

THE
OCTAGON

A Journal of The American Institute of Architects



The President's Message
Meeting of The Board of Directors
Publication of Architects' Works With Advertisements
Rules of The Board—Interpreting The Standards of Practice
Fees for Landscape Architects' Services
With the Chapters—Index for 1940

Volume 12

DECEMBER

1940

Number 12

THE OCTAGON, A Journal of The American Institute of Architects. Published Monthly by The American Institute of Architects, Executive and Publication Offices, The Octagon, 1741 New York Avenue, N. W., Washington, D. C. Twenty-five Cents the Copy. \$1 per year. (Foreign \$2.) Checks or Money Orders should be made payable to The American Institute of Architects. All communications should be sent to The Secretary. Entered as second-class matter, February 9, 1929, at the Post Office at Washington, D. C.

THE OCTAGON

A Journal of The American Institute of Architects

PUBLISHED MONTHLY BY

THE AMERICAN INSTITUTE OF ARCHITECTS

Executive and Publication Offices, The Octagon, 1741 New York Avenue, N. W., Washington, D. C.

The President's Message

"I have finished another year," said God,
In gray, green, white and brown;
I have strewn the leaf upon the sod,
Scaled up the worm within the clod,
And let the last sun down.
He sank to raptness as of yore,
And opening New Year's Day
Wove it by rote as theretofore,
And went on working evermore
In his unweeting way.

Thomas Hardy.

REGULARLY at stated times it is the custom of men to review what has happened to them, to take stock of their resources, and to envision and plan for the future as it is given them to understand it.

Some peoples, like the Chinese, make it the occasion to pay what they owe in order that they shall start their New Year free from debt and worries. We have been brought up under a different philosophy. We are led to live beyond our immediate resources and are placed beyond the pale if we renege our debts. That inhibition, however, does not seem to be taken very seriously by governments.

During the last decade we have had a severe lesson as to what happens when we are suddenly called on to pay what we owe and cannot do so. We lost our patrimonies, goods, and in many cases our livings, because of the burden of our obligations. As a people we seem to have forgotten all that, for today we are burdening ourselves again with constantly increasing indebtedness; our merchants, our producers, and even our government, have allured us into assuming liabilities that we can not afford. We can undertake to carry them

only because government is assuming increasingly the responsibility of keeping us when we are unemployed and when we retire from all work.

The process intrigues the multitude, although it is changing our whole philosophy of living and the course of our democracy.

Architects are well-educated, able men of affairs; intelligent perhaps beyond most of their fellows. They are thinkers, and of all men should discern the changing society and processes of government. Essentially planners, they know that good planning is based on knowledge of what has been done before, and so should be able to distinguish and benefit better than most from the lessons of the past. They went through the fearful experiences of the war that closed in 1918 and through its no less fearful aftermath. What has our profession learned therefrom?

From its beginning the profession of architecture has been changing its methods of practice to meet the changes that time brings in the progress and growth of a country or a civilization, through the influx of new ideas and advancement in scientific and technological matters. This mobility has been true of all professions and institutions that have survived, for without such changes they would not be living forces. For the most part, such changes come about so gradually during the lifetime of any man that they are almost imperceptible until the current methods of practice are compared with those of a previous period. Every architect with a reasonably long period of experience behind him who looks back upon his practice realizes the difference in

the services he now must render and those he rendered when he began his practice.

Such evolutionary growth is normal growth and, while individuals may have lagged, the profession as a whole has maintained its awareness of the necessity for rendering increased services. To effect increasingly higher standards of practice, it has been instrumental in expanding the curricula of schools of architecture and the enactment of registration laws. It has recognized and collaborated with the new branches of the engineering professions which have grown out of new technical discoveries and methods. It has continuously urged its members to render ever-more competent and comprehensive services to their clients and to society. That the profession is meeting the challenge is evidenced by the fact that its members have successfully maintained their position in private practice as successful designers of buildings, as directors of construction, and as coordinators of the other professions collaborating in such work.

Occasionally sudden upheavals in the economic and social structure of a country or civilization occur, which in a short period of time bring about results that otherwise would be reached only through a long steady evolution or recession. Seldom, if ever before, have there been social, scientific, and economic upheavals so fundamentally affecting human beings and their relations as those that have taken place within the last decade and that are taking place today.

Without doubt there is a universal trend to centralizations of functions. Governmental agencies and the large corporations are endeavoring to embrace more and more the functions of those who practice the professions and of those who produce and handle the products of commerce. The professions particularly have suffered severely from this pressure and in the case of at least two of the planning professions more than half of their members are employed in government bureaus. The bureaus become a means of livelihood and offer financial security in a regular pay check which it is hoped will continue after retirement. Once a member of the profession gives up his private practice to be engulfed in a government bureau he generally finds he has relinquished returning to private practice. With divided interests, his loyalty must first be to the bureau that supports him.

This indicates a problem that the profession is faced with today. Is it going to sit idly by and see the planning bureaus of governments, of corporations, of engineer-contractors, and of speculative builders change the status of its private practitioners to that of bureau employees? Undoubtedly the services of the architect are of greater benefit to society when the services are rendered by those in independent practice rather than by those bound by bureau standards. Is it not the duty of the profession to fight with all its strength against being engulfed by those bureaus? The bureaus have their legitimate functions that in no way should infringe on the private practices of our architects.

What is before us no one knows, but whatever comes our profession will meet it courageously and aggressively. It has always done that and won through, and it will not do less hereafter, though we must all understand that its prerogatives and the value of its services must be pressed insistently and incessantly.

