

**UNIFICATION**

A special luncheon meeting was called on July 18th at the request of the President for the purpose of presenting to the Chapter the recommendation of the Executive Committee concerning the extremely important matter of the unification of the architectural groups in the Greater New York Area and to determine the sense of the Chapter on a definite plan for action.

The recommendation was handed to each member who attended the luncheon so that every one had an opportunity to read it through before the meeting began. The sum and substance can best be expressed in Mr. Smith's own words "Union for strength of action in civic affairs, professional ethics and public relations, with the preservation of the autonomy of the present groups for social, technical and local interest purposes."

A resolution to put this recommendation into effect was passed unanimously and the Unification Committee, Matthew del Gaudio, chairman, Lewis J. Adams and Lawrence Bottomly was instructed to carry out the program. The first step of the Committee will be to get in touch with the other architectural groups with a view of accomplishing something concrete towards unification in the fall.

**EXHIBITION TO BE HELD  
AT STATE ASSOCIATION  
CONVENTION**

The State Association convention to be held in Buffalo October 17th, 18th, and 19th will include an exhibition of the work of New York State architects. All architects of the State are urged to submit, through their local organization, work which they have completed or projected since 1936, including all types of buildings. Photographs, sketches or models, when pos-

sible, are to be accompanied by presentation plans. If more than one project is submitted entries should be numbered on the reverse side in the order of preference. No stipulated size or medium of presentation is required but it is essential that the exhibits be offered in a manner suitable for exhibition.

In connection with the exhibit an award of \$75.00 is to be made to the New York State architect of the small house judged best by a competent jury. It must contain not more than 25,000 cubic feet, exclusive of garage if attached and shall have been built since 1936. A photograph, preferably 8x10 and presentation plans (not working blue prints) are required, together with a diagram on the reverse side of plans showing cubic contents analysis.

Chapter members are urged to submit representative examples of their work. Exhibits should be sent to the Chapter office at 115 East 40th Street by September 18th, where they will be packed and shipped by the Chapter.

**ANNUAL MEETING**

At the annual meeting, held June sixth at the Architectural League, the New York Chapter reelected the officers of its Executive Committee. Perry Coke Smith will serve another year as President, Morris Sanders as Vice-President, Robert McLaughlin as Treasurer and Theodore Young as Secretary. Two new members of the Executive Committee were chosen to succeed Robert O'Connor and John C. B. Moore, whose terms expired. Albert G. Clay and Frederick J. Woodbridge will serve until 1949.

The President called upon the Chairmen of several Chapter committees to read their reports of the year's activities. Mr. Smith stated that as in former years full copies would be on file in the Chapter office where members may peruse them at will.

**FALL ACTIVITIES IN  
PUBLIC RELATIONS**

The establishment of a clearing house of information at the Chapter office is already a matter of interest to the public. This is evident from the noticeable weekly increase in the number of calls, requests for articles, material etc. Our six months' old program has been extremely active but not aggressive to a point of high production. Your Committee believes, therefore, that the next steps should be to enlarge the scope and to form a definite public relations policy. We offer the suggestions listed below as a means of accomplishing these ends. Please bear in mind that your Committee does not propose to complete each project outlined within the space of a few months but merely enumerates several avenues of approach.

The platform:

1. Continue the use of broadcasts to members to handle the steadily increasing numbers of requests from the outside.
2. Create the opportunity for members to express publicly their opinions as individuals.
3. Decide in advance each month which phase of activity should currently be emphasized and choose the proper medium through which to present it. For example, work up prepared radio program using opportunity outlined in Public Relations Broadcast #7 as a basis. Select subjects for publication and place with syndicates. Work up lectures on chosen subjects deliberately aimed at selected audiences.
4. Your Public Relations Committee stands ready to help all Chapter Committees develop any phase of their work which may be newsworthy and to advise as to ways and means of bringing this work into the public eye.



## HIGHLIGHTS OF THE ANNUAL REPORTS

The OCULUS prints excerpts from the annual reports to give the Chapter a survey of the achievements of its committees.

## ADMISSIONS

Francis W. Roudebush—*Chairman*

The Committee held eight meetings during the year.

Recommendations were made to the Executive Committee as follows:

65 Candidates recommended for Corporate A.I.A. membership.

5 Candidates recommended for Associate membership.

## ARCHITECTURAL CRITICISM AND AESTHETICS

Robert S. Hutchins—*Chairman*

The first general meeting of the Committee was for the purpose of establishing the possible methods of bringing about, through enlightened criticism, a higher standard of architectural design and work in the profession and fuller appreciation of good design on the part of the public.

