

The
TEXAS
ARCHITECT

May-June
1950

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OF ARCHITECTS

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TEXAS SOCIETY OF ARCHITECTS
THE TEXAS ARCHITECT

Published bi-monthly by the Texas Society of Architects for the licensed architects of Texas. Correspondence and all material for the TEXAS ARCHITECT may be David C. Baer, Chairman, TSA Public Relations Committee, 1202 Bissonnet St., Houston 6, Texas, or to George Kirksey & Associates, 1428 Commerce Building, Houston 2, Texas.

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DO YOU KNOW YOUR TSA DIRECTORS?

LEE ROY BUTTRILL - Central Texas Chapter -

is a member of the firm of Buttrill & Turley, architects, Carpenters Building, Temple. A native of Temple, he holds his architectural degree from the University of Texas. His hobby, home movies, helps him to record the growth of his three children. Buttrill is former vice-president of the Central Texas chapter AIA, is on the Board of Stewards of Methodist Church, and is chairman of the TSA Legislative Committee.

NAT W. HARDY - Coastal Bend Chapter -

maintains his own office at 60 Country Club Place in Corpus Christi. He was born in Norfolk, Va. and attended college at the Rensselaer Polytechnic Institute and the Sorbonne in Paris. His family includes four children and his hobby is golf. Hardy is a past president of the Coastal Bend chapter AIA, a past director of the Corpus Christi Rotary International, a state director of the TSPE, and a member of the ASCE.

THOMAS D. BROAD - Dallas Chapter -

is a member of the firm of Broad & Nelson at 618 Reserve Loan Life Building, Dallas. He was born in Paris, Texas and has two sons. His B.S. in architecture was secured at Texas University. Spare time is spent with tennis and color photography. He is a Board member of Kiwanis, Community Guidance Service, City Temple Presbyterian Church, and director from the Texas district AIA. He is Secretary of Texas State Architectural Registration Board, past president of the Dallas chapter AIA, and now vice-president of the Spanish Club. Other interest are with the Citizens Traffic Commission, Texas Academy of Science, Texas Historical Society, and Texas Geographic Society.

OTTO H. THORMAN - El Paso Chapter -

has offices at 216 El Paso National Bank Building, El Paso. A native of Washington, Missouri, Thorman

attended International Correspondence Schools in 1902 and then St. Louis School of Fine Art until 1905. His family boast five children and nine grand children. When not leaning over his drawing board, Mr. Thorman spends his time with his hobby, farming.

FRED J. MacKIE, JR - Houston Chapter -

is a member of the firm of MacKie and Kamrath, 2713 Ferndale, Houston. From Cheyenne, Wyoming, Mr. MacKie attended New Mexico Military Institute, and took his B.S. in architecture from the University of Texas. There are three children in his family and his hobby is golf. He is a past director, secretary, vice-president and president of the Houston chapter AIA, and now on the Board. He is a member of the Committee on Public Works, AIA, and co-winner of four national competitions. MacKie was a Lt. Col. in the Corps of Engineers, a member of the Jury of HOUSE & GARDENS National Competition, 1949, and a member of Phi Kappa Psi Fraternity.

JAMES E. ATCHESON - Panhandle Chapter -

is a member of the firm of Atcheson & Atkinson at 204 Sanford Building, Lubbock. Terrell is his birth place and he holds an architectural degree from Texas Technological College. His hobby is his three boys. Club affiliations include presidency of the Panhandle chapter AIA, and membership in Kiwanis.

MARVIN EICKENROHT - West Texas Chapter -

has offices at 702 Maverick Building, San Antonio. He hails from Seguin, attended the University of Texas and Massachusetts Institute of Technology, graduating in 1923. He has one son, and follows hobbies of hunting, fishing, watercoloring, and seeking out old architectural remains. He is a member of the San Antonio Chamber of Commerce, Alamo Heights Zoning Board, San Antonio Club, SCARAB, and Sigma Chi.

