

NEW YORK CHAPTER

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AMERICAN INSTITUTE OF ARCHITECTS

OCULUS

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YOUR ATTENTION, PLEASE

This opening issue of *Oculus* bears a jocular paragraph from the Public Relations Committee Chairman; he wants to hear from you. It has a complete listing of Committees and their chairmen; they want to hear from you; Mrs. Henkel wants to hear from you. Mr. Erickson, Mr. McGinniss want to hear from you. In this flattering scramble for your attention the Editors of "*Oculus*" are not to be outdone. They want to hear from you. Chapter news, professional information, personal opinions, announcements, all are welcome, all are needed. Write or telephone the Chapter office.

BRUNNER SCHOLARSHIP APPLICATIONS

The New York Chapter, American Institute of Architects, is accepting applications for the 1955 Brunner Scholarship. The grant for an amount up to \$2,400 for advanced study in a specialized field of architectural investigation is awarded annually by the Chapter. Candidates, who are required to be American citizens with advanced professional backgrounds and currently active in architecture or related fields, should file applications by November 15th. Full information may be procured from the Chapter office at 115 East 40th Street, New York City. L. Bancel LaFarge is Chairman of the Brunner Scholarship Committee.

PRATT INSTITUTE SCHOLARSHIP

Olindo Grossi, A.I.A., Dean of Pratt Institute School of Architecture, and Sidney L. Katz, A.I.A., senior member of the firm of Katz, Weisman, Blumenkranz, Stein and Weber, have announced that a full tuition scholarship at Pratt for the degree of Master of Architecture has been established by the firm, which employs a number of graduates of this school.

First to receive the award is Patrick J. Raspante who received the degree of Bachelor of Architecture at Pratt last June and who has worked for the donors during the past year.

Awards in the future will be made on the basis of demonstrated ability.

TECHNICAL CONFERENCES IN WASHINGTON

The Building Research Institute has announced "Plastics in Building" at the National Academy of Sciences, Washington, D.C. October 27th and 28th. Speakers will include architects, scientists, and industrialists. Registration fee, \$15.00, includes a copy of the Conference proceedings. On December 9th a similar conference will discuss Modular Measure as a program for lower building costs.

CREDIT LINES

One of the most active phases of last year's Chapter Public Relations program was a continued attack on the problem of architects' buildings published without architects' names. Harmon Goldstone and his committee made excellent progress in this regard and this year's panel is resolved to follow the same upward trail. But individual members can also do much.

Last summer the Herald-Tribune published an illustrated article on the Bronx Municipal Hospital Center, inadvertently omitting any mention of the architects, Pomerance and Breines. Ralph Pomerance wrote a friendly letter to the editor, pointing out this omission and received such a good humored and encouraging reply that it is printed herewith to hearten the whole Chapter membership.

"Dear Mr. Pomerance:

I have your letter of July 27th. Thank you very much for calling a sinful omission to our attention. We have committed this one before by oversight, and as a result have made an effort to induce our reporters and editors always to include the name of the architects in a story of this kind.

It should be, as you say, accepted newspaper practice, and I give you my personal assurance that it will be henceforth on the Herald-Tribune.

Sincerely,

Fendall Yerxa,
City Editor"

This courteous exchange of letters represents excellent public relations. Members can make things easier for editors by carefully identifying every photograph released, with the request that the architect's name appear when the picture is published.

GOOD WILL TO MEN

It is not unusual these days for a practicing architect as late as April or May to break out an excellent bottle of Bourbon or Scotch from its original Christmas wrapping, or perhaps open a bottle of sherry with a silver-plated corkscrew bearing his name in letters of gold. Along about the third week in December even the blueprint messengers are crowded off the elevators by representatives of the great purveyors, and the plan desk is cluttered to the ceiling with cylindrical packages, gift wrapped. These treasures are not usually the gifts of grateful clients, loving family or boyhood chums. They come from our good friends, the contractors and manufacturers. It's very cheerful, but isn't it getting out of hand?

The Executive Committee thinks so. At the meeting on October 5th they passed a resolution to the general effect, (freely paraphrased), that while we Architects have none but the warmest feelings for our builder companions, all we want of them is low bids, superlative workmanship and occasional free advice. Costume jewelry, leather goods, comestibles, and all the other seasonal tokens of good will are looming too large in the traditional pattern of mutual respect between architect and builder. The Committee is considering means for bringing this to the attention of the too generous donors.

SOLILOQUY

People just don't understand us architects! Why, they're so ignorant they think we make blueprints; they don't appreciate our creative genius or how hard we work for a mere pittance; and the press is so indifferent my name is never mentioned; and my client didn't even invite me to the dedication, must less to speak. It's a hard life. What am I saying? Why doesn't our Public Relations Committee correct this unbearable, if hoary, condition? I'm naturally modest, but some things burn me up and that P.R. Committee ought to do something about it, and quick, too. They ought to -- that is, they should -- I'll write and tell them what they ought to do. And then I'll tell 'em what I'll do to help. I hear they met and have some twenty action-projects under discussion, some old, some new, but I won't wait for them to report -- I want action so I'll write 'em today.