As business and professional conditions change, we must modify our methods and procedure to meet them and we should do that quickly and not wait for slow evolution. Perhaps we cannot go on as individualistically as we have, for the circumstances of building and the complications of planning and of materials and of structure have grown beyond the capacity of any individual. Collaboration is before us. Even now we recognize that competent planning of buildings can be achieved only through an efficient collaboration of architects, engineers, and landscape architects. Even now client corporations, because of the interest of their various directors in different architects, are compelling those architects to pool their resources and become collaborators and associates on the corporation buildings.

What is the profession going to offer to meet the increasing facilities offered by engineer-contractors and the speculative builders? Its members can no longer count on commissions coming to their doors because they are good designers. They must search out opportunities to perform their services and, more than has been their custom, will have to offer better design, supplemented by more comprehensive, competent, and effective advice and counsel on matters concerning the building projects.

These fundamental questions are facing our profession at the close of this year 1940. The questions

must be answered. We cannot continue to be a profession of independent practitioners nor can we do anything effectively that will maintain our status as such, unless as a whole we really want to remain independent practitioners hard enough to be willing to work as a unit and one mind to that end. Every moment we delay our decision weakens our position. If at the end of 1941 we do not show a greater unity as a profession and a greater effectiveness in having met these fundamental problems than we did at the

beginning of the year, we shall not have progressed.

Another year has passed and again it is my happy privilege to wish every member of the profession a Merry Christmas and join with you in the hope that during the New Year to come we will make our profession an even more gifted and essential one than it is now.

EDWIN BERGSTROM.

Meeting of The Board of Directors

THE Board of Directors held its semi-annual meeting on December 9th, 10th and 11th at The Octagon in Washington, D. C. All members of The Board were present except Gordon B. Kaufmann, of the Sierra-Nevada District, who was ill.

Each Regional Director reported the conditions of the profession within his district. Each report indicated the extent of the architectural work and the principal activities of the chapters in the districts. The State Association Director reported similarly for the State Association members of The Institute. Taken together, the reports gave a comprehensive picture of the state of the profession and the building industry throughout the country.

The Directors found the matter of greatest interest to the architects was their participation, or non-participation, in the national defense construction program. They found a distinct slowing down of private work except in the States along the Atlantic Coast south of Maryland and over into Alabama and Georgia. The architects of that portion of the South were well-occupied with private business. The reports of the predecessor director of this District also had indicated there was a continuing industrial expansion in those states, calling for the planning of factories, homes, stores and all kinds of buildings needed in growing communities.

The chairmen of the 34 Institute committees reported to The Board outlining the measures which the committees were taking to carry out the duties assigned them. (*The duties of these committees and the list of their members are set out in the October ANNUARY, pages 12 to 22*). These duties indicate the wide scope of The Institute's committee work, and the perusal of the committees will

show that when the activities of several committees seem to point to a common objective, the chairmen of those committees are brought together in a group, to coordinate the conclusions of the individual committees.

The chairmen's reports were well presented and indicated that the reports of the committee activities to The Board and the 1941 Convention will be interesting and constructive.

It is well to call attention to two or three significant excerpts from the Committee reports.

"A prize competition has been initiated with the aid of the Atlantic Monthly, for an article to be published therein concerning the 'Fine Arts of America'. Notice of the contest has been published in the December number of the magazine and the hope was expressed that the article could be published in the June 1941 issue. Other interesting projects and objectives are being investigated and developed." (*Committee on Education*)

...

"There seems to be a general effort to find some common basis for future action in regard to general training of men preparing for practice, and to coordinate the program of education, practical experience, board examinations and admission to practice.

"For instance, I cannot see what good it would do to set up any training program of potential merit unless we could, at the same time set up examinations to determine the result of that particular program." (*Committee on Registration*)

"Present conditions have raised doubts about many long established customs and habits of thought. Ex-

amination often discloses that there is actually nothing sacred about some of them. This is an age when ever-increasing service is demanded. Does the professional character of the architect as it has come to be accepted separate him too much from the operation of building? When and why did separation of architect, engineer and builder occur? Were not the architects of the Pyramids, the Parthenon, the Pantheon, Chartres, and St. Peter's engineers and builders as well? Is modern building too complex to combine all the functions under one head or does it demand the efficiency of a unified organization? These are some of the questions concerning the fundamentals of Architectural Services which seem timely, and are suggested for study." (*Committee on Architectural Services*)

.

"Our logic does not convince the authorities of this continuing administration that we are essential in the development of government architecture. This may be in part because of the failure of many in the profession to measure up to required standards in the past, but it is undoubtedly also because we have in the government today, bureaus which have grown to such size that they must now justify their existence and they resort to such means as are necessary to perpetuate themselves.

"It is recognized that the government agencies performing the services of the architect and engineer are here to stay, with or without limitation, and that they perform a valuable service that cannot be entirely replaced by the architects in private practice. It is the appalling rate at which the bureaus increase their capacity, and their assumption that they are best qualified to do all manner of work, that brings one to the realization that unless some positive action is taken by the professions, many of us will be faced with the necessity of becoming government employees if we are to survive as professional men." (*Committee on Federal Public Works*)

.

"Another experiment (*is*) being carried on in Utah which will furnish some basis for a report beneficial to the entire profession wherein the profession has selected an architectural contract relations committee to deal with a certain semi-public (*corporate*) body and to regulate in the interests of the profession and not in the interests

of any individual architect. The corporation herein referred to has been doing business over a period of years with some thirty-five architects. It has found less than one-fifth of this number rendering adequate and competent service. The committee on contract relations has been assigned the responsibility by the profession and by the corporation of seeing to it that adequate compensation is provided, that proper service is rendered therefor, and that no pressure be exerted to defend any individual practitioner whose services are sub-standard. It is most gratifying to know the beneficial results to the corporation and to the profession. After more than a year of active service with this committee, a very definite appreciation on the part of the corporation for professional service has developed." (*Committee on State and Municipal Public Works*)

.

"To what degree is an architect justified in assuming responsibilities for which he is well trained and in which he may provide a valuable contribution to the profession and to society, responsibilities which though architectural knowledge and training may permit them to be discharged with the best results,—responsibilities in other words, in the construction, production and industrial research fields? Is a high minded, thoroughly ethical (in the broad sense) architect required to sever his connection with, and lose the benefits and companionship of, the architectural profession because he finds his greatest opportunity for service in that direction? The engineers do not discredit such departures from strict professional practice. Are we ready and willing to accept these broader relationships as legitimate outlets for architectural endeavor? We accept and honor with Fellowship architects who have entered the fields of journalism and branches of Governmental service which are not too closely connected with the practice of architecture. What logic determines the lines of demarkation between the sheep and the goats?" (*Committee on Fields of Practice*)

.

"Architects in general have been too engrossed in their own immediate problems to interest themselves or to give time and effort to public affairs. Thus, the reaction of the general public is to consign architects to the limited field to which they have limited themselves.

"Serving as members of public boards, etc., has been done more by other professions than by ours. Such services may not bring in monetary returns to the architect, but they must surely engender in the public a respect both for the architect himself and for the profession.

"The architect who will contribute time and effort to civic affairs, to general educational problems, to the advancement of the arts, and who keeps abreast of the changing conditions of the times and adapts himself to them for the benefit of the community in which he lives, must eventually strengthen his own position in society, and bring to society a knowledge and appreciation of the architect as a man of character, vision, judgment and practical ability." (*Committee on The Profession and Society*)

"The Institute cannot ignore, without serious challenge to its leadership, the composite price structure of building operations." (*Committee on Building Costs*)

The Judiciary Committee, the Committees on Professional Practices, Architectural Competitions, By-laws, and Endowments act on and report only when specific matters are referred to them.

The Committee on Subscriptions for The Octagon—Historic Monument has not solicited the subscriptions for repairs it was authorized to, because of the many requests to the profession for more acutely needed financial help.

Important actions of The Board were as follows:

(1) The Board adopted a Statement setting forth The Institute's position concerning the publication of illustrations and descriptions of members' works in monographs supported by advertising.

(*The Statement is on page 9 of this OCTAGON.*)

(2) The Board adopted several interpretations of the Standards of Practice.

These interpretations, together with the particular provisions of the Standards to which they refer, are published in this issue of THE OCTAGON and will be published with The Standards of Practice. Other interpretations as made from time to time by The Board likewise will be published to the members.

The interpretations currently made are restatements of decisions heretofore made in connection

with the former Canon of Ethics and the Principles of Professional Practice.

(3) The Board reiterated its policy of encouraging continued collaborative efforts with other planning professions, to be particularly directed at present to problems in connection with the planning of national defense housing, of War and Navy cantonments, bases, centers, and air service stations.

The Board is convinced of the great value of collaboration by the planning professions and desires to develop the collaboration to the fullest extent possible without relinquishing any prerogatives of the individual professions.

In connection with this collaborative effort, The Board approved a Statement setting out the collaborative and the individual responsibilities of the professions joining in collaborative contracts for defense housing projects, and it is expected the other professions will also adopt it. The Statement will be an important document wherever the professions join in any collaborative work on any building project, and will go a long ways to clear overlapping of responsibilities.

(4) The Board authorized action on the request of the Administrator of the United States Housing Authority. The Administrator asked for joint committees of architects, engineers and landscape architects to confer with him, to the end (a) that a form of contract and schedule of fees be agreed on for defense housing projects to come under the jurisdiction of the Authority and (b) that the contract and schedule of fees used by the Authority during 1940 in connection with USHA-aided slum clearance projects be reviewed and modified.

The Board approved holding joint conferences for the purpose and appointed Walter R. MacCornack, Vice-President; Charles T. Ingham, Secretary; John R. Fugard, Treasurer; Regional Director Purves; Roy F. Larson, Chairman of the Committee on Federal Public Works; and former director Gerrit J. deGelleke, to represent the architects on the joint committee.

The above named members, except Mr. Larson who was not present, had a preliminary conference with the Administrator while The Board was meeting, and on the day following The Board meeting held an all-day meeting with three representatives

of the American Society of Civil Engineers, three members of the American Society of Landscape Architects, and the executive secretary of the American Engineering Council, who represented temporarily the American Society of Mechanical Engineers.

The joint committee developed the willingness of the societies to confer jointly in the matters requested by the Administrator, and requested a subcommittee, consisting of Charles T. Ingham, Walter E. Jessup, M. X. Wilberding, and A. D. Taylor, representing respectively The American Institute of Architects, the American Society of Civil Engineers, the American Society of Landscape Architects, to develop and report back to the joint committee as soon as it could a form of cost-plus-fixed-fee contract for defense housing projects only, based on the form of such contract already submitted to the Federal Works Administrator.

(5) The Board approved the development, under Vice-President Walter R. MacCornack, of a "*Proposal to Correlate the Work of All Committees in any way Related to the Building Industry and to Formulate a Long Range Policy with Respect to the Rehabilitation of Cities.*"

The proposal, as presented by the Vice-President, was as follows:

"It is recommended that the local Chapters of The Institute should take the leadership in organizing private property interests in their respective communities for the purpose of making a study of the cities' needs and preparing recommendations for a long-range program of city rebuilding. This organization should be non-political and independent of city governments. It should be made up of banking and insurance interests, Chambers of Commerce, real estate boards, apartment house owners associations, utility companies, transportation companies, universities, manufacturers associations, neighborhood associations, engineering societies, and the local chapter of The American Institute of Architects.

