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THE JOURNAL OF THE AMERICAN INSTITUTE OF ARCHITECTS

COPY

March 28, 1922.

Mr. _____,
_____, _____,
_____, _____,

DEAR SIR:

Did you ever hear of Vanity Advertising? If not, may we say that there are many varieties of it, of which one is, doubtless, the publication to be issued by — & —, to feature the new — building, use of which for advertising purposes is being advised by you to members of this Association.

If we had time to write, and you to read, what could be written about Vanity Advertising, you would probably be much interested and edified by the story.

Suffice it to say that all such advertising is a waste of money; and, as will be obvious to an educated man, waste of money not only immediately increases the cost of promoting business, but recoils upon all those who waste it, or advise its waste.

In the case to which we have referred, it seems also fair to say that if — & — desire to advertise their business, they should do so at their own expense, and not at the expense of firms supplying, or likely to be interested in supplying, furniture or equipment to the new building.

Without a doubt, if it were suggested to you that you should ask a manufacturer to send a sum of money to — & — in order that they might spend it to advertise themselves, you would decline the suggestion as not only unethical, but entirely uneconomic.

But there is no difference whatever between that and asking a manufacturer to help pay for — & —'s "elaborate issue about to be published featuring the building."

Such requests—may we say?—are against the interests of your profession, against the interests of the contracting business, against the interests of the manufacturer, and against the public interests in economy in selling merchandise.

In drawing attention to such an unwarranted request to our members as you have made, we are doing no more than what has already been done by the American Institute of Architects in the attached resolution.

Yours very truly,

ASSOCIATION OF NATIONAL ADVERTISERS, INC.

(Signed) J. SULLIVAN,

Secretary-Treasurer.

New Members Elected

ALABAMA: John Eayres Davis, *Birmingham*. BOSTON: Frank E. Cleveland. Harold Buckley Willis, *Weston*. BROOKLYN: Adolph Goldberg, Daniel D. Streeter. CENTRAL NEW YORK: Carl Wesley Clark, *Cortland*. Charles Henry Conrad, *Binghamton*. DAYTON: Rollin E. Gebhart, Howard William Germann. George Hermann, William M. McCluer, Gustave A. Niehus, Lawrence Hampton Hall, *Springfield*. ERIE: Joseph P. Brenot. GEORGIA: Harrison S. McCrary, Jr., *Savannah*. ILLINOIS: Charles Gerhard Beersman, Robert J. McLaren, *Chicago*. NEBRASKA: Charles Alban Carr, Lweyn J. Prestwich, Frederick Scholer, Noel S. Wallace, *Omaha*. PHILADELPHIA: Ralph B. Bencker, M. Hawley McLanahan. SAN FRANCISCO: Russell Ray, *Santa Barbara*. SCRANTON-WILKES-BARRE: Frederick

Amsden Nelson. TEXAS: Emmett T. Jackson, Paul George Silber, *San Antonio*. VIRGINIA: Marcellus E. Wright, *Richmond*. WASHINGTON, D. C.: Thomas S. Browne, Harry F. Cunningham.

Architectural Instruction

The Department of Architecture, Ohio State University, Columbus, Ohio, will fill a position in the near future. The person filling this position will be given a rank on the University faculty and will divide his time between the instruction of classes in Architecture and the office of the University Architect designing academic buildings. Candidates should be graduates of a recognized school of architecture and have experience of not less than eight years in an office handling important work. They should communicate with Joseph N. Bradford, giving age, degree, experience and references.

Obituary

William V. Madden

Elected to the Institute in 1909

Died at Rochester, November 17, 1921

Mr. William V. Madden was born June 25, 1868, and was a representative of one of the oldest families of Monroe County.

Mr. Madden supplemented his early education, acquired in the parochial schools, by study in the high school and Mechanic's Institute and he further qualified for an active business career by taking up the study of architecture under the direction of W. F. Kelley and completing with J. Foster Warner, one of the most prominent and successful architects in the city. Mr. Madden spent five years in the building business with Thomas W. Finucane and in May, 1902, formed a partnership with Edwin S. Gordon, under the business name of Gordon and Madden, which continued until May 1st, 1918, during which time they were architects for some of the prominent buildings of the city, including the Corpus Christi Church of Rochester, the Sibley Block, the Central Bldg., the largest portion of Stromberg-Carlson telephone manufacturing building, St. Mary's Church of Canandaigua, New York, St. Mary's Chapel, the residences of George D. B. Bonbright and George C. Gordon, the Immaculate Conception Convent and numerous other fine structures which stand as evidence of the superior skill and ability of the firm in their profession.

By mutual agreement a dissolution of partnership was made May 1st, 1918.

Mr. Madden was a member of the Central New York Chapter of the American Institute of Architects, and the Rochester Engineering Society and Rochester Club, and he neglected no opportunity, to his knowledge, to promote his skill in the line of his chosen profession, in which he already attained more than local distinction.

His death occurred November 17, 1921.

Structural Service Department appears on the second right-hand page following