(Continued next page)

DALLAS CHAPTER AIA SPONSORS
BEAUX-ARTS COMPETITION

Forty-six Texas architects gathered in Dallas Saturday, May 20, to judge 161 designs submitted for Beaux-Arts Institute of Design's national competition for the Angus Snead MacDonald prizes and medals. Closed judging was done in the Dallas Power & Light Company auditorium.

Beaux-Arts is a national organization of Architects in New York which has promoted and encouraged the study of architectural design in this country for almost 55 years.

The Dallas chapter, AIA, was honored by being named sponsor of the annual national judgment. The subject of the 1950 competition was the design of "A Library and Office Building" for a growing American city.

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YOUR TSA DIRECTORS (Continued)

HUBERT HAMMOND CRANE - Fort Worth Chapter -

maintains his office at 3711 Camp Bowie Boulevard, Fort Worth. He was born in Louisville, Kentucky, attended school there including the University of Louisville. Mr. Crane was commissioned an officer in the 12th Field Artillery in World War I, and in 1919 in Germany, married his boyhood sweetheart, who had gone to Germany to do war work. He and his family lived in Paris two years after war, and moved to Dallas in 1921. In 1929, Mr. Crane moved to Fort Worth. Three boys make up the family. Architecture is also designated as Crane's hobby.

* * * * *

DALLAS TSA CONVENTION COMMITTEES
MAKE PLANS FOR NOVEMBER 2 AND 3

The 1950 TSA convention will be held at the Baker Hotel in Dallas, November 2nd and 3rd. Committees for this eleventh annual convention have been working in Dallas to smooth the way for one of the most successful conventions in TSA history, Herman G. Cox, general convention chairman, reported from Fort Worth.

The Dallas chapter AIA agreed at the last TSA Board meeting to make all arrangements in cooperation with Cox, and the TSA will collect all money and be responsible for all cost, except for that of the Dallas host party. George Dahl is convention chairman of the Dallas group.

Reports of the various committees will be made at the June 24 TSA Board meeting in San Antonio, Cox said. Further plans will be approved by the TSA Board at that time.

Two features of the convention will be the Seminar and Student Competition.

"Light Weight Construction" was selected by the TSA Board for the Seminar subject, because it was felt that the architects would have great interest in this subject in these times of high cost.

For the student competition, limited to fifth year architectural students, the competition will have as its subject "A Doctor's Clinic." The program for the competition was placed in the hands of the students before the end of the spring term.

Entries are expected from students at Texas Tech, Rice Institute, Texas A. & M. College, the University of Texas, and University of Houston.

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NEWSPAPER BUILDING EDITOR GIVES ADVICE
ON GETTING ARCHITECTURAL NEWS PUBLICITY

By Sam Weiner
Houston Post Building Editor

* Architects and the work they do is news. All the *
* newspapers asks is cooperation of the architects.*
* A veteran newspaper man explains that coopera- *
* tion which helps to promote better relations be- *
* tween the press and architectural profession. *

The architect serves his client, the public and himself when he publicizes projected building.

His client, except in the rarest of instances, benefits from the free publicity the project receives. The public benefits to the extent that it learns of the progress being made in the community--and progress is an infectious thing.

The architect benefits himself because he is identified with the project and because his perspectives are examples of his work placed in a show case, so to speak, for prospective future clients to see.

Getting publicity for his projects is sometimes easy, sometimes difficult. Knowing the best way to go about it is helpful.

The time element is important. When a project is in its early stages, and the public's interest is keen, it is to a newspaper's advantage to satisfy that interest.

Later, after the building is almost finished, or finished, it is ridiculous for a newspaper to run a perspective and tell the public, "Here is what the building will look like." By this time, the public has already seen the shape of the building and does not have to be told what it will look like.

Unfortunately, newspaper advertising departments sometimes run those perspectives, even with the(over)

building already finished, as a service to the advertiser.

