PRESIDENT MACLAURIN
TECHNOLOGY’S LEADER

The Man Who Has Made The
Visions Of “The White
City” A Reality.

President Richard Cockburn MacLaurin

INSTITUTE WILL OCCUPY NEW
BUILDINGS IN NEAR FUTURE

Efficiency The Keynote Of The Whole Construction—

WILLIAM BOSWORTH
THE ARCHITECT

Designer Of New Technology
Has Had Wide Training
And Experience.

The admirable plan of the New

Technology will be moved in the near future to its new home in Cam-
bridge on the Charles River. The buildings are rapidly taking shape and
the enormous project is now assuming definite results, due largely to the
systematic manner with which the whole affair has been treated. From the
moment when the new quarters were definitely decided upon, everything has
been solved from an efficient standpoint.

In the first place, efficiency is shown in the method adopted for the ar-
range ment of the buildings in one continuous group. The advantage of this
during this period that he
} gained his great reputation
for the power of getting fine
effects by simplest means.

Recently, he has been en-
gaged on a magnificent
thirty story white granite
structure in New York, which
is to be the headquarters of
the Western Union Tele-
graph Company. This build-
ing will be recognized as
characteristic of Mr. Bosworth’s evi-
dent dislike of complication and or-
"namen ts, and his disinclination to use
ornamentation except with some defi-
nite purpose in mind. Like the New
Technology, it testifies to his good
taste, his classic sense of simplicity,
and his efficient method of dealing
with practical problems.

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