

# FROM BOUW EN TECHNIEK TO DE 8 EN OPBOUW

THE TWO JOURNALS  
OF ENTREPRENEUR  
J. VAN CREVELD

ROEL GRIFFIOEN

The fact that *de 8 en Opbouw* (1932-1943) had its origins in another journal is no secret: it is the reason why it began immediately with volume three, and why its cover bore the curious declaration ‘included in *Bouw en Techniek*’ until well into the 1934 volume. But the precise nature of this predecessor, *Bouw en Techniek* (1930-1931), is difficult to reconstruct for there is ‘a gap in the archive’, to borrow an expression used by periodical scholars Robert Scholes and Sean Latham.<sup>1</sup> It turns out that *Bouw en Techniek* was not actively collected and is absent from the collections of university libraries and specialist institutions. The only surviving copies are the three single, non-sequential issues held by the International Institute of Social History (IISH) in Amsterdam: the first and seventh issues of the first volume and the second issue of the second volume.<sup>2</sup> There are references to the contents of the journal in other organs (especially *Algemeen Handelsblad*), and the Merkelbach archive at Het Nieuwe Instituut contains correspondence between the publisher and



the editors of *de 8 en Opbouw* that provides some insight into the transition from *Bouw en Techniek* to *de 8 en Opbouw*.<sup>3</sup> Based on the three surviving issues and other scanty and fragmentary source material, this article sketches a picture of this predecessor of *de 8 en Opbouw* and of the relation between the two journals. By focusing on the publication history it becomes clear how both journals endeavoured – in different ways – to strike a balance between editorial content and commercial interests.

#### VAN CREVELD AND *BOUW EN TECHNIEK*

The most obvious common denominator of the two journals is the publisher, Jacques van Creveld. He founded *Bouw en Techniek* in 1930 and two years later oversaw its transition to *de 8 en Opbouw*. He remained the new journal's publisher and owner until June 1935 when he sold it to the publishers Van Holkema & Warendorf. Van Creveld was an Amsterdam entrepreneur. His firm, Handelsvereniging Van Creveld at

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# BOUW EN TECHNIEK

ORGAAN VOOR ARCHITECTEN, INGENIEURS, AANNEMERS, MACHINE- EN METAALWAREN-FABRIKANTEN, RIJKS- EN GEMEENTEDIENSTEN, SCHEEPSWERVEN, HANDELAREN IN BOUWARTIKELEN, IJZERWAREN, MACHINERIEËN, ENZ.  
BUREAUX: TITIAANSTRAAT 20 — AMSTERDAM

**J. B. ROESTVRIJE KRUKKEN**



onbreekbaar, roestvrij, het goedkoopst en in kwaliteit het beste.  
Gebruik daarom niet anders dan

**J. B. ROESTVRIJE KRUKKEN**

SEDERT MEER DAN 50 JAAR OP DE HOLLANDSCHE MARKT ERKEND ALS HET BESTE IN KWALITEIT



CATALOGUS OP AANVRAAG PROMPTE LEVERING

Ged. Handelsmerk



AGENTSCHAP VOOR NEDERLAND:  
HANDELSVEREENIGING VAN CREVELD GELDERSCHENKADE 86 A-DAM C.  
FABRIKANT: **F. DOWLER & SONS**  
Walsley Street ASTON, BIRMINGHAM ENGLAND, Cable "Dowler, Birmingham."

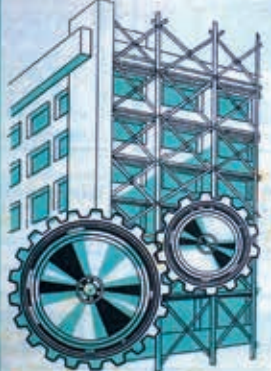

# BOUW EN TECHNIEK

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BUREAUX: GELDERSCHENKADE 86 — AMSTERDAM C.

**SPIROS COMPRESSORS**

OUDEST EUROPEESCH FABRIKAAT

Stationaire en Transportabele Oroepen  
Ingenieursbureau  
**SNITSLER & Co.**  
PLETTERIJSTRAAT 93, DEN HAAG

DRAMA  
Groot in de afgebrachte installatie van een fabriek voor de vervaardiging van kabels.  
HOLLANDSCHE KABELFABRIEK AMSTERDAM

**N.V. Nederlandsche Huistelefoon Maatschappij 's-Gravenhage**

Bijkantoren en Toonkamers: Amsterdam - Rotterdam - Arnhem - Tilburg - Groningen  
Storingsbureaux: Almelo - Leeuwarden - Utrecht - Haarlem

Telefoon-, Electriche Klokken-, Personenroep-, Tijdsignaal-, Tijdcontrole-, Nachtwakerscontrole-, Beveiligingsinstallaties enz. IN HUUR, ZONDER Aanklegkosten, ZONDER kosten voor onderhoud en vernieuwingen.

Geldersekade 86, dealt in iron and copper wares and imported and marketed household goods and building supplies. We know of some of those products via advertisements he himself placed in *Bouw en Techniek* and later in *de 8 en Opbouw*: Jowil door locks, Tinol solder paste, Ideal push bells, Bol plugs, and press studs for clothing from F. Dowler & Sons. On the Van Creveld family card in the municipal register, the occupation 'retail trader' has been crossed out and replaced by 'publisher', but his publishing activities appear to have been confined to *Bouw en Techniek* and *de 8 en Opbouw*.<sup>4</sup> That is not to say that he was unacquainted with publishing. His father, Abraham van Creveld Mzn.,<sup>5</sup> was the founder and editor-in-chief of an important journal for the local Jewish community, *Centraal Blad voor Israëlieten in Nederland*, and as bookseller, printer and publisher was completely at home in the world of the printed word.<sup>6</sup>

We gather that Van Creveld was the publisher of *Bouw en Techniek* and *de 8 en Opbouw* from his corre-

spondence with the editors of the latter journal, but his name is not mentioned in the journals themselves. We do find another Van Creveld among the *Bouw en Techniek* staff: Isidore, one of the publisher's brothers, was a lawyer who had published a short book about the contract between client and architect with L.J. Veën in Amsterdam in 1917 and who had thereafter written several times about the law and architecture.<sup>7</sup> The other staff members mentioned in the first issue are the architects T.H. ten Bosch and J.S. Baars, the engineers J.J. Poutsma and F.C. van Lier, the notary A. v.d. Bergh, A.E. d'Ailly, writer of non-academic historical works about Amsterdam, and W. Koster Dzn. At a later stage the name J.F. van Oss was added to the list. The architect J.S. Baars was, like Van Creveld, an active member of the Jewish community in Amsterdam and in 1925 had contributed to the anniversary issue of the

▲ Cover *Bouw en Techniek* 1 (1930) 1, 7 (IISG) and Cover *Bouw en Techniek* 2 (1931) 2 (IISG)

*Centraal Blad voor Israëlieten in Nederland* published by Van Creveld's father.<sup>8</sup> Fellow architect T.H. ten Bosch was probably familiar with this milieu as well, via his business partner, the Jewish interior architect Henri Le Grand.<sup>9</sup>

As the varied list of staff suggests, *Bouw en Techniek* was not aimed exclusively at architects. The journal aspired to appeal to a broad group of building professionals, such as – to quote the subtitle – ‘Architects, Engineers, Contractors, Machine and Metalware Manufacturers, National and Municipal Government Departments, Shipyards, Suppliers of Building Materials, Ironmongery, Machinery, etc.’. The opening article stated that it wanted to ‘cater to all needs’ of ‘everyone who has any connection with the building industry or the very wide field of engineering’.<sup>10</sup> The journal interpreted ‘building’ in the widest possible sense and even included ‘the realization of an engineering work such as the construction of a house, a railway bridge, a railway carriage, aeroplanes, a car, the construction of roads, canals and the like’.<sup>11</sup>