"This group would not prepare a city plan, but would be interested in analyzing the data and material already in existence to prepare a general overall plan for action which would result in the building up of a knowledge of the city among the various groups which is so sadly lacking at the present time. An intelligent public opinion would be created which would support government activities when right and

oppose them when wrong. The group would cooperate with local government. Further cooperation could be had by securing the assistance of various government agencies whose personnel would be valuable in carrying on this type of work.

"The questions for consideration would be:

1. Unemployment
2. Tax delinquency
3. New methods of taxation
4. The mortgage situation
5. The condition of housing in the various sections of the city and its suitability for rehabilitation
6. Analysis of the local zoning and building codes and their effect upon the city's growth
7. The problems of the acquisition and redevelopment of land
8. Existing and necessary legislation
9. Financing—privately sponsored, limited dividend or otherwise

"It is suggested that the various Committees of The Institute join in the preparation of a basic program as outlined above for presentation to the Convention in May with the purpose in view of adopting the program as a continuing policy of The American Institute of Architects."

(6) The Board reviewed and modified the budget and the appropriations for 1941.

In connection with this budget there was a general discussion of the work to be done in 1941 to continue the efforts on the national defense program, and the lack of Institute funds to continue any such program. Funds must be raised from the profession at large to make up the deficit in funds for carrying on the defense program work during 1940 and to cover the work proposed for 1941 to induce the Federal Departments to permit the architects of the United States to participate in Federal work to the extent of their capacities. The Treasurer was authorized to request contributions from members and from non-members of The Institute for those purposes.

(7) The Board discussed the program for the 1941 Convention in the Yosemite Valley, California, leaving the details to be developed by The Executive Committee.

Statement Concerning Publication of Architects' Works, With Advertisements

IN his Message last March, The President discussed "Personal Publicity of the Architect". He set out the danger that such personal advertising might be not to the best interests of the profession if it left with the public the impression that the architect was conducting a commercial enterprise in a commercial manner and not a professional office. He said:

"The public senses quickly the distinction between commercial and professional practice and is keenly aware that the services rendered by the professional man differ in character from those of a commercial enterprise. There is no doubt that architectural publicity which smacks of commercialism breaks down the public's fine conception of professional conduct and professional practice. That is unfortunate for the profession, but the harm goes further, for the commercialized publicity of architects and their works leads the public naturally to expect the architects to compete with each other on the commercial basis of sketches, drawings, and fees. Decidedly, such publicity is not to the best interests of either the profession or the public."

Closing the article The President called attention to the many times since 1917 The Board had called attention that the issuance, by members, of professional treatises or monographs of their work in the form of books or pamphlets either privately printed or published through regular channels supported by advertising, was contrary to the spirit of the Canon of Ethics.

The present Board, in response to requests of members, re-stated the position of The Institute with respect to such advertising, in the Statement that is published below. Members should read the Statement carefully and be guided thereby.

STATEMENT

Each member of The Institute is solely responsible for maintaining his professional integrity, and that integrity is so fundamental that even the appearance of impropriety may make it suspect. The member should be certain that he is not beholden directly, indirectly, or by implication, *first*, to anyone with

whom he has to deal on behalf of his clients and *second*, in any way that might compromise his fairness and judgment.

In no matter is it necessary for him to protect his professional standing more meticulously than in the publication of illustrations and descriptions of his works.

Calling the attention of the public to the works of an architect is commendable and The Institute has always advocated that. It can be done effectively without being obtrusive or ostentatious or without the qualities that distinguish the publicity of professional men from the publicity used for selling the wares of industry and business. These qualities are evidenced by the nature of the publicity, by the manner in which it is presented, and at whose expense it is, or has the appearance of being, issued.

Architects particularly aspire to have illustrations and descriptions of their works published in monograph form but few of them feel they can afford to pay the expenses of publication, and unless the architect's work is distinguished enough to be of general interest, the subscriber market for such publications is so limited that publishers will not undertake them unless they can be insured against loss. Advertisers provide that insurance.

The only advertisers whom the publishers may hope to interest in an architectural monograph are the contractors and the sub-contractors who furnished labor or materials for the buildings designed by the architect or architects whose work is illustrated in the monograph, or those who hope to be favorably considered by them for their future work.

Whatever may be said or offered to induce the architect to allow illustrations of his work to be published along with such advertisements, the advertisements cannot be other than good-will gestures contributed in appreciation of past associations or in the hope of future ones, or both.

Under any circumstances, there is a clear implication that the advertisers will be regarded with special favor by the architect, and the implication is not lessened if the architect accepts free copies of the publication, which he may use in persuading prospective clients.

It seems self-evident that the publication of architect's work in a manner that will give rise to any such implication is inimical to the best interests of the profession, and The Institute has consistently and repeatedly said so for nearly a quarter century.

As long ago as 1918 the convention of The Institute adopted as a principle of practice that, "The issuance by an architect of a professional treatise or a monograph of his work, in the form of a book or pamphlet, which is supported by advertisements, whether privately printed or published through regular channels, tends to lower the dignity and standing of the profession and is to be condemned." The scope of this principle was extended later to include cases "where the works of two or more architects have been combined in the same volume."

The meaning of this convention action was clear, and the principle has been consistently restated many times by The Board. Yet members now and then are forgetful or careless and hazard their Institute status by countenancing and permitting publication of their work under the prescribed circumstances. The Board has epitomized the pertinent convention actions and Board rulings on this phase of architects' publicity in an interpretation of the provisions of The Standards of Practice that apply to the case. That interpretation which thereby becomes a Rule of The Board supplementary to the Standards, is as follows:

"(a) A member who permits or sanctions the publication of illustrations or descriptions of his work in any publication containing advertisements relating either to the production, distribution, sale or handling of building materials or the construction of buildings, other than in a publication having a frequent and general circulation which contains matters of general interest and advertisements not related particularly or primarily to his work; and

(b) A member who takes part or gives any assistance, directly or indirectly, in obtaining advertisements or other support from anyone interested in building materials towards meeting the expense of any publication illustrating the member's work or permits others to solicit any such advertisements or other support in his behalf, or accepts or takes directly or indirectly, other than through purchase, copies of any publication containing illustrations or descriptions of his work and advertisement,

shall be deemed to have accepted a valuable consideration in connection with his practice from others than his clients and to have placed himself in a position which may tend to discredit his freedom to act impartially and independently in the best interest of those who depend on his judgments and acts and to have acted detrimentally to the best interests of the profession and thereby has deviated from the Standards of Practice of The Institute set out in paragraphs (g) and (l) of section 8 of Part I of said Standards."

The warning of this interpretation seems plain that a member is not maintaining the integrity of his position if he permits illustrations or descriptions of his work to be shown in a publication, the publishers of which, or others, use or depend upon the name of the member, or his influence, or illustrations or descriptions of his work, as a basis, directly or otherwise, for obtaining paid advertisements which will defray in part or in whole the expenses of the publication, from contractors or others who furnish labor or materials for the work illustrated or described, or who would like to do so on subsequent work of the architect. Nor will the member relieve himself of responsibility in the matter by attempting to divide the responsibility for such advertising with the publisher, or anyone.

Rules of The Board—Interpreting the Standards of Practice

THE Board of Directors, under authority of *Chapter XIII, article 1, section 3, paragraph (c)* of the By-laws of The Institute, from time to time makes interpretations of The Standards of Practice, each of which thereby becomes a Rule of The Board supplementing the Standards of Practice.

Each such rule is published with the Standards and once in *THE OCTAGON* for the guidance of the members.

SP 1. *General Rule.* A member who, in good faith, charges another architect with deviation from the Standards of Practice, is acting to preserve the high standing of the profession and cannot be held guilty on that account of unprofessional conduct. (B-12-40)

SP 2. It shall be deemed to be a deviation from *paragraphs (a) and (l) of section 8 of Part I* of the Standards of Practice and an act not to the best interest of The Institute and the profession of architecture if the member

(a) Continues or offers to continue, after he has introduced to a prospective client the service which he is qualified to perform, the performance of such service without adequate compensation, except under justifiable circumstances or on account of previous professional relations. (B-12-40)

SP 3. It shall be deemed to be a deviation from *paragraphs (b) and (l) of Section 8 of Part I* of the Standards of Practice and an act not to the best interest of The Institute and the profession of architecture if the member

(a) takes or accepts a commission as architect for any project for which another architect has been previously employed, until the employment of the other architect has been definitely terminated. (B-12-40)

SP 4. It shall be deemed to be a deviation from *paragraphs (k) and (l) of Section 8 of Part I* of the Standards of Practice and an act not to the best interest of The Institute and the profession of architecture if the member

(a) Accepts or attempts to obtain, directly or indirectly, engagement as architect for a project for

which an architectural competition is in progress or for which one has been held and he was the professional adviser or a member of the jury of awards of that competition. (B-12-40)

(b) Takes part as a competitor, professional adviser, or juror in any architectural competition the program of which has not been approved by The Institute, unless the competition is of a minor character which neither leads to a construction project nor has been disapproved by The Institute. (B-12-40)

(c) Takes part in an architectural competition of minor character not leading to the construction of a building, if such competition has been disapproved by The Institute. (B-12-40)

(d) Acts as professional adviser for an architectural competition after it has been determined that the program will not receive the approval of The Institute. (B-12-40)

(e) Attempts, directly or indirectly, to influence the making of any award in an architectural competition unless he is acting as a member of the jury of awards of the competition. (B-12-40)

(f) Submits in any architectural competition any design or other matter that has not been made by him or under his personal direction. (B-12-40)

(g) Intentionally violates any term, condition, or provision of an architectural competition. (B-12-40)

SP 5. It shall be deemed to be a deviation from *paragraphs (g) and (l) of section 8 of Part I* of the Standards of Practice and an act not to the best interest of The Institute and the profession of architecture if the member

(a) Permits or sanctions the publication of illustrations or descriptions of his work in any publication containing advertisements relating either to the production, distribution, sale or handling of building materials or the construction of buildings, other than in a publication having a frequent and general circulation which contains matters of general interest and advertisements not related particularly or primarily to his work. (B-12-40)

(b) Takes part or gives any assistance, directly or indirectly, in obtaining advertisements or other

support from anyone interested in building materials towards meeting the expense of any publication illustrating the member's work or permits others to solicit any such advertisements or other support in

his behalf, or accepts or takes, directly or indirectly, other than through purchase, copies of any publication containing illustrations or descriptions of his work and advertisements. (B-12-40)

Fees For Landscape Architects' Services

A STATEMENT BY THE BOARD OF TRUSTEES OF
THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

ON the broad principle that it is distinctly inimical to any profession for its members to request bids on fees for professional services of members of another profession, and equally inimical to attempt to procure professional employment on any basis other than that of competence and experience, the Trustees of the ASLA condemn such practice in this Society.

If the landscape architect is to proceed in a way which furthers and advances the best interests of his profession, no representative of this professional group should adopt a competitive price procedure as being desirable for those who wish to practice on a proper professional basis. Such action will lead to a kind of competition which is highly destructive of good professional practice, with the resulting

rapid decay of the quality of services rendered.

If the employment of professional services in landscape architecture is to be based upon competitive bidding, the landscape architecture of housing will fall to a very low state.

The Board of Trustees are endeavoring to secure information as to the names of all landscape architects who are procuring work on any government project as a result of requests to submit bids for landscape services, and also the names of all projects on which such bids for professional landscape services are requested or submitted.

(Quoted from "Landscape Architecture", Vol. XXX, No. 3, Page 7.)

The Institute subscribes completely to the professional principles set forth in the above statement.

Members Elected Effective December 7, 1940

Chapter	Name	Chapter	Name
CHICAGO.....	Ludwig Karl Hilberseimer	MONTANA.....	Ralph Henry Cushing
	Walter Peterhans		Everett O. Terrell
	John Barney Rodgers	NEW JERSEY.....	A. G. Jan Ruhtenberg
DETROIT.....	George Bickford Brigham, Jr.	PHILADELPHIA.....	Walter H. Poole
GEORGIA.....	Arthur Neal Robinson, Jr.	TENNESSEE.....	*G. Albert Chandler

* Re-elected.

With the Chapters

NEWS NOTES FROM CHAPTER OFFICERS

Cincinnati.

The November meeting was the Annual Architects' Water Color Club Meeting and was held in the Hall of the Real Estate Board of Hammond Street, Cincinnati, Ohio. There were twenty members present, and as is the usual case, the group included members of the Cincinnati Chapter, the Architects Society of Ohio, the Architectural Club of Cincinnati, landscape architects and engineers.

Chapter president Roth, after a few introductory remarks concerning an exhibit which had been arranged over fifty years ago in Cincinnati at the instance of the famed "consolidation" Convention, turned the meeting over to Mr. John Zettle who was one of the men who worked on the arranging of the national exhibit at that time. Mr. Zettle in presiding gave an account of the interesting experiences of the original Cincinnati Architectural Sketch

Club back in 1889, and for fear that he had forgotten many of the incidents, called upon three other members of that club whom he gathered for the meeting. These men were Mr. Edward Burke, Mr. Louis Dittoe, of Cincinnati, and Mr. Bernard T. Wisenall of Covington, Kentucky.

The water colors, pencil sketches, lithos, etc., were hung about the wall, and under Mr. Zettle's critical leadership, the authors of the works were caused to explain and defend their efforts. Outstanding among the exhibits were the numerous lithographs of scenes in Quebec made by Mr. Fred W. Garber and an interesting set of water colors made in Mexico by Mr. Zettle. Discussions of these works grew into very interesting travelogue.

At the conclusion of the inspection of the sketches hung, Mr. Wisenall and Mr. Dittoe exhibited catalogues displaying the work which had been collected from distant points of the country for that exhibit in 1889. Pen and ink sketches of such famed delineators as Kirby, Railton, C. Howard Walker, Bragdon, Gregg, Maginnis and many others drew great attention from the members present. It was indeed a pleasure to view again the delightful pen and ink techniques employed in architectural delineation in those days and it was with a slight degree of sorrow at the disappearance of ability in such media that the group left the discussion of the evening to partake of beer and sandwiches before departing for home.

GEO. F. ROTH, JR., *President*

Florida Central.

The Chapter held its regular meeting at the Offices of Norman F. Six, in Tampa, on December 14. This meeting was preceeded, as usual, by a meeting of the Chapter's Executive Committee.

Elliott B. Hadley, member of the Chapter, was re-elected president of the Florida Association of Architects, and Archie G. Parish, also of the Chapter, was re-elected District Director at the Annual Convention held Dec. 6, 7 at Hollywood Beach.

CARL N. ATKINSON, *Secretary*

New York.

The theme of the November Chapter meeting held after dinner at the Architectural League on November 25 was Publicity. Following a short business meeting and the presentation of certificates to the winners of the recent small house awards, President Frost turned over the meeting to Kenneth

Reid, Chairman of our Committee on Public Information. Mr. Reid then outlined his program for this year. He has broken down this subject into component parts and has assigned each part to an individual member of the committee. This member acts as a sub-chairman and is given the privilege of inviting any two members of the Chapter to assist him. "To a man," commented Mr. Reid after announcing the scope of work he had laid out, "my committeemen have complained that I have outlined for them full time jobs."

The subdivisions and their chairmen are: Educational Movies—Wesley S. Bessell; Talks to Schools—Albert G. Clay; Radio—Don E. Hatch; Talks Before Clubs—Eleanor Pepper; Newspapers—Kenneth Reid; Trade Publications—Henry H. Saylor; Exhibits—Spencer R. Smith; Lay Magazines—Joseph D. Weiss.

As a stimulus to discussion Mr. Reid read a few of these outlines. A dozen members responded in rapid succession in one of the most spontaneous volleys touched off recently. All present regretted the early adjournment enforced by the approaching hour of the CBS broadcast.

The sole business matter before the meeting was a vote on relinquishing from the jurisdiction of our Chapter the island of Porto Rico. A motion was made, carried and seconded to release this territory in the event that application is made by the architects of Porto Rico for a local Institute chapter.

President Frost introduced two new members who were present. They are Don Graf and Ernest Payer, a former Associate.

Utah.

Fred L. Markham was elected president of the Utah chapter, December 4, 1940.

