

THE ARCHI
OF ALPHA RHO CHI



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Official Exoteric Publication of Alpha Rho Chi Fraternity

Alpha Rho Chi fraternity was founded at the Universities of Illinois and Michigan on April 11, 1914. It is a social undergraduate fraternity limiting its membership to students of architecture, architectural engineering, landscape architecture, or the allied arts, enrolled in the departments leading to a bachelor's degree. The name Alpha Rho Chi is derived from the first five letters in Architecture. The title of the magazine is derived from the same source.

EFFLO E. EGGERT, Managing Editor

Notes and Comments

WHAT KIND OF FRATERNITY DID I JOIN?

THIS FALL we welcome many new freshman pledges. Many of these men ask, "What kind of a fraternity did I join?" Alpha Rho Chi cannot boast of an alumni membership containing famous radio stars. We have few athletes, no presidents and no authors. However, we do boast of a list of many young and coming architects and engineers. Each year when the major architectural scholarship competition winners are announced, Alpha Rho Chi men have always won their proportion of the honors, which means that we stress scholarship.

THE AMENDMENT

That the eighteenth amendment is about to be repealed is now evident. Whatever your personal preference or habits may be away from the house is none of our business. Liquor has no place in a fraternity house. The founding chapters, Illinois and Michigan, wrote that in the original Constitution, and it is still there and ever will be.

REPORT YOUR ARCH

We start a new school year with worth-while experience gained during the last several years of declining revenue. To use this valuable information now instead of next February is imperative.

It is no secret that the going has been hard the last few years for Alpha Rho Chi or any of the other Greek letter fraternities. That the coming year will not be of boom proportions is evident, but if our foundations are built well and firm, we should have no fear. Times like these are inclined to drop the weak and strengthen the strong. If your local arch needs pointing, do it now.

TIME WASTERS

A recent article in *Harper's* describes fraternity initiation as a waste of a continuous two-weeks time of each member residing in the chapter house, one week during initiation and the next for recovery. We do not think *Harper's* exaggerated any, and it is now time to limit all initiation activities to one night only.

INSURANCE DIVIDENDS

Several of the active chapters have adopted the method of having each new initiate take out a small life insurance policy

and assign the dividends to the building association to apply on his note. Where this plan has been used, all policies are old enough now to show its excellence, because of the dividends received. Although we feel that this scheme should not be compulsory, all chapters should adopt this method wherever the new men are financially able to carry the insurance.

WHY NO MUGS?

Many chapters have barren chapter walls. Many chapters have past national officers, founders, and major scholarship winners. Don't some of these oldtimers, who have worked long and loyally without compensation for the Fraternity, deserve to have their pictures in your chapter meeting rooms or some inconspicuous place?

DECEMBER ISSUE

For the coming December issue of THE ARCHI we will publish an article on "Etching" by S. Chatwood Burton, Mnesicles Honorary. Verle L. Annis, W.G.S., has prepared another travel article on his trip through Southern California and Mexico this summer. Annis took seventeen hundred photos of the old Spanish Missions and architecture in general. Another article on an architectural graduate who has turned his hobby into his life's work will also appear in the forthcoming issue.



Fraser and Hoedinghaus Now Associate Editors

WITH this issue we announce two additional members on THE ARCHI staff. George E. Hoedinghaus, And. '33, will act as an associate editor during the coming year. Hoedinghaus has written several articles for ARCHI during the last two years. He was graduated in journalism last June and is returning for graduate work this Fall at the University of Southern California.

Willard E. Fraser, Anthemios '25, will serve as an associate editor during the coming year. He will also investigate the possibility of advertising in THE ARCHI.

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WE WORKED FOR CENTURY OF PROGRESS

Long Before Fan Dancers Took Their Place Alongside Science

By WILLIAM P. CRANE, II

BERT M. THORUD, Anth. '18, was selected as chief engineer in charge of structural design at the very beginning of the Fair. He served in this capacity until June, 1933, when he moved across the lagoon to the Miller High Life Fish Bar, owned and operated by his wife, no employee of The Century of Progress being allowed to operate a concession while working for the exposition. The July, 1933, Architectural Forum carried a story by Thorud on structure and materials used throughout the fair buildings. Thorud once shared offices with George Fred Keck.