Based on the three available issues and references to the journal in newspapers and other journals we are able to establish that *Bouw en Techniek* covered a wide range of topics, with the emphasis being on the practical side of the building industry. It reviewed new building materials, such as concrete timber, coloured cement, porous cement, fillers and nitrocellulose lacquers, and published articles on the rise of concrete trucks in the Anglo-Saxon world, the electrification of housekeeping, facade lighting, the costs of oil heating, the detrimental effects of traffic vibration on houses and buildings, et cetera. Compared with these topics, architecture fared poorly. The frequent summaries of *Bouw en Techniek* issues in the *Algemeen Handelsblad*, a newspaper in which Van Creveld regularly advertised his journal, which may explain why it was on the paper's radar, referred to reviews of new buildings for the Electrostrom electricity company and the Jaarbeurs (trade fair complex) in Utrecht and projects by the Department of Public Works in The Hague (written by the director).<sup>12</sup> It is not clear from these very brief descriptions whether the emphasis was on the architectural design or the structural engineering aspects. Although issue number seven of the first volume contained two articles about the new Bijenkorf department store building in Rotterdam, neither discussed its design; the architect – Willem Dudok – was not even mentioned by name. One article focused on the electrical system in the store, the other on the contractors involved in its construction.<sup>13</sup>

Of the three surviving issues of *Bouw en Techniek* only the first issue of the first volume contains two articles in which an architectural opinion is expressed. The first is titled ‘Modern architecture or Modish

architecture’; a false dichotomy elaborated in the article by its author, the architect J.S. Baars.<sup>14</sup> Modern (read, good) architecture was in his eyes architecture by professional colleagues working in the tradition of early twentieth-century ‘innovators’, while ‘modish architecture’ was the architecture of colleagues who took the rationalism of the innovators too literally and to extremes. For insiders this was an obvious swipe at the Nieuwe Bouwen functionalists who were deemed to be squandering Berlage's legacy. Baars claimed that ‘in the latest architectural manifestations’ they were busy ‘camouflaging the seriousness of Architecture, our sacred heritage of centuries’, paradoxically by stripping that architecture down to ‘a cast framework construction ... with a cladding of glass, iron and steel or even brick’.<sup>15</sup> The second article was signed ‘B.’ and was probably also penned by Baars.<sup>16</sup> In it the author declared his opposition to the flat roof which, despite a few advantages (it was cheap and more spatially efficient than a sloping roof), seldom gave rise to a satisfactory architectural outcome.<sup>17</sup> This, too, was a veiled criticism of Nieuwe Bouwen.

The proportion of staff-written editorial contributions appears to have been limited. In addition to news items and submitted information about tenders, the journal contained translated summaries of articles from German, British and American trade journals. This was not unusual for commercial trade journals, which in a few exceptional cases consisted largely of translations, summaries and overviews of topics covered in foreign journals. One example of this is the Antwerp publication *De Bouwgid*.<sup>18</sup> Such second-hand material was not necessarily treated with disdain: translated articles and summaries were considered important for the dissemination of professional knowledge. In an advertisement for *Bouw en Techniek* that Van Creveld placed in the *Algemeen Handelsblad* in September 1931, the ‘From our magazine portfolio’ section of the journal was puffed as ‘a meticulous Overview of what is being written about the field of construction and engineering in a large number of foreign trade journals’.<sup>19</sup> This afforded readers ‘the opportunity to quickly acquaint themselves with the most important subject matters in [their] professional literature. This is a saving of time and thus of money!’.<sup>20</sup>

Another section consists of pieces written in their official capacity by prominent figures and officials about events in which they had been involved. The March issue of 1930, for example, contained an article on the 22nd trade fair in Utrecht written by the secretary general of the Vereeniging tot het Houden van Jaarbeurzen in Nederland (Association for the organization of trade fairs in the Netherlands).<sup>21</sup> The June issue's coverage of the ‘Zevenmijls’ (Seven Leagues) electricity exhibition in Enschede included contribu-

## DE NEDERLANDSCHE JAARBEURS.

De Najaars-Beurs te Utrecht.

9—18 September.

„Met stilstaan is nog nooit iets bereikt. De tijd en de menschheid schrijden steeds voort, stilstand is teruggang.” Zoo ongeveer zegt het ijverige jaarbeurs-bestuur in een harer propaganda-geschriftjes en inderdaad, het is zoo. Meer dan ooit is het voor den zakenman nu de tijd, om met verdubbelde energie en verdubbelde waakzaamheid zijn zaken voor teruggang te behoeden. „Let op Uw saeck”, zeiden reeds onze voorvaderen en zeker moet dit het geval zijn in tijden waarin depressie weder het hoofd opsteekt. 9 September opent het Jaarbeurs-gebouw weder hare deuren voor de bezoekers van de 23e Nederl. Jaarbeurs. Nauwkeurig overwogen van den Inkoop is meer dan ooit geraden en daarbij kan de Jaarbeurs tot grooten steun, tot groot voordeel zijn. Bekend mag worden verondersteld wat de beurs brengt en beoogt. Immers, zouden er nog veel Nederlandsche zakenmensen zijn, die nimmer de jaarbeurs bezochten? De toenemende bezoek-cijfers wijzen uit, dat steeds meer zakenmensen hun voordeel zien in een geregeld bezoeken der voor- en najaarsbeurzen.

Zoo als bekend, neemt de groep **BOUWMATERIALEN** alleen aan de voorjaars-beurzen deel. De eerste verdieping van de beide gebouwen is ingenomen door de groep Metaal-industrie, Electro-techniek, en Metaalwaren terwijl de groep Radio door het geheele gebouw verspreid is, Meubelen en aanverwante vakken vindt men op de geheele 5e verdieping van de twee gebouwen, en op een groot deel der 4e verdieping.

Begane gronds treft men een voortzetting aan van de groepen Electrotechniek, Radio, Metaalwaren en Verlichtings-artikelen. Deze najaarsbeurs zal ook de aandacht trekken door belangrijke inzendingen op Auto-gebied. De Nederl. Spoorwegen verleenen wederom de gebruikelijke reductie van 50%, op den prijs van het terugreis-biljet. Men verzuime



De toegang tot de jaarbeurs.

niet, bij het koopen van een spoorkaartje naar Utrecht de hou van het toegangs-bewijs aan het station van vertrek te laten afstempelen. Zondag 14 September is de jaarbeurs gesloten. Vraagt uw toegangs-biljet tijdig aan, het wordt den aanvrager toegezonden als postkwitantie, zoodat de betaling geschiedt bij aanbidding van het toegangs-bewijs.

# JAARBEURS

INTERNATIONAAL

UTRECHT

9 t/m 18 SEPTEMBER 1930



HET GEREGELD BEZOEKEN DER NEDERLANDSCHE JAARBEURZEN IS EEN ONAFWIJSBARE EISCH VOOR IEDEREN ZAKENMAN, DIE VOLKOMEN OP DE HOOGTE VAN ZIJN VAK EN ZIJN TIJD WIL BLIJVEN



Het Vredenburg tijdens de Jaarbeurs.

4. Linking editorial content and advertising policy: article in *Bouw en Techniek* 1 (1930) 7, 63 (IISG)

tions from two local government officials, the mayor and the alderman for business.<sup>22</sup> And in spring 1931 a building materials fair in Maastricht prompted articles by the Royal Commissioner, the mayor of Maastricht, the secretary of the trade fair in question and – once again – the secretary-general of the Vereeniging tot het Houden van Jaarbeurzen in Nederland.<sup>23</sup> I suspect that these texts were made available to *Bouw en Techniek* for promotional purposes.

### ADVERTISEMENTS IN *BOUW EN TECHNIEK*

Advertisements comprised a sizeable portion of *Bouw en Techniek* and, above all, a growing portion compared with editorial content. Advertisers in *Bouw en Techniek* were mainly from the Amsterdam area. It is likely that Van Creveld himself was responsible for securing them, in which case the advertisements are a reflection of his business network. For the most part they were grouped together in sections before and after the editorial pages. This was a common practice,

## ELECTROTECHNIEK.

Beschrijving van de elektrische installatie van het nieuwe magazijn „De Bijenkorf” te Rotterdam.