Chosen to serve as vice president with Mr. Markham was William E. Nelson, Mr. Nelson is the outgoing secretary-treasurer.

Paul K. Evans was named secretary-treasurer and Lorenzo S. Young was elected to the executive committee.

The chapter decided to sponsor a lecture in Salt Lake City, about January 15 by Jan Reiner, Czecho-Slovakian Architect, who is on a lecture tour of the United States. Mr. Reiner's subject will be "The City Yesterday and Tomorrow."

WM. E. NELSON, *Secretary*

	Page		Page
New Books.....	22	The Seventy-second Convention of The Institute—	
(Introduction to Housing—Facts and Principles—		Address of President Edwin Bergstrom.....	5
Can America Build Houses?—The Homes the Pub-		Report of The Board of Directors.....	8
lic Builds—Architectural Specifications)		(Introduction—Custodianship of Property—	
Necrology.....	22	U.S.H.A. Housing Fee Schedule—Affiliation with	
(Corporate Members, Honorary Members, Medalist)		The Producers' Council, Inc.—Program of Co-	
APRIL		operation—National Architectural Accrediting	
Officers and Directors.....	2	Board—Changes in Individual Memberships—	
The President's Message.....	3	Changes in Chapters—New State Association Mem-	
The Seventy-second Convention—Official Notice to		bers—V Pan American Congress of Architects—	
Members.....	5	Federal Legislation—Codification—Interpretation of	
(Registration at the Convention—Meetings Before,		the Standards of the Profession—Charges of Un-	
During and After the Convention—Hotel Head-		professional Conduct—Fellowships—Honorary	
quarters and Reservations)		Membership—Scholarships—Lectureships—The	
Notice of Nominations by Petition—Charles T.		1941 Convention—Actions of The Board on Reports	
Ingham.....	6	Not Printed—Program of Cooperation—Actions of	
(Officers and Directors)		The Board on Printed Reports)	
Notice Concerning Equalization of Expenses of Mem-		Committee Reports—To The Board—	
ber Delegates to The Seventy-second Conven-		Objectives of Component Organizations.....	17
tion in Louisville—Charles T. Ingham.....	7	Action by The Board.....	18
Notice to Members of The Institute—Concerning		State Organization.....	19
Amendments of By-laws and the Standards of		Action by The Board.....	22
Practice.....	8	Membership.....	24
An Appeal from the Architects of Finland.....	29	Action by The Board.....	26
New State Association Members.....	29	Architectural Services.....	26
(Maryland—New Hampshire—Kansas)		Action by The Board.....	27
Members Elected—Effective April 9, 1940.....	29	State and Municipal Public Works.....	27
With the Chapters.....	30	Action by The Board.....	30
(Boston—Brooklyn—Connecticut—Eastern Ohio—		Education.....	30
Florida South—Kentucky—Mississippi—New Jer-		Action by The Board.....	35
sey—New York—Pittsburgh—Westchester)		Structural Service.....	35
Chapters and Officers.....	34	Action by The Board.....	39
State Association Members of The Institute and		Registration Laws.....	39
Officers.....	35	Action by The Board.....	41
MAY		Regional Depreciation and Enhancement.....	41
Officers and Directors.....	2	Action by The Board.....	43
The President's Message.....	3	Public Information.....	44
Review of Convention Notices.....	5	Action by The Board.....	45
Tentative Program—The Seventy-second Convention		Revision of THE OCTAGON.....	46
Tentative Schedules of Other Meetings.....	6	Action by The Board.....	50
Notice of Conference of State Associations of Archi-		Industrial Relations.....	50
techts—Leigh Hunt.....	8	Action by The Board.....	52
U.S.H.A.-aided Projects—Notice to Architects—Wil-		Procedure of The Institute.....	52
liam Stanley Parker.....	8	Action by The Board.....	55
Recognition of Architects—William Adams Delano....	10	Excerpts from The Treasurer's Report.....	55
The Boston Chapter Has a Dinner Party.....	11	(The General Fund—The Special Funds—Com-	
Summer Program in City and Regional Planning.....	12	combined General and Special Funds—Gifts—Remis-	
(Under Joint Sponsorship of M.I.T. and the Amer-		sion of Dues—Defaults in Dues—Changes in	
ican Planning and Civic Association)		Membership—Conclusion—Tables)	
Regional Conference, Middle Atlantic District—		Resolutions Adopted by the Seventy-second Con-	
Edmund R. Purves.....	13	vention.....	63
Paul P. Cret Appointed to Commission of Fine Arts....	14	(Amendments of By-laws—Standards of Practice—	
Public Information—William Orr Ludlow.....	15	Resolution on Historic Buildings Survey—Coopera-	
Wielders of The T-Square.....	15	tion with The Producers' Council and the Federal	
With the Chapters.....	16	Home Loan Bank Board—Investigation of Fields	
(Brooklyn—Buffalo—Central New York—Georgia		of Practice of Architects—Land Use—Unification of	
—New Jersey—New York—Pittsburgh—Utah)		the Architectural Profession—Architectural Ser-	
New Books.....	18	vices in National Emergency—Fifth Pan American	
(Old Kentucky Architecture—Housing in Scandi-		Congress of Architects—Chapter Associates and	
navia, by John Graham, Jr.—A Manual on the		Institute Meetings—Independent Actions by Chap-	
Origin and Development of Washington)		ters—Architectural Services and the F.H.A.—	
JUNE		Attendance of Student at Conventions—Destruc-	
Elections Announced at the 72nd Convention.....	2	tion of Architectural Masterpieces—Endorsement of	
(Officers, Directors, Fellows, Honorary Membership		Bill Extending U.S.H.A. Program—New Horizons	
and Edward Langley Scholarship Awards for		for the Architectural Profession—Resolution of	
1940)		Thanks)	
The President's Message.....	3	Dedication—Hubert G. Ripley.....	69
		The Profession of Architecture and Society—Charles	
		D. Maginnis.....	70
		Citations of Members Advanced to Fellowship.....	74
		Reminiscences of Louisville—Charles M. Stotz—	
		Sketches by Robert Schmertz.....	75