Several kinds of activity were suggested and discussed by the Committee. Of these the following were approved as being desirable and possible.

1. Discussion and criticism within the profession for the aid of its members. To accomplish this it was proposed that a panel of Chapter members be named as consultants for architectural criticism. On the panel should be represented the various schools of architectural thinking of the times. From the panel it would be possible by arrangement for any Chapter member to select and enlist the advice and constructive criticism of several of his respected contemporaries acting as a committee. The author of the design would, of course, be asked to explain briefly the limitations and requirements of the owner and the meeting would develop as a round table discussion. Although a tentative panel has been named, the Committee has not yet approved the list nor have those listed been asked to participate.

2. The Committee was agreed that the several architectural magazines should be urged to publish more critical material on architecture. From the publishers' and critics' point of view there are certain risks involved in view of there being no precedent in law for protection against damage suits. It is

proposed that during the coming year an evening meeting of the Chapter be devoted to this subject and that we attempt to find a policy which will permit increased architectural criticism in their journals in the interest of the profession and of the public.

## CIVIC DESIGN

Robert O'Connor—*Chairman*

Thirteen meetings have been held during the year.

The most important activities during the year, aside from consideration of matters being presented in public hearing before the City Planning Commission and on which the Civic Design Committee has submitted a number of recommendations with the approval of the Executive Committee, have been:

1. The preparation of a memorandum to the several candidates for Mayor of the City of New York prior to the election of 1945, bringing to their attention a number of points regarding problems of city planning.

2. A dinner meeting, on March 4, 1946, of the combined Civic Design and Executive Committees with representatives of important insurance and banking interests, for an informal discussion of large scale urban redevelopment.

3. A meeting with the chairman of the City Planning Commission for a discussion of that body's work, especially with regard to the preparation of a master plan of land use for the city.

## EDUCATION

Ralph Walker—*Chairman*

The Committee was formed on the new procedure of a group of vice-chairmen interested in—

1. Architectural Education — Mr. Walter Kilham.
2. Contact with the Brunner Scholars — Mr. Cameron Clark.

At the beginning of the Chapter year there was a great deal of interest shown by the Army in trying to get architectural education to men at the convalescent hospital at Camp Upton. Mr. Kilham and others made visits to Camp Upton and a small exhibition of drawings was also sent. It was found that the men were there for but such a short time that very little interest could be aroused as far as professional work was concerned. The Army then set up its own organization to handle this.

The Committee, through its chairman, and at a meeting with the full Committee, has been in touch with Cooper Union to strengthen the architectural school which has been going on there for a great many years. It was suggested to Dr. Burdell that with the discontinuance of the architectural school of New York University a school giving architectural degrees in the center of the city might have many advantages. The city of New York now possesses only Columbia University. Cooper Union has worked out a full report, with the help of the chairman, which is to be submitted to the directors, advocating that the school set up full requirements for a degree and obtain permission from the University of the State of New York to award it.

## FEES AND CONTRACTS

Max Foley—*Chairman*

The Committee has met on several occasions during the year to discuss the working of the present Chapter Fee Schedule and the advisability of abandoning this schedule and adopting a graduated scale of fees as has been done in several other Chapters.

Up to the present the Committee has not felt that there is enough data available to warrant this very important step.

The goal of the architectural profession, so far as fees are concerned, should undoubtedly be the establishment of an arrangement whereby the architect is paid a fixed fee for his services plus reimbursement of all of his costs. This arrangement would provide fair compensation to the architect as a professional man.

## MEMBERSHIP

Frederick G. Frost, Jr.—*Chairman*

Without any promotion on the part of this Committee the Chapter membership has had a net increase of 45 during 1945-1946. There were 71 new members of whom 56 were newly elected corporate members, 3 associate members and 12 corporate members transferred from other Chapters. 26 members resigned, died or transferred to other Chapters.

As a result of a joint recommendation by this Committee and of the Unification and Admissions Committees it is now the practice of the Admissions Committee not to recommend for corporate membership any architects who are not citizens of the United States.



## PUBLIC RELATIONS

Albert G. Clay—*Chairman*

This report covers the four months from February first through May Thirty-first. Mrs. McKinney joined the Chapter staff during the last week in January as assistant to the Executive Secretary in charge of Public Relations. In setting up the program emphasis was laid on the development of a number of specific contacts with the public through means of the radio lectures, magazine articles and other publications rather than on routine news releases—with the idea that the expansion of actual public relations in these fields would result in more solid and enlightened "straight publicity" later on. One of the main purposes of the program has thus been to discover the actual contribution of the individual architect to public interest, to draw him out and engage him wherever possible in expressing himself directly through any of the numerous channels by which he can make himself known.