Note: Address Public Relations Committee, New York Chapter, A.I.A.

MAGAZINE FILES FOR THE R.I.A.I.

The Royal Institute of Architects of Ireland, 8 Merrion Square, Dublin, Ireland desires to complete and maintain its files of American architectural magazines, subscriptions for which it has had to suspend for reasons of economy.

Joseph A. McGinniss, 101 Park Avenue, (MU 4-7748), was able to supply 65 copies of the more recent years and has undertaken to act as forwarding agent if Chapter members are willing to donate any of the remaining copies listed below. Mr. McGinniss will take care of the postage as a contribution to Irish-American architectural good will. Check with Mr. McGinniss to avoid duplication.

Progressive Architecture 1945 - Feb., Mar., April. 1946 - May, June, July, August. 1948 - entire year.
Architectural Forum 1928, 1929, 1931 through 1938 incl. 1950, August

SMALL HOUSE CONSULTING PANEL

The New York Chapter sponsors a service to prospective House Builders who cannot afford the full services of an Architect. It maintains at the Chapter office a loose-leaf reference book showing examples of the work of members of the panel. The charge for their time is usually on an hourly basis. All those interested in participating in this work please notify Mrs. Henkel before November 15, 1954.

LET THE OFFICE KNOW

On the Chapter office falls the responsibility of rounding up members for committee meetings. The card which announces the date of a meeting bears the legend "Please notify the Chapter Office at MU 9-7969 whether or not you will attend." So far the report is that even underlining this reasonable request has fallen far short of the desired effect. Committeemen: Co-operate. Please notify the Chapter Office whether or not you will attend!

COMMITTEE CHAIRMEN NOTE

It is requested that all Committee Chairmen apply to the Executive Committee in advance for approval of any proposed expenditures. This procedure is necessary because the Chapter's current budget provides a lump sum for all committee activities, but does not show the specific appropriation for individual committees.

THREE REQUESTS FOR PROFESSIONAL SERVICES

The Chapter is informed that the National Board of the Y.M.C.A. is interested in the full time services of an architect for field work and consultation with local architects and committees on new Y.M.C.A. buildings. Contact John W. Ogg, A.I.A., Director of Building Services: Telephone DIgby 9-0700.

If you are interested in serving as a Surveyor of Unsafe Buildings for 1955, please advise the Chapter Office by mail that you wish to serve, that you've had ten (10) years' experience in building construction; that you have lived in New York City for the last three years and your correct address and telephone number before Oct. 28.

Mr. Ted Erickson, Associate Editor of Playthings, the national magazine of the toy trade, wants to know the names of Chapter members who would be interested in developing articles, illustrated with plans, on store planning.

"Our budget," writes Mr. Erickson modestly, "unfortunately might prevent us from purchasing as full a service as we have seen given in heavier industry publications, but that I presume, could be discussed beforehand with the author." The address of Playthings is 71 West 23rd Street, New York 10, N.Y. ORegon 5-2140.

FEE SCHEDULE AND CONTRACT DOCUMENTS

The New York Chapter has prepared four schedules of recommended minimum percentage fees for architectural services. Each one is neatly printed on a single sheet bearing the Institute seal. They are available to members at five cents each plus 3% New York City sales tax.

Form A: For projects having minimum requirements: Factories, Warehouses, Public Garages, Repetitive Units and Similar Structures.

Form B: For projects having average requirements: Hotels, Office Buildings, Department Stores, Dormitories, Schools, Welfare Buildings, etc.

Form C: For projects having complex requirements: Libraries, Government Buildings, Hospitals, Laboratories, Theatres, etc.

Form D: For Residences, Country Clubs, Churches, Museums, Monumental or other similar work of unusual requirements and for decorative furnishings, furniture and special interiors.

Also available at the Chapter office, are five Standard Forms of Agreement Between Architect and Engineer. Each form covers a different base for computing the engineer's fee and is similar in format to the familiar Architect-Owner and Owner-Contractor forms.

COMMITTEES FOR 1954-1955

On the next page are listed the Committees which will be serving the Chapter for the coming year. Please save this for reference. The more these Committees know of the ideas and the will of individual members the more effectively can they serve the Chapter. Chairmen and committeemen will be glad to hear frequently from the Chapter membership.

COMMITTEE

CHAIRMAN

MEMBERS

AWARDS COMMITTEE	Robert W. Cutler	
ADMISSIONS COMMITTEE	Eldredge Snyder	Wm. F. R. Ballard Arthur S. Douglass, Jr. Olindo Grossi Geoffrey Platt
BRUNNER SCHOLARSHIP	L. Bancel LaFarge	George Sole L. Bancel LaFarge
BY-LAWS	Harry M. Prince	John W. Ogg William Huntington Elizabeth Coit Philip Ives
CIVIC DESIGN	Robert Weinberg	Robert W. Cutler Harmon H. Goldstone Bancel LaFarge
EDUCATIONS COMMITTEE	Otto Teegen	Talbot Hamlin Julian Whittