



# O C U L U S

NEW YORK CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS, 115 EAST 40 STREET, NEW YORK 16, NEW YORK  
WALTER H. KILHAM, JR., PRESIDENT; BEN JOHN SMALL, VICE-PRESIDENT; WILLIAM POTTER, TREASURER;  
M. MILTON GLASS, SECRETARY; DOROTHEA WATERS, EXECUTIVE SECRETARY; EDWARD EVERETT POST, EDITOR.

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## *SMALL HOUSE CONSULTING SERVICE*

The Small House Committee has given considerable study to the question of making architectural services in the small house field available to that part of the public which can not afford or does not need full services. The Committee has recommended that a "Small House Consulting Service" be established by the Chapter.

The Consulting Service will consist of a panel made up of all Chapter members who wish to participate. To become a member of the panel, a Chapter member must agree to furnish consulting service at an hourly rate on any problem pertaining to building or buying a house. A book will be prepared which will contain the name and address of each member of the panel, followed by brief background data, and one or more examples of his work in the small house field. This book will reside in the Chapter office. A printed leaflet will also be prepared which will describe the type of services available and the range of fees, and will list the names and addresses of the panel members. A person inquiring at the Chapter office about a small house problem will be given a leaflet and shown the book, and urged to make an appointment to see one of the panel members at his office.

The proposal has been approved by the Executive Committee and will be put into effect as soon as possible. Chapter members interested in participating are invited to get in touch with the Small House Committee immediately.

As soon as the Consulting Service is set up on an operating basis, a public announcement will be made about the new type of service that is being offered, and every effort will be made to disseminate the news as widely as possible.

The following notes may clarify some of the details of the proposed service:

Advice "on any problem pertaining to building or buying a house" includes subjects foreign to the normal practice of architecture, such as the purchase of a house (new or second-hand), buying a lot, selecting a stock plan, locating a stock design on the lot, alterations to a stock plan, selection of a contractor, supervision of construction from stock plan, furnishings and decoration, maintenance and repair, overall budget requirements.

The sample book will list each panel member alphabetically and will allot the same amount of space to each, this amount depending upon the total number of panel members and the practical limits on the size of the book. The book should be looseleaf, probably about 11" x 14", and should have a more-or-less uniform format. A member of the Committee has agreed to serve as editor of this book. The small cost of this work will be divided equally among the members of the panel.

The printed leaflet will cover all aspects of architectural service in connection with small houses. The first section will be devoted to the normal practice of furnishing full architectural services. These services will be described in detail and their advantages pointed out; the fee for this type of service will be discussed. The second section will explain the type of services offered by the new Consulting Service; the range of hourly fees and other charges will be noted, and inserted will be a list of the panel members. It might be advisable to include a list of recommended books and other publications in the field of small house design. A member of the Committee has agreed to prepare the copy and layout for this leaflet which, it is hoped, will be considered of sufficient value to the profession as a whole to justify the chapter in underwriting its cost. The cost of the insert listing the names and addresses of panel members would be paid by them, of course.

The Committee rejected the word "clinic" for the title of proposed service because it was felt to convey an idea of ailing and decrepit houses in need of repair, and also an idea of a free service for indigent people only.

JOHN HANCOCK CALLENDER  
Chairman, Small House Committee

## *WASHINGTON SQUARE*

On January 31, President Kilham called a meeting of local organizations to discuss the question of a long range plan for the protection of the city's open squares and historic landmarks to a greater extent than is now provided for by zoning ordinances.

The following organizations were invited to attend the discussion: The Citizens' Housing & Planning Council, The Municipal Art Society, The Citizens' Union, The Fine Arts Federation, The American Institute of Planners and The American Society of Landscape Architects.

The discussion was brought about by the recent controversy over the proposed twelve-story apartment house to be built on Washington Square when the old Rhinelander house is torn down.

The purpose of the meeting was to explore the possibilities of legislating against similar happenings to other landmarks and desirable open spaces in the city. The result of the meeting was the appointment of a Special Committee, under the Chairmanship of Frederick J. Woodbridge, to work collectively from a professional point of view towards initiating suitable legislation which can be incorporated in the proposed revision of the Zoning Law.



