

the successful architectural treatment of many recent factories has made it evident that the opportunities for the development of this type of structure have been largely neglected by architects.

The fact that more industrial buildings have not been designed by architects is largely due to

most exacting character, and success cannot be counted upon without an energetic study of the problem in all its phases, and an extensive and sympathetic understanding of manufacturing methods.

Industrial buildings entail primarily practical requirements, safe, permanent and economical



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the lack of interest the profession has shown in the work. As a consequence this very fertile field of design has been served by the engineer or contracting engineers, the latter virtually contractors, who have built up in many cases large and powerful organizations from the profits of this type of work exclusively. With the growing importance of industrial building and the increasing numbers of people who gain their livelihood from industrial pursuits, the physical character of these buildings, because of their important influence in the community, is a matter of considerable concern.

Industrialism is one of the dominant notes of our modern life, but so far, architecture, which in past ages recorded in permanent form the dominant characteristics of its time and people, has not exerted any marked influence in the buildings housing our modern industries. The opportunity is no less favorable than those of earlier days. It needs only a realization of its possibilities by architects of to-day to develop application of architectural principles that will be a strong bond in uniting the profession and business interests.

Commercial design is not such a simple matter that it can be handled offhand by any architect, and it cannot be thought that it requires no particular skill. It demands a type of service of a

construction, and the efficient installation of mechanical equipment. They are investments which must show earning capacity to be successful. Appearance is incidental from the manufacturing viewpoint; it is, of course, eminently to be desired, but efficiency of the structure cannot be sacrificed for it, nor can it justify any appreciable addition to the cost of the building.

These conditions present an opportunity for service that the architect is especially capable of rendering. He has the type of mind that can grasp the problems connected with planning a building to fit the operations of manufacturing, and through the possession of a better appreciation of structural forms than the engineer, he can provide interest and beauty to the walls and mass of an industrial structure. There are, however, many features of the engineer's handling of the problem that architects may study with profit, for it is in those respects that corporations have been impressed more favorably by engineers than by architects. Good business methods, speed in construction, directness in securing results, are the contributions engineers and contracting concerns have made to industrial building, and it is only by a combination of these qualities with architectural planning and design that architects can be successful in industrial work.