHI SORORITY HOUSE, BERKELEY, CALIFORNIA.
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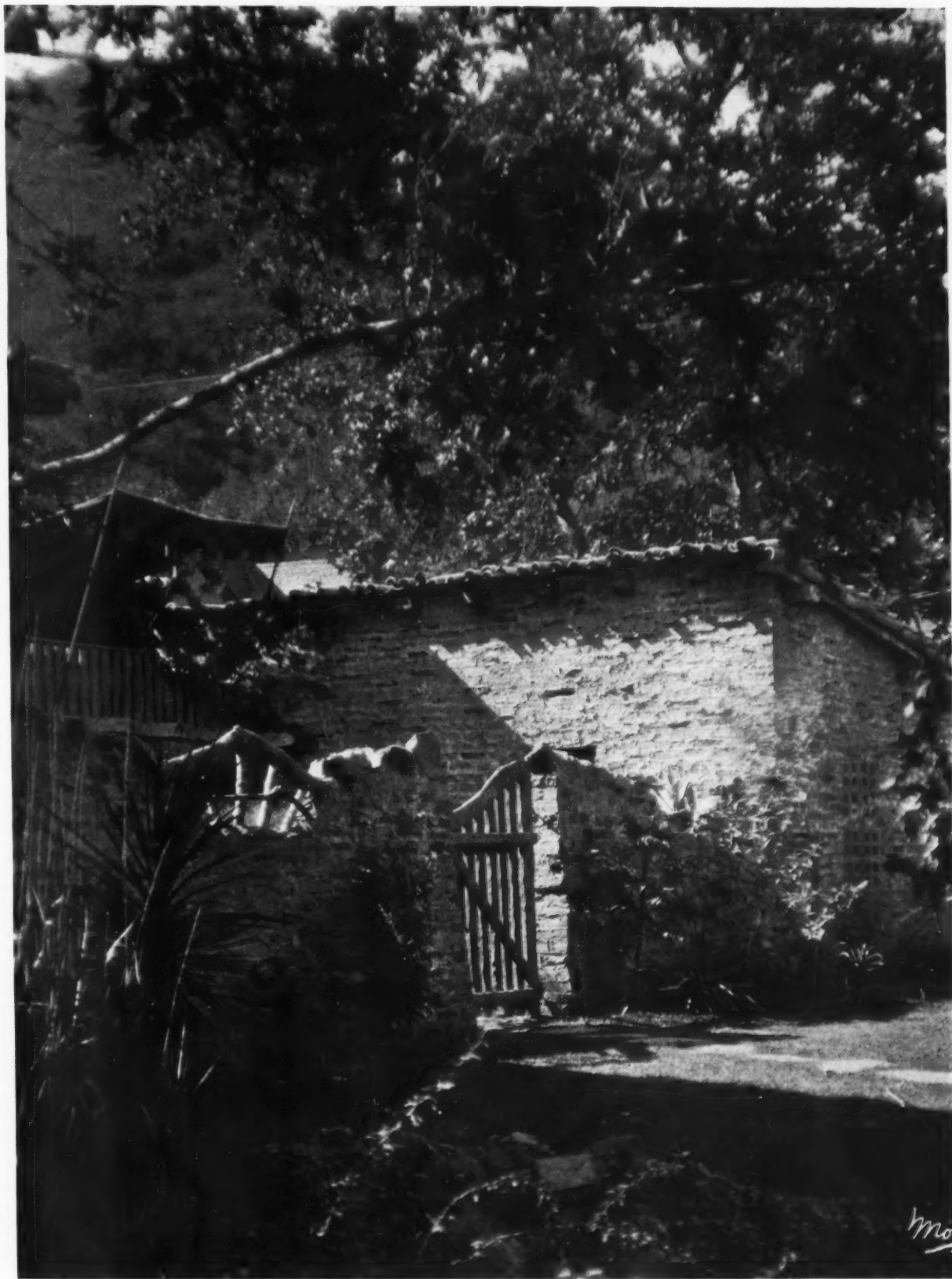




RESIDENCE OF MR. F. L. NAYLOR,
BERKELEY, CALIFORNIA.
W. H. RATCLIFF, ARCHITECT

SECOND FLOOR PLAN





ENTRANCE COURT, RESIDENCE OF MR. F. H. BAKEMEYER, BEVERLY HILLS, CALIFORNIA.
ASA W. HUDSON, ARCHITECT





RESIDENCE OF MR. F. H. BAKEMEYER, BEVERLY HILLS, CALIFORNIA.
ASA W. HUDSON, ARCHITECT



MAIN BEDROOM, RESIDENCE OF MR. F. H. BAKEMEYER, BEVERLY HILLS, CALIFORNIA.
ASA W. HUDSON, ARCHITECT



ARCHITECTURE OF MILLS COLLEGE

[Concluded from page 12]

American architecture; decades in which the art and its practitioners were rather wavering, uncertain and had by no means found themselves in the sense in which they have today.

Be this as it may, these productions of bygone eras are not entirely without justification for existence or merit. Wholly disregarding styles and examining them in the light of principles, even the most critical must set them down as being very able expressions of their kind, style and time. The many people who have guided the physical building of Mills College were apparently endowed with a solid measure of good sense, a certain feeling for proportions, an appreciation for sound materials and a realization of the hideousness of over-ornamentation. Considering the exteriors, interiors and details of furnishings and appointments of the several very old buildings about the campus, one perceived a general absence of extremes. Consequently, they grow old gracefully, adding a marked air of dignity, solidity and distinction to the ensemble.

Turning for a moment from the past to view the developments and particularly Ratcliff's four main buildings, as named previously, there is evident the Spanish-Mediterranean tradition in a stage where those who work in it have achieved the adjustment between the old and new; between Europe and Western American, which enables them to realize facile, individually vigorous expressions, while preserving the spirit of ancient sources. Ratcliff's idea in adopting a future building plan based on Spanish influences is the most logical procedure in that it provides a foundation for continued and ultimate development along

lines that will always be entirely in keeping with the historical associations, climate and topography of the immediate vicinity and the State in general. His technique and approach to the problem, as evidenced in the selection and handling of the sites, and in the details of design and arrangement of the Music Building, Ethel Moore Dormitory and the Art Gallery, indicate a well-defined aim to here create a group of Spanish-Mediterranean buildings of twofold purpose; one, to meet all immediate, practical considerations for the greatest possible benefit to the student; two, to create an environment and tradition that will contribute materially to the larger aims of the college as a mainspring of Western thought in material and idealistic values of life.

Returning again to the old buildings and considering them in relation to the new, Mills College becomes, as it were, a museum of Western architectural history from 1870 to the present day. Questioning reveals that the college is not wracked by any tearing-down craze for the mere sake of tearing down. On the contrary, it cherishes its old buildings, and while, with the passing of years, they will probably one by one disappear, the campus will continue for some years to include the old and new.

Viewed in this light, Mills takes first place as being architecturally unique among California's three great institutions of higher learning. The Berkeley campus is austere impressive in a logical, classical way. The Stanford campus, not without high points of interest, nevertheless, as a whole, smothers the beholder in a deluge of brown stone. Mills College is, therefore, exceedingly fortunate in having preserved, by necessity or perversity, as the case may be, the greater majority of its old buildings, since it results in the campus being at once a comprehensive treasure house of Western architectural progress and a laboratory of the present wherein is being created a cultural, artistic and architectural center, peculiarly Western.

* * *

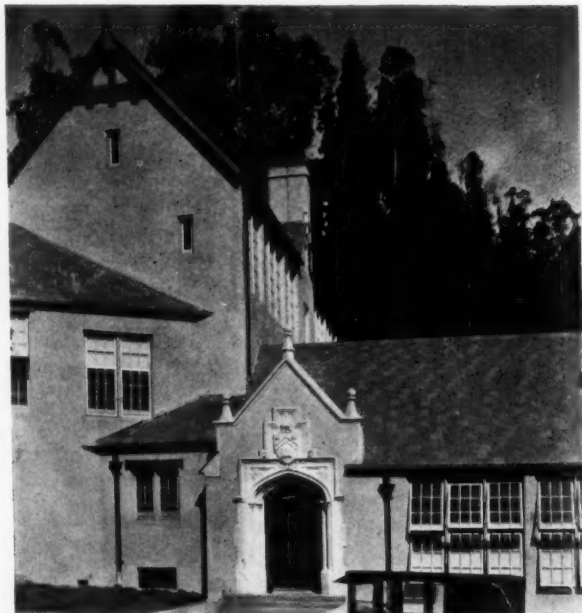
SAN FRANCISCO DRAFTSMAN WINS PRIZE FOR RENDERING

Fred A. Nielsen, member of the San Francisco Architectural Club, won first prize of \$10 cash for the best group of nine drawings submitted in competition by the class in the Five Orders of Architecture.

The prize was given by the Architectural Club and was awarded at the annual banquet held September 14 in the club rooms.

The class, which has been active for three years, is under the instruction of James A. Magee, architect. He received his training in the Beaux Arts Institute of Design Class and in the University of California. Mr. Magee gives his instruction free, and any draftsman who is a graduate of high school is eligible to take the course. Twenty-four draftsmen are now enrolled.

A second prize of \$5 was awarded to Joseph Scoma, who was very close to Mr. Nielsen in the competition.



Hillside School, Berkeley, California. W. H. Ratcliff, Architect

• EDITORIAL •

After the California Convention

AFTER the din of conflict has died, the smoke of battle cleared away, it is customary and wise to sit down and figure out how much ground has been gained or lost, and what effect the engagement will have upon the future campaign.

Although the first convention of California architects was in no sense a battle, and only a conflict as to a few minor details of procedure, it is well to consider just what it accomplished and what are the prospects for the future.

The first—outstanding—achievement was the bringing together of architects from all over the State, and the discovery that the common ideals, tastes, interests, were strong enough to ensure a harmonious, enthusiastic organization.

Seldom has a convention been held in which so many delegates expressed opinions, participated in discussions, arrived at generally satisfactory conclusions; in which there were so little of the "steam roller" tactics, so little local or partisan politics. An unmistakable atmosphere of unity of purpose, of determination, of devotion to professional ideals and ethics, of interest in the public welfare, characterized the meetings.

As a result of this spirit of cooperation, definite action was taken on matters of organization, administration, policies, activities. All these matters appear to be clear and comprehensive, except that the activities outlined for the coming year must, of course, be governed by practical considerations. It is not to be expected that an organization in its first year can accomplish all its objectives. If the Executive Board, with its Council of Advisors, can get the machinery of administration into working order, can make a systematic allotment of the work outlined at the convention, and report some progress along the main lines, at the end of the year, the forming of the association will have been justified. If any one of the objectives should be realized, this first year, it would be a cause for devout satisfaction.

It is now twenty-seven years since the State act officially called "architects" into existence. This is the first organic evidence of that existence. It is a lusty seedling that promises healthy growth, given proper nourishment; as so aptly quoted by a keen and witty architect from San Diego, at the convention:

"What matter if your jobs be small
And your rewards be few?
Remember that the mighty oak
Was once a nut like you."

The Waste of Architects' Time

RECENTLY we made editorial comment on this page of the unbusiness-like way in which many architects dispose of their time.

A communication from one of California's leading architects was received after this appeared, in which he took issue with our comment. His argument has so much justification that it deserves a hearing. He says:

"In my opinion an architect's time is taken up by more unnecessary matters from outsiders than that of any other professional man or business man. It is the custom of every contractor and subcontractor, materialman, decorator, etc., to look to the architect to provide means by which he can pursue his business profitably. This may be all as it should be, but obviously it takes up a very great portion of the architect's time; and is it any wonder that, in the little time he has left to devote to the things he really wishes to devote himself to, he is not always able to be quite as businesslike as a man whose day is free from constant interruptions?

"I have sometimes been forced to tell people who wish to secure work of some form or other from my office that, if they would only give me a little time to attend to my work, it might be possible for me to do something for them, but if they insisted upon taking up all of my time, then obviously I would have no time left to do any work and would have no work to bestow upon anybody.

"This, of course, is a sort of proof ad absurdum, but is not entirely wide of the mark."

Every architect has had similar experience, has suffered the same annoyance. Yet in many cases the call is legitimate in that it brings information to the architect of new method or material, information difficult to convey except by actual demonstration or explanation.