G. B. Young, Anth. '24, is captain of waiters at the Fish Bar.

Raymond I. Olson, Anth. '24, and John E. Lundstrom, Anth. '29, spent three and four years respectively in the drafting room as structural engineers.

Silver L. Tesone, Theron '21, worked three years as chief draftsman.

Other men in the architectural drafting room were: George McLaughlin, Mnesicles, three years, who has returned to college again in the East, Pennsylvania, I believe; A. N. Balfour, Theron '29, who worked three and one-half years in the drafting room and also in the operation and maintenance department; and George L. Lindeberg, Anth. '18, the keeper of the Chicago Directory, for six months and contact man with contractors for changes.

In the Diorama Studio for architectural drafting and model-making for the Century of Progress exhibits and exhibitors, William P. Crane, II, Anth. '28 worked two years and John C. Crissey, Iktinos '30, worked three years.

Ken Helms, Anth. '26, spent one year drafting and superintending in the traffic department offices.

John E. Spann, Anth. '31, worked one year in the department of operation and maintenance. He is now assistant superintendent of the Home Planning Hall, which is famous for its framed pictures showing Rhation Roman Swiss architecture. There is also an exhibition of drawings of buildings in the contemporary style which include some of George F. Keck's work.



Jandl Wins Foreign Travel Scholarship

GEORGE E. TINGLEY

HENRY A. JANDL, Worthy Architect of the Polyklitos chapter, was selected as the winner of the John Stewardson Scholarship for foreign travel. Jandl planned to spend the summer in Fontainebleau, after which he is to make a sketching tour of different European countries, traveling by bicycle.

It is interesting to note that of the five finalists selected, three were Archi men. Besides Jandl there were William G. Perry '35, of Carnegie Tech, and George W. McLaughlin, Mnesicles '35, now at Pennsylvania.

What Does the Public Want in Housing?

Wirt Rowland Designs Steel House for Public Approval or Criticism

WIRT C. ROWLAND, Iktinos Honorary, a partner in the firm of O'Dell and Rowland, designed the Stran-Steel house now showing at the Century of Progress, this home being the housewife's favorite owing to its sponsorship by *Good Housekeeping Magazine*. The house has reinforced concrete slabs, steel framing with special nailing grooves, and insulated walls. The exterior finish wall surfaces are of porcelain enamelled steel panels. The leading architectural magazines this summer carried plates and descriptions of all model houses on the exposition grounds.



Demetrios Scholarship

THE 1932-33 Fraternity scholastic report of the Ohio State University gave the Demetrios Chapter rating as twenty-third out of seventy social and professional fraternities on the Ohio State Campus. They raised from twentieth to sixteenth place among the professionals.



Miller High Life Fish Bar — Century of Progress



Architect Keck (delineator of above sketch) designed Mrs. Hazel M. Thorud's restaurant, the only big one on the grounds whose specialty is food and which does not depend on beer or rumba dancers to gain customers. Bert Thorud makes the business trips to Milwaukee and is always on the job on the north island location.

GEORGE FRED KECK REFUSED TO ACCEPT CONDITIONS AS HE FOUND THEM

By WILLARD FRASER

THE past few years have carried little reward for ambition and most architects and draftsmen have settled down to a régime of waiting. It is difficult to do otherwise; there is little point in trying to convince oneself that the wolf at the door is really only Old Rover. At the same time when a man is found who refuses to accept all conditions as he finds them, it seems time to bring out some kind of laurel wreath for him. A case in point is furnished by George Fred Keck, Anthemios '20, who has managed to keep unusually busy throughout most of these times.

Furthermore, this has been accomplished in the face of almost universal opposition of clients to the type of architecture he wished to do. When he opened his office in 1926 he decided definitely that he would not become another traditionalist. In order to get commissions he was obliged to take a middle course and resort to certain little tricks which can be justified entirely since the owners were always pleased after the buildings were finished. Much ornamentation became "lost" between the original sketch and the working drawings. Gradually he developed a very fine type of house: Common brick painted white with contrasting dark roofs in simple, sharp planes. Based on traditional plan and construction, they were essentially modern houses without being deliberately so.