Rotterdam is de derde stad waar de N.V. Magazijn „De Bijenkorf” een groot Warenhuis gaat openen.

Zoals wij nog onlangs op de „Zevenmijs”-tentoonstelling te Enschede hebben kunnen constateeren, is de electriciteit in elk bedrijf één der belangrijkste factoren, om niet te spreken van den „belangrijksten”, reden waarom wij juist de elektrische installatie willen beschrijven.

De elektrische installatie van dit warenhuis, welke, evenals de beide bestaande warenhuizen te Amsterdam en Den Haag, wordt uitgevoerd door de N.V. Groeneveld, Van der Poll & Co.'s Electrotechnische Fabriek te Amsterdam, omvat niet alleen een groote lichtinstallatie, doch ook een belangrijken kracht- en verwarmingsaanleg.

**Aansluiting en verdeling van den aanleg.** De installatie is aangesloten aan het Gemeentelijk Electriciteitsnet te Rotterdam.

Hiervoor is in de kelderverdieping van dit gebouw een ruim transformatorstation gebouwd, waar de H.S.aansluiting op een normale draaistroomspanning van  $3 \times 225$  Volt wordt gereduceerd.

Behalve deze aansluiting aan het draaistroomnet, wordt ook nog een afzonderlijke aansluiting gegeven aan het Gemeentelijk gelijkstroomnet  $2 \times 225$  Volt speciaal voor de omschakelbare verlichting. Onmiddellijk aan de transformatorruimte grenst de laagspanningsruimte, alwaar de hoofdverdeling voor de geheele installatie zich bevindt, voor een totale geïnstalleerde waarde van ca. 1500 kw.

Direct bij het binnenkomen in de laagspanningsruimte wordt de voeding van het Gem. Electriciteitsbedrijf gesplitst in afzonderlijke aansluitingen voor verlichting, kracht en verwarming, en de aansluiting voor verlichting wordt hier weer onderverdeeld voor resp. Etalage-, Effect-, Algemeene Verlichting met stopcontacten en Omschakelbare Algemeene Verlichting.

Voor deze laatste verlichting, welke als noodverlichting dienst doet, zijn vier afzonderlijke groepen met vier nulspanningsomschakelaars, welke bij eventueel wegvallen der draaistroomspanning deze verlichting automatisch van het draaistroomnet op de aansluiting van het gelijkstroomnet schakelen. Vanuit deze laagspanningsruimte worden de voedingskabels gelegd naar de verdeelborden, welke op verschillende plaatsen in het gebouw zijn aangebracht.

Tevens is het interessant te vermelden, dat het aantal van deze uitgaande groepen kabels bedraagt: voor verwarming 5 stuks, voor kracht 14 stuks, voor Omschakelbare Algemeene Verlichting 4 stuks, voor Algemeene Verlichting en stopcontacten 14 stuks, voor Effectverlichting 5 stuks en voor Etalageverlichting 8 stuks, dus totaal 50 stuks.

**Lichtinstallatie:** Zoals reeds gezegd, wordt de geheele lichtinstallatie onderscheiden in:

1. **Algemeene Verlichting met stopcontacten:** d.i. achtereenvolgens de verlichting van de verschillende verkooppunten, de kantoren, dienstlokalen enz. Dit omvat totaal een ca. 5325 lampen, varieerend van 40—200 Watt en ca. 950 stopcontacten met een geïnstalleerd verbruik van ca. 410 K.W.

2. **Omschakelbare Algemeene Verlichting:** d.i. dat gedeelte van de Algemeene Verlichting, dat bij storingen in den draaistroomtoevoer automatisch omschakeld wordt op de gelijkstroomaansluiting, welke over het geheele gebouw is verdeeld, omvattende een ca. 680 lampen van 40—200 Watt en 22 stopcontacten met een verbruik van ca. 95 K.W.

3. **Effectverlichting:** Hieronder valt de verlichting van de lampenafdeeling, vlag en toren, 3 lichtbakken, gevelbanden, balkon en reclameverlichting en verder 6 projectieapparaten in de verkoophal, tezamen met een geïnstalleerd verbruik van 60 K.W.

4. **Etalages:** Er komen in totaal 53 stuks etalages, waarvan 4 groote, 32 normale en 17 kleine etalages.

Wat er noodig is voor een goede etalageverlichting, blijkt wel uit onderstaande opgave, waarbij ongeveer is aangegeven het aantal lampen, dat in deze etalages is geprojecteerd:

Kleine Etalages: 12 lampen à 200 Watt op 1 rij, 2 lampen à 200 Watt spotlights, 2 stopcontacten.

Normale Etalages: 6 lampen à 150 Watt, 12 lampen à 200 Watt, 6 lampen à 300 Watt, 39 lampen à 15 Watt, 2 lampen à 200 Watt spotlights, 4 stopcontacten.

Groote Etalages: 10 lampen à 150 Watt, 30 lampen à 200 Watt, 70 lampen à 15 Watt, 2 lampen à 200 Watt spotlights.

Het verbruik van de etalages bedraagt hoogstens 225 K.W.

**Krachtinstallatie:** Deze installatie omvat de aansluitingen voor alle motoren en toestellen, welke dienen voor algemeen en huishoudelijk gebruik, n.l.:

5 personenliften à 30 P.K., 4 goederenliften à 13 P.K., 1 goederenlift à  $8\frac{1}{2}$  P.K., 4 roltrappen à  $7\frac{1}{2}$  P.K., 1 roltrap à 10 P.K.

Voor ventilatiedoelinden 30 motoren met een gezamenlijk vermogen van 70 P.K., voor keuken en koelrichtingen 31 motoren met een gezamenlijk vermogen van 53 P.K., voor pompen 9 motoren totaal 144 P.K., spijzenliften 2 motoren totaal 3.5 P.K., schuifbekken 3 motoren totaal 6 P.K., toumiquets 3 motoren totaal 3 P.K., transportrichtingen 4 motoren totaal 12 P.K., timmermanwerkplaats\* 3 motoren totaal 6 P.K., diverse doeleinden nog 11 motoren totaal 29 P.K.

Totaal aan kracht geïnstalleerd 500 K.W.

**Verwarming:** De verwarmingsinstallatie is speciaal in de keukenafdeeling uitgevoerd en omvat de volgende aansluitingen:

1 broodrooster à 10 K.W., 1 kooktoestel à 10 K.W., 5

5. Two articles prompted by the construction of the Bijenkorf department store in Rotterdam. Architect Willem Dudok is not mentioned. Bottom right two advertisements for firms involved in the construction and also named in the articles. *Bouw en Techniek* 1 (1930) 7, 66-67 (IISG)

the advantage being that they could easily be removed prior to binding into volumes.<sup>24</sup> Cover advertisements were not unheard of either: *Bouwbedrijf*, *Centraalblad der Bouwbedrijven*, *R.K. Bouwblad* and *Bouwkundig Weekblad Architectura* all featured ads on their covers. More unusual is the fact that *Bouw en Techniek* also included small advertisements on the editorial pages, usually linked to the editorial content. Thus, the first issue of the first volume contains a double-page spread of items devoted to 'Automotive Engineering' and 'Traffic' with advertisements from the car dealer J. Witmond, agent for the makes Peugeot ('The famous

French car') and Durant ('The inexpensive popular American car').<sup>25</sup> An article entitled 'Heating. Oil-fired central heating' is coupled with an ad for the Nitek oil burner.<sup>26</sup>

In the seventh issue of the first volume the link between editorial and paid content is even more apparent. An editorial announcement of the Autumn Trade Fair in Utrecht's Jaarbeurs is accompanied by an advertisement for that same Jaarbeurs.<sup>27</sup> And the aforementioned articles about the Bijenkorf store in Rotterdam refers to some of the firms involved in the construction by name.<sup>28</sup> Two of them, the stone-



and editorial content. It called *Technische Gids* a poorly camouflaged 'vulgar advertisement trap' whose editorial content was 'a continuous advertisement for the journal's advertisers'.<sup>31</sup> According to their calculations, *Technische Gids* had 'managed to mention some 40% of the advertisers editorially'. This, R.K. *Bouwblad* complained, was systemizing editorial propaganda; 'is the moral value of a journal in our country,' it asked, 'no longer measured by the independent stance that editors adopt towards advertisers?'<sup>32</sup>