But, the newspaper in doing so, does not best serve the public or the advertiser. The owners of buildings must be made to realize that once a building has taken shape, the public's interest wanes. They get their best publicity--and it's free--when the ground is still bare and untouched, when the public is keenly interested in what will be done on this site.

Many merchants wait until their buildings are finished before they want publicity, thinking it is best to advertise the building when it is ready for business. When those merchants, or their architects, come to me at that time, with their perspectives, I refer them to the advertising department. They missed their chances for free publicity. Of course, the ideal combination is to get free publicity while their building is still news--in the early stages--and later to advertise their store opening, so the public can come in to buy.

Preparation of perspectives for newspaper publication is simple. Just remember that black and white perspectives, with sharp lines and a maximum of contrast always produce well. Colored perspectives will reproduce, but not as well as black and white. Blueprint elevations should not be submitted to a newspaper for reproduction.

With the perspective, send along a memo with information about the project: Its owner, or owners (spell their names CORRECTLY--look it up in the telephone book to be sure it is correct); the number of stories; an estimated cost, even if only an approximate cost; the dimensions; type of exterior and interior walls; when bids are to be received, or to whom a contract has been let; when work is expected to be started, and when it is expected to be finished; any noteworthy unusual features or unusual twist in construction; and, and other data pertinent to the news story. Also, of course, send along your(over)

full name, or architectural firm name, although building editors, of course, should know them.

If the name is unusual, or some fact about the building very unusual--so unusual as to tax the newspaper's or reader's credibility--write the word (CORRECT) in parentheses and capital letters after the fact. Then the editor and type-setter will not question it. For instance, after a name such as Jim Reptile: The owner of the building is Jim Reptile(CORRECT), who is president of the Titanic Tile Company, etc...An editor should always check names himself, providing a double-check for accuracy, but some editors are careless.

Observe a newspaper's deadline. If the newspaper in your city has a Sunday building page and your sketch will not be ready until the latter part of the week, telephone the editor early in the week to let him know it will be available if he can use it. The editor can then make his plans for his art work accordingly.

Some times he will have to leave out your sketches, and usually it cannot be prevented. He frequently has to give up some of his space at the last minute because of incoming advertisements, sometimes because a heavy run of general news is breaking.

When those things happen, bear with him. He wants as much as you do to let the public know of new buildings that will soon start rising. If he does not run the sketch one week, he usually will the following week.

* * * * *

NEW RIO GRANDE CHAPTER AIA FORMED

By action of the Board of the Institute, approval has been given to the formation of a new AIA chapter in the Rio Grande valley, the youngest chapter in the state and nation.

Officers and full details of the new chapter will be announced later.

* * * * *

TEXAS BECOMES SEPARATE AIA REGION
BY VOTE OF INSTITUTE'S CONVENTION

Texas Architects joined with over 1,000 other architects from all over the country in Washington, D. C. May 10 to 13 for the 82nd annual convention of the Institute--a convention that meant a lot to Texans.

AMBASSADOR HENRI BONNET President Ralph Walker,
ADDRESSES OPENING SESSION: FAIA, New York, opened
the convention sessions
on Wednesday, May 10, with French Ambassador, Henri
Bonnet, giving the keynote address.

Edmund R. Purves, FAIA, Executive Director, explained that because of the sesquicentennial of the founding of the City of Washington this year and in honor of its first planner, the French Engineer, Pierre L'Enfant, special recognition is being accorded urban and regional planning.

TEXAS WAS MADE AN Texas was made an official Region-
OFFICIAL REGION: al District of the Institute, as
recommended by the Institute's
Board of Directors meeting held at White Sulphur
Springs, W. Va. in 1949.

The Gulf States Regional District, of which Texas was formerly a member, will now be comprised of Arkansas, Tennessee, Mississippi, Louisiana and Alabama. The other new Regional District will be the Northwest, including Washington, Oregon, Montana, Idaho, Alaska. There are now a total of 12 AIA Regional Districts.