	Page		Page
Trends of Our Time and the Trend of Our Times— Dr. Constantine E. McGuire.....	80	Wanted—Annuares and Proceedings—Leicester B. Holland	13
Notice of Adoption of Standards of Practice..... (The Duties and Responsibilities of Members of The American Institute of Architects—Selection of an Architect—The Architect's Services, Fees, and Contracts)	87	Films for Pan American Use.....	14
The New Administration and Library Building.....	95	Requests for Magazines.....	14
Dues of New Members.....	95	OCTOBER—"ANNUARY"	
Appreciation of the Kentucky Chapter—Bergman S. Letzler	95	The President's Message.....	1
Convention Attendance Statistics.....	96	The Annuary—	
Table of Contents.....	96	Regional Districts by States and Chapters.....	1
JULY		Map of Regional Districts and Chapter Territories	2
Officers and Directors.....	2	Chapters and Officers.....	4
The President's Message.....	3	Roll of Officers—1857-1940.....	6
The Architect of Tomorrow.....	8	(Presidents—Secretaries—Treasurers)	
Remarks of—		Medals and Medalists.....	7
John Bakewell, Jr.—Opening.....	8	Honorary Members.....	8
Richard Koch.....	9	Honorary Corresponding Members.....	9
Address of John Bakewell, Jr.....	10	Fellows.....	11
C. Julian Oberwarth.....	13	Life Members and Members Emeriti.....	13
John Bakewell, Jr.—Closing.....	15	Officers—Directors—Executive Committee	14
Excerpts from the Reports of the Committees on Edu- cation and Registration Laws.....	16	Administrative Committees.....	15
2nd Annual Midwest Conference—Clair W. Ditchy..	17	Standing Board Committees.....	16
Notice—Meeting of The Jury of Fellows.....	18	Special Board Committees.....	20
English Publication Requests Contributions—Charles D. Maginnis	18	Institute Representatives on Other Organizations...	23
New State Association Members.....	18	Fellows and Members (Alphabetical Roll).....	25
(Mississippi—Florida—Minnesota)		Fellows and Members (By Chapters).....	85
Members Elected (Effective May 8, 1940, May 17, 1940, June 5, 1940, July 6, 1940, August 12, 1940)..	19	Members Unassigned.....	115
Necrology.....	19	Members Residing in Foreign Countries.....	115
(Fellows, Members, Honorary and Honorary Cor- responding Members)		State Association Members and Officers.....	116
With the Chapters (Columbus—Kansas—Pittsburgh)	19	Juniors of The Institute.....	116
AUGUST		Membership Summary (As of November 15, 1940)....	116
Officers and Directors.....	II	Standards of Practice of The American Institute of Architects (Complete Document).....	117
The President's Message.....	III	List of Documents.....	125
(Table 1—Housing Units Needed—Table 2— National Defense Housing Projects)		NOVEMBER	
The By-laws—Foreword.....	VII	The President's Message.....	3
Edition of 1940.....	1	Funds for Carrying on the National Defense Program for Architects	5
Articles of Incorporation.....	4	Local Emergency Defense Preparation—Chester L. Churchill, Boston Chapter.....	6
Chapters and Officers.....	74	Sir Raymond Unwin Memorial Meeting.....	9
State Association Members of The Institute and Officers	75	New York Court Awards Architecture to Architects..	10
SEPTEMBER		The Francis J. Plym Fellowship in Architecture.....	11
Officers and Directors—The Executive Committee— Headquarters	2	The Fair Labor Standards Act.....	12
The President's Message.....	3	Members Elected (Effective November 15, 1940)....	13
Notice of Convention of 1941.....	8	New State Association Member (North Carolina)....	13
Semi-Annual Meeting of The Board—Notice.....	10	Necrology	13
Notice to Committee Chairmen.....	10	(Fellows, Members, Honorary and Honorary Cor- responding Members)	
(Call for Progress Reports)		Department of Technical Services—Notes.....	13
Members Elected.....	10	With the Chapters.....	15
(Effective September 14, 1940, and October 4, 1940)		(Albany—Brooklyn—Central New York—Chicago— Pittsburgh—Spokane—Utah—Virginia)	
Necrology (Fellows, Member, Honorary and Honorary Corresponding Members).....	10	New Books	16
Wooden Anniversary—H. Daland Chandler.....	11	(Money in Motion—The Social Function of Bank- ing—Housing for Defense—Washington Doorways —Domestic Architecture of H. T. Lindeberg)	
Illustrations of Sculptures and Murals at The World's Fair	11	DECEMBER	
Edward Langley Scholarships for 1941.....	12	The President's Message.....	3
The School Medal Awards of 1940.....	13	Meeting of The Board of Directors.....	5
		Statement Concerning Publication of Architects' Works, With Advertisements.....	9
		Rules of The Board—Interpreting the Standards of Practice	11
		Fees for Landscape Architects' Services.....	12
		Members Elected (Effective December 7, 1940)....	12
		With the Chapters.....	12
		(Cincinnati—Florida Central—New York—Utah)	
		Table of Contents—Volume 12.....	14