To that end two methods of approach have been used, the interview and the broadcast. The Public Relations Broadcasts, of which there have been six to date, go out to the entire membership when the proposed project is of sufficient value. As a result of the response to the broadcasts and in pursuit of a definite policy of talking with as many Chapter members as possible Mrs. McKinney has interviewed between thirty and forty architects. The material obtained through the interviews serves the specific purpose of the moment and adds to the increasing fund for public information which can be drawn on as occasion demands. A file is kept on topics, speakers, lecture material, special fields and talents.

An example of the type of public relations project in which Chapter members took definite part was the Housing Week Program at the Benjamin Franklin High School. The school is located in a bad slum area at 116th Street and the East River Drive. The student body is composed of 2200 boys of high school age. The principal asked the cooperation of the New York Chapter in securing speakers from among its members who were qualified to discuss the purpose and value of community planning before small groups of students and to con-

duct question and answer periods on the same subject. The Yorkville Housing and Planning Council contributed a scale model of a proposed housing project; this model had been constructed by the students during an earlier program. The Chapter office sent out a broadcast to which there was an immediate response. We were able, on short notice, to supply ten speakers to the school, each of whom conducted at least one hour's session. Some men returned for extra sessions. The Architects who spoke covered a wide range of experience in architectural background, ranging from private practice to the Regional Plan, the Department of Public Works and the New York City Housing Authority. The East Harlem Housing Project was presented with slides. The school found the program to be of enormous value and the speakers reported an amazingly interested and intelligent response. Dr. Covello, the principal of the school, is preparing a detailed report to the Board of Education and to the Superintendent of Schools recommending that the program be enlarged and extended to sixty public schools in the metropolitan area and that it be repeated yearly in his own school. The report will be available for use as magazine material.

A partial list of other Public Relations activities will indicate the wide variety covered.

1. Lecture course on House Planning—architect requested to give five of a series of ten remunerated sessions at the Ballard School. This has been arranged for the fall term 1946.

2. Steady pressure from news stand publications and new magazines for bandwagon material on the small house. We have supplied some information and have gotten in touch with the members who might be interested.

3. Non-commercial radio program is being set up to include informal discussion and opinions on housing, new materials and equipment, home planning financing etc.

4. Two feature articles placed with Scripps-Howard news syndicate. They requested material to build a factual story around an architect, a veteran who is his client and the building of the veteran's house from site choice to finish.

5. *Town Hall Meeting of the Air*—contact was established and a proposal made to include an architect in their contemplated program with Wilson Wyatt on the national housing crisis. Program was postponed but material obtained from many interviews with members is now available.

6. Material supplied for numerous inquiries from national and some foreign magazines for a wide variety of subjects.

## NEW SPONSOR FORMS

The Admissions Committee has prepared new sponsor forms in an endeavor to elicit fuller information from endorsers of new candidates. Members who receive these forms are asked to fill them in with as much detail as possible.

## CANDIDATES

The names of the following candidates have been presented for membership in the Institute.

### 1. Jonathan Fairchild Butler

#### *Sponsors:*

Eric Gugler  
Fred A. Godley

### 2. Graham Erskine

#### *Sponsors:*

Arthur L. Harmon  
Harold C. Bernhardt

### 3. George Hils Ferrenz

#### *Sponsors:*

Tirrell J. Ferrenz (Chicago Chapter)  
Paul L. Wood (Westchester Chapter)

### 4. Frederick C. Genz

#### *Sponsors:*

Henry Hofmeister  
John H. Thiesen

### 5. Harry Frederick Green

#### *Sponsors:*

Ferdinand L. Liebmann  
Morris Lapidus



## 6. Albert Otto Halse

*Sponsors:*

Edgar I. Williams  
Leopold Arnaud

## 7. Joseph Judge

*Sponsors:*

E. James Gambaro  
Carl C. Braun

## 8. Samuel Katz

*Sponsors:*

Ben John Small  
Lester S. LaPierre

## 9. Milton Sherman

*Sponsors:*

Lloyd Morgan  
George C. Rudolph

## 10. Walter Knight Sturges

*Sponsors:*

J. Sanford Shanley  
J. Hamilton Coulter

## 11. William James Taylor

*Sponsors:*

Tirrell J. Ferrenz (Chicago  
Chapter)  
Paul L. Wood (Westchester  
Chapter)

## 12. Morris Whinston

*Sponsors:*

Irving Kudroff  
Sidney L. Strauss

## Associate membership

Louis Walter Scholl

*Sponsors:*

Seymour R. Joseph  
J. Stanley Sharp