The proposed amendment to elect a "First Vice-President and President-Elect" who would serve one year as President-Elect, and the year following his election to that office automatically become President, was defeated in convention. Also defeated was the proposed amendment which would make a President of the

Institute ineligible for the office of President for two years following his incumbency.

Reducing the term of Regional Directors from three to two years, with half of each of the directorships expiring every year, recommended by the Board of the Institute, was voted down by the convention.

The convention voted against amending Chapter XIV of the By-Laws, amending to provide greater participation of the chapters in disciplinary proceedings.

DELEGATES ATTEND Symposium I on Urban and Regional
THREE SYMPOSIA: Planning heard from authorities
Albert Mayer, AIA, on "Planning
in India;" Helmut E. Landsberg on "Climate and Plan-
ning;" Paul Windels on "How Should Our Cities Grow?"
Major General U. S. Grant, III, on "150 Years in the
Life of the Federal City;" Ralph Walker, FAIA, on
"Fifty Years Hence in the Federal City;" and Lewis
Mumford on "Regional Planning and the Small Town."

Symposium II on Light and Illumination were addressed
by C. L. Crouch on "Basic Factors of Vision;" Willard
C. Brown on "Development in Light Sources;" R. L.
Biesele, Jr. on "Daylighting;" Howard M. Sharp on
"Visual Effect of Basic Light Distribution Patterns;"
and Stanley McCandless on "Dramatic Uses of Light."

Symposium III on Standardized Accounting for Architects
heard a demonstration lecture by David C. Baer, AIA,
Houston. This system was published early this year
after two years of work by an AIA committee which
Baer headed. Moderator for the symposium was Charles
F. Cellarius, FAIA, Cincinnati, Treasurer of the In-
stitute and an ex-officio member of the committee.

In the discussion following the lecture it was noted
that in every case where a practitioner mentioned that
he had called in an accountant to help set up the new

accounting system, the accountant had only commendation for the system, Baer said.

This system is available to all architects and professional people, although developed and sponsored by the Institute.

ANNUAL DINNER Three Texas architects were among the **HIGHLIGHTS:** 27 members of the Institute that were advanced to Fellowship by the Jury of Fellows, and honored in a special ceremony at the annual dinner on Friday, May 12.

The new Fellows are James Chillman, Jr., director of the Museum of Fine Arts and professor of architecture at Rice Institute, Houston; John Thomas Rather, Jr., member of Staub and Rather, Houston; and Arthur Elliott Thomas, member of Thomas, Jameson and Merrill, Dallas.

Climaxing the highlights was the presentation of the Gold Medal of the Institute to Sir Patrick Abercrombie, British architect and city planner, known for his redevelopment plans for the blitzed cities of England.

OFFICERS OF AIA There was no change in the officers **REMAIN THE SAME:** of the Institute. Officers named to guide AIA for 1951 are:

President	- Ralph Walker, New York City
First Vice President	- Glenn Stanton, Portland, Ore.
Second Vice President	- K. E. Wischmeyer, St. Louis
Secretary	- Clair W. Ditchy, Detroit, Mi.
Treasurer	- C. F. Cellarius, Cincinnati

Three new Regional Directors were elected also. Thom. D. Broad, formerly Gulf States district director, will be the Director for the new Texas Regional District. He lives in Dallas. Howard Eichenbaum, Arkansas, was elected new Gulf States Director.

An Editorial

A NEW ROLE FOR THE TEXAS SOCIETY OF ARCHITECTS

Texas now comprises a single district of the American Institute of Architects. Action taken by the 1950 convention of the Institute made this a fact. Thus, Texas becomes the only state district except for New York state which has held this status as the "Charter State" since 1851 when the Institute was founded.

A signal honor thus is bestowed upon Texas architects and the Lone Star state. This honor, however, carries with it many responsibilities and obligations. Setting Texas apart also places architects who live and practice within its boundaries upon a promontory for others to view, perhaps even to follow.

The Texas Society of Architects, as the organization for Texas architects, has played an important part in bringing about this change of status. It has been instrumental in getting the architects of Texas to know each other better. Confidence and trust has come from this closer association. Cooperation and working together for the profession has helped to stimulate organized action and develop a more closely knit Texas unit.

The Texas Society must continue to be a part of the architectural profession in this state. First, it should be the voice of the profession at the state level and, second, it should serve as a functioning organization of the Texas District, AIA. It should become the AIA for Texas as a unit.

With a few By-Law changes, TSA can be a district and state organization affiliated with the Institute. These changes will be offered and can and should be made at the TSA convention in November of this year.

The Texas Society of Architects, first formulated to

THIRD QUARTERLY MEETING OF TSA BOARD
SLATED FOR SAN ANTONIO JUNE 24

The third 1940 quarterly meeting of the Board of Directors of the Texas Society of Architects will be held in San Antonio, Saturday, June 24, Edward L. Wilson, president of TSA, announced.

Final plans for the annual TSA convention in Dallas in November will be presented and many projects of the TSA will be discussed, in addition to the regular business on the agenda.

All TSA officers, directors, and committee chairmen have been asked by President Wilson to attend the meeting.

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STANDARIZED ACCOUNTING SYSTEM SELL OUT

Since the Symposium on Standarized Accounting for Architects at the AIA convention in Washington, orders have stripped the Institute of all instructions on hand. However, additional instructions and forms are being printed post-haste and order will be filled soon.

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An Editorial(Continued)

provide a united front on issues pertaining to architecture in Texas, can then do much more. It will then have a strong voice and can speak with authority for Texas architects anywhere and everywhere. Let us of the architectural profession in this great state add to its strength and defend its name, position and privileges with all vigor.

* * * * *

YOUTZ-SLICK SLAB LIFT AT TRINITY U.
VIEWED AND DISCUSSED BY ARCHITECTS

Architectural eyes of Texas and the nation were turned toward San Antonio the latter part of March to the Youtz-Slick slab lift employed on the construction of the Administration-Classroom building at Trinity University.

A complete report of the building system was furnished to most Texas architects in a mimeographed copy of a letter written by Architect O'Neil Ford to Mr. Bill Dick, vice-president of the Tex Star Corporation in San Antonio. The Tex Star Corporation has been licensed by the Institute of Inventive Research, co-inventor and developer of the Youtz-Slick Building Method, as the Lifting Contractors of Texas.

The letter pointed out in addition to the basic and fundamental money economies, there are also economies in the safety and time inherent in the actual progress of work. The third economies the letter listed was those resulting from the intelligent and understanding use of the system by architects who can see that here is a very real freedom from usual design limitations.

Don N. White, San Antonio, reporting for the TEXAS ARCHITECT, said that there is considerable more work to be done to determine the exact cost saving in the use of this method. Also this system can be used only on certain types of buildings, particularly where repetitive structural members are encountered, White explained.

On June 23, the West Texas chapter AIA will be guests of the Tex Star Corporation for an open discussion of methods and possibilities pertaining to use of this structural system.

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RELATIONS OF ARCHITECT, STUDENT AND SCHOOL
DISCUSSED AT PANHANDLE CHAPTER AIA MEETING

Professor W. L. Bradshaw of Texas Technological College led a discussion on the relationship of the Schools of Architecture and the practicing architect at the last meeting of the Panhandle chapter AIA.

Practicing architects attending the Amarillo meeting offered some down-to-earth suggestions to some 20 students from Texas Tech, who attended the meeting. "Learn to letter--learn to add--learn to spell!" For the professors, it was suggested that old fashioned material, such as descriptive geometry, be deleted.

Macon O. Carder, Amarillo, vice-president, reported on ideas being pursued by the Amarillo local group. They include joint meetings with representatives and members of organizations related to the profession; organizing and follow through with the annual presentation of a "Craftsmanship Award;" announcement of a "Design Award" for fine work in that area, to be presented annually to a local architect or employee who does an outstanding job of creative design. Work is to be judged by leading members of the profession outside that area.