There is, of course, a solution of this problem which can, if properly managed, prevent most of the evils and preserve most of the benefits of personal business calls. It is suggested in the very excellent paper presented by Mr. Edwin Bergstrom at the last A. I. A. Convention, and repeated at the first California convention, on "The Architect's Budget." In this paper Mr. Bergstrom emphasizes the importance of the architect's budgeting his time, and recommends a daily hour for receiving business calls, divided as their importance indicates.

Proceedings First Annual Convention

The State Association of California Architects
San Francisco, California



THE FIRST SESSION of the Convention of the State Association of California Architects was called to order by A. M. Edelman, chairman, Executive Board, at 11 a. m., October 5, 1928. About seventy were present. Mr. Edelman delivered the address of welcome. The chairman announced that a Resolutions Committee would meet at lunch time and invited anyone wishing to offer a resolution to submit it to this committee. The committee appointed was: Messrs. John Austin, chairman, Los Angeles; Mark Jorgensen, San Francisco; Chas. F. B. Roeth, Alameda county; Leonard F. Starks, Sacramento; Harry C. Collins, Palo Alto; J. Siebert, San Diego.

Secretary Wm. I. Garren read the proposed constitution and by-laws. Motion made, seconded and carried that the constitution and by-laws be referred to the Committee on Resolutions for report.

The chairman introduced John J. Donovan of Oakland. Mr. Donovan talked on "Present Unsatisfactory Situation from the Point of View of the State Board of Architecture."

The chairman then called upon H. Roy Kelley of Los Angeles, who gave his views on the "Present Unsatisfactory Situation from the Point of View of the Practicing Architect."

By motion duly made and carried the meeting adjourned at 12 noon to meet again at 2 p. m.

Members present were invited to lunch with the Executive Board and Advisory Council, in the mezzanine room of the Clift Hotel. Sixty members attended this informal lunch meeting.

The afternoon session opened at 2 p. m. Mr. Donovan made a motion that H. Roy Kelley's paper be referred to the Publicity Committee for its use and for distribution not only among the architects but among those interested in the movement of this association. Motion seconded and carried.

Mr. Garren advised that Fred Meyer, who had given able and continued assistance to the organization work of the association, was sick and unable to attend the convention. It was moved and unanimously carried that the secretary be instructed to send a telegram to Mr. Meyer wishing him speedy recovery and expressing regrets at his absence.

The chairman announced the appointment of a Committee on Convention for 1929, as follows: Winsor Soule, Santa Barbara, chairman; Jas. Dean, Sacramento; Wm. H. Wheeler, San Diego; Wm. O. Raiguel, Monterey; C. J. Ryland, Fresno; to meet after the present session in the Convention room.

The chairman called on Harris C. Allen, president Northern California Chapter, A. I. A., to speak on

"The Present Unsatisfactory Situation from the Point of View of the Public."

The chairman advised that he would deviate from the program for a moment to introduce a woman architect whom he had just noticed was present and who was one of the first to sign the roll as an active member of the association. The chairman asked the members to rise, and introduced Miss Bridgman, whom he asked to say a few words.

Miss Bridgman thanked the members assembled, and said she felt a little lonely at being the only woman architect present; that she was sure there were others who might have been at the convention. She said that there was a point which Mr. Allen did not mention; that it concerned architects who did smaller domestic work and was in connection with building and loan associations; that when she sent clients to them they were told by the building and loan associations that they could not carry out those plans for sum they wished to spend, but they would make a house just as attractive and bring it within the means the client wished to spend.

Regarding advertising, Miss Bridgman felt that the architects' buildings were their advertisements. She further stated that the profession of architecture could be advertised just as the doctors' profession was advertised in the newspaper recently, in an article regarding the health of school children and in another regarding their teeth.

The chairman next called on Wm. H. Wheeler of San Diego, president of the State Board of Architecture, to give his ideas on the "Need for Enforcement of the State Act."

The chairman asked John Austin of Los Angeles to report for the Committee on Resolutions. Mr. Austin reported, through Chas. B. Roeth, as follows:

"We beg to report that it was moved, seconded and unanimously carried by your Resolutions Committee that the constitution as presented to the convention this morning be recommended for adoption."

Motion was made, seconded and carried that the constitution as presented to the convention this morning be adopted, and this report of the committee be accepted.

"We beg to further report that it was moved, seconded and unanimously carried that the by-laws as presented to the convention this morning be recommended for adoption with 3 minor changes."

Motion was made, seconded and carried that the by-laws as presented to the convention be adopted, with the changes as outlined by the Resolutions Committee, and the report of the Resolutions Committee be accepted.

"It is the unanimous recommendation of the Reso-

lutions Committee that the present officers retain their offices until the 1929 convention." Moved, seconded and carried by the convention.

"It was moved, seconded and unanimously carried that the following resolution be presented:

"Whereas in contractual relations between owners and builders there is a lack of understanding upon the part of the general public to the provisions and effects of the California Lien Laws; and

"Whereas this lack of understanding often reacts to the financial disadvantage of the owner; therefore, be it

"Resolved, That it be the consensus of opinion of this association in meeting assembled that all California architects should thoroughly familiarize themselves as to the provisions of the State Lien Laws in order to be in a position properly to advise their clients regarding the desirability of requiring bond for the faithful performance of the contracts and to protect them against lien claims."

Moved, seconded and carried by the convention assembled.

Resolutions Committee was thanked and discharged by chairman upon motion of the meeting.

Mr. Hunt of Los Angeles: As one of those who have been working on the constitution and by-laws, and with the knowledge that the document will bear further study, I move that it is the sense of the meeting that the Board of Directors, through the chairman, appoint a Constitution and By-Laws Committee to further study the document and make at the next convention such recommendations, as to its rearrangement in certain places, as it may deem necessary and advisable.

Motion was seconded and carried.

Mr. Allen of San Francisco: I move that the State Executive Board be authorized to proceed with a legislative program according to their best judgment and that all suggestions be communicated to the board. Seconded and carried.

The secretary read the financial reports of the Northern and Southern Sections.

Motion made that the secretary-treasurer's report be accepted. Seconded and carried.

BANQUET, EVENING OF OCTOBER 5

The banquet was held in the Florentine room of the Clift Hotel; 150 members attended and it was a huge success.

In the absence of Frederick H. Meyer, Harris Allen acted as chairman of the evening.

A musical program was rendered by Messrs. Austin W. Sperry and Chas. Bulotti with a number of songs, accompanied by Uda Waldrop at the piano. Mr. Waldrop also played some solos on the piano.

There followed some further entertainment by John O'Brien & Co.

Following the musical selections, Robert Newton Lynch, vice-president and manager of the San Francisco Chamber of Commerce, spoke on the "Value of Architecture to the Commonwealth of California." This portion of the program was broadcast over the radio by station KYA.

The following members spoke: Myron Hunt, "Support of the Association by the A. I. A.; Its Influence

and Guidance;" Albert J. Evers, "Experience of State Board Relative to Qualifications of Applicants for Certificates;" Howard G. Bissell, "Developing Public Appreciation for Architecture;" William I. Garren, "Prospects for the Future in the Practice of Architecture in California."

During the banquet there was an exhibition of architectural masterpieces by some of California's famous architects, including Myron Hunt, L. C. Mulgardt, Miller & Pflueger. The drawings were the work of a committee consisting of Messrs. Gutterson, Morrow, Ballantine, Wellington and Bycko.

The affair came to a conclusion following an illustrated talk on "Architecture of Denmark" by L. Mar-nus.

It was a most enjoyable affair attended by most of the prominent architects in the profession in California. The entire evening was marked by congeniality and fellowship. Considerable time was given to that portion of the program which was of a serious nature.

SESSION OF SATURDAY MORNING, OCTOBER 6, 9:45

A. J. Evers, vice-chairman, Executive Board, presiding.

Winsor Soule reported that, after giving the matter due consideration, the Convention Committee was unanimous in recommending to the association that the next convention be held in the city of Los Angeles.

Motion was made that the recommendation of the Convention Committee to hold the next convention of the association in the city of Los Angeles be adopted. Seconded and carried.

Mr. Wyckoff of San Jose: I move that the association express appreciation to the following persons and organizations for their assistance in making this convention a success: San Francisco Chronicle for its news items; KYA for its broadcasting; Messrs. Austin Sperry, Chas. Bulotti and Uda Waldrop for music rendered; Frederick Seid for having full page of buildings in Chronicle; Shasta Water Company for refreshments; Architect and Engineer for programs; Pacific Coast Architect for programs; Clift Hotel management for courtesy shown; and that the secretary address a letter to each, expressing thanks. Seconded and carried.

The acting chairman invited discussion for activities of coming year.

Mr. Soule of Santa Barbara: Consideration should be given to the appointment of a special committee that might be called "Professional Cooperation Committee," which would get in touch with societies of engineers and contractors' associations and advise them what we are attempting to do, and see if we could not get their support.

Mr. Allen of San Francisco: As a rule, architects are not used to public speaking. There should be material furnished and advisors should be instructed, so that they can cultivate in each district architects to speak before the various organizations. There is nothing so effective as personal contact. Have visited several of the service clubs in towns such as Palo Alto, where town officials were present and meetings were given publicity in newspapers. Architects do not take sufficient part in these community affairs. No one is so well qualified to assist city planning, parking, developing of public buildings, schools, etc. We have an obliga-

tion to give service to the public. Material could be furnished from talks at this convention. Suggestion to Publicity Committee through the Executive Board.

Mr. Evers of San Francisco: All have to think architecture and boost architecture. Give papers at lunch clubs, etc. It is a menace to the profession to give partial service to contractors and clients. All should demand fair fee and full service.

Stanley Wilson of Riverside: I would like to receive a copy of all papers joined as one paper. Could speeches be sent to district advisors? If proper papers could be prepared for service club meetings, where legislators could be invited, we could get our matter before the legislators unconsciously. Publicity is given to papers read at club dinners—as news items.

John Austin, member Executive Board, of Los Angeles: The architect does not do his duty as a rule in the matter of city planning and other civic things. I never see an architect on any of the committees of city clubs. All trades and professions do their best to boost cities' work, but architects are never there. They should think of giving service as well as of their fee. We are not taken seriously because we don't take ourselves seriously. We should subscribe to funds, as lawyers and doctors do.

Irving Morrow of San Francisco: Re speculative building. These buildings are built because people buy them. The association might undertake a well-planned campaign of public education.

Louis Schalk of San Francisco: Suggested written promise in connection with fee-cutting. Minimum fee to be arrived at by committee.

Mr. Evers, chairman: This has been tried and found wanting. Younger men charge less and there are differences in quality of services. Members should be educated to have self-respect, and to know that their services are worth something.

Mr. Angel of Los Angeles: Term "specialist" means more to the public than "architect." Am specialist in school work and have not seen much price cutting. Should impress client with idea of service instead of fee.

W. I. Garren, secretary-treasurer: The small-house bureau as outlined by the A. I. A. is a strong need in every city. It should be adopted by cities like Los Angeles and San Francisco, and be modified for smaller places to suit the needs. The profit it will bring to the community will be great.

Newspapers and contractors trade on the fine work of the architects. They take buildings like the city halls, public libraries, banks and other buildings and work up big advertising schemes, and contractors put in their ads. The architect's work is pictured, appears in the paper, and unless the architect is willing to pay to have his name appear, the leading journals will not show it. A remedy might be effected by the architect copyrighting all of the photographs and plans of his building.

Re architects working without supervision. A scheme of bonding architectural services might be worked out. Could the association do this? If we would establish some sort of bond—say, \$5,000—and issue to any architect so that he might put it in his office and give every client a bond guaranteeing the owner against

loss from dishonesty, negligence, etc., where full architect's service is given, it might be helpful. Unless full service were employed, the bond would not be effective.

Regarding the present unsatisfactory financing of buildings. The building and loan associations, mortgage companies and other money lenders build up a profit on loans they make by sale of securities of bonding and mortgage companies. They assist contractors and promoters mostly and put the largest possible mortgage on a building. The purchaser of a bad building has only one possible chance and that is the enhanced value of the real estate.

Condition could be met in this way: Have clinics in architecture. We should give a certain part of our time to the public, and inform them how to finance themselves. An impartial agency should advertise any inflated appraisals and loans.