**A.I.A. AWARDS**

At the annual convention of the A.I.A. at Washington May 10-13, the medal awards for 1950 will be presented to Edward Steichen, photographer, and Joseph Gardiner Reynolds, Jr., artist and designer of stained glass windows.

Mr. Steichen, director of the department of photography of the Museum of Modern Art, will receive the Fine Arts Medal, which has not hitherto been awarded in that field. He is internationally known for his contributions to the development of modern photography as an art form and has had numerous exhibitions in art centers of the United States and Europe. His work includes many large-scale photomural decorations, and he received the Distinguished Medal for his wartime service in command of Naval combat photography.

Mr. Reynolds, who will receive the Craftsmanship Medal, given to commend excellence in the industrial arts, has been director of the partnership of Reynolds, Francis & Rohnstock since 1921. Some of his principal works are the great north and south transept windows of the Princeton University chapel; the ten nave aisle windows of the Riverside Church, New York; and a number of similar installations in the Cathedral of St. John the Divine, New York, and the National Cathedral, Washington.

At the same time honorary membership in the A.I.A. will be presented to F. Stuart Fitzpatrick, manager of the Construction and Civic Development Department of the Chamber of Commerce of the United States, and Miss Harlean James, executive secretary of the American Planning and Civic Association, cited by the Board of Directors for distinguished service to the profession of architecture by their contributions to planning and civic development.

Mr. Fitzpatrick, through his work with chambers of commerce and business men throughout the country, has been an active force in the promotion of such significant movements as city planning and zoning, modernization of building codes and standards, apprenticeship training, building research, and the planning of public works by Federal, state, and local governments.

Miss James collaborated with Frederic A. Delano and a special A.I.A. committee on the drafting of legislation for the establishment of the International Park Planning Commission and organized local communities throughout the country to support the bill. She is the author of several books, including *Land Planning for the City, State, and Nation*.

**HELP WANTED**

The State Building Code Commission is looking for three qualified architects to serve on its staff, one as Assistant to the Technical Director, and two to take charge of code sections.

If you are a registered architect looking for a change, and have a flair for code writing and some experience in code research, call BARclay 7-1616, Ext. 572.

**PRODUCT LITERATURE COMPETITION**

How much of the manufacturers' literature that reaches your desk goes into the waste basket? How much is saved, only to be the object of later exasperating searches for the information you want? Are you willing to lift a finger to reduce this burden upon yourself and your office?

The Joint Committee of the Institute and the Producers' Council has spent many hours in the attempt to make clear to manufacturers what architects want in such publications.

They have enlisted the services of many architects, including several of our busiest Chapter members, in codifying the qualities that will make manufacturer's literature most useful and complete, and above all that will make it easy for the architect to extract the desired information expeditiously.

As an incentive, they established last year a competition to award certificates of merit to literature deserving commendation. Keen interest has developed among manufacturers. Their architectural contact men already are better able to battle the advertising men in eliminating sales twaddle and inserting true facts, even though these include mention of limitations of the product. This year interest is more intense, for the awards will be announced, as their importance justifies, at the Annual Convention of the Institute.

In all this beautiful picture of progress, one of the chief laggards is the principal beneficiary, the architect. If we want usable literature we can help ourselves by merely jotting down the name of those few of the handbooks, manuals, catalogues, or promotional sheets that stand out as conveying their message most clearly, concisely and completely, and sending them to the A.I.A.'s Department of Education and Research, 1741 New York Avenue, N. W., Washington, D. C.

Don't worry about the "classifications"—Ted Coe will take care of that. Don't send the literature, all he needs is accurate enough description so that he can secure copies. It's not much work, but a good response will be of immeasurable benefit in improving our essential office data.

**STATE CODE APPOINTMENT**

Colonel Edward J. McGrew, Jr., Chairman of the State Building Code Commission, announced on January 30 the appointment of Emil J. Szendy, A.I.A., to the post of technical director for the Commission.