It is becoming increasingly important for the architects to take an active interest in the Schools of Architecture, Prof. Bradshaw pointed out. School objectives must be clarified and the architect must be identified.

The loss of identity, he says, begins in schools where the student is associated with architecture as an "engineering" study, adding that the accrediting program of Architects and Engineers in the College and University level is in a muddle. The schools need, and want, a wholesome and helpful program of assistance from the professional organizations.(Over)

STONE MASON RECEIVES FORT WORTH CRAFTSMAN AWARD

Edward L. Wilson, president of the Texas Society of Architects, presented the 2nd annual Fort Worth chapter AIA Craftsmanship award to L. R. Riggs, a brick and stone mason for 25 years in Fort Worth.

Riggs was guest of honor at a dinner in River Crest Country Club where he received a lapel pin set with a diamond as outstanding building craftsman.

J. J. Patterson, president of the Fort Worth chapter, presided and introduced architects who helped plan the merit award dinner. They were Herman Cox, Alfonse W. Malin and F. W. Digby-Roberts.

Hubert Hammond Crane, toastmaster, recalled that years ago, master masons performed the duties of architects.

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Panhandle chapter AIA(Continued)

Prof. Bradshaw suggested several ideas that architects could act on immediately to improve the relationship between the schools and architects.

1. Set up a permanent reserve reference library of working drawings of the outstanding structures recently completed where draftsmanship, lettering, design, etc. is of highest calibre.

2. Make a collection of selected original preliminary drawings, both plans and elevations, as a part of a permanent collection to be used for study purposes in the colleges.

3. Get the help of the practicing architect as a critic on design competitions.

4. Foster the student competitions of architectural schools, meet with the students, give question and answer sessions at the student gatherings.

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Many architects have learned it's a pleasure to be respectful to people who don't insist on it.

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HOUSTON CHAPTER AIA MEMBERS INVITED
TO PARTICIPATE IN BUSINESS EDUCATION DAY

Houston architects have been invited by the Houston Chamber of Commerce to participate in the 1st Business Education Day, to be held Friday, November 7, 1950. Graham Jackson, Treasurer of the Houston chapter AIA, is coordinating the activities between the two organizations.

During the morning hours of Business Education Day, teachers who have specified an interest in architecture will visit in architects offices, as part of a paid school day. The architects who agree to be host to teachers will plan a full day's program.

The various phases of work done in an architects office and the steps in architectural planning will be explained. At lunch, the teachers will be the guest of the architects.

A question and answer period with teachers asking the questions will fill the afternoon period.

The special day will require several meetings of participating architects to make plans. The same idea has worked successfully in other cities, including many industries and businesses in the program.

Approximately a week following Business Education Day, the architects will visit in the schools with the teachers. In this way, teachers and businessmen both will better understand each other's contributions to the community's progress.

Above all, the Business Education Day program enhances appreciation and expansion of our American economic system, and American system of Education. Teachers are better equipped to give students counsel based on actual needs and opportunities.

This same idea could be investigated by each Texas chapter to foster better school relations.

A. & M. COLLEGE PUBLISHES "YOUR SCHOOLS"

"Your Schools," a booklet dealing with the approach to long-range planning of school buildings, has been prepared by William W. Caudill and his staff at Texas A. & M. College. The booklet, published jointly by the Department of Architecture and the Texas Engineering Experiment Station, outlines the simple steps for school boards to take in developing long-range building programs.

"Because of the simplicity and unusual graphic presentation, the book should go a long way towards giving Texas logical school plants," the staff said.

Complimentary copies of "Your Schools" are available to any architect who will write the Texas Engineering Experiment Station, College Station, Texas on his firm's letterhead. The regular price of the booklet is listed as \$1.00 per copy.

This booklet should be in the places where it will do good. Architects who are interested in school planning work will find the material very helpful, and should furnish it to prospective school clients.

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HOUSTON PANEL ON TELEVISION

Architects Stayton Nunn, Mrs. Lavone D. Andrews, and Herbert Cowell represented the Houston chapter AIA on a television quiz show originating in Houston. All the questions, theoretically, should have been a cinch for the architects. They concerned identifying movies of Houston's streets and buildings. Stayton Nunn, an old timer in Houston, even caught the quizmaster off guard by calling the first name of streets that have since had their names changed. As winner of the "So You Know Houston" quiz, Nunn received a pair of diamond cuff links.

REGIONAL PLANNING AND THE SMALL TOWN

By

Lewis Mumford

*
* Lewis Mumford presently is visiting professor *
* at the School of Design, North Carolina State *
* College at Raleigh, N.C. He is an honorary *
* associate of the Royal British Architects, and *
* honorary member of the Town Planning Institute *
* of England. A disciple and colleague of Prof. *
* Sir Patrick Geddes, Mr. Mumford was consultant *
* on planning to the city and county park board, *
* Honolulu, in 1938 and to Stanford University *
* in 1947. He was co-founder of the Regional *
* Planning Association of America in 1923. *
*
* The following excerpts are from an address Mr. *
* Mumford delivered before the AIA convention *
* Symposium I in Washington on May 13, 1950. *
*

For the last generation, city planners and urban sociologists have assumed that the great metropolis, with its concentrated millions of inhabitants, is the final term in urban development. Economists, likewise, have been told enough to treat metropolitan economy as if it were the final form of economic organization. In the United States, half the urban population lives in metropolitan areas where a million people or upward are massed together; thought the land covered by such metropolitan developments is little more than two per cent of the total land.

If this tendency were fated and unavoidable as city planners have often glibly assumed, there would be little sense in presenting a paper on Regional Planning and the Small Town. Forces that have been

responsible for the growth of big cities, forces that antedated the invention of rapid transportation, have rapidly come to an end. The metropolitan economy was based on the colonization of distant lands, upon the exploitation of the primitive areas that supplied raw materials, upon the possibility of living parasitically upon the underpaid labor of an overseas proletariat supplemented by a surplus of underpaid immigrants or other displaced persons at home.

All these conditions have been disappearing during the last generation. The conditions and motives that gave rise to metropolitan concentration no longer exist in their original form. Every country has attempted to achieve internal stabilization and security, and the concept of common welfare has replaced power and profit as the guiding principle of all statesmanship worthy of the name.

From almost every angle, this prospective transformation is a fortunate one. Everywhere, the big city created architectural symbols of power and prestige, in the fashionable shopping avenues, in the glittering amusement districts, in the toppling skyscrapers that housed its business offices.

Every little town, under the hypnosis of metropolitan success, felt under the obligation of creating tall office buildings and crowded hotels in the litter of its central area, when it might have produced efficient and handsome low buildings, set in the midst of quiet gardens.

Similarly the small town would even strive to increase the size of its hospitals to metropolitan dimensions, creating grim warehouses of disease.

But the success of the metropolis turned out to be less substantial than its claims. If its death rate went down, its birth rate went down even more

drastically, in comparison with the small town.

Thirty years ago it took a youthful brashness to say that this metropolitan regime was destined to fall by its own weight. Today, that fact should be obvious to everyone who dimly discerns the signs of the times.

I say all this without reference to another kind of disintegration that threatens the metropolis, a danger well-known to the inhabitants of Warsaw, Rotterdam, London, Berlin, Toyko, to say nothing of Hiroshima. Yes, the atom bomb if not the H-bomb would wipe out the metropolitan slums faster than any Federal Housing program.

All this would only anticipate, by destructive means, a process what is already under way for entirely beneficent purposes. In terms of human needs and human potentialities, the metropolis is unlivable. Even without the threats of atomic genocide, which makes a mockery of all our plans for urban planning the day of the congested metropolis is over.

The fact is that both necessity and choice are leading us in another direction. We are approaching a new economy that will supplant the metropolitan economy. Any overgrowth in urban centers, like any over concentration of wealth and power, will be regarded as a serious disorder.