In Chicago are some individuals (personal profit motives) who have the endorsement of one of the committees of the A. I. A. called the Bureau of Certified Building Registry. They will certify to the public or mortgage company or bank the real value of the building in all details. They will give a mortgage company a certified appraisal of a building (in any place). Through the A. I. A. we might certify the buildings that are properly built by placing a seal on the buildings that are built under full control of an architect. The individual architect could be given a certificate that he can keep, with copy to the owner. Surety bonds should be advertised. The national surety company has advertised the architects and would probably cooperate.

There are a number of building failures in San Francisco and Oakland on account of promotion schemes. San Francisco has only 40 square miles, much of which shows poor architecture, both in the business and the residential district. Promotion schemes should be stopped before it is too late. San Francisco should take means to stop it.

Mr. Reid of Berkeley: There are objections to small-house service. People copy plans. Also objections to A. I. A. contract forms on the ground that anyone can purchase them.

Mr. Hunt of Los Angeles: I believe that there will be too many architectural schools and colleges. The people have more money than taste. No background of culture. This association could have a definite campaign looking toward the giving of lectures in high schools by men who know the work, and courses of lecture in minor colleges to prepare clients to understand the work of those taking up the profession in the colleges at this time. Rather than have more colleges of architecture, we need more training of the people to appreciate the work of men who are being trained as architects.

Mr. Soule of Santa Barbara: The only practical way is to establish definitely a speakers' bureau, where one may turn to get such information. Mr. Allen might be asked if he would not head a speakers' bureau to furnish speakers.

Mr. Evers of San Francisco: This matter will be referred to the Education Committee. A standard course could be prepared and provide architects in different

parts of the State. High schools would be very glad to get a course in architectural appreciation with a short history of architecture.

Howard Bissell of Stockton: I move that it is the sense of this meeting that one of the definite activities of the association for the coming year shall be the establishment of a course for the appreciation of architecture, which can be sent out to the various parts of the State and given in the high schools under the auspices of the association. Seconded and carried.

The secretary read the names of each advisor and asked that all those present arise at the call. Present were: Marshall R. Lawson, Long Beach; Stanley G. Wilson, Riverside; J. S. Siebert, San Diego; Winsor Soule, Santa Barbara; Wm. F. Herbert, Santa Rosa; Howard G. Bissell, Stockton; Henry C. Collins, Palo Alto; Leonard F. Starks, Sacramento; Ralph Wyckoff, San Jose; Wm. O. Raiguel, Monterey county; C. J. Ryland, Fresno; Ralph D. Taylor, Susanville; Jas. T. Narbett, Richmond; Chas. F. B. Roeth, Alameda county; Mark T. Jorgensen, San Francisco.

Each advisor said a few words and gave the condition of collections in his district.

Edwin Bergstrom of Los Angeles, treasurer of the American Institute of Architects, read a very interesting paper which he had prepared for the annual convention of the A. I. A. in St. Louis, last May, on the "Architect's Budget."

A motion was made that the work of the Executive Committee to date be ratified by the convention. Seconded and carried.

The meeting adjourned October 6, 12:30 p. m., to meet at the call of the Executive Board officers.

On the afternoon of the 6th a number of the delegates were entertained on a motor trip through Burlingame and Hillsborough to the country place of Garfield D. Merner (winner of A. I. A. Honor Award, 1927).

WELCOMING ADDRESS

BY A. M. EDELMAN
Chairman Executive Board



GENTLEMEN of the architectural profession, members of the State Association of California Architects, I greet you and in doing so I desire to express my thanks and appreciation for the honor you have conferred on me in electing me your first Executive Chairman and I extend a hand of welcome to all in attendance at this memorable gathering.

This is a day for rejoicing, for it is the opening of the first convention of a pioneer association of California architects. This is an assemblage of men from all parts of the State and it is the first successful attempt at organizing an association of all architects.

We, as architects, have been backward in emulating the example set by other professions who are organized for public welfare as well as for their mutual benefit, but now we are awakened to the fact that individually we can accomplish very little and only through organization can our aims and objects be realized.

What are our aims and objects? They are:

To unite in a close fraternal association all the architects in California.

To study the problems of the architectural profession as affecting the public welfare in California.

To disseminate among the architects the ideals of our national body, the "American Institute of Architects."

To inform the public of the value of an architect's services and the significance of his title "architect" in California.

To protect the heritage of natural beauty of our glorious State and to assure to the Commonwealth of California that the structures reared by man will enhance and protect that natural endowment.

To extend those high qualities of art and architecture, present in our public buildings and palatial homes and for which our State is now famous, to the small dwellings, the apartment houses and our commercial structures.

To stop the disfiguration of our cities with unsightly buildings, and to assist our public officers in a proper development, that our cities may in the future be light, healthful and enjoyable as a place to live and work.

To develop the arts of sculpture and painting in our buildings and public places.

To cooperate with kindred professions and associations and the manufacturers toward securing good building by a program of good architecture, sound engineering design, good construction and the use of good materials.

To protect by good architecture and sound construction the interests and security of the investing public, the banks and all financial institutions.

To further legislation designed to safeguard the public in matters of safety, health and sanitation in buildings and to actively oppose legislation on these matters which is contrary to the public interest.

This association is but in its infancy and it already shows its strength both in number and enthusiasm. Since its inception last May the organizers, preliminary officers, permanent officers, with the Executive Committee and Advisory Councils, have been working incessantly. Semiweekly meetings have been held to whip in shape a constitution and by-laws and other important data for our guidance. Its members are responding very favorably to the calls made by the Executive Board and shows all earmarks of continuing to be a healthy, successful and permanent association, organized for the benefit of the citizens of the State as well as the individual members. Architecture is defined as the art of building with safety, combined with a view to beauty and magnificence. Architecture is the oldest of the arts. Its first manifestation was at the beginning of civilization, when mankind prepared protection from the elements. Later on architecture became a necessity and today it is the only one of the arts that is a necessity. All others are luxuries.

In order to protect and safeguard the public from the incompetent builder and architect and in order to promote sound architecture, laws had to be enacted and the pioneers, our predecessors in this noble profession, after untiring efforts, had in 1901 an act passed by the State Legislature regulating the practice of architecture. It required a great amount of labor and exertion on their part to accomplish it and, fortunately, it is a good act handed down to us, and now with some modifications which we hope to make it will be much better. Regarding this present act and the proposed amendments to it, I will not dwell. The subjects are to be handled later on in the program by able speakers.

We have prepared an excellent program for your consideration, and I specially request and urge all representatives to attend the sessions on time and to participate in its deliberations, so that the business can be expedited.

Again, my friends and fellow members, I welcome you and thank you.

THE PRESENT UNSATISFACTORY SITUATION FROM THE POINT OF VIEW OF THE STATE BOARD OF ARCHITECTURE

ADDRESS DELIVERED BY JOHN J. DONOVAN



FRIENDLY REMARKS by Mr. Edelman make the order to speak more easily filled. The subject assigned to me is, "The Present Unsatisfactory Situation from the Point of View of the State Board of Architecture."

Regarding this situation there are two essential points that might be mentioned and discussed which exemplify the irritation of that unsatisfactory situation. One is the impotency of the State Board of Architecture to cause general enforcement of the State law governing the practice of architecture. The other, equally as essential, as I see it, is that the State Board of Architecture has no control over the expenditure of the funds which pass through their hands and which should rest with them for disposal to pay legitimate expenditures and aid in the enforcement of the law.

Referring to the first, it is common knowledge that, notwithstanding the law, men practice architecture in the State of California without a certificate with impunity. This is due largely because of the attitude of mind of the judges presiding in many of the lower courts regarding the law and its enforcement. There have been some convictions which have given strength to the law; on the other hand, there has been flagrant disregard for the enforcement of the act by some of the judges of the lower courts, whose maudlin sympathy prompts them to view the act as one that prevents a man from making a living for himself and his family. They lose sight of the real purpose of the law, which is to protect the public and safeguard the lives, health and happiness of the people of our State.

Some time ago it was believed that, if the law was changed so as to make it more drastic, enforcement would be more effective. However, in discussing the matter with members of the legal profession, as I have of late, I find they advise against a more drastic law on the ground that, when an enforcement is considered excessively drastic and heavy penalties are attached to conviction, it is very difficult to obtain convictions. In other words, drasticity could easily nullify enforcement.

What we should endeavor to accomplish are effective convictions and a recognition for the validity of the law, just as is recognized in our traffic laws. For instance, if a man parks in front of a garage or in other places where such parking is a violation of local ordinances of State laws, or if, for speeding, he is fined a nominal fine or receives a nominal sentence, it is very likely that the offender will be very careful of his conduct when driving an automobile. So, too, if we are able to obtain convictions where men disregard the law relating to the practice of architecture and those convictions are consistent with justice, we can rest assured that the number of violations will diminish and probably cease to exist eventually, excepting possibly in isolated instances. That is one reason for this organization, namely, the State Association of California Architects, for coming into existence. This organization is the hope of the State Board of Architecture and I personally feel it is the hope of the profession as well.

Now, touching for a moment on the other impotency, namely, regarding the control of the funds. The very fact that we are not able to use the funds to bring about prosecutions, or to employ special investigating agents to aid in prosecution, is something that the State Association of Architects will help to remedy, and there is no question in the minds of the members of the Board regarding this. The proposed amendments to the law embrace this remedy and your State Board will function much better because of the added influence given to their deliberations and actions.

I do want to say to you, as a member of the State Board,

and I feel I can speak for the other members of our Board, that it is cheering indeed to see so many members of the architectural profession at this meeting. It is cheering to observe the splendid response you have made to this call. It shows that you are intensely interested in the welfare of the profession and this means, of course, you are acting in a way to develop the individual's welfare as well. To me that is one of the most cheerful and hopeful signs that resulted from this movement of banding together all architects in the State of California, so that by their union the public has greater protection, the law will bear more respect, the standards of fitness among the members of the profession will be raised, and the welfare of the men of the profession, both individually and collectively, will be improved, and I am very happy indeed to be part of this very auspicious movement, which is bound to mean so much to the State, our people and ourselves.

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THE CALIFORNIA SITUATION FROM THE POINT OF VIEW OF PUBLIC UNDERSTANDING

ADDRESS DELIVERED BY HARRIS C. ALLEN



THIS SUBJECT of public understanding—or, rather, misunderstanding—is no new thing to the profession here. It is affected by the condition of the large illegitimate practice prevailing, in three main divisions: one, regarding the public press; one, the general public; and one, what I might call public contacts of architects with such concerns as realtors, chambers of commerce, material dealers, and a great many other organizations, in connection with building activities.

First, the press is always prejudiced against legitimate architects, and I believe that this is quite largely due to the prevalence of illegitimate architects. Architects, of course, cannot advertise, and the press looks upon it, naturally, from the commercial point of view, and they publish very much less work of real architects. They praise the poor work that is done; they very seldom print architects' names; they are much more interested in furnishings and decorations than design and construction. The actual result of this is that the community develops architecturally, not with the help of the press, but in spite of the press, and in spite of the fact that the press does not recognize its obligation to the community in this respect. The papers give correct and educational comments on music, fine arts, the drama and literature, and it is quite obvious that if all buildings were designed by competent men, the press would unavoidably take a different attitude.

The general public is getting more and more interested, but very much confused, and the more intelligent laymen disapprove of a great deal of building that is going on, and are inclined to blame the sins of our imitators upon the profession. They do not discriminate. Their opinion of architects is definitely lowered by a lot of the terrible work they see around them.

It happens that in part of my time, spent in connection with an architectural publication, I see letters and I have interviews and am in touch with the general public outside of my professional capacity, and I find that they are constantly confusing architects and designers and the untrained, incompetent men. They often ask where they can get books of architects' plans and where they can get means to improve the contractors' plans that are given to them.

Another matter is that of unfair competition, in which the owner gets free choice of plans. We are all familiar with that condition, but I think perhaps we don't realize it is leading unfortunately to more and more private competitions among real architects, which is brought about by the efforts and offers of unlicensed men, contracting firms, etc. As regards our contacts with the public in the form of real estate men

and other people concerned more or less with building, you would think that these men ought to know better, but they don't. With few exceptions, they are ignorant of professional ethics and the relations of architects with each other; and this is largely due to the unethical practitioners who have no scruples about cutting fees or offering commissions.

Chambers of commerce and a good many other organizations of business men are apt to look upon architecture as a business rather than a profession, and, instead of an asset to the community, they look upon it as a burden, or at least as merely one of the businesses that is supported by the community.