Mr. Szendy's first task will be to organize those portions of the code relating to one and two-family dwellings, to which priority has been given at the request of Governor Thomas E. Dewey. As a consultant on building codes, Mr. Szendy has recently completed a building code study for Springfield, Massachusetts, has done research on the Multiple Dwelling Law in New York City and has written numerous published articles on building code preparation and code requirements.

The appointment of architects such as Mr. Szendy to carry out the important phases in the preparation of the State Building Code is viewed with satisfaction by members of the architectural profession. It also augurs well for the success of the Building Code Commission in its allotted tasks.



Now that the State Legislature is in session, your Chapter Committee on Legislation is keeping an eye out for any bills introduced which might be detrimental to the architectural profession. Listed below are five bills which your Committee believes should be defeated.

We urge you to write letters of protest to the Chairmen of the Committee to which each bill has been referred. The name and address is given with each bill. A similar letter to your local State Senator or Assemblyman would add weight to the argument.

Richard Roth, Chairman

Senate Introductory #35 Print #35 by Senator Crawford.

This bill extends the definition of "workman" for Labor Law purposes to include employees performing architectural, engineering or drafting for his employer. Referred to the Labor Committee of the Senate, of which Senator E. I. Hatfield, 46 Cannon Street, Poughkeepsie, is Chairman.

Assembly #591 Print #591 by Gans

Same as Senate Introductory #35 Print #35.

Senate Introductory #120 print #120 by Senator Conrad

Permits Education Department to waive qualifications, requirements, etc., except as to age, character and citizenship, for applicants to practice architecture under certain conditions. Referred to Education Committee of the Senate, of which Senator H. W. Griffith, 353 Canandaigua Street, Palmyra, is Chairman.

Assembly Int. #51 Print #51 by Assemblyman Noonan, same as Senate

#120, referred to Education Committee of the Assembly, of which Wheeler Milroe, 318 South Peterboro Street, Canastota, is Chairman.

Assembly #390 Print #390 by Mrs. Gillen

Restricting and practically eliminating the private architect from all public works in New York City. Referred to New York City Committee of which John R. Brook, 27 East 95th Street, New York City 28, is Chairman.



FEBRUARY, 1950

ALBANY, N.Y.

SENATE

Now that the State Legislature is in session, your Charter Committee on legislation is keeping an eye out for any bills introduced which might be detrimental to the architectural profession. Listed below are five bills which your Committee believes should be defeated.

We urge you to write letters of protest to the Chairman of the Committee to which each bill has been referred. The name and address is given with each bill. A similar letter to your local State Senator or Assemblyman would add weight to the argument.

Richard Kohn, Chairman

Senate Introductory #55 Print #55 by Senator Crawford.  
This bill extends the definition of "workman" for labor law purposes to include employees performing architectural, engineering or drafting for his employer. Referred to the Labor Committee of the Senate, of which Senator H. I. Hatfield, 40 Cannon Street, Poughkeepsie, is Chairman.

Assembly #501 Print #501 by Sen.  
Same as Senate Introductory #55 Print #55.

Senate Introductory #110 Print #110 by Senator Conrad.  
Permits Education Department to waive qualifications, requirements, etc., except as to age, character and citizenship, for applicants to practice architecture under certain conditions. Referred to Education Committee of the Senate, of which Senator H. S. Griffin, 555 Canal Street, Poughkeepsie, is Chairman.

Assembly Int. #51 Print #51 by Assemblyman Noonan, same as Senate #110, referred to Education Committee of the Assembly, of which Wheeler Kimes, 318 South Water Street, Canastota, is Chairman.

Assembly #590 Print #590 by Mrs. Miller.  
Restricting and practically eliminating the practice of architect from all public works in New York City. Referred to New York City Committee on which John R. Brock, 27 East 92nd Street, New York City 58, is Chairman.



*A JOB WELL DONE*

Chapter Member Harry M. Prince has received from the Committee on Fees of the American Institute of Architects the following letter of appreciation, in which the OCULUS is sure all his fellow members will wish to join:

"The entire membership of the Committee on Fees wants you to know of its appreciation of your efforts during the past six months negotiation with Public Housing Administration. The attempt by the Committee on Fees to obtain fair and equitable fees for architects on this new national public housing program is the most important job that this Committee has ever undertaken. We feel the result has been successful and that this success is primarily due to your conscientious work with us.

