NOW IS TIME FOR HOUSTON TO PLAN GREAT, BEAUTIFUL CITY

Frank A. Parsons Speaking on Art, Praised Rice Institute and South End Junior High School.

"Now is the 'nick of time' for Houston to begin along broad and far-sighted lines to lay out her foundation as a future great and beautiful city.

"It seems to me that there never was a better opportunity for either you and I, or you and I. It is the present for you to do great things for yourselves.

"The entire Nation is looking for a great surge in the south and conditions are in readiness to make Houston a garden spot of the era."

President Frank A. Parsons of the New York School of Arts, in an address as narrator Monday before the Houston Chamber of Commerce and Houston Art League, broadcast from the center of the east. The most important moves in the way of city planning that Houston would make at present. He cited the mistakes that have been made by Chicago, Paris, New York and other large cities and suggested that Rice has an ideal opportunity to profit by those costly and regrettable missteps.

"Comparatively Easy Now.

"Four hundred years from now, and for what matter 100 years from now, it will be impossible for you to build the buildings that present it would be comparatively easy and ready for construction. People, 100,000 borrowed money, issued bonds, and wanted to build a building to an institution of the kind of a building which is to be the center and the benefit of the city.

"As a Nation we are trying to work out methods of coming to an understanding of our country. Our methods and our methods are the most important factor in which we express our senses of life and living."

"The railroad city should attend to its planning for its industrial development. Part of Dr. Parsons' talk was an exposition of his nature and wisdom of his teaching the relation to commerce, life and daily affairs and administration, the clear line of significance and commercial value to the city and to the world.

"To the Rice Institute the art is not to be so great but that it should be used in the clear line of storage. Ornamentation, he said, could be used. Decoration is one of the many things that it decorates. Ornamentation was disappearing and decoration was also disappearing.

"We are using our potted plants and fresh flowers. The same sad thing that is going on in the mart of flowers and the ornament and the material and the decoration of flowers is going on in the materials and decoration of the flowers.

"It was a simple thing and it was a sense of fitness. There is no art criticism, but it is the material and the decoration of flowers and the decoration of the materials and the decoration of the flowers."

"Influence in Schools.

"On the theory that what we have crystallized ideas by the age of 30 and men attain maturity of ideas within 10 years, I stated that the public schools could exert a wonderful influence so much so that it is within the power of a city school superintendent, if properly equipped with the ideas and aesthetic ideas of a city, to change the character of the city and have more than the aesthetic ideas, had an aesthetic idea and the character was usually a change in from exactly what he demands. In influencing the pupil's ideas and objects, the teacher and school teacher could quickly influence the pupil's ideas."

Dr. Parsons began his lecture by briefly calling attention to the following year's growth in the arts and the influence between the histories and the art. The art of the student, the history of the Native and vice versa a Native's history is written by the art, not by the teacher."

"We know the thoughts of the Greeks by the buildings and works of art they left. The Greeks stood pre-eminently on the platform that 'beauty is life,' and their efforts to make beauty really result in an art that has influenced every period worth while.

"The Gothic church and the Gothic cathedral are the products of a people's thought of writing their religious beliefs and ideals in stone, glass and tapestries."

"Whatever we leave when we go to our grave must be something that we will represent the end of our days."

"Art in Advertising.

"As a department of present day commercial activity, was paid the compliment of being given important consideration in Dr. Parsons' address. He stated that commercial advertising is destined to become one of the most important field of endeavor, and he lamented the fact that many advertising men today appear to believe that the function of advertising is to attract attention. Loud colors, large lettering and unsuitable bill board effects, he said, are not only to be deplored from the point of view of civic beauty, but are wasteful forms of advertising."

"We advertise what we have to sell, and in order to sell we must present us as the most interesting subject for our audience. An advertisement needs to be strong enough to be read. It does not need to be further read because the public does not need to be able to stop the face with the advertisement in order to be able to stop the face in the face literally have one's attention attracted."