This present disregard of the act to regulate architecture is so closely connected with the misunderstanding of architects and architecture that it suggests the description of charity, "It creates half the suffering it relieves, and cannot relieve half the suffering it creates."

We all know that there is a great obligation on our new association to work for a better public understanding, which will grow increasingly easier as the practice of illegitimate designers and builders decreases.

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THE CALIFORNIA SITUATION FROM THE ARCHITECT'S POINT OF VIEW

ADDRESS DELIVERED BY H. ROY KELLEY



SINCE my practice is mostly in the field of residence work, my observations are based largely on the situation as I have found it in the residence field. As we all know, a very small percentage of houses are planned or designed by architects, so it is there that the large percentage of incompetent designer-builders are doing the greatest harm.

Let us consider for a moment the problem that faces us today in the planning of a home. Economic changes resulting in the increased cost of materials, as well as the increased cost of maintaining labor and servants, have forced upon us economic changes in the size of our homes and the small home of today has become small indeed. This means that it should be compact, economic in its distribution of space and economic in its use of materials; but withal it should be livable, convenient, simple in form and detail, and should have such character as to make it acceptable to both its occupants and the community at large.

In the design of our homes we have borrowed from the French, English, Italian and Spanish. A study of the English cottage, the small French, Italian and Spanish house, the New England Colonial house, the Pennsylvania farm house and the early California house shows the utmost of simplicity in character, form, detail and construction. If we will analyze the best examples of these types we will see that it is this very simplicity which causes us to admire them.

The causes prompting these early people to develop these simple types of homes were a result of economic and social conditions. They were simple and modest people, yet they had appreciation for the livable qualities of a home. They had little skilled labor; they had to pay attention to economic considerations; and in most cases had to build their homes as quickly as possible. These causes resulted in their simple, modest and unassuming houses, which, by virtue of those qualities, are as beautiful and charming today as when they were built.

And so, if we, today, will take a lesson from them, be prompted by the same considerations as they, make economy a matter of simplicity of form and detail rather than the use of poor materials and outrageous construction, then we will build homes that will "live" instead of being "out of date" within a few years.

The successful designer of homes has learned this. Simplicity in plan, detail and construction, modesty and restraint in the use of ornamentation and embellishment (all of which

make for greater economy and character), are, or should be, part of the architect's training.

But has the "jerry-builder" or the "designer-builder" the ability of background of training to qualify him to meet this problem? Is he not, almost universally, building the most vulgar, elaborate, ornate, uneconomically planned houses, and keeping the cost down by flimsy and dishonest construction?

I think that right here the architect's objection to the designer-builders should be clearly stated. The architect does not object to the designer-builders as such. He objects to them as a class, because, as a class, they are totally unqualified to do the job they are pitifully attempting to do.

There is no class of men in public life who are more interested in their work, or have a greater desire to give satisfactory service, than the architects. As a class they love their work, they are self-sacrificing, studious, hard-working, desirous of giving the utmost in service and satisfaction, and they work religiously to obtain buildings which will be as beautiful and well constructed as their ability will permit. Almost unquestionably they will waive the matter of expense of production where that becomes necessary to obtain justifiable results.

Contrast this, then, with the class of builders, designers, real estate organizations and others who are attempting to do the work of the architect. In the first place, they are purely commercial in their organization and in their motives. Their object is too often, not a question of how well they can plan and design a building, but rather how quickly and economically they can do it for the fee involved, which in most cases is entirely inadequate. They are seldom qualified by education, training or experience to handle the problem of plan, design or construction, and they have little comprehension of the necessity or advantage of study and research. Their method is either a feeble and pathetic attempt to copy successful examples of the architect's work or an attempt to create something unusual, the result of which is hideous in mass and color, outrageous in construction, wasteful of labor, materials and space; a defiance of all the principles of good planning, correct design, propriety, dignity, sobriety and livableness; and, above all, completely out of harmony with its environment, and a disastrous depreciation of surrounding property values.

Let us trace the origin of most of our designer-builders.

Post-war prosperity and our tremendous increase in population have contributed in large volume to our construction industry, principally the building of homes. The number of buildings necessary was at first greatly in excess of the capacity of architects. It was but natural, then, in such a heyday of building activity, that most of our architects were very busy designing the larger buildings and had a tendency to overlook the residence field. Those who had made a reputation for themselves for residence work found themselves well supplied with large houses to do, and found it inexpedient to devote attention to smaller homes.

The younger men in the profession who were qualified to do the smaller homes were tempted to linger on in the employ of the larger architects, rather than take the responsible step of establishing themselves.

The result has been that someone has had to take over the job of design in connection with the tremendous volume of home construction, which has always been, and always will be, our greatest and most consistent construction activity. How has this been done and what are the results?

Every enterprising shoe merchant or drug-store clerk who has come from the Middle West to this land of sunshine, finding his own field overcrowded, has looked around for some better business opportunity. It is only natural that he should hit upon our biggest and most active industry—building.

Having nosed around and gotten a smattering of super-

ficial knowledge of building, and with a small amount of capital to invest, he soon takes a flyer and we then have another "builder" in our midst. Having built one or two houses and having become familiar with blueprints, he soon becomes very bold, and his next step is to attempt the designing of a few houses himself. He is now a "designer and builder." His one aim is to make money; the more the better. He is not primarily interested in, nor by experience capable of, planning with economy, using materials properly, or designing attractively, all of which are fundamental bases of the architect's training. He has not the love of building attractively and well, which is the propelling force of the architect's endeavors. And, most unfortunate of all, the man for whom he builds has no expert supervision of the work by which to know that he is getting what he is paying for. The net result of this system has been a tremendous mass of poorly planned and poorly built houses, in which initial waste and subsequent costs of maintenance and repair are not only huge but inexcusable.

These so-called "designers and builders" have used every trick of advertising and publicity to sell themselves to the public, one of which has been their advising the public to leave out the architect, thereby saving an unnecessary commission. The architects in turn have done nothing to controvert this, and enlighten the public as to what constitutes the real services of an architect, the economic and esthetic benefits that accrue to the client who employs one.

The architect has learned what it costs to plan and supervise the construction of different types of buildings, and when the designer and builder, real estate builders or others undercut that fee by 60 or 80 per cent, the architect knows that they cannot give adequate service; in fact, they have no comprehension of what adequate architectural service is.

The big difficulty is that the public, in the mass, is indiscriminating and unable to distinguish good service or good construction from bad, until it is too late. Most people are inclined to place architectural service entirely on a basis of price, without the realization that they are penny-wise and pound-foolish.

I have an intimate knowledge of many cases where a designer-builder was chosen in preference to an architect because he agreed to perform the service for a ridiculously low fee, or for no fee at all—presenting the anomalous offer of "free plans."

A study of the completed work showed a result not only impotent and nondescript in character but extravagant in purposeless ornamentation, poorly constructed, poorly planned, wasteful of materials, labor and floor space, adding not only to the initial cost but greatly multiplying the servant problem or cost of maintenance. These added costs would have paid a good architect's fee several times over.

Then there is the question of the value of the building as an asset. The National Association of Realty Boards in its recommendations to prospective home builders advises the selection of an architect, stating: "A good architect is worth his weight in gold."

An analytical study of fine residence districts discloses the fact that those which attain the greatest appreciation in value are those which have been improved with not always the largest homes but the best-designed homes. The best residence districts will show that nearly 100 per cent of the homes have been designed by architects.

On the other hand, countless potentially fine residence districts have been unalterably ruined and property values everlastingly depreciated by the misguided types of homes that have gone in—designed by those who have no more business designing homes than a blacksmith would have in performing a surgical operation. This is an injustice to the property owner and he should have a means of protection against it just as he has been given the protection of zoning,

which, by the way, was at first regarded as unconstitutional but sustained by the courts.

As I have said, we are not prompted by motives of envy and jealousy in our objection to the designer-builders. Many designer-builders have become certificated and are now architects doing creditable work. It is the incompetent designer-builder we object to, the one who has no ability or training and merely attempts to copy the architect's work.

Wallace Neff did a very interesting house with a circular entrance motif, well proportioned and the house was large enough to stand it. Within six months the landscape was infested with miniature bungalows all designed in the silo-Spanish style and paying court to a round house.

Someone else designed a well-proportioned house with a portion of the second story overhanging. Again the designer-builders got busy and soon we had a plague of houses badly broken out with over-developed second stories. And, likewise, some of George Washington Smith's and others' motifs have been misinterpreted and we have with us—pointed arch studio windows, deformed egg-shaped landscape windows, parasite second-story chimneys, bunions-buttrusses, skyhook balconies, and other monstrosities, to say nothing of what has descended upon us in the countless ready-cut, lumber company and mail-order designs, with a mixture of igloo-Spanish, prehistoric English and box-car Aztec, garnished with gangreen, woodwork, hot tamale roofs, immoral ornaments and jazzy paint shouting aloud in its glamor.

These designers have out-architected the architects, and the poor misguided public in its quest for something different has ravenously eaten it up and then acquired an awful stomach-ache.

And the most woful part of it all is the criminal manner in which they build. They wrap up the worst kind of junk in the most enticing sort of a gift package. I have watched many of their houses under construction. I have seen the worst kind of framing, construction, plumbing, concrete work and plastering, embellished with the most expensive and enticing decoration, colored tile, wood paneling, beamed ceilings, carved woodwork, colored bathtubs and all other kinds of bait, to ensnare the poor gullible public with houses which are healthy looking but badly diseased inside, needing constant medical care for the duration of their short lives.

The architect is temperamental and by force of his training adverse to such practices and it hurts him to see such practices going on. That is why he objects to the "designer-builder." His objection is based entirely on the grounds of the incompetency of designer-builders as a class to qualify for the work they are attempting to do.

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PROSPECTS FOR THE FUTURE IN THE PRACTICE OF ARCHITECTURE IN CALIFORNIA

BY WILLIAM I. GARREN



TO SPEAK of the future presupposes a past differing from what the future might be. If the past is a happy one, obviously it continues as a past without the necessary future. It is the law of moving bodies and conservative society that prevents changing a happy past to an uncertain future.

It so happens in the case of architecture that the happy past, created so many centuries ago, is in such remote places that neither we nor the public here and now can benefit by it. The recent past or the present modern period (as differentiated from older modern periods) is a period of great and glorious finance with a necklace of art and architecture, sufficient to ornament the surface and mislead the unsuspecting public.

California has had the era of builders doing California bungalows and Mission houses. They were followed by an era of real estate developers. These hydraulic pioneers applied their wash of promotion and extracted the down payments, leaving the dross of ugly, cheap, prize-package houses to wither

in the autumn of depreciation and obsolescence. In the end these houses in many cases reverted to the mortgage holders. These were the schools, the public schools, for the "jerry builders," supported by public instalments, and graduating promoters, designers, architects (N. C.), financial engineers and building detractors.

Homes for the graduate builder were in too small units. People annoyed the builder with demands for pink in place of white; others demanded tile roofs; and still others, reading the latest Vanity Fair, wanted dressing tables in their shower baths, or perhaps green toilet seats. These things were disturbing, to say the least.

In desperation the detractor searched for a larger commodity to sell—a new prize package—disguised in first-year income, high interest return and rentals. The commodity presents itself in the tenement house. The tenement house, misnamed by social agencies, has been renamed apartment house by promoters. The apartment offers an opportunity to make a grand or multi-dwelling where the ladies can come and rent, but not annoy the builder with changes. The mortgagee may inquire of value, but never of quality or cost. The purchaser is pleased to pay 10 per cent down and let the rents do the rest. In the prospectus, the rents pay the light, heat, water, insurance, taxes and what-not, and at the end of ten years the prize pays for itself and the owner retires (to the poorhouse) to enjoy the years of perpetual prospects which never materialize.

One moment—where does architecture come in? Is not this an article on architecture? Yes, oh, yes, the apartment house has architecture in the form of marble steps, perhaps a mahogany door with leaded beveled glass and side lights, and paneled entrance hall with crystal fixtures, and here, dear public, the architect is discharged and the designer or speculator completes the picture.

Oh, what a past with these virgin hills of San Francisco, overlooking the bay and ships and Golden Gate, and many beautiful cities of California, with streets, sewers, lights,

gas, electricity and street cars, all paid for by taxes out of public funds! These hills of California cities beckoned the charitable and art-loving speculator to come and dig the gold.