In 1929 he built the Miralago Dance Hall, the first and the finest building in the Contemporary Style to go up in the Chicago area. Unfortunately this was destroyed by fire in 1931 after firemen from suburbs surrounding the unincorporated area in which it was built had spent several hours in spirited debate on the proper procedure to follow. The next day he spent much of his time answering telephone calls from people, many of them strangers, who regretted the destruction of this building.

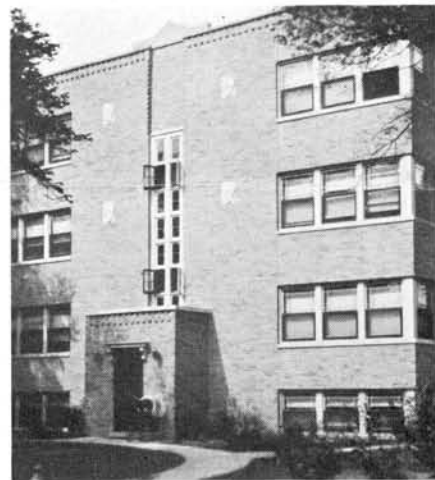
By this time the Century of Progress Exposition was coming on, and Mr. Keck was successful in getting several things to do there. The Standard Oil Company exhibit in the Travel and Transport Building, the Miller Restaurant, and the House of Tomorrow are all his. The last was planned originally as a piece of showmanship rather than the ultimate in housing, but the interest taken in it has amazed Keck and his several associates who sponsored it. By the time the fair closes, it is likely that a million people will have seen it at ten cents each, a fact which causes a big headache among the other exhibitors in the Home Planning group who had the inspiration to make admission to their houses free. A sheaf of letters a foot high has come to him from interested people; it was the subject of a cartoon by Rube Goldberg; the comment of architects has ranged all the way from the excited appreciation of foreign ones to the slightly sour observation of a critic in a domestic magazine who said that at least it looked no worse from one side than it did the other since all sides were alike.

At the present time his work shows no evidence of letting up, and his small office a mile north of Chicago's Loop has more activity than has been seen elsewhere for years. He has never had the urge for a big office, and his work is done in a small

House of Tomorrow — Century of Progress



Architect Keck, not being afraid of the big, bad wolf, builds his house of glass, the one different house on the grounds. One million people visit the only model house charging admission on the grounds. Center support and utility chamber, air-conditioned, basement hangar, complete work shop, weathermaker, and built-in aquarium are many of the features included in this showmanship house. The court yard contains the latest design by Pierce-Arrow, with the twin speedometer in back seat.



Built in 1926, the Cruger apartment at Elmhurst, Illinois, was the first job Architect Keck was able to do somewhat apart from the traditional.



In 1929 Architect Keck built Miralago Dance Hall. Fire destroyed it in 1931 while firemen argued.



room with the typical architectural congestion of filing cases, cigar boxes, rolled blueprints, and innumerable catalogs. He is a fine renderer and his ability is the envy of any one who has watched him make the vivid, crisp water-colors he does with about four essential colors. Recently he has started doing water-colors of landscapes and non-architectural subjects, continuing an avocation of a half dozen or so years ago.

He was graduated from the University of Illinois in 1920 after his return from service with the A. E. F. Following his graduation he worked for several Chicago offices, then returned to teach a year at the University, after which he took a short trip to England with his wife. He lives on the south side of Chicago. No highbrow, his tastes include such apparently unrelated pleasures as symphonic music and the Four Marx Brothers. He is a good pianist. In any account of his success, the old virtues of patience, perseverance, and hard work must be credited largely although it irks me, as somewhat of a non-conformist, to find it is usually that way. There seems to be no other way to do it.



New Initiates

The official Grand Council record as certified by W. G. E.:

PAEONIOS (Nov. 15, 1932): Erdtmann, George E., '36, Ellsworth, Kansas.

DEMETRIOS (May 6, 1933): Schramm, Eugene C., '36, Marietta, Ohio; Trethewey, John G., '36, Lima Ohio.



Graduates

The official Grand Council record as certified by W. G. E.:

PAEONIOS (June, 1933): Ossmann, Carl G., '33, Concordia, Kansas; Kennedy, Floyd N., '33, Anthony, Kansas; Ekdahl, Oscar, '33, Manhattan, Kansas; Schober, Robert, '33, Powhattan, Kansas.