#### COMMERCIAL TRADE JOURNALS

Whereas Van Creveld's *Bouw en Techniek* was a one-man enterprise, commercial trade journals were generally institutionally or professionally well integrated around 1930. *Vakblad voor de Bouwbedrijven*, for example, was published by C. Misset, a publishing firm specializing in trade journals as well as journals for, among others, the leather and textile industries, agriculture and animal husbandry.<sup>33</sup> *Centraalblad der Bouwbedrijven voor Nederland en Koloniën* was published by the Nederlandse Uitgevers-Maatschappij (previously Van Mantgem & De Does), which also published *Electrotechnisch en Werktuigkundig Weekblad* and numerous technical handbooks.<sup>34</sup> Trade and industry were also active in the magazine branch. *Thuis* (Home), 'devoted to home decoration', looked like a magazine for the general public but was in fact an advertising vehicle for furniture manufacturer and retailer H. Pander & Zonen, while *Klei* (Clay), had evolved from the official organ of the trade associations for brick and roof tile manufacturers into a more general journal 'dedicated to the interests of the clay industry'.

An interesting case is that of *Bouwbedrijf* (Construction Industry), which was also in the hands of a publisher – Moorman's Periodieke Pers – specializing in trade journals, which also had various other construction-related journals in its portfolio (*Hout* [Wood], *Staal* [Steel], *Koeltechniek* [Airconditioning], *Alles Electrisch* [Everything Electrical], *Electro-Techniek* [Electrical Engineering], *Warmte-Techniek* [Thermal Engineering], *Openbare Werken* [Public Works] and the interior design magazine *Binnenhuis* [Interior]).<sup>35</sup> This publisher successfully attached trade organizations to his journals. In 1930 *Bouwbedrijf* was the organ of no fewer than four different organizations: Nederlandsch Instituut van Architecten (Dutch Institute of Architects), the Beton-Vereeniging (Concrete Association), the Hinderwet-Vereeniging (Nuisance Act Association) and the Nederlandsche Vereeniging voor Centrale Verwarmings-Industrie (Dutch Association for the Central Heating Industry).<sup>36</sup>

There were various reasons why such collaborations could be attractive for publishers. For example, they

brought a ready-made readership with them and ensured (paid) page-filling content. H.P. de Swart & Zn., publisher of *Vademecum der Bouwvakken*, was also desperately searching for collaboration, judging by this advertisement in the magazine: 'This journal makes its columns available to: **official announcements of construction associations, architects' organizations, contractors, or otherwise.** Enquire about our conditions for making this journal the **official organ** of Your Organization.'<sup>37</sup> The desired collaborations did not eventuate, however, and in the June issue editor-in-chief Daaf Koens announced that after 43 and a half years, publication would cease 'for financial reasons'.<sup>38</sup> He explained that the journal had not managed to secure a clearly defined readership: 'While *Bouwkundig weekblad* is published for the Architecten B.N.A. and follows a single line, *Bouwbedrijf* is increasingly becoming the journal of the Architecture department of the Delft Technical University, [and] *Polytechnisch Weekblad* by and large covers all the construction-related subjects, the main aim in recent years has been to make *Vademecum der Bouwvakken* the journal for those who were not organized and for future colleagues. ... Unfortunately the commercial operation was not successful and at the end of the day even the most generous publisher is not a philanthropist.'<sup>39</sup>

#### TRANSITION TO *DE 8 EN OPBOUW*

Periodical scholars like Richard Ohmann and Mark Morrisson have shown how, in the early twentieth century, periodicals created consumer groups and simultaneously provided manufacturers with a platform for presenting their goods to these consumers.<sup>40</sup> Commercial architecture and construction journals operated in the same way: a low cover price and relevant editorial content were used to connect readers with well-paying advertisers.

Some journals, like *Bouwbedrijf* and *Vademecum der Bouwvakken*, tried to appeal to a broad and diverse readership with wide-ranging content. The same was true of *Bouw en Techniek*, which aimed to serve as many professional groups as possible. As such, the collaboration with *de 8 en Opbouw* marked a strategic change of direction on Van Creveld's part. This collaboration made it possible to serve a very specific readership, namely the adherents and supporters of *Nieuwe Bouwen*. Such a niche journal, it was hoped, would prove interesting to firms keen to portray themselves as progressive. The language used by *de 8 en Opbouw*'s second publisher, Van Holkema & Warendorf, in making the business case for advertising in the journal, illustrates this expectation. The makers and readers of *de 8 en Opbouw* were described as: 'A circle of very progressive, energetic workers, alive to everything new! You can't reach these energetic, always busy people

6. 5 waardevolle tijdschriften van Van Holkema & Warendorf N.V. (5 useful magazines from Van Holkema & Warendorf), prospectus, 1935 (IISG)



**waardevolle tijdschriften van**  
**Van Holkema & Warendorf N.V.**  
 Keizersgracht 333 Amsterdam c.



during the day. You will have to wait until after their work is done and they reach for their favourite journal, their mouthpiece, “De 8 en OPBOUW”. In its pages you can tell them what you have to say. ... A snappy, telling advertisement in “De 8 en OPBOUW” brings you into direct contact with a large group of leading, progressive architects and contractors!<sup>41</sup>

The desire to find a permanent readership and thus a guaranteed circulation, may have motivated Van Creveld to seek a degree of institutional underpinning by collaborating with the De 8 architectural group and the Opbouw architects’ association. It enabled the publisher to bring a pre-packaged readership of members and sympathisers on board, something that is also reflected in the list of subscribers in 1932.<sup>42</sup> Van Creveld may also have been attracted by the idea of relinquishing the time-consuming task of editorial control. As such, partnering with the architectural organizations De 8 and Opbouw can be seen as a form of outsourcing. The collaboration was an appealing, cost-effective way of acquiring both content and readers for his journal.

It is unlikely that Van Creveld initiated the collaboration because of any special fondness for the architectural groups. The fact that in the first issue of *Bouw en Techniek* the publisher had given the architect J.S. Baars a platform from which to ventilate his aversion to Nieuwe Bouwen and two years later was himself the publisher of a Nieuwe Bouwen journal indicates that he had no marked preference for a particular position in this debate. He was interested in the phenomenon of architecture and construction journals for business reasons and not with a view to influencing the architectural debate.

Ben Rebel and Manfred Bock have suggested that the initiative for collaboration came from Ben Merkelbach, then secretary of De 8.<sup>43</sup> Bock suspects that Van Creveld saw the collaboration as an opportunity to greatly enhance his business project and thus make his journal more attractive to advertisers.<sup>44</sup> This explanation chimes with the idea that Van Creveld was looking for a stable and well-defined readership.

#### NEGOTIATIONS OVER THE TRANSITION

The correspondence between Van Creveld and the representatives of De 8 and Opbouw reveals considerable amenability on Van Creveld’s part. In a letter dated 1 December 1931, the architects set out a number of clear conditions.<sup>45</sup> Regarding the journal’s physical appearance, they demanded that the paper be of the same quality as that used for *ABC*, a journal published in Switzerland between 1924 and 1928 in which the architect Mart Stam, one time Opbouw and later De 8 member, had been heavily involved. They also insisted on using the same typeface. They settled on the stan-

dard 210 × 297 mm paper size (today’s A4). As for advertising, the representatives stated that it should be handled in consultation with the editors, who would also be given a say in the content of the advertising space on the front cover. Gispen, Boele & Van Eesteren and Huynick & Van Imhoven, known to be favourably disposed to Nieuwe Bouwen, were mentioned as possible advertisers. Lastly, the editors demanded that ample space should be set aside for illustrations. The publisher’s suggested maximum of 1000 cm<sup>2</sup> stereo-type surface was at any rate unacceptable.