The post-metropolitan economy will be one in which the advantages of concentration will be achieved by organization and plan, not by a mere massing together of population within a limited area.

The small community, kept close to the human scale, but subserving a wider range of human needs than any existing small town, will be the normal form of the city.

In making an approach, by way of regional planning, to the small town, we must first of all, lay aside the preconceptions of the metropolitan economy.

Regional planning is not a method of prescribing to small towns a more effective way of becoming big than the older centers followed; nor is it a method of preparing the small town to accept and hasten its ultimate fate of being devoured and absorbed by the continued expansion of the neighboring metropolis.

The kind of regional planning that concerns the small town is that which is devoted to giving to the region as a whole the advantages that were hitherto monopolized by the big city, whilst safeguarding and developing the rural and primeval elements in the region.

Most metropolitan workers count themselves lucky if they have enough income to enjoy as much as two weeks every year in the country; if they are civil servants, four. Even under the most favorable conditions, embroidered with weekends of skiing and climbing, this regime does not produce a balanced life.

Only under a regime that seeks to establish a balance between industry and agriculture and that keeps the open country close at hand, can the increasing leisure industry now promises, provide opportunities for active recreational opportunities throughout the year.

We must face the problem of regional planning for the small town with a radically different set of assumptions than those that govern the metropolitan economy.

The first assumption is that though cities are organizations, not organisms, they have an organic limit to their growth. They become disorganized,

inefficient, socially inoperative if they overpass the form of their development. Nothing of course could be further from the premise of limitless expansion.

For the most part our cities have extended their boundaries and heaped up their population in a conglomerate, disorganized fashion, with no attempt to establish a definite relationship between their area and density and population, and the actual functions that they seek to further.

In the new conception of the city, on the other hand, the city is a group of cellular units, each cell is limited in size and density, and at the center of each cell are social institutions, also limited in size. When the social cell has achieved its optimum growth, a new cell must be started, with a nucleus of its own.

This notion of organic growth, socially controlled and limited, stands in opposition to the metropolitan premise of indefinite expansion. This, a fundamental theorem, was first put forward with great clarity in Ebenezer Howard's "Garden Cities of Tomorrow," over half a century ago.

The basic reason for controlling the growth of the big city and for favoring the small town, as Howard saw it, is not merely the inefficiency and disorder of the great metropolis that has passed in all its functions, beyond the human scale, but that in the small town can a balance be effected between the urban and the rural elements in life.

Howard's conscious purpose was to marry town and country, and to limit the area and population of a town, to surround it with a permanent green belt, dedicated to agriculture and open recreation spaces. Without conscious effort and deliberate political

control, that balance cannot be maintained.

The small town of the future, once regional ideals and goals supplant metropolitan ideals, will have the following characteristics: First, it will be limited in area, in population; and in density. The normal size of the small town will be between 20 to 50 thousand people, in areas where clusters of small towns may be developed.

In other areas, where because of typographical difficulties, such clusters may be hard to achieve, the small town might reach 60 or 80, or in exceptional cases, perhaps a 100 thousand inhabitants. These would be normal variations.

Each town will be surrounded by a permanent green belt, either established by state zoning laws, or owned by the city. Since high land values are the main cause of deficient open spaces in the city, the smallness of the town and its restricted density--never more than a 100 persons per acre in the densest quarter--should permit sufficient garden space for every family, and even bachelors, to raise flowers and a limited amount of succulent vegetables.

Such towns will have green cores within its superblocks; greabelts to define their outer limits. This pattern will both govern fresh growth and guide the internal reconstruction of the small town, as it seeks to develop its own qualities and resources.

TO BE CONTINUED IN NEXT ISSUE

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To a busy architect, the hours glide by all too fast. Instead of a forty-hour week, he would prefer a forty-hour day. Then he might catch up with things.

* * * * *

Preparation is nine-tenths of the battle, in war or in business.

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