And in the presence of this ever-continuing desecration the architects are apathetically lending their support, furnishing plans without supervision, architecture without study and service without profit. Invested millions and miles of tenements await the only day of promise when the enhanced value of the land will absorb and wipe out this terrible waste—obsolescence.

After years of effort and struggle against an uninformed public, the Tenement House Law was passed. The public, sitting back, enjoys this new-won security—security from what? Security from tuberculosis and ill health, and nothing more. The Tenement House Law, instead of being the minimum and the guide, has become the standard and the rule.

The Tenement House Law, if carried out to the minimum of courts and rooms and shafts on interior lots in California cities, leaves nothing but certain and preordained architectural obsolescence as its result. Such buildings cannot be lighted properly—cannot be ventilated properly and cannot give sufficient privacy to tenants to endure the competition of newer districts, newer buildings and modern improvements. These buildings have been conceived on a first-year rent basis, a five-year architectural program, a two-year non-repair plan, a one-year second mortgage, and 8 per cent interest, 2 per cent of which is discounted into the cost. The owner has no alternative other than horse-trading into a better position (such apartment houses, because of their failure, have developed the custom of real estate trading or gambling) or holding and taking the eventual loss. A fortunate circumstance at times, in the form of enhanced real estate value, overtakes the depreciation and pays the loss.

A study of the building permits for the city of San Francisco for the first 8 months of 1928 discloses a deplorable condition, shown in the table at bottom of page, with re-

[Concluded on page 53]

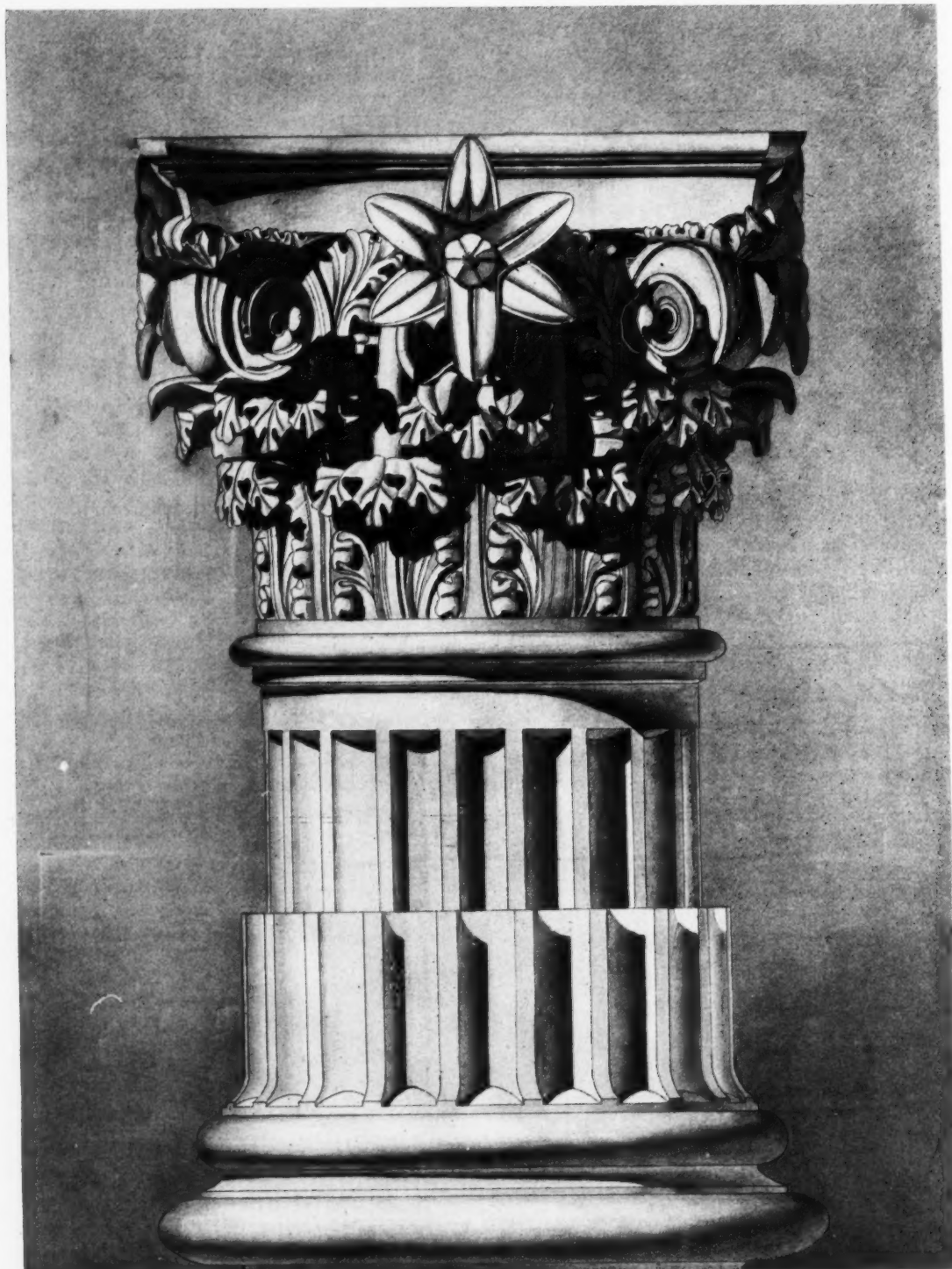
*TABLE SHOWING VALUE OF BUILDING PERMITS FOR EIGHT MONTHS, 1927-28

Classification	Total value Dollars	Value of work done with full architect's plans and supervision	Value of work done with plans furnished by architects to builders or speculators without supervision	Value of work done without architect's plans or supervision
Homes under \$7,000	\$ 3,920,000	\$ 170,000	\$ 300,000	\$ 3,450,000
Homes and flats over \$7,000	1,290,000	610,000	310,000	370,000
Apartments and hotels	8,980,000	2,020,000	3,100,000	3,880,000
Hospitals, banks, theaters, public and semipublic and office buildings	1,450,000	1,250,000		200,000
Commercial, stores, industrial, miscellaneous	4,550,000	1,150,000		3,400,000
Total all work	\$20,190,000	\$5,200,000	\$3,710,000	\$11,300,000

*TABLE SHOWING NUMBER OF BUILDING PERMITS FOR EIGHT MONTHS, 1927-28

Classification	Total number of buildings	Number of buildings done with full architect's plans and supervision	Number of buildings done with plans furnished by architects to builders or speculators without supervision	Number of buildings done without architect's plans or supervision
Homes under \$7,000	900	52	50	798
Homes and flats over \$7,000	135	27	22	86
Apartments and hotels	135	55	40	40
Hospitals, banks, theaters, public and semipublic and office buildings	200	130	..	70
Alterations	300	62	10	228
Commercial, stores, industrial, miscellaneous	114	20	5	89
Total permits	1784	346	127	1311
Total percentage as above	100%	19.3%	7.2%	73.5%

*NOTE: This information was taken from the record of San Francisco building permits. Although not required to, most architects handling work put their names voluntarily on all permits. Due to the above prevailing condition, the table may contain slight errors.



TEMPLE OF VESTA

F. A. NIELSEN
OF ARCHITECTURAL CLUB
JANAGEE & INSTRUCTOR
SEPTEMBER 12, 1928

PRIZE RENDERING, THE CORINTHIAN ORDER.
F. A. NIELSEN, SAN FRANCISCO ARCHITECTURAL CLUB



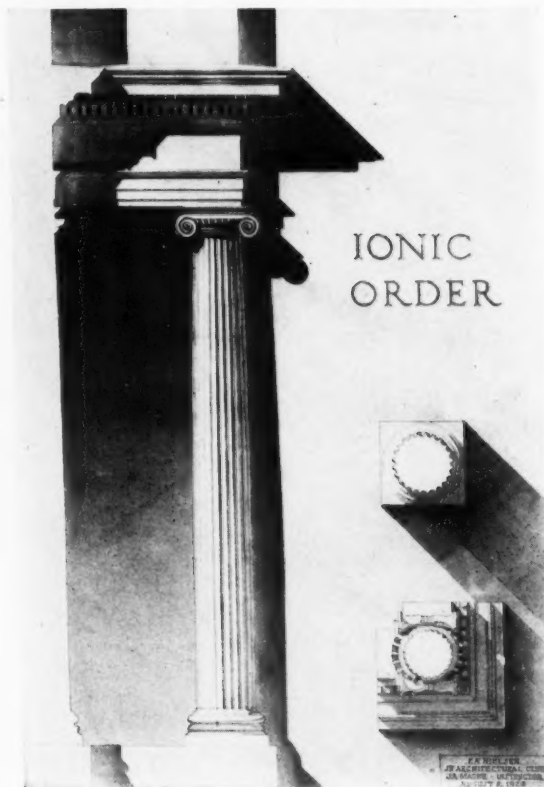
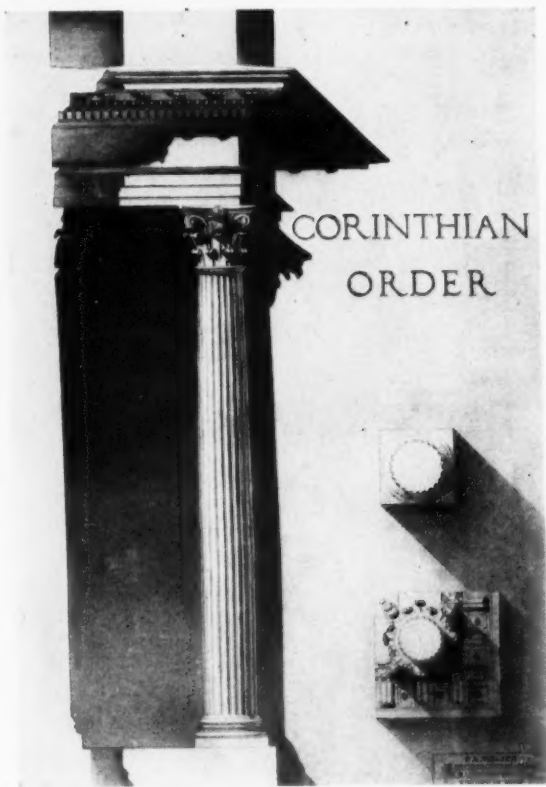


ERECHTHEVM

F. A. NIELSEN
SR. ARCHITECTURAL CLUB
J. A. MAGEE, INSTRUCTOR
AUGUST 30, 1928

PRIZE RENDERING, THE IONIC ORDER.
F. A. NIELSEN, SAN FRANCISCO ARCHITECTURAL CLUB





PRIZE RENDERING, THE ORDERS.
F. A. NIELSEN, SAN FRANCISCO ARCHITECTURAL CLUB



NORTHERN CALIFORNIA CHAPTER AMERICAN INSTITUTE OF ARCHITECTS MONTHLY BULLETIN

OFFICERS

HARRIS ALLEN, President
HENRY H. GUTTERSON, Vice-President
JAMES H. MITCHELL, Sec.-Treas.



DIRECTORS

ALBERT J. EVERS, three years
LESTER HURD, three years
JOHN REID, JR., two years
JAMES S. DEAN, two years
EARLE B. BERTZ, one year
FRED H. MEYER, one year

NEXT MEETING

The next regular meeting of the Northern California Chapter, A. I. A., will be held at the Hotel Mark Hopkins on November 27, 1928, at 6:30 p. m. Dinner as usual.

OCTOBER, 1928, MEETING

The annual meeting of the Northern California Chapter, A. I. A., was held at the Hotel Mark Hopkins on October 30, 1928, at 6:30 p. m. The following members were present: Messrs. Raymond W. Jeans, Mark Jorgensen, Morris M. Bruce, Harris C. Allen, William I. Garren, F. H. Meyer, Warren C. Perry, Ernest H. Hildebrand, Ellsworth E. Johnson, Louis C. Mullgardt, Ernest Norberg, J. H. Mitchell, George R. Klinkhardt, G. F. Ashley, Ralph Wyckoff, Ernest Coxhead, A. McF. McSweeney, P. J. Herold, William W. Wurster, Albert J. Evers.

Guests present were: Messrs. Edgar Walter, C. Jefferson Sly, Francis P. Watts, Lawrence H. Keyser, H. Langley, James Magee, Irving F. Morrow, H. P. Chapman, Ira H. Springer, Ernest E. Weihe.

MINUTES

The minutes of the previous meeting were approved as published.

ANNUAL ADDRESS OF THE PRESIDENT

President Allen addressed the Chapter with his annual report.

REPORT OF EXECUTIVE COMMITTEE

The secretary read the report of the Executive Committee. It was moved, seconded and carried that the report be accepted.

REPORT OF SECRETARY-TREASURER

The secretary-treasurer reported in detail, showing cash on hand in the general fund on October 1 amounting to \$550.33, of which \$510 belongs to the Committee on Honor Award for Craftsmanship; and \$1,498.76 in the education fund. It was moved, seconded and carried that the report be accepted.

REPORTS OF STANDING COMMITTEES

Mr. Morris Bruce reported for the Committee on Practice.

Mr. Frederick H. Meyer reported for the Committee on Legislation and the Code.

Mr. Harris Allen presented a report for Mr. John J. Donovan, chairman of the Committee on Architectural Relations.

Mr. Warren C. Perry reported for the Committee on the Club Library and on Education.

Mr. Raymond Jeans reported for the Committee on Exhibition and Honor Awards.

REPORTS OF SPECIAL COMMITTEES

Mr. Ernest Hildebrand reported as the representative to the Central Committee of the Builders' Exchange.

Mr. Ernest Norberg reported for the Committee on Drafting Room Standards.

It was moved, seconded and carried that the above reports be received and placed on file.

NEW BUSINESS

It was moved, seconded and carried that the balance of \$124.98 due from the State Association of California Architects be subscribed to that organization.

ELECTION OF EXECUTIVE COMMITTEE AND OFFICERS

The report of the Nominating Committee as presented at the September meeting was read by the secretary. There being no further nominations for officers or Executive Committee, it was moved, seconded and carried that the secretary cast the ballot for the following nominees, who were duly installed:

President, Harris C. Allen; vice-president, Henry H. Gutterson; secretary-treasurer, James H. Mitchell; directors (for 3 years), Albert J. Evers and Lester Hurd. (Directors John Reid, Jr., James S. Dean, Earle B. Bertz and Fred H. Meyer are serving unexpired terms.)

PROGRAM

Mr. Francis Watts, with Harris Allen at the piano, rendered several vocal selections, which were most vigorously applauded.

Mr. Edgar Walter, San Francisco sculptor, world traveler and student, spoke to the Chapter on "Modern Art and Architecture in Europe." The relations of painting, sculpture and architecture and their modern phases were delightfully and instructively presented by Mr. Walter. The meeting passed a vote of thanks to him for his interesting and entertaining discourse.

Mr. Lawrence Keyser, Mr. Ernest Weihe, Mr. James Magee and Mr. C. J. Sly spoke to the Chapter on the activities of the Architectural Club, giving an outline of the educational and social work being done for its members. To illustrate the work, meritorious drawings by students in the Club classes were exhibited.

There being no further business, the meeting adjourned.

Respectfully submitted,
JAMES H. MITCHELL, Secretary.

INSTITUTE AND CLUB MEETINGS

The Los Angeles Architectural Club

The Los Angeles Architectural Club held its regular monthly meeting on October 23 at the Artland Club, 1719 Figueroa street. Members were entertained first by the club quartette, and then by Bert Langley with his cigar-box instrument.

The speaker of the evening was Clark Baker, Sr., a representative of the National Lamp Works of the General Electric Company at Oakland. Baker used many ingenious pieces of apparatus to demonstrate the principles of illumination, its effects and the necessities of correct control. His talk, "A Glimpse into the Future," terminated with a brief sketch of the history of lighting fixtures, coming up to the ultra-modern. Designs displayed in this last group caused much discussion among the members of the club.

The November meeting will be held on the 20th. Charles Loomis will speak on "Business Mortality."

The Small-Home Plan Bureau, under the supervision of the Los Angeles Architectural Club, is conducting a small-house competition for the students of the architectural department of the Polytechnic High School. Prizes to be awarded are: First, a year's membership in the Los Angeles Architectural Club; second, a set of "Architectural Digests;" third, a year's subscription to "The Architect and Engineer;" fourth, a year's subscription to "The California Home Owner;" and three special prizes of one-year subscriptions to THE PACIFIC COAST ARCHITECT.

The Builders' Exchange Association has turned over its collection of plans to the Small-Home Plan Bureau, in recognition of the bureau's efforts for effective service to the modest home builder. All plans of the Small-Home Plan Bureau are subject to the approval of a committee of the Los Angeles Architectural Club, under whose supervision it functions. As the plans of the Builders' Exchange will considerably augment the bureau's collection, the builder will be offered a wider choice in the selection of plans for his small home.

All members are urged to submit their designs for the Christmas card competition. The closing date is December 18, and the cards will be on exhibition at the December club meeting. Prizes will be Guptill's "Sketching and Rendering in Pencil" and his "Pen and Ink Drawings."

* * *

The San Francisco Architectural Club

The San Francisco Architectural Club held its usual monthly meeting on the evening of October 3 with President Lawrence Keyser presiding.

The most important business of the evening consisted of the changing of an old rule, whereby everyone who enters the Analytique Division was compelled to do nine plates in the classical orders.

This requirement was amended so that responsibility

for the number of plates rendered by any Analytique Division student shall be in the hands of the patrons of the Beaux Arts Institute of Design, Messrs. Weihe and Frick. These two men also shall be sole judges of the quality of the work, and have full authority to say what plates, if any, shall be repeated by the student.

It is hoped that this new ruling will stimulate interest in the Analytique Class and remove the opposition toward it that has long existed. The purpose of the order class is and always should be the teaching of the proportions of the orders and a proper, clean presentation of the same by means of rendering in India ink. But time is quite an element in the education of the younger member, and especially so if he works in the daytime and studies at night. In cases of this kind a hardship is often worked on the ambitious student, compelled to render a full set of nine order plates. Under the new ruling, if his skill and ability warrant it, he may do as little as two or three order plates and fulfill all his credit requirements in this direction.

* * *

Alameda County Society of Architects

The Alameda County Society of Architects is somewhat tardy getting its fall programs under way. During late August a meeting was held at which a new set of officers was elected and a second meeting date set for September 24. This meeting was postponed until October, and this meeting was in turn called off on account of the State convention. However, according to the latest report, the Alameda Society will meet the first Monday in November, install its new officers and definitely begin work for the fall and winter.

* * *

Architects' League of Hollywood

The Architects' League of Hollywood began its fall session with a meeting called for September 5, the main feature of which was an illustrated talk by Rolf Newman on his recent European trip. Newman displayed an exceptionally fine and complete collection of photographs.

On September 12 the organization held its regular monthly business meeting. Theodore Koetzle talked on "Small-House Plans," and as a result a committee was appointed to work with Koetzle in shaping and approving a small-house publicity scheme.

A get-together meeting and discussion of plans and activities for the coming year was held on September 19, and September 26 was given over to an open discussion meeting.

On October 3 was held a meeting at which Mr. Charlton, a surety bond expert, spoke on the relation of the surety house to the architect.

For its meeting of October 10 the Hollywood League had the good fortune to secure as a speaker H. R. Glick

of Pasadena, who gave a remarkably interesting and suggestive talk on "Architectural and Decorative Iron-work." Glick is commonly rated as an authority on this subject, and his work along these lines has earned him a reputation, with many capable men in the profession, as the Sam Yellin of the Pacific Coast.

At this meeting there was also held an election of officers for the ensuing year. R. C. Flewelling was named as president; for vice-president, Ellet P. Parcher; for secretary and treasurer, Horatio W. Bishop.

Charles Kyson was made chairman of the Board of Directors, and this board now reads in full as follows: Charles Kyson, Rolf R. Newman, Edwin D. Martin, John J. Roth and V. B. McClurg.

* * *

Oregon State Chapter, A. I. A.

On October 19 the Oregon State Chapter, A. I. A., held a combined monthly meeting and special dinner party in honor of the distinguished Danish architect, L. Marnus, who is making a lecture tour of the country in which he is acquainting American architects with the very exceptional, excellent and progressive architecture that has been and is being produced in his native land. To the dinner were bidden as guests every architect and draftsman of Portland and vicinity. A goodly number of them responded, making an interested and responsive dinner table group.

Professor Marnus is a member of the Royal Academy of Denmark and therefore competent to discuss the past and present architecture of that little-known northern country. He first paid enthusiastic tribute to contemporary American architectural accomplishments, finding in them a significant promise for the future. Passing to the work of his own country, Professor Marnus traced the highlights of its development from earliest times to the present and illustrated his talk at every important point.

Preceding the dinner the chapter members met in a short meeting, at which there was informally discussed the seeming lack of power that rests with the Portland City Art Commission. Presumably this body exists and is theoretically embodied with power to pass upon and determine the architectural or artistic fitness of all buildings, monuments or the like which are public in their nature, and which set the art standards to which the city subscribes. Actually, however, the City Art Commission is apparently possessed of no authority of any consequence, since, in any decisive instance, its rulings or recommendations could and have been overruled and disregarded.

The apprentice-built house in Eastmoreland, a suburb of Portland, whose design and building the architects have supervised, is now nearing completion. Its student builders have practically completed their labors and turned the small dwelling over to the decorators, who are likewise working under the direction of the chapter members. Harold Doty, who is chairman of the committee in charge of this work, reports that a model decorative scheme has been determined upon, which is designed to harmoniously complete and accentuate the Colonial cottage style of architecture and provide an interior such as overcomes and minimizes the dark dreariness of Portland's winter months.

Pasadena Architectural Club

The Pasadena Architectural Club has been very successful in obtaining quarters in the Stickney Memorial Art Building in Pasadena. It is an old half-timber, brick and stucco house of English style with shingle roof and well-proportioned casement windows. The brick walls have been mellowed with time and the general surroundings are such as will provide splendid environment for the artistically inclined.

Already the club has established classes within the building. The life class has grown so large that it has been necessary to divide it into two sections. Several well-known local artists visit the classes and give them the benefit of their criticism and help.

A class in structural engineering is now formulating plans for the establishment of an atelier to provide the young men with training in architectural design. Several local architects who have studied under Prix de Rome and Beaux Arts professors have volunteered to coach the men studying in this class, and by the middle of the season we expect the class to establish itself along with the older classes now to be found in the larger cities of the country.

The club recently met with the Los Angeles Architectural Club and the Architects' League of Hollywood. These meetings always bring out a very enthusiastic and a representative gathering of the members and they are looked forward to with much anticipation.

The club is planning to hold monthly evening dinners, at which prominent speakers will give talks and these meetings should provide a splendid means of getting together.

* * *

POSITION DESIRED

An experienced architect, formerly licentiate R. I. B. A., with long training in design, detail, sketching, and having special familiarity with English Gothic detail, wishes to join the staff of an established architectural firm or a young architect with growing practice. Further information and references furnished on request. Box G, Pacific Coast Architect.