In a letter dated 6 December 1931, Van Creveld responded very positively to the editors’ list of conditions.<sup>46</sup> In another letter he foreshadowed a draft agreement that his lawyer brother would ‘draw up without delay’, and which was indeed sent two weeks later, on 21 December. Unfortunately, only the accompanying letter has survived.<sup>47</sup> In it Van Creveld opposed the change of title desired by the editors. He argued that under the title *Bouw en Techniek* the journal had ‘acquired name recognition, something that can be very important for advertising prospects.’<sup>48</sup> As far as the editors were concerned, however, the target readership was more important than consolidating a commercial reputation. A day after receipt of Van Creveld’s letter, J.B. van Loghem, a prominent Opbouw member and later a driving force of *de 8 en Opbouw* on behalf of Rotterdammers, sent a concerned postcard to Merkelbach in Amsterdam: ‘What’s the situation with the title of the journal? ... It’s important we have non-arch[itectural] readers and we won’t attract them if it’s called construction-engineering. Let me know.’<sup>49</sup> But in another (undated) missive the same Van Loghem attempted to rationalize the title *Bouw en Techniek*, in reality an unloved legacy title, in such a way that it seemed as if this was precisely the direction being pursued by Nieuwe Bouwen: ‘Construction and engineering are fundamental for all manifestations that have come about through human action. This journal is committed exploring these manifestations i.e. not by conjuring a sort of hazy artificial lustre, but by critically analysing the creations of our time and in this way arriving at the essence of the products in question.’<sup>50</sup>

The negotiations over the title reveal that Van Creveld and the newly installed editors – Jan Duiker, Cornelis van Eesteren, Merkelbach, Van Loghem and W. van Tijen, were at odds over the course to be followed.<sup>51</sup> Van Creveld was not interested in a new journal with a new title; all he wanted was to give his existing journal a boost that would generate better commercial returns. The brand-new editors spoke categorically of a new journal and tried to conceal, or better still erase, all reminders of the old advertising magazine.<sup>52</sup> The editors insisted on a transformation that manifested



#### DE 8 EN OPBOUW

Het moderne 14-daagsche tijdschrift van de architectengroepen „De 8” Amsterdam en „Opbouw” Rotterdam. Een kring van zeer vooruitstrevende, energieke werkers, met open oog voor alles wat nieuw is! U kunt deze energieke, altijd bezige menschen niet overdag bereiken, U zult moeten wachten, tot zij na gedane arbeid hun lijfblad, hun spreektrampet, „DE 8 en OPBOUW” grijpen. Daarin kunt U ze vertellen, wat U te zeggen hebt. Een pittige, rake advertentie in „DE 8 en OPBOUW” brengt U in direct contact met een groote groep toonaangevende, vooruitstrevende architecten en aannemers! Zoudt U in dit blad met geheel eigen karakter en met zooveel mogelijkheden willen ontbreken? Dat toeh in geen geval, niet waar? En bovendien kunt U veel van uw advertentie maken. Het kunstdrukpapier laat een prima, in het oogvallende, reproductie toe.

7. 5 waardevolle tijdschriften van Van Holkema & Warendorf N.V. (5 invaluable magazines from Van Holkema & Warendorf), brochure, 1935 (IISG)

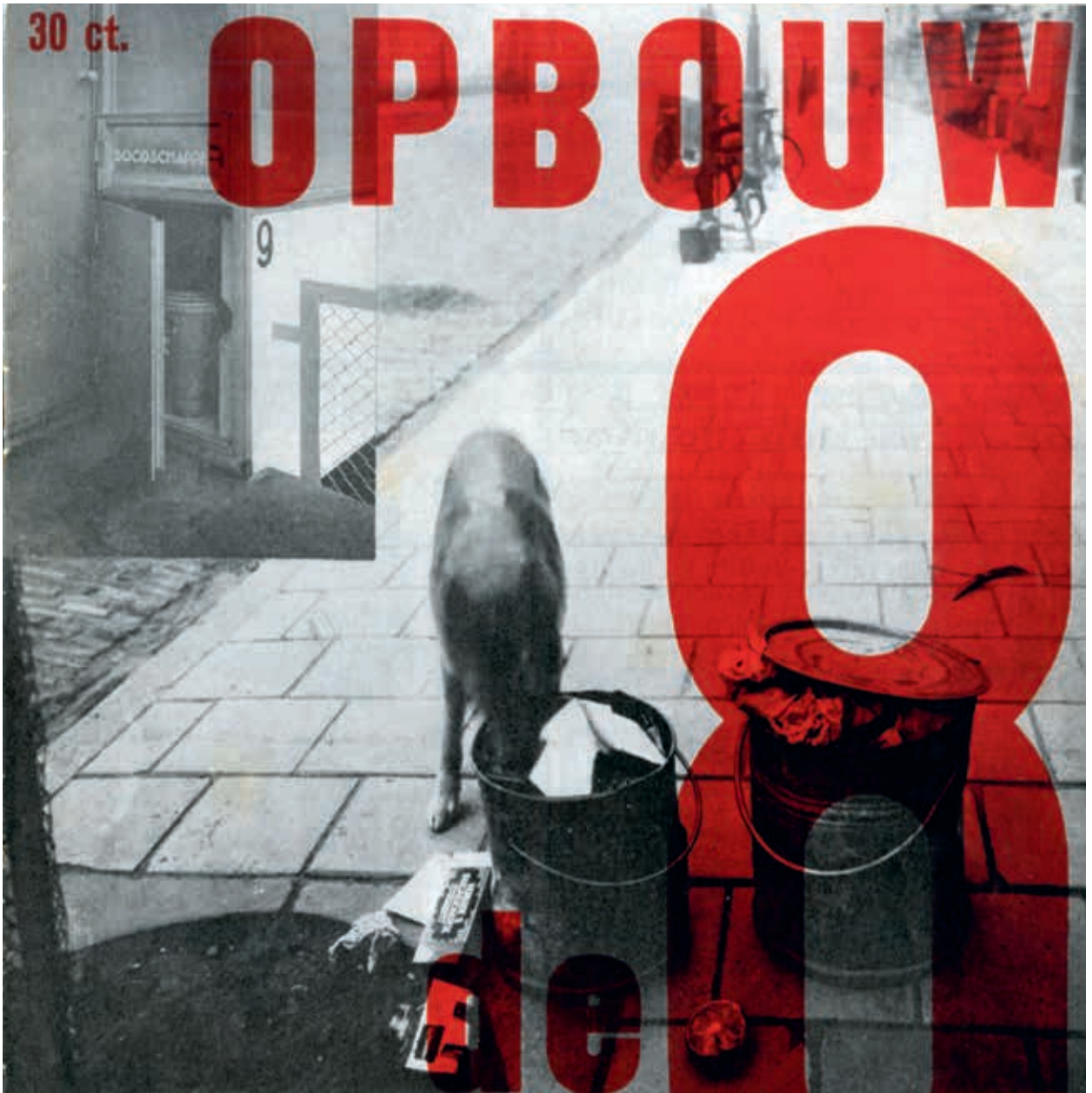
itself in the new layout, the use of (more expensive) art paper and a more convenient size. The new cover, which was strongly oriented towards photographic images and (initially) free of advertising, bore the title ‘OPBOUW de 8’ in striking red letters. Last but not least, the advertising pages were clearly separated from the editorial section.<sup>53</sup> Through the commitments laid down in the agreement, the editors had ensured that *de 8 en Opbouw*, unlike its predecessor, would not come across as an advertising vehicle for construction companies, but as a modern, independent and mature public journal aimed at a niche audience. Van Creveld eventually gave way over the title as well. The sequential numbering of the volumes and the addition ‘included in *Bouw en Techniek*’, which appears to suggest that *de 8 en Opbouw* was a section of *Bouw en Techniek*, when it had in fact replaced that journal, were no doubt concessions made by the editors in order to win over the publisher.