Your long experience with housing projects and your knowledge of their particular problems and costs have been invaluable to us all through these negotiations. We have all been able to observe the great assistance you have given to this Committee and want you to know that your help has been invaluable to the A.I.A. in arriving at the new fee schedule.

It has been a real pleasure for all of us to have met and worked with you during this trying period and we want you to accept our heartfelt thanks for your great assistance."

Yours most sincerely,  
COMMITTEE ON FEES

(Signed)

George B. Allison	Clarence B. Litchfield,
Henry F. Ludorf	Chairman
David H. Morgan	Edmund R. Purves,
John Noble Richards	Executive Director
Herbert M. Tatum	A.I.A.

*A GROWING CHAPTER*

The following report from our Membership Committee speaks for itself:

New Corporate Members in 1949.....	66
Chapter Associates elected.....	61
Student Associates elected.....	30
—	157

Against this imposing total, the number of resignations, deaths and transfers to other Chapters amounted to.....	30
—	

Thus making our net increase for the year Membership as of Dec. 31, 1949, stood at:	127
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Corporate Members.....	701
Chapter Associates.....	110
Student Associates.....	30
—	
Total.....	841

In spite of this impressive figure, we have apparently not yet reached the saturation point, judging by the "Prospective Member" cards, which have been dribbling in. So far about 1% of the members have responded to this appeal. Have you sent yours in yet?

*ANNIVERSARY DINNER*

February 21 is the big social date for the New York Chapter. The Anniversary Dinner at the Town Hall Club was a triple header.

George Howe, F.A.I.A., Chairman of the Department of Architecture at Yale, and formerly Architect in Residence at the American Academy in Rome discussed: "The Architect, The Educator and the poor guy being educated."

The Deans of the Architectural Schools in the "Near East" — Columbia, Cooper Union, Cornell, Harvard, Massachusetts Institute of Technology, Pratt Institute and Princeton, graced the speakers' table and participated in the lively discussion which followed.

Our new Honorary Associate Member, Mr. Paul Windels, and Mrs. Windels were guests of the Chapter, also.

And the third highlight of the evening was the 1950 Award of the Medal of Honor of the New York Chapter of A.I.A. The recipient—Ralph Thomas Walker, F.A.I.A.

A more complete account of the events of the evening will appear in the next issue.

*CITATION TO RALPH THOMAS WALKER, ARCHITECT*

To his competence as a designer, the New York Telephone Building, the Bell Telephone Laboratories, the Irving Trust Building, the Library at the Massachusetts Institute of Technology bear witness.

For his community spirit in the fields of city planning and large scale building, the public is indebted.

Through his untiring work in architectural education, public relations and the exchange of ideas between architects of all countries, he has advanced the whole profession.

As President of The American Institute of Architects he is showing a devotion to its interests that may never be excelled.

In appreciation, The New York Chapter of The American Institute of Architects awards to Mr. Walker its Medal of Honor for 1950.

*HONORARY CHAPTER ASSOCIATE*

Paul Windels, president and director of the Regional Plan Association of New York, was, on January 19, elected an Honorary Associate of this Chapter. He is also chairman of the Citizens' Transit Commission, a trustee of the Brooklyn Public Library, of the Bowery Savings Bank, and of the French Institute, and vice-president of the Association of the Bar of the City of New York.

In announcing the election, our President stated that Mr. Windels "was proposed for the award for his activities in city planning in its broader aspects. He merits this award in recognition of his continued devotion to the best interests of our city as a whole and his untiring efforts on behalf of planned growth and progress of New York City."



### THAT OLD CREDIT LINE

How can the Architect be assured of receiving proper credit in the press when his designs are published? The Department of Public and Professional Relations of the A.I.A. is seeking the cooperation of newspaper and magazine editors and of advertising executives in seeing that the customary recognition through credit lines is included with all reproductions.

These gentlemen have been reminded that since the design of buildings is the creative work of professional men and women, it is felt that proper credit should be given to those who have created the designs when renderings and photographs are used in newspaper, magazines and advertisements.