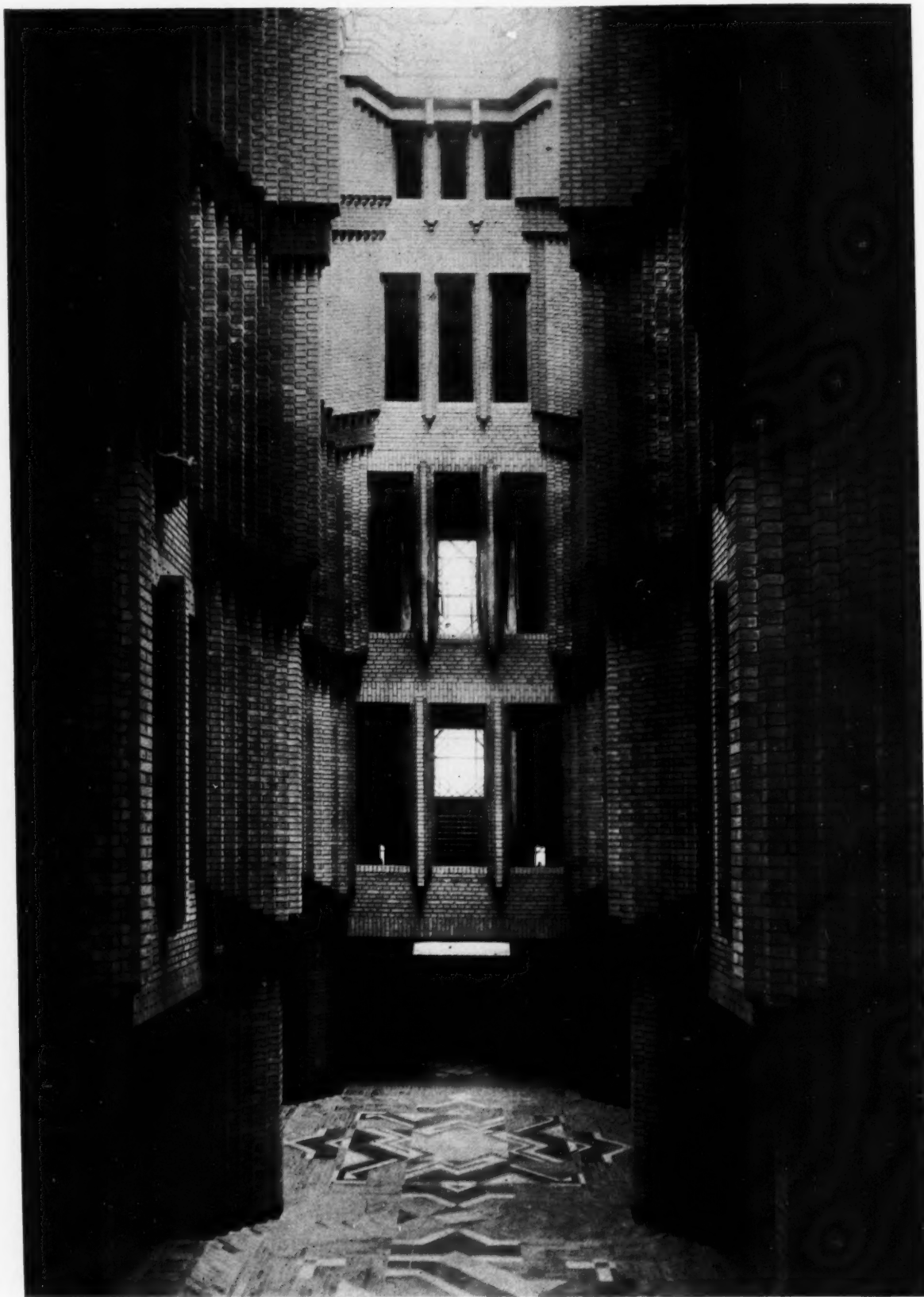
* * *

BOOK REVIEW

"Real Estate Questions and Answers," by Israel Flapan, LL. B., member of the New York Bar, manager of the Bronx County Mortgage Company. 342 pages, 6x9 inches. Price, postpaid, \$5. Published by Prentice-Hall, Inc., 70 Fifth avenue, New York, N. Y.

Real estate represents a great proportion of the wealth of the United States. Almost every individual at some time or other becomes personally interested in some phase of real estate. This may be an interest in a lease, a mortgage, the purchase of a home, or the purchase of income-producing property for investment. The subject of real property, therefore, is of great importance to many individuals.

This book, which contains practical questions and answers, has been prepared to help the layman to understand real estate problems, to serve as a ready reference for the real estate worker, and to aid those who desire to pass an oral or a written examination, where such examinations are required to produce a real estate broker's or a salesman's license.



INTERIOR OF ADMINISTRATION BUILDING, HOECHST-ON-MAINE, GERMANY.
PETER BEHRENS, ARCHITECT



German Brickwork Exhibited on Pacific Coast

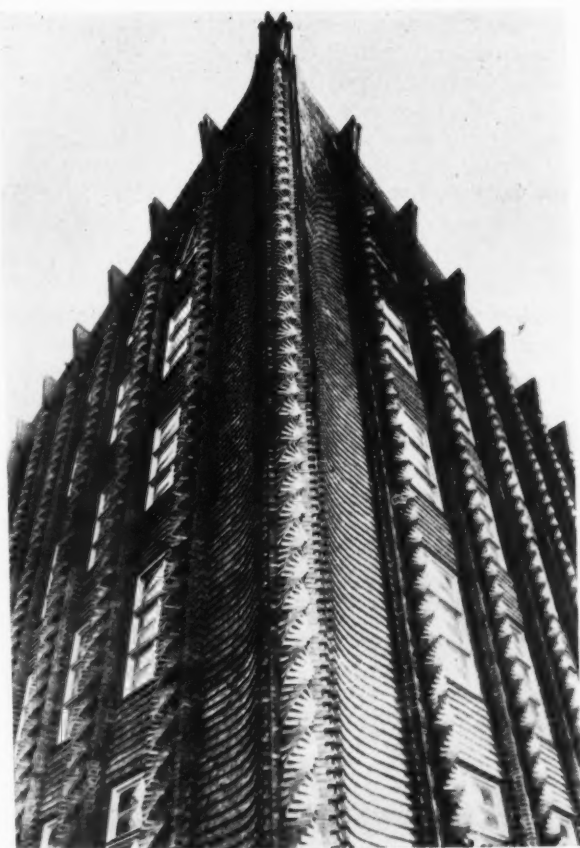


AN EXHIBIT of more than 500 large photographs of medieval and modern brick architecture in Germany will be shown at the exhibition rooms in the Architects' Building, Fifth and Figueroa streets, Los Angeles, during the two weeks beginning November 1.

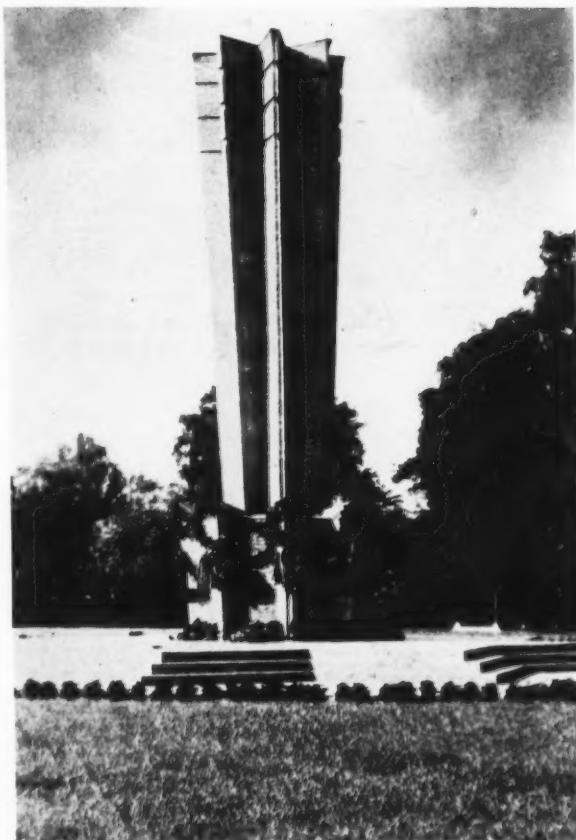
The exhibit has been brought to Los Angeles under the joint auspices of the several architectural and brick organizations of Los Angeles and the German consul in Los Angeles.

This collection has been shown throughout the East and has created wide interest both among architects and builders and with the public generally. The exhibit was sent to this country by the German Government in exchange for a similar showing of American brick architecture which is now being exhibited in German cities.

The presentation is made in five divisions, showing medieval defensive structures of brick, churches, public buildings, homes and a special section devoted to modern brick work. Particularly since the war, Ger-



Cigarette Factory, Hamburg, Germany
Fritz Hoyer, Architect



Warriors' Monument in Lockstadt, Germany
Reusse & Stassen, Architects

man architects have been doing much notable work in brick. Architects now regard their treatment of brick as the most interesting and daring architectural work being done in Europe.

Special visiting periods are being arranged for various architectural and civic groups, but the general public is free to inspect the collection at any time during the first two weeks in November from 8:45 in the morning until 9 at night, except Sundays. No admission charge is made, free catalogs are provided and the exhibit will be explained and interpreted by an attendant.

This exhibit of German brick work is said to be the largest architectural presentation ever collected on one material. It was first shown in America at the Art Institute in Chicago. After its tour of the cities it is to be presented to an American architectural college. It is being brought to Los Angeles through the efforts of Mr. Siegfried C. Hagen, German consul in Los Angeles, the Southern California Chapter of the American Institute of Architects, the Los Angeles Architectural Club, the Architects' League of Hollywood and the Common Brick Service Bureau of Los Angeles.

THE INSPECTOR

Uniform Building Code Movements Consolidated A Commendable Action

BY MARK C. COHN

Expert Consultant on Housing and Building Regulations

(This is the forty-first of a series of articles on building codes)



CONSOLIDATION of two different State-wide movements for the writing of standard building regulations which might be used as recommended practice to apply uniformly in California cities is reported to have been consummated as a result of mutual agreement whereby the Pacific Coast Building Officials' Conference and the more recently launched movement sponsored by the California Development Association will combine effort to develop a building code that would be satisfactory from the standpoint of municipal interest, public safety and as it might affect the building industry and future commercial and industrial activities.

The movement for standardized building laws in California cities is one of the activities of the Disaster Insurance Committee of the California Development Association. It is reported that the California State Builders' Exchange and the League of California Municipalities will support this effort.

Unity of action is obviously essential to the success of any movement designed to coordinate regulations affecting the future upbuilding and development of a large number of cities as would be governed by any sort of standard building laws. The subject is of such importance to warrant the utmost consideration of California business and commercial interests and in particular all engaged in the business of building. The wisdom exercised by both of the organizations involved in the consolidation is noteworthy. This action is a signal achievement for all who have long sought to bring about coordination of the work on a sound practical basis.

Under the consolidated plan of procedure the original program for the work adopted by the California Development Association would carry on in substantially the same order announced in this series of articles a few months ago. The major change in the setup involves the appointment of two members of the Pacific Coast Building Officials' Conference on the Executive Committee for Standard Building Code appointed by the California Development Association.

The setup of the Standard Building Code Executive Committee that will have charge of writing the recom-

mended building practice is as follows: Two members representing the California Chapters of the American Institute of Architects, one from Los Angeles, the other from San Francisco. Two members from the California Section of the American Society of Civil Engineers, likewise representing Southern and Northern California. Two members representing the Associated General Contractors of Los Angeles and San Francisco, and the two members from the building officials' group. This Executive Committee of eight members employs an architect and an engineer for detail research work and as technical editors of recommendations. All recommendations are then to be considered by the Executive Committee and adoption may be effected only by majority vote of the Standard Building Code Executive Committee. One representative of the conference group would assist also in the editing of the proposed code recommendations.

All persons and interests sincerely interested or affected by building and housing regulations, in so far as California cities are concerned, are now afforded an opportunity that should not be overlooked to lend a hand to make this effort a successful venture. The Pacific Coast Building Officials' Conference, according to assertion of some of its officers, will continue its efforts, apart from the California Development Association, for a uniform building code in cities outside of California. In other words, the scope of the work undertaken by the Pacific Coast Building Officials' Conference is not confined to California, but extends over the Pacific Coast States. It is, therefore, probable that recommendations set up by the Standard Building Code Executive Committee of the California Development Association for California cities would also be used by building inspectors for suggestions in cities outside of California.

* * *

EMPLOYEES MUST BE CITY RESIDENTS

Fresno officials and city employees will have to reside within the territorial limits of that city, according to an ordinance presented to the city council, which provides that within six months all employees and officials now residing outside of the city shall establish residence within the municipality. It is reported the ordinance would affect about 25 employees.

BUILDING INSPECTORS MEET

Technical subjects of interest to building inspectors were discussed by prominent speakers allied with the building industry at the annual convention of the Pacific Coast Building Officials' Conference held in Fresno, October 16-19. Walter Putnam, chief building inspector of Pasadena, was reelected president for the ensuing year. H. E. Plummer of Portland, chief of the building department in that city, was elected vice-president.

Proposed changes in the printed code book published by that organization the early part of this year were the subject of reports submitted by the chairmen of the sectional district committees.

A city in Oregon is to be selected by the Executive Committee as the convention city for next year.

* * *

ALIEN LABOR WOULD BE BANNED

Sacramento county would bar the employment of aliens on public works, according to an ordinance reported to be pending before the board of supervisors. Only American citizens, either native born or naturalized, would be permitted to work on the construction of roads and public structures. Labor unions, it is asserted, are sponsoring the legislative measure.