#### ADVERTISEMENTS AND ADVERTISERS' INTERESTS

In the early issues of *de 8 en Opbouw* we find Amsterdam advertisers inherited from *Bouw en Techniek*, such as ‘Stoomketelbemetselingen fa. Peerdeman’ (Peerdeman steam boiler brick cladding), ‘Verf van

Vettewinkel’ (Vettewinkel paints), and ‘Draaideuren, in elke gewenschte uitvoering en houtsoort’ (Revolving doors in every desired design and wood type) from N.V. IJzerhandel Bolle en Co. There are also Nieuwe Bouwen-inclined newcomers such as the progressive cinema De Uitkijk (‘Films by the old guard/Films by the avant-garde’), Gispen (furniture and lamp manufacturer), d3 (furniture manufacturer) and Boele en Van Eesteren and Volker Bouwindustrie N.V. (construction firms). Although the editorial agreement had theoretically drawn a clear line between editorial and commercial pages and responsibilities, there is evidence of cross-fertilization. For example, in the polemical opening article of the first issue, Bredero’s construction company is cited as one of the few progressivist construction companies in the country (‘a wise man among many fools’), because it had dared to commit to the construction of the Rietveld and Truus Schröder designed housing on Erasmuslaan in Utrecht.<sup>54</sup> The same issue contained an advertisement for Bredero that referred explicitly to that housing complex.<sup>55</sup>

A clearer instance of a blurring of editorial and commercial content in *de 8 en Opbouw* is what is known in contemporary marketing jargon as an ‘advertorial’:



**14-DAAGSCH TIJDSCHRIFT VAN DE VER.  
ARCHITECTENKERN „DE 8” AMSTERDAM  
EN „OPBOUW” ROTTERDAM, OPGENOMEN  
IN „BOUW EN TECHNIEK” 3E JAARGANG**

REDACTIE-ADRES: SECRETARIAAT VEREENIGING ARCHITECTEN-  
KERN „DE 8” KEIZERSGRACHT 574, AMSTERDAM C., TEL. 36605.  
ADMINISTRATIE: GELDESCHEKADE 86, A'DAM C., TEL. 48568.  
ABONNEMENTSPRIJS F 6,- PER JAAR. LOSSE NUMMERS F. 0.30.  
ADVERTENTIES F. 0.40 PER REGEL. BIJ CONTRACT SPEC. TARIEF

**1 7 JAN.  
No. 1 1932**

8. Cover of the first issue of *de 8 en Opbouw* (still called *Opbouw de 8* at this point) with the notice 'included in Bouw en Techniek' and '3rd volume' (IISG)

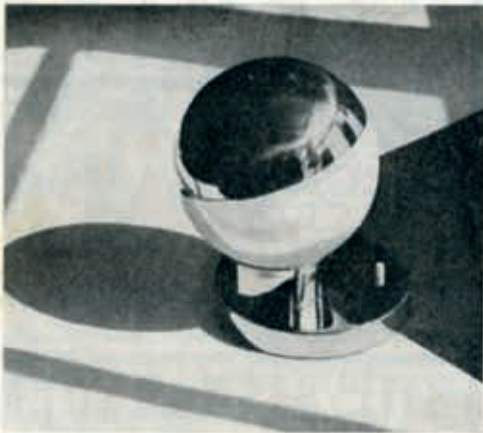
# g

# ispén's

fabriek voor metaalbewerking n.v.

rotterdam  
voorhaven 115

amsterdam  
singel 299



giso-lampen  
metalen meubelen  
pantserrolluiken  
bronzen winkelpuien  
aluminium marquisen

## gispen

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### MEDEDEELING VAN DEN UITGEVER.

Gelijktijdig met den aanvang van den derden jaargang heeft ons tijdschrift „Bouw en Techniek” belangrijke veranderingen ondergaan. Krachtens een overeenkomst met de vereenigingen ARCHITECTENKERN „DE 8” te AMSTERDAM en „OPBOUW” te ROTTERDAM, hebben wij de redactie overgedragen aan deze vereenigingen.

DE UITGEVER.

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VRAAGT N.V. TECHN. BUR. V.H. NIERSTRASZ - AMSTERDAM VOOR:

9. Advertisement page in the first issue of de 8 en Opbouw with the publisher's announcement that editorial responsibilities have been transferred to *de 8 en Opbouw* (ISG)

an advertisement in which the form and language mimics an editorial contribution in order to give the impression of an independent opinion about the advertised product. Under the title 'Pressed steel radiators' the merits of Veba radiators versus other brands were extolled. The only indication that this was an advertisement came at the end in brackets and in small, italic print: (*Advertisement*).<sup>56</sup>

From the outset there was a certain discrepancy in *de 8 en Opbouw* between the editorial content and the commercial interests of the publisher. The journal presented itself to the reader as a progressive periodical for a niche readership of enlightened architects; a journal that evoked associations with *ABC*, *De Stijl* and *i10* rather than with *Bouw en Techniek*. But for *de 8 en Opbouw*, just as for *Bouw en Techniek*, the income from advertising was many times greater than that from single issue sales and subscriptions.<sup>57</sup> Van Creveld and later Van Holkema & Warendorf stressed this time and again in their correspondence with the editors, often appending a plea to be especially nice to advertisers.<sup>58</sup> In the 1937 correspondence between the editors and Van Holkema & Warendorf a principled debate developed on the question of whether advertisers were entitled to expect positive coverage in the editorial pages of the journal, as an added editorial return on the money they invested in the journal.<sup>59</sup> The editors felt that they were being forced into a position in which their independence was at stake.<sup>60</sup> In turn the publisher warned that the editors' obstinacy could prove fatal to the journal. Advertisers should be treated with respect because without them there would be no journal: 'We received your letter of 23 inst. regarding the letter from Treetex N.V. We do not wish to pursue this matter any further apart from pointing out once again that you evidently do not intend to express your satisfaction with the fact that companies advertise for a considerable sum of money. Accordingly, if you continue to ignore the interests of the advertisers, while also knowing that the journal can only be maintained if a substantial sum is earned from advertisements, the probable outcome will be that the publication will at some point have to be closed down. That will not be our fault, but purely the fault of the editors who are not prepared to do the slightest thing to please the advertisers.'<sup>61</sup>

Finally, what sort of return did *de 8 en Opbouw* generate for the publishers? No budgets or annual reports for the journal have come to light. There is, however, the correspondence between Van Creveld and the editors for the period December 1931 to June 1935 when

he sold the journal. The picture that emerges from the correspondence is of a publisher who is drowning in the costs of publishing an ambitious and attractive architectural journal and who had overestimated the advertising revenue. As early as 18 April 1932 Van Creveld had written that 'the only very gradual rise in revenue' lagged well behind expenses.<sup>62</sup> On 1 May 1932 he reported that every issue generated a 'substantial deficit'.<sup>63</sup> On 26 August the tide had still not turned: 'Instead of even a modest profit, we are operating at a loss, something that cannot be maintained in the long run.'<sup>64</sup> On 5 September the publisher warned that because of 'the deficit accumulated so far by the publication of the journal' its continued existence could not be taken for granted.<sup>65</sup> And in May 1933 he even noted 'the absence of the slightest enthusiasm in business circles for commissioning advertising'.<sup>66</sup> To keep a lid on the losses, Van Creveld cut back wherever possible on editorial and production costs (honoraria, travel expenses, number of illustrations), but he simultaneously acknowledged that the real reason for the disappointing advertising revenue was that firms were drastically cutting their advertising budgets on account of the 'current poor business conditions'.<sup>67</sup> Because of that, the publisher wrote, the journal lacked a 'sound financial basis'.<sup>68</sup>

The transfer to Van Holkema & Warendorf provided a brief financial respite during which editorial and production budgets recovered a little, but not for long.<sup>69</sup> Already in 1936 the total number of pages had been reduced for financial reasons and the ratio of advertising to editorial pages had changed to the disadvantage of the latter. In a letter written at the end of 1936, the publisher painted a sombre picture of the journal's commercial potential: 'As you know, the results for 1936 were pitiful and there is no sign that we will obtain better results next year. However, since we sympathise with the journal's objectives and the possibility of better conditions is not entirely out of the question, we nevertheless wish to express our willingness to publish 26 issues again in 1937.'<sup>70</sup> E.H. Halbertsma, author of the 1992 commemorative book celebrating the hundredth anniversary of Van Holkema & Warendorf, suggests that the only journal that made money for the publisher was *De Vrouw en haar Huis* (The woman and her house) and that the other magazines in its portfolio, including *de 8 en Opbouw*, generated only symbolic capital.<sup>71</sup> In the end Van Holkema & Warendorf continued to publish the journal until January 1943, when it was terminated by the German occupiers.<sup>72</sup>

NOTEN

1 I'm using the expression 'hole in the archive' rather freely. Scholes and Latham have coined it to describe the

absence of most historical periodicals' more ephemeral or explicitly commercial components, and in particular advertisements, from library collections.