ANDRONICUS (June 3, 1933): Erickson, Karl F., '33, La Mesa, Calif.; Hoedinghaus, George E., '33, Glendale, Calif.; Thompson, Whiting S., '33, Los Angeles, Calif.

Students Contract for Dance Decoration

KENNETH A. SMITH

AT THE election of officers in May, Savo Stoshitch was elected W.A. and Kenneth Smith was elected W.A.A. Both of these men will be Juniors this year.

Old man depression made it impossible for Anthemios to hold the usual Beaux Artes Ball this year. We attended many of the big University dances en masse, however, and so had a big social season after all. We also had our annual picnic this spring, with about fifteen couples attending. Formal dinners were held for the Military Ball and the Fine Artes Ball. We also celebrated Founders' Day with a big dinner and many faculty guests were present. This banquet was also the initiation banquet for the nine new initiates of this year. Speeches were made by Professors Palmer and Schaffer, and by T. E. O'Donnell, Savo Stoshitch, Don Mayne, Joe Gartner, and Kent Lane.

Sam Krusé and Bill Faris, that great team of decorators, secured the contract to decorate the Senior Ball, the biggest dance of the school year. They did a fine job. They also decorated several of the other big dances held by the University. The money earned by these jobs has been a big help in keeping these men in school. Men who have talent in these lines in other chapters might do well to follow their example.

Last semester we lost six men who live in the house by graduation and three who do not live in the house. We initiated nine during the year. We organized at the end of last semester for an intensive rushing season starting in June and continuing into this school year. We are hoping for at least fifteen p'edges by the end of September. Kent Lane is general rushing chairman.

Dick Hult, '32, was back at Illinois for several weeks of last semester. He was assisting Prof. Bailey in drawing and painting several murals for the World's Fair. Same Krusé also assisted on several of the smaller murals.



Alpha Rho Chi Medal Awards for 1933

THE Alpha Rho Chi Medal is awarded to that graduating senior of each school of architecture who has shown an ability for leadership, performed willing service for his school and department, and gives promise of real professional merit thru his attitude and personality. The June, 1933, awards were:

Robert J. Alexander, Kansas State Agriculture College.
 Harry R. Allen, Jr., University of Michigan.
 James Ashbaugh, University of Southern California.
 Glenn L. Bilyeu, Oklahoma A. & M.
 William Hoskins Brown, Massachusetts Institute of Technology.
 William H. Carleton, University of Washington (Seattle).
 John R. Farris, Alabama Polytechnic.
 Lawrence W. Gregory, Washington University (St. Louis).
 William M. Horowitz, University of Illinois.
 William Russell James, Carnegie Institute of Technology.
 Dane Forrest Justice, Ohio State University.
 Frank A. Kendell, Pennsylvania State College.
 Maurice F. McManus, Kansas University.
 Bolton C. Moise, Jr., Harvard University.
 Lloyd Anthony Ruocco, University of California.
 Hugh A. Stubbins, Georgia Tech.
 Bennie D. Trnavsky, Syracuse University.
 Julius Von Sternberg, Columbia University.
 Richard B. Wyatt, University of Pennsylvania.

NEW FIELD FOR FIELDS AND PERHAPS YOU, TOO

Registered Architects Specializing in Residences Eligible for Appointment

By HARFORD FIELDS

LAST year, the Home Construction Division of Sears, Roebuck & Company decided to eliminate their architectural drafting and superintending departments which were responsible for their "stock plans," a system which did not enjoy much favorable comment from members of the architectural profession.

In lieu of the above, they substituted a plan which places the entire responsibility in the hands of licensed practicing architects with successful reputations.

Three years ago Sears brought into their organization two or three very competent designers, one a recent Rome Prize winner, and since that time have developed many remarkably good plans and designs. The result is that people wishing to use Sears building materials find a complete architectural service to fit the needs of all types of clients, these standard plans being only instruments of economy for those who do not require too much special individuality in their plans. But because each client does have an opportunity to work into the standardized plan much of his individual taste under the direction of the consulting architect, seldom are two houses alike. When it comes time to incorporate into the specifications all the ramifications of the individual client's taste, the consulting architect who is later to have charge of the construction, is called in for his recommendations.

If a client cannot be satisfied with any of the standardized designs even with modifications, then the consulting architect is retained to design a special house for him. After the plans and specifications are agreed upon, the required loan approved, and the papers signed, the consulting architect takes over the complete supervision of the job, the client being handled from then on as any of his other clients would be, Sears becoming the general contractor. The architect takes bids for the labor and lets contracts between the general contractor and the sub-contractors for the labor, Sears furnishing materials according to a shipping schedule established by the architect.

Sears maintains a sales force of trained men who follow all leads to prospects interested in building, showing them the proper financing setup within the ability of the client to carry.

At present about 65 consulting architects of this kind have already been appointed in the Middle West. This plan is recommended to any of the Archi members specializing in home building. In districts where consulting architects have not been appointed yet, members with established practices should investigate the possibilities.

Architects should not be misled by their knowledge of the class of work Sears were doing a few years ago into believing that they are not now thoroughly competent in places where they have the good fortune to associate capable consulting architects.

EDITOR'S NOTE: Architect Fields, who was the third Sears appointee in the Middle West, is now taking over the ninth house to be built in his district since last November. Fields writes that he would be proud of any one of these jobs were they entirely

the product of his own office organization and professional talents, and also that his affiliations with Sears have not injured in any way the prestige he has gained in his community, but rather have added to his facilities to serve the client more efficiently.



The Archi Medal

THE Alpha Rho Chi medal is an accepted and recognized award in the following schools: Massachusetts Institute of Technology, University of Illinois, Columbia University, University of Pennsylvania, Harvard University, University of California, Carnegie Institute of Technology, Washington University at St. Louis, University of Michigan, Syracuse University, University of Minnesota, University of Kansas, Yale, Kansas State, Ohio State University, Georgia Tech, Pennsylvania State College, University of Texas, University of Washington at Seattle, Alabama Polytechnic, Southern California, and Oklahoma A. & M.

The heads of all these schools have been most appreciative of the medal, both in its initial acceptance last year and in their letters this year, naming the candidates for 1933. Some of the schools are regularly awarding the medal at commencement, while some are arranging special presentation. The University of Texas presents the medal at an annual dinner in May. Carnegie Tech has the medal presented by the president of the Pittsburgh A.I.A. chapter. Some of the other schools have special honor days or dinners where all such presentations are made with special significance. A few quotations from some of the many letters received by the Worthy Grand Scribe concerning the medal follow:

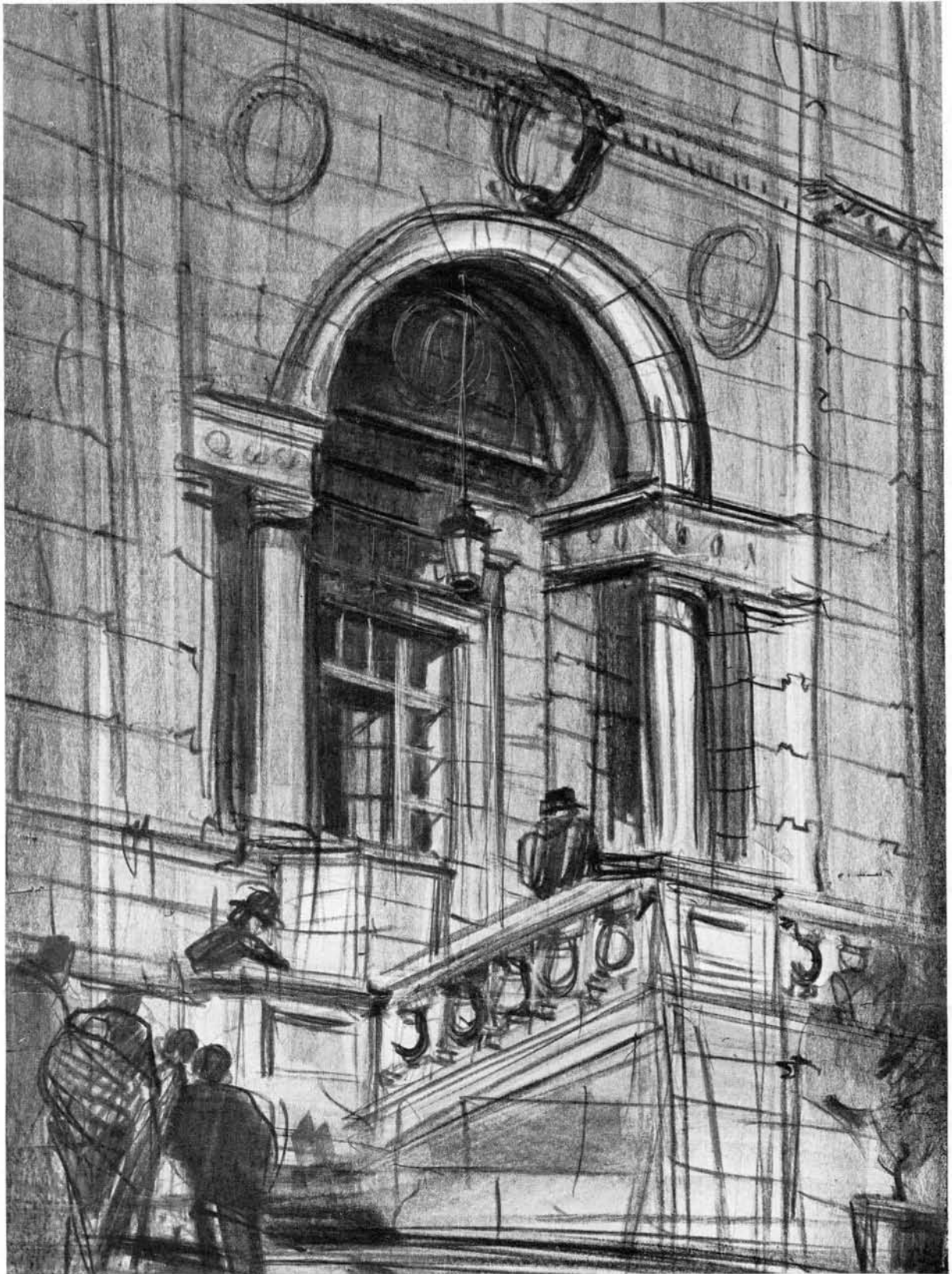
"We at Washington University are indeed thankful to Alpha Rho Chi for the institution of this medal and its award regardless of affiliations with the Fraternity. We congratulate you for the splendid manifestation of the spirit of service that prompted this award."—GABRIEL FERRAND, Washington University (St. Louis).

"I wish to congratulate Alpha Rho Chi for making it possible to participate in the type of competition sponsored by your fraternity. I believe that this honor will be as eagerly sought by our students as is the present medal award of the American Institute of Architects."—PAUL WEIGEL, Kansas State.

"We feel that this medal fills a real place in the field of honor awards and know that the students receiving it are justly proud."—HARLAN THOMAS, University of Washington (Seattle).

"I am convinced that it is a most worthy distinction that will be eagerly sought for by our ambitious students. Pennsylvania is proud to be added to the distinguished group of schools you have already selected."—HARRY STERNFELD, University of Pennsylvania.

"We are appreciative of the interest you show in various schools by offering the Alpha Rho Chi Medal. We deem it an honor to be among the schools that receive medals from the Alpha Rho Chi Fraternity."—W.M. A. BORING, Columbia.



Courtesy "Minnesota Techno-Log"

THE HILL REFERENCE LIBRARY
By Robert G. Cerny, *Mnesicles*, '31

Editor's Mail Box

DEMETRIOS

Walter A. Taylor, '21, moved his family to 56 Buena Vista Drive, Hastings-on-Hudson, N.Y.

John A. Stritmatter, '32, was one of the finalists in the last American Institute of Steel Construction bridge competition.

Howard Dwight Smith, Hon., rates page 1 of the August "Forum" with his article on Ohio State Office Building murals.

James H. Brooks, Jr., '33, received honorary mention in Landscape Architecture in the Edward L. Ryerson Fellowship competition.

L. Morgan Yost, '31, is opening his own architectural office in Wilmette, Ill.

Bronson Magee, '13, gives 915 National City Bank Bldg., Cleveland, Ohio, as his new address.

S. Fred Albrecht, '22, and family are now living at 5848 Aconia Drive, Trilby, Ohio.

MASTER ARCHITECT

Radio Commentator Edwin C. Hill, Sigma Chi, devoted one-third of his allotted program one evening recently to Cass Gilbert, Master Architect, and his achievements. Because of his commissions to design the Supreme Court Building at Washington and the Lower New York Post Office, Mr. Gilbert has received frequent mention in the architectural press lately.

KALLIKRATES

Louis L. Scribner, '30, is in charge of the Pruitt and Brown branch office in Charlottesville, Virginia, and may be addressed at the National Bank Building there.

IKTINOS

Charles G. Slater, '33, no longer gives a Bronx cheer when he hears a radio crooner sing, "I've got to get up and go to work," for last September he got his old job back at James Gamble Roger's. Jim Paul, of the Carnegie chapter, is employed there also. Slater recently became engaged to Miss Ruth E. Collins, of Sheboygan, Wis.

Johnny White and Wayne Mead were Washington visitors seeking application blanks or jobs.

Architectural Forum reports that C. C. Cohagen, co-founder, trades painting an apartment for house plans, both parties cancelling their bills.

Emil Lorch, Hon., and Clair W. Ditchy, Past W. G. A., were elected recently to the board of directors of The Michigan Society of Architects.

ANTHEMIOS

Edward J. Slygh, '30, can be reached by mail at Toulon, Ill. He is working in Chicago.

James G. Marshall, '26, is City Forester at Madison, Wis.

MNESICLES

The active chapter installed a new oil burner in their heating plant this summer.

Starting in October, 1933, the architectural courses at the University of Minnesota change from four to five years.



Simplicissimus Displaces Greenwich Party

CHARLES G. SLATER

FRANCIS "BUD" PALMS will soon be married to Miss Anne Tobin of Niles, Mich. John White is engaged to Miss Leonore Snyder of Grand Rapids. Jack Williams was married in Akron in early September. Norton McGiffin, of Cleveland, and Grace Humbert McGiffin, formerly of Ann Arbor, just celebrated their first wedding anniversary. Wally Wilson and Paula Fales are also listed as engaged.

Having to forego our Greenwich Party, we pitched into the Architects' May Party with a bang, many of the members having charge of committees, and all doing some part of the work. On a greatly reduced budget, we managed to put over a Bohemian Café, refreshments and all at \$1.50 per couple in the Women's League Grill. The name of the party was Simplicissimus, suggested by Professor Slusser, from a famous café in Vienna. Impressionistic murals in the manner of Cuzalski, and acts by the various classes made an unusual affair for the 150 couples to which the party had to be limited.

Our list of graduates consisted of Harry R. Allen, Francis Palms, Wallace Wilson, Howard Nelson, and Edward Jewell. Don Wolbrink gets his Master's degree in landscape and is now employed at Orange, California.

Livingstone Elder has been seen in New York several times since school closed, and is expected here again sometime in September. Rumor has it that Ken Black attended summer school.



Paeonios Alumni Elect Officers

FRED BILLINGS

BILL HARTGROVES, Paeonios '24, made us a nice visit the latter part of May. He and his wife and young son, William David, were spending part of their vacation with Mrs. Hartgroves' relatives here in Manhattan. Bill is with the Government at Washington, D.C., residing at 318 Spring Ave., Takoma Park, Md.

The active chapter surely enjoys having the older members call.

C. L. Alberding was here for the Grand Council inspection the latter part of May.

The Paeonios alumni association held a special meeting the last of May with nine members present. The following new officers were elected for the coming year: President, C. L. Alberding, Kiowa, Kansas; Vice-President, Robert Osborne, Manhattan, Kansas; Secretary-Treasurer, Fred Billings, Manhattan, Kansas.

At this meeting plans were discussed whereby the alumni association can be of greater assistance to the active chapter; by co-operation, closer relationship and, last but not least, be free with some good, sound advice to the active chapter.

The association expects to keep an up-to-date Paeonios alumni directory so when any of you brothers throw your trunk over your shoulder, the association will be very glad to get a card saying where you expect to land. This directory will not only be of great service to the Fraternity but will avoid much delay in receipt of correspondence, besides aiding the ARCHI staff in getting your ARCHI to you on time.