* * *

SACRAMENTO APPOINTS CITY MANAGER

H. A. Kluegal of Berkeley, formerly chief of the State Division of Water Rights, is city manager of Sacramento. The city council is reported to have appointed Mr. Kluegal to succeed H. C. Bottorff, who had filled that position since 1923. Mr. Bottorff is now president of the League of California Municipalities by virtue of election to that post at the recent convention held in San Bernardino.

* * *

John B. Leonard, chief of the San Francisco Municipal Bureau of Building Inspection, is the proud possessor of a diamond-studded platinum and gold badge of office. The employees of the Municipal Inspection Bureau tendered a banquet in honor of Mr. Leonard, during which function he was presented with a handsome jeweled building inspector's shield as a token of esteem from his staff.

* * *

H. R. Cayford, manager of the Fresno Builders' Exchange, has been named as secretary of the organization known as the California Builders' Exchange. P. M. Sanford of Richmond heads the State organization.

* * *

Vancouver will be host to the Pacific Coast Association of Fire Chiefs in 1929. That city was chosen by vote of the association at the convention held in Sacramento last month.

* * *

W. P. Jensen has been appointed to the permanent position of building inspector in Oceanside. Mr. Jensen had been serving temporarily in place of the late L. W. Robinson.

* * *

Mrs. William J. Wilson has been elected president of the Los Angeles Municipal Art Commission to succeed the late F. W. Blanchard.

NEW DESIGNS IN ROOFING SHINGLE

Introduction of the new El Rey "Tri-Tab" shingle, said to be the only true hexagon-shape shingle on the market giving double and triple roof coverage and carrying the Underwriters' class C label, has just been announced by N. L. Brinker, sales director of the El Rey Products Company.

The "Tri-Tab" is smaller and more compact than the standard hexagonal shingle and for that reason offers less wind resistance and less chance of curling, according to the official. The new shingles are of asphalt, surfaced with natural slate, and are obtainable in red, green and blue-black colors.

It is pointed out that a saving of approximately 16 per cent in insurance is effected by the use of the El Rey asphalt shingles on any house, owing to their fire-resistive qualities. In addition, they are sunproof, waterproof and never require any painting, Mr. Brinker said.

The new El Rey "Tri-Tab" shingles are lapped in such a manner on a roof that they provide a double thickness over the entire area, with approximately 20 per cent covered with three thicknesses, he explained. As the slabs are easier to nail securely, they are said to make a roof more waterproof and more permanent.

* * *

James S. Dean, Sacramento architect, is reported to have tendered his resignation as city architect, a post he had held since 1925.

* * *

San Jose building construction is now regulated by a new building code which became operative last month.

* * *

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

OF PACIFIC COAST ARCHITECT, published monthly at San Francisco, California, for October 1, 1928.

State of California } ss.
County of San Francisco }

Before me, a notary public in and for the State and county aforesaid, personally appeared George H. Oyer, who, having been duly sworn according to law, deposes and says that he is the General Manager of the PACIFIC COAST ARCHITECT and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Name of	Post Office Address
Publisher, Western States Publishing Corporation,	55 New Montgomery Street, San Francisco.

Editor, Harris Allen,	55 New Montgomery Street, San Francisco.
Managing Editor, None.	
Business Manager, George H. Oyer,	55 New Montgomery Street, San Francisco.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Western States Publishing Corporation, 55 New Montgomery Street, San Francisco; George H. Oyer, 55 New Montgomery Street, San Francisco; A. Hoffman, 345 Battery Street, San Francisco; Harris Allen, 55 New Montgomery Street, San Francisco; N. Brydone-Jack, 1031 South Broadway, Los Angeles.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

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5. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

GEORGE H. OYER, General Manager.

Sworn to and subscribed before me this 28th day of September, 1928.

(SEAL)

AL. DUFFEE.

(My commission expires September 20, 1931.)



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A.I.A. Honor Awards for Craftsmanship



THE Northern California Chapter of the American Institute of Architects, prompted by a desire to serve the communities of the San Francisco Bay region by stimulating and offering inducements for maintaining or reviving interest in craftsmanship among artists, artisans and craftsmen in the building world, decided upon a biennial judgment of such work to alternate with the recently established judgment and awards for architecture.

The cooperation of the San Francisco Chamber of Commerce was sought and obtained in order to more adequately enlist the large number of firms listed with them.

Through them the Committee on Awards sent out many invitations and a generous, though incomplete, response was had. Photographs were then sent in to the duly appointed jury. Subjuries were detailed to the consideration of each group of subjects. When their tentative awards were made, the whole jury reviewed them and made the following awards:

- Simeon Pelanc, fresco painting, head of Christ.
- F. M. Lorenz, architectural wood carving, two Renaissance panels.
- F. W. Wissing, carved wood frame.
- Western Art Glass, lead overlaid work, transom, Financial Center Building lobby.
- Cobbledick Kibbe Glass Co., stained-glass rose window, Congregational Church, Oakland.
- Federal Ornamental Iron & Bronze Co., entrance grilles, Bank of Italy Building, California and Montgomery streets.
- Michel & Pfeffer Iron Works, iron work, dining-room grille, Hotel Mark Hopkins.
- Sartorius Co., bronze door.
- Artistic Metal Works, window grille, San Francisco residence.
- Harry Dixon, metal work, brass candlestick, welded iron guardrails at residence entrance.
- Roberts Manufacturing Co., lantern.
- Thomas Day Co., center fixture with candles.
- A. Quandt & Sons, ceiling decoration, Telephone Building.
- Gurnette and Chandler, painting of Persian tile patterns, San Francisco residence.
- D. Zelinsky & Sons, wall and ceiling, ballroom decoration, St. Francis Hotel.
- Gladding, McBean & Co., decorative tile, fountain panels at Del Monte; terra cotta, Russ Building entrance.
- Richardson Tile Co., decorative tile, entrance to Granada Theater.

Port Costa Brick Works, brick work, City and County Hospital Chapel.

McNear Brick Co., common bricks in walls, Piedmont residence and Sigma Pi Fraternity House, Berkeley.

Wm. Heindereich, hollow tile, Brooks faced, own residence.

Johns-Manville, asbestos roof shingles, Henshaw residence, Piedmont.

Carroll Bros., stonework, Carroll Monument, cross exclusive of base; side altar in marble, Mission Dolores Church.

P. Grassi & Co., Travertine granite, decorative doorway, Temple of Scottish Rite Masonry, Oakland.

Standard Sanitary Mfg. Co., lavatory with special fittings.

California Stucco Products Co., mezzanine foyer, El Capitan Theater, San Francisco.

Layrite Floors Corporation, pegged plank and parquet floors.

L. Ph. Bollander & Sons, counterbalanced flag pole and special base, Alamo Public School.

The jury would call attention to all interested that in making these awards they had no thought of treating the firms on a competitive basis. Therefore, there should be no possible conclusion that those receiving awards are better than other firms among those considered or not considered. The jury simply took the opportunity afforded to make awards where they recognized good craftsmanship in the making of materials or in their assembling.

Also, there were some manufactured products submitted for judgment which were not primarily fit subjects for awards in craftsmanship, but were good because of the idea or principle underlying their conception. These the jury were not prepared to investigate or judge. Therefore they were put outside the judgment.

Finally, it was realized that there were many firms or individuals, whose work we should like to have judged, who did not submit material. This condition we hope will be remedied by a more complete response to the next invitation in 1930.

Jury: G. A. Applegarth, Arthur Brown, Jr., M. M. Bruce, Ernest Coxhead, Henry H. Gutterson, chairman; R. W. Jeans, Bernard R. Maybeck, J. R. Miller, Jas. H. Mitchell.

* * *

ARCHITECTS AWARDED CERTIFICATES

The following have been granted certificates to practice architecture in the State of California by the Northern District of the California State Board of Architecture: Leslie James Hendy, 525 Market street, San Francisco; Albert R. Williams, 1462 California street, San Francisco; Vernon W. Houghton, P. O. Box 158, Los Angeles, California.



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PROSPECTS FOR THE FUTURE IN THE PRACTICE OF ARCHITECTURE IN CALIFORNIA

[Concluded from page 39]

spect to architects, architecture and the public, not to speak of the interests directly involved.

These figures for San Francisco are correspondingly true for other large cities in California. It must be obvious from a glance at the foregoing report of buildings done by architects that with architects contributing less than 20 per cent to the complexion of the cities' buildings, we can never have beautiful cities. It will be seen that the greater part of our apartments, housing a large percentage of our population, are not done by architects, and contribute not only to a defacement of our streets but gradually are contributing to an obsolescence of large districts of our cities. These buildings, poorly conceived, are a loss and a detriment to society in a sociological way and are a decided impairment to our esthetic enjoyment. Economically they are a loss to the public in capital and labor. Only temporary civilizations or cities can afford such a waste.

Such is the past. Will the architectural profession permit such a past to continue, or will it accept a responsibility for the future? Will the architectural profession lead the way to the beautification of our cities and countryside for the enjoyment of the people? Will the people, if given an opportunity to know the facts, help the architects to reclaim the heritage of a glorious State that is theirs?

There is a path to the future, a path which, if followed, will lead to beauty in our cities and in our lives. We shall have health and safety in our structures. Our investments shall be sound and there shall be a permanence in our works. Profits will result to all who will see the light and build according to these new standards.

The architectural profession, through the State Association of California Architects, is now organized within itself. This body is working in close cooperation with the local chapters of the American Institute of Architects, our national organization.

We as a profession shall lead the public, by education, to an appreciation of beauty in architecture and to an understanding of the value of an architect's services. We will acquaint the public, banks, mortgage companies and others with the danger of investing in and loaning on building projects not properly conceived. They in the future will limit their investments only to projects where sound business, good construction and good architecture are combined. We will give and secure the cooperation of all organizations of contractors, materialmen and building officials to work toward a better status in the building industry. Working with the engineers, our allied profession, we will educate ourselves.

We will actively further legislation designed to safeguard the public in matters of safety, health, and sanitation in buildings, and oppose actively legislation on these matters which is contrary to the public interest.

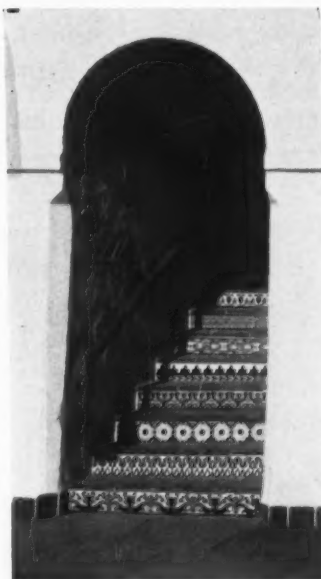
We shall strive to protect the heritage of natural beauty of our glorious State and assure to the Commonwealth of California that the structures reared by man will enhance and protect the natural endowment.

It is our intention to extend those high qualities of art and architecture, present in our public buildings and palatial homes and for which our State is now famous, to the small dwellings, the apartment houses and the commercial structures.

The new day shall see a development in the arts of sculpture and painting in our buildings and public places.

In the future we shall not be found wanting. The public

and the profession will free themselves from the stranglehold of this octopus of finance and speculation. We will have beautiful cities and good architecture when we as architects render only complete architectural service on all our work and only on work where honest capital is employed. Let us follow these ideals, and good architecture and an enlightened appreciative public will be our reward.



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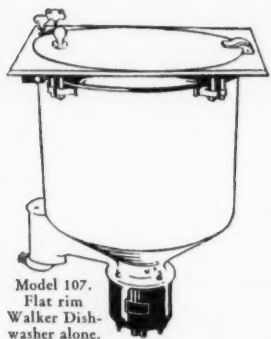


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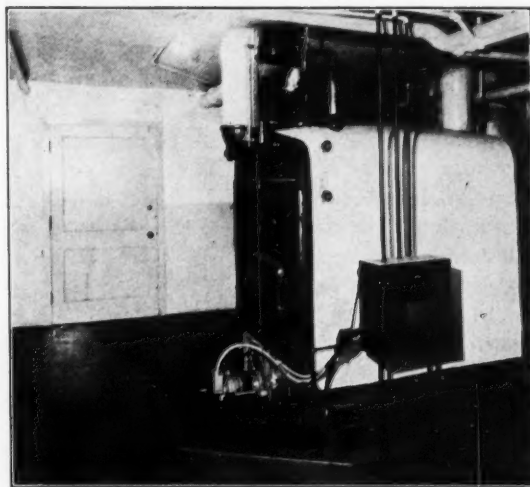
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