See: R. Scholes and S. Latham, 'The Rise of Periodical Studies', *PMLA* 121 (2006) 2, 517-531. See also: R. Scholes and C. Wulfman, *Modernism in the Maga-*

- zines. *An Introduction*, New Haven 2010.
- 2 *Bouw en Techniek. Orgaan voor Architecten, Aannemers, Machine- en Metaalwarenfabrikanten, Rijks- en Gemeentediensten, Scheepswerven, Handelaren in Bouwartikelen, IJzerwaren, Machinerieën, enz.*, International Institute for Social History, Amsterdam, NIBG (Press collection) PM 8095.
  - 3 For the correspondence between the editors and Van Creveld, see Rotterdam, Het Nieuwe Instituut, Merkelbach archive, MERK.110371745, cover 54 (Founding documents) (hereafter HNI MERK.110371745/54). For the correspondence between the editors and Van Holkema & Warendorf, see MERK.110371745, cover 60 (Correspondence: H, 1934-1943) (hereafter HNI MERK.110371745/60).
  - 4 Family card Creveld, J. [van], Amsterdam, Amsterdam City Archives, Archive databank, Municipal Register Archive: Family cards: NL-SAA-2117851, <https://archieff.amsterdam/> (accessed 10 May 2019).
  - 5 Mzn. is short for the patronymic 'Moseszoon' or 'son of Moses'
  - 6 For the early history of the *Centraal Blad* and a biographical sketch of Abraham van Creveld Mzn., see: 'Ontstaan, Doel en Ervaringen van het Centraal Blad voor Israëlieten in Nederland', in: *Gedenboek ter Gelegenheid van het 40-jarig Bestaan van het Centraal Blad voor Israëlieten in Nederland*, Amsterdam 1925, 7-13.
  - 7 I. van Creveld, *De overeenkomst tusschen bouwheer en architect*, Amsterdam 1917; I. van Creveld, J. Goudriaan, B.H. Vos and the Nederlandsch Instituut voor Volkshuisvesting, *Praeadvies van Mr. I. van Creveld, Ir. J. Goudriaan jr. En Mr. B.H. Vos over de vraag: Behooren de huurwetten te worden gehandhaafd, gewijzigd of ingetrokken en moet tot instelling van een woningfonds worden overgegaan?*, Haarlem 1922; I. van Creveld, 'Een belangrijke uitspraak van het Hof te Amsterdam', *Bouwkundig Weekblad Architectura* 3 September 1927, 325-328. Isidore van Creveld wrote at least one article in *Bouw en Techniek* about contracts between contractors. See: 'Tijdschriften', *Algemeen Handelsblad*, 15 May 1930.
  - 8 J.S. Baars, 'De "Pénétration Pacifique" der Nederlandsche Joden in de technische vakken gedurende de laatste eeuw', in: *Gedenboek ter Gelegenheid van het 40-jarig Bestaan van het Centraal Blad voor Israëlieten in Nederland*, Amsterdam 1925, 36-37.
  - 9 For information on Ten Bosch, see: M. Roding et al., 'Wim ten Bosch en Henri le Grand, "Vriendelijk, genoeglijk en speels"', Rotterdam s.a., [bonas.nl/archiwijzer/archiwijzer.htm](http://bonas.nl/archiwijzer/archiwijzer.htm) (accessed 13 February 2019).
  - 10 'Waarom dit nieuwe blad?', *Bouw en Techniek* 1 (1930) 1, 1.
  - 11 *Bouw en Techniek* 1930 (note 9), 1.
  - 12 'Tijdschriften', *Algemeen Handelsblad*, 15-5-1930; 'Tijdschriften', *Algemeen Handelsblad*, 8 July 1931.
  - 13 O., 'Elektrotechniek. Beschrijving van de elektrische installatie van het nieuwe magazijn "De Bijenkorf" te Rotterdam', *Bouw en Techniek* 1 (1930) 7, 66-67; [From our correspondent], 'De aannemer en zijn werk. De Bijenkorf te Rotterdam', *Bouw en Techniek* 1 (1930) 7, 67.
  - 14 J.S. Baars, 'Moderne bouwkunst of Mode-bouwkunst?', *Bouw en Techniek* 1 (1930) 1, 1-2.
  - 15 Baars 1930 (note 13), 2.
  - 16 B., 'Vragenrubriek', *Bouw en Techniek* 1 (1930) 1, 4.
  - 17 B. 1930 (note 15), 4.
  - 18 For *De Bouwgids* see: L. Verpoest, 'De Bouwgids', in: A. Van Loo et al. (eds.), *Repertorium van de architectuur in België van 1830 tot heden*, Antwerp 2003, 171-172.
  - 19 Advertisement in the *Algemeen Handelsblad*, 24 September 1931.
  - 20 *Algemeen Handelsblad* 1931 (note 18).
  - 21 *Nieuwsblad van het Noorden*, 19 March 1930.
  - 22 'Tijdschriften', *Algemeen Handelsblad*, 25 June 1930.
  - 23 'Tijdschriften', *Algemeen Handelsblad*, 20 April 1931.
  - 24 In *De Bouwgids* the practice of combining advertisements into a section and of juxtaposing advertisements and articles was described as a 'German practice'. 'Tijdschriften', *De Bouwgids* 16 (1924) 7-8, 153-164, 157.
  - 25 'Autoverkeer' and 'Techniek' are quasi thematic umbrella titles for reports about the automotive exhibition in the R.A.I. in Amsterdam, the steam tram and the road network. *Bouw en Techniek* 1 (1930) 1, 6-7.
  - 26 P. [J.J. Poutsma?], 'Verwarming. Oliestookinrichtingen', *Bouw en Techniek* 1 (1930) 1, 9.
  - 27 Anon., 'De Nederlandsche Jaarbeurs. De Najaars-Beurs te Utrecht. 9-18 September', *Bouw en Techniek* 1 (1930) 7, 63.
  - 28 [From our correspondent] 1930 (note 12), 67.
  - 29 L.C.V., 'Iets over Verven', *Bouw en Techniek* 2 (1931) 2, 14; K.A.E., 'Iets over Parketvloeren', *Bouw en Techniek* 2 (1931) 2, 13.
  - 30 See the *Wegenbouw* (Road network) issue of *Vakblad voor de Bouwbedrijven* of 1 December 1930 and the *Daken* (Roof) issue of 26 October 1931.
  - 31 Editors, 'Voorlichting en reclame', *R.K. Bouwblad* 3 (1931) 2, 29.
  - 32 Editors 1931 (note 30), 29.
  - 33 For an overview of C. Misset's publications, see the advertisement 'Misset's vakbladen' in *Gedenboek ter gelegenheid van het 50-jarig bestaan van het Centraal Blad voor Israëlieten in Nederland*, Amsterdam 1935.
  - 34 For information about Van Mantgem & De Does: H. Oldewarris, *Liefde voor de Hollandse bouwkunst. Architectuur en toegepaste kunst bij Uitgeversmaatschappij Kosmo* 1923-1960, Rotterdam 2017, 20, 92.
  - 35 'Jacob Moorman', in: H.P. van den Aardweg, J.P.J.C. Hüllstrung (eds.), *Persoonlijkheden in het Koninkrijk der Nederlanden in woord en beeld. Nederlanders en hun werk*, Amsterdam 1938, 1042.
  - 36 See cover *Bouwbedrijf* 7 (1930) 20.
  - 37 Advertisement in *Vademecum der Bouwvakken* 43 (1928) 3, 1.
  - 38 D. Koens, 'L.S.', *Vademecum der Bouwvakken* 43 (1928) 6, 139.
  - 39 Koens 1928 (note 37), 139.
  - 40 R. Ohmann, *Selling Culture. Magazines, Markets and Class at the Turn of the Century*, London 1998; M. Morrisson, *The Public Face of Modernism. Little Magazines, Audiences and Reception, 1905-1920*, Madison 2000.
  - 41 5 *waardevolle tijdschriften van Van Holkema & Warendorf N.V.*, Van Holkema & Warendorf N.V. 1935, collection International Institute for Social History, Amsterdam, RA Bro 1994/31 fol.
  - 42 Subscribers list, assembled by Van Creveld and sent to the editors, d.d. 21 September 1932 (HNI MERK.110371745/54).
  - 43 M. Bock, "'Nawoord" bij de heruitgave van De 8 en Opbouw', in: *De 8 en Opbouw 1932-1943. Tijdschrift van het Nieuwe Bouwen* (complete reissue), Amsterdam 1985-1989, 14-15; B. Rebel, *Het Nieuwe Bouwen. Het functionalisme in Nederland, 1918-1945*, Utrecht 1983, 132-134.
  - 44 Bock 1985-1989 (note 42), 14.
  - 45 Letter from van Creveld to the editors, d.d. 1 December 1931 (HNI MERK.110371745/54).
  - 46 Letter from van Creveld to the editors, d.d. 6 December 1931 (HNI MERK.110371745/54).
  - 47 Letter from van Creveld to the editors, d.d. 21 December 1931 (HNI MERK.110371745/54).
  - 48 Van Creveld 1931 (note 46).
  - 49 Postcard from Van Loghem to Merkelbach, d.d. 22 December 1931 (HNI MERK.110371745/54).
  - 50 Undated letter and draft version of article or lecture [1931], written by Van Loghem and addressed to Merkelbach (HNI MERK.110371745/54).
  - 51 I refer simply to 'the editors' without specifying or differentiating because the composition does not appear to make any difference to their attitude to the publisher's policy.
  - 52 See for example the circular sent by Charles Karsten to his colleagues, d.d. 11 January 1932, included in the archive of Ben Merkelbach (HNI MERK.110371745/54).
  - 53 Throughout the first volume (i.e. volume 3, if *Bouw en Techniek* is included) the title on the cover could be read as either *de 8 Opbouw* or *Opbouw de 8*, depending on the direction of reading.
  - 54 B. Merkelbach, 'Wonen', *de 8 en Opbouw* 3 (1932) 1, 1-5, 4.
  - 55 Advertisement in *de 8 en Opbouw* 3 (1932) 1.
  - 56 'Geperst stalen radiatoren', *de 8 en Opbouw* 3 (1932) 7, 72.

