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Shadows and Straws

THE QUESTION OF ADVERTISING the profession of architecture has been the subject of much discussion since the last Convention, at which the Board of Directors was asked to study the proposals which were advocated during the discussion, as well as the methods which had been tried by several of the Chapters. The Committee on Publications was charged by the Board with the gathering of information on this important subject, and the acceptance of its report at the last meeting of the Board, an account of which appears elsewhere in this issue, may be taken as indicative of the attitude of the Board on the subject. The report considers chiefly the issuance by the Institute of a document similar to one which has been issued by the Iowa Chapter; but we believe that the last sentence of this report may well be taken as a final summing up of the attitude of the Institute, through its constituted authority, on the subject of advertising.

Immediately after the Convention, several publications took occasion to congratulate the Institute upon what was thought to be a progressive step, since the erroneous impression that the Institute advocated advertising appears to have rapidly gained ground.

We feel qualified to state that, in presenting its report, the Committee on Publications was guided not alone by the

professional standard which has hitherto considered advertising as unprofessional, but by the fact that in no collective advertising of architecture as a profession is it possible to make general statements which are true. It is idle to consider this question without remembering that there are architects and men who call themselves such. No standard of ability exists or can exist. Yet advertising must rest upon a substantial guarantee that the promises made or implied shall be made good. To advertise the architect as qualified, by his title alone, to perform the duties and discharge the responsibilities which rest upon every practitioner, is to proclaim something which is not true; no assurance whatever can be given that the architect chosen under the influence of such an advertisement is able to satisfactorily discharge those duties and responsibilities.

It seems to be so easy to forget the difference between the collective advertising of a profession and advertising an article of commerce. In the latter case, a definite standard of quality, always to be relied upon, is prerequisite. In the former case, as we have already pointed out, no such standard exists, and it is pertinent to note that the present-day practice in advertising is to insist more and more upon truth and sincerity, and to discourage, in some cases by law, that abuse of advertising which

Obituary

George Wattson Hewitt

Died May 12, 1916

In the death of George Wattson Hewitt, on May 12, last, Philadelphia lost the dean of the architectural profession of that city. Born in Philadelphia on September 16, 1841, his boyhood was passed in Burlington, N. J. He was educated at Burlington College. In 1859, he entered the office of John Notman, the leading architect of his time, and a man far in advance of his day.

On Mr. Notman's death, Mr. Hewitt entered the office of Mr. John Fraser, under the firm name of Fraser, Furness & Hewitt. About 1871, Mr. Fraser went to Washington as Acting Supervising Architect of the Treasury Department, the Philadelphia office being continued by the other partners.

In 1875, Mr. Furness withdrew from the firm and Mr. Hewitt carried on his profession alone, until about 1878, when the firm of G. W. and W. D. Hewitt was formed, continuing until Mr. Hewitt's retirement.

Mr. Hewitt was a charter member of the Philadelphia Chapter of the A. I. A., and for many years was active in the management of its affairs. In style, Mr. Hewitt was always original. Breadth and strength, fine massing of light and shade combined with an exquisite sense of proportion, were among his characteristics. He did not confine his activities to the practice of his profession, but found time to devote to the study of optics, astronomy and photog-

raphy. He was one of the earliest amateur workers in the latter field, and contributed much to the perfection of the photographic art, when the use of dry plates succeeded the former wet process.

He was an enthusiastic amateur astronomer and expert in the grinding and polishing of objectives for astronomical telescopes, having completed one nine inches in diameter for his own use at his home in Burlington, where he possessed a well-equipped private observatory.

Mr. Hewitt was a man of rare personality, keenly alive to the beautiful in everything about him, both in nature and in humanity, generous and unaffected, combining great force and strength of character with an exceedingly genial and lovable nature. His loss is an irreparable one to his many friends and the community in which he lived.

Among the well-known buildings in Philadelphia with the design of which Mr. Hewitt was identified during his career, there should be mentioned the Mercantile Library, the residence of Henry Pratt McKean (now the home of Mr. E. B. Stotesbury), the Synagogue at Broad and Mt. Vernon Streets, Holy Trinity Church, the Church of the Holy Apostles, Academy of Fine Arts, Hahnemann Hospital, Harrison Ward of the Protestant Episcopal Hospital, St. Timothy's Hospital, St. Martin in the Fields' Church, Towers of St. Mathias Church and St. James Church and the Bellevue Stratford Hotel.

News Notes

Work of the Committee on Materials and Methods

The American Institute of Architects is a member of the American Society for Testing Materials. Representing the Institute, Professor Thomas Nolan, in attendance at the nineteenth annual meeting of that society at Atlantic City, June 27 to 30, made the following statement, which was placed upon the records of the proceedings, and elicited much applause and favorable comment:

"The American Institute of Architects has recently appointed a new Standing Committee on Materials and Methods. The purpose of this committee is, in general, to collect, record and publish for the architectural profession, in a more efficient manner than heretofore, the most important results

of investigations of the materials and methods of construction carried on by such societies as the American Society for Testing Materials, the engineering societies, the government laboratories and similar organizations; to coördinate, for the combined improvement of the construction of buildings, the work of the architect and the engineer."

The following papers and reports of committees at the annual meeting of the A. S. T. M., June 27-30, were of special interest to the architectural profession. All of these papers and reports can be obtained, as soon as published, by applying to the secretary of the society, Professor Edgar Marburg, University of Pennsylvania, Philadelphia, Pa.

"Wrought Iron," by S. V. Hunnings, Chairman of Committee A-2.

"Preservative Coatings for Structural Ma-