"MAKE NO LITTLE PLANS"
("They have no magic to stir men's blood.")

The recovery act brings to the architectural profession the opportunity to regain faith, to achieve direction, and to accomplish needful rightness.

The day which has passed, and which thinking men do not wish to recover, was a day of extravagance, of wealth without wisdom, and of increasing disorder. When it collapsed, darkness came, and in that darkness faith seemed lost entirely. Out of that darkness, under sane leadership, we are emerging toward a new day; a day in which social and economic facts will be given proper meaning. The cheerful chieftain, who has brushed aside our decaying forms, came at a critical hour. We can not falter again; forward with freedom is our only course.

We may feel today our architecture has come to the cross roads. To imagine recovery means resumption of the old manner is entirely wrong. The old manner was wasteful and dull. The new manner must be sound and interesting. It must fit a nation which fearlessly moves toward finer solutions. Men shall seek to record faith in place of scepticism, with beauty in place of monotony. They will become alert rather than indifferent. Architecture must reflect the new and changed perspective of a new and changed social order. Our underbuilt towns and villages are invited by the recovery act to picture their ideals and to look forward toward wholesome and desirable conditions for living. Buildings are to be planned to meet the need for cultural advancement, for proper
housing, and for relaxation and recreation; each with a suitable setting and convenience.

The recovery is a recovery of ideals; a making of America fit for Americans. It involves the disseminating of our normal advantages among all our people and away from concentration within the narrow bounds of cities; a more universal satisfaction and a more united faith. The architect's position in this new order should be primary. He must seek soundness, and reflect idealism. These must rise out of the problems of today. They dare bring no sentimental heresies from out of the past.

The haste with which programmes are being presented to share in the vast recovery fund attests an underlying desire to build and to progress. The architect has the opportunity to show leadership in the way toward greater fineness of simple living. Plans of larger meaning than are possible of immediate realization should be formulated, their social relationships thoroughly studied, and their desirability made clear. A rising tide of enthusiasm will bring such plans to fulfillment. In order that this constructive program shall not be defeated, hasty plans must be avoided. Unsound ventures must be revealed in all their undesirable aspects, that they may not act to condemn a course which marks the building of a pleasing material environment in which the sound elements of life are to be emphasized. The work is not one of a year or two, but of a generation. Its vistas should be completeness. To insure completeness, its initial undertakings must be sound. The architects must search through every problem for an interesting and practical solution. The inventiveness of the solutions and the comfort, convenience, and charm they carry to the people in creative
concepts must become intriguing. It is high time for the architect to become the responsive agent of the people's interests. Those architects who have carried on through the depression have found the simpler solutions resulting from required economy fascinating. They have met reality and found it stimulating. It is important that they now share this understanding with the people; that they make clear to the people the relation of cost to structure and the relative extravagance of dull forms as compared with the economy of cleanly ones.

Under the Administration of Public Works let us have no little plans. Let us start in a definite direction with a clear objective ahead of us. Let our cities, towns, and villages sanely look to a gradual well-rounded development. Let the plans be practical, entirely practical, or they will lose all force. But let them carry the concept of completeness; that American life can possess a constant of good living conditions with modest but adequate comfort and beauty.

Our villages with their limestone post-offices and their wooden churches, with fine schools and shabby shops, no parks and but a muddy swimming hole, have been out of balance. They lack a sense of simple orderliness. Our towns are as dull and uninteresting. No wonder young men and women flock to our cities, often leaving behind them much more happiness than they shall find again. We must make architecture synonymous with order instead of with extravagance. It must once more associate happily with natural beauty, and forget the artificial. It must be made useful in every aspect of American life, from the simplest to the most complex. If our architects wake to the new social order early enough to lead in its expression, the progress from this year forward will be toward
a new America. They are prepared to tell truthfully the story of misguided planning and of wasted opportunity.

Building with intelligent economy must be the new manner. A village can stand little annual expense, but it can stand that little as well as the city can stand its expense. A hundred thousand dollars spent in a single building of elaborate architecture is impossible to it. The same amount spent sanely, and over a period of years, can be carried without burden. A clean plan, a sense of architecture in the village grouping; the charm of openness and space; the shadows of friendly trees; squalor, dirt, and meagreness changed to beauty, cleanliness, and adequacy, several modest but attractive buildings for common meeting, amusement, and recreation reflecting beauty and artistry in their setting, with these we shall have made our start toward expressing American standards as worthwhile standards. Unsightliness should not be inherent in American life.

Town and city simply extend the range but do not change the concept. Proud monuments based upon sentiment and civic boastfulness will only imperil needful progress. A sound economic completeness is to be achieved. The recovery act invites architects to become architects in the true sense; to lead America, city, town, and village, in reaching the charm it has every right to possess, but which the old manner denied to it.

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