- 57 For an indication of advertising revenue: letter from Van Holkema & Warendorf N.V., signed by the director M. Warendorf, to the editors, d.d. 15 January 1935 (HNI MERK.110371745/60).
- 58 See for example the letter from Van Creveld to the editors d.d. 22 September 1932 (HNI MERK.110371745/54) and M. Warendorf 1935 (note 56).
- 59 Letter from M. Warendorf to the editors, d.d. 22 March 1937 (HNI MERK.110371745/60).
- 60 Letter from the editors to M. Warendorf, d.d. 23 March 1937 (HNI MERK.110371745/60).
- 61 Letter from M. Warendorf to the editors, d.d. 24 March 1937 (HNI MERK.110371745/60).
- 62 Letter from Van Creveld to the editors, d.d. 18 April 1932 (HNI MERK.110371745/54).
- 63 Letter from Van Creveld to the editors, d.d. 1 May 1932 (HNI MERK.110371745/54).
- 64 Letter from Van Creveld to the editors, d.d. 26 August 1932 (HNI MERK.110371745/54).
- 65 Letter from Van Creveld to the editors, d.d. 5 September 1932 (HNI MERK.110371745/54).
- 66 Letter from Van Creveld to the editors, d.d. 9 May 1932 (HNI MERK.110371745/54).
- 67 Letter from Van Creveld to the editors, d.d. 13 February 1933 (HNI MERK.110371745/54). For the context of the professionalization of the advertising business in the 1920s and the decline in advertising sales in the 1930s: R.P.M. van Rossum, *Van advertentiekruier tot reclameadviesbureau. De ontwikkeling in Nederland, de Verenigde Staten en Duitsland voor de Tweede Wereldoorlog*, doctoral thesis, University of Amsterdam, 2012.
- 68 Letter from Van Creveld to the editors, d.d. 20 June 1932 (HNI MERK.110371745/54).
- 69 See: Draft agreement between Van Holkema & Warendorf and the editors, undated (probably June 1935) (HNI MERK.110371745/60).
- 70 Letter from Van Holkema & Warendorf to the editors, d.d. 2 November 1936.
- 71 E.H. Halbertsma, *Volhardt & Waeckt. 100 jaar Van Holkema & Warendorf*, Amsterdam 1992, 79, 85.
- 72 Bock 1985-1989 (note 42), 24

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## FROM BOUW EN TECHNIEK TO DE 8 EN OPBOUW THE TWO JOURNALS OF ENTREPRENEUR J. VAN CREVELD

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This article focuses on *Bouw en Techniek* (1930-1931), a trade journal for the building industry and predecessor of the much better known *de 8 en Opbouw* (1932-1943), the mouthpiece of Nieuwe Bouwen (Dutch Modernism) in the Netherlands. The fact that *de 8 en Opbouw* had its origins in another journal was no secret; it is the reason why it began immediately with volume three, and why its cover bore the curious announcement 'included in Bouw en Techniek' until well into the 1934 volume. But exactly what kind of journal *Bouw en Techniek* was is difficult to reconstruct because it was not collected by institutions. Based on three single surviving issues and the scanty and fragmentary source material surrounding them, the article sketches a picture of this obscure predecessor of *de 8 en Opbouw* and of the relation between the two journals. By focusing on the publication history it becomes clear how both journals – in different ways – endeavoured to strike a balance between editorial content and commercial interests. The article also positions *Bouw en Techniek* within the (wide) array of commercial trade journals in the Netherlands in the early 1930s.

*Bouw en Techniek* was founded and headed by J. van Creveld, an Amsterdam trader in building supplies. Although Van Creveld had no publishing experience, his father was editor-in-chief and publisher of an important journal for Jewish community in the Netherlands. *Bouw en Techniek* was not aimed exclusively at archi-

itects, aspiring instead to appeal to a broad group of building professionals. It focused on building materials, technical news, tenders and trade fairs. The editorial pages consisted for the most part of second-hand material, such as press releases from the industry and translated summaries of articles from foreign journals. It is notable that while in many journals editorial and commercial content was strictly separated, in *Bouw en Techniek* advertisements were routinely and explicitly linked to editorial contributions, and vice versa.

After two volumes, *Bouw en Techniek* was renamed *de 8 en Opbouw* and the editing fell into the hands of two architectural groups, De 8 (Amsterdam) and Opbouw (Rotterdam). Unlike *Bouw en Techniek*, *de 8 en Opbouw* set its sights on a clearly defined readership of 'progressive' architects and manifested itself as a modern journal with a distinct editorial orientation. Advertisements disappeared from the cover and the editorial pages were separated from advertising sections. Nevertheless, *de 8 en Opbouw*, too, depended on advertising revenue for its survival and its low cover price and attractive editorial content were aimed at providing well-paying advertisers with a select readership. The publisher was well aware of the advertisers' interests, which sometimes resulted in a tense relationship with the editors. This continued to be the case even after *de 8 en Opbouw* acquired a new publisher – Van Holkema & Warendorf – in 1935.