We should all be sure that no renderings or photographs leave our offices without some statement on the back, similar to that used by photographers to the effect that it may be reproduced only with proper credit to Doe and Blank, Architects.

Educating the editors and the public is a never ending process. Recently a New York paper, under a photograph of a "revolutionary spiral apartment building", credited it to Webb and Knapp, New York Architects. Had the editor learned his lesson too well? Credit line to architects — but nobody has evidently made clear to him the difference between Architects and real estate brokers.

Recently in Washington, a small marble box, buried under a floor slab, was found by workmen renovating the White House. It had evidently been placed there in 1902 when extensive alterations took place. The United Press release stated that, among other things the box contained, were "two notes written on letter heads of McKim, Mead and White, the New York construction firm that handled the 1902 alterations."

Real estate brokers are architects; architects are construction firms! Please. Architects are architects.

Our faith and self-esteem are restored on reading The American Security & Trust Company advertisement in the N. Y. Herald Tribune on September 21 last:

"Naturally you'd ask an architect to help you when planning a home. He has had the training and experience for the job. Similarly your banker has the qualifications to help you plan financial matters pertaining to your business."

### CANDIDATES

According to the By-Laws of the Chapter, names of candidates for membership shall be submitted to all members before consideration by the Committee on Admissions. Information received regarding the qualifications of the following candidates will be considered confidential:

#### Corporate Membership:

Carroll Wallace Everett

Sponsors: Robert W. Cutler & Walter F. Noyes, Jr.

#### Associate Membership:

James Ernest Craig

Sponsors: Alfred E. Poor & Albert H. Swanke

Irving Rosenfeld

Sponsors: F. G. Frost & F. G. Frost, Jr.

### PUBLIC RELATIONS WITH CANADA

Harold R. Sleeper, Chairman of our Public Relations Committee, on January 28 at Montreal, addressed a meeting of the Province of Quebec Association of Architects. He spoke on the subject of Public Relations for the Architect to a gathering of more than 200 persons representing almost all the nine architectural associations of Canada.

The meeting was conducted with all the ceremony peculiar to British tradition. Those receiving awards were escorted to their places in formal procession, and the proceedings were of course opened with a toast to the King.

Mr. Sleeper found his audience actively and constructively interested in his subject and as well informed as ourselves on architectural trends and developments in this country. Touching on the suggestion that young architects settle in outlying districts, rather than in concentrated areas of population, he learned that such encouragement had been given to such a movement in the Province of Quebec. He was interested to discover that architectural registration in Canada is dependent on membership in one of the professional associations, and that engineers are not licensed to practice independently as in this country.

The speaker was officially requested to convey to this Chapter the greetings and good wishes of his hosts.

### LETTER TO THE EDITOR

I was very much interested in suggestions of some A.I.A. members in the pages of the OCULUS that the A.I.A. fee schedule is unrealistic and that the percentages are too high.

Our experience indicates the contrary. We feel that the schedule is realistic and that if anything, the fees should be raised upward if Architects are to give professional service as stated in the \*A.I.A. Bulletin "Services of the Architect".

Upon showing the fee schedule to clients, we have found little or no resistance to signing a contract for the scheduled 12% fee for residences. Even at this fee we have difficulty in showing a profit. We feel that 15% would be more commensurate for the amount of work necessary for this type of work.

We have found the \*A.I.A. Documents "Services of the Architect", "Principles of Cost Plus Fee", and "Principles of Percentage Fee", very valuable in aiding clients to reach a better understanding of the work of the Architect and in correctly evaluating his services.

Very truly yours,

(Signed) George Nemeny

\*Ed. Note—The A.I.A. Documents referred to are publications of the New York Chapter.

### STANDARDIZED ACCOUNTING SYSTEM

A sample copy of *Instructions for the Standardized Accounting System for Architects* is available for study at the Chapter office. Included are examples of the forms to be used, showing the proper methods for filling them out. Members desiring to consult this volume should arrange a time with the Executive Secretary. The *Instructions* may be purchased from the A.I.A. at Washington for \$5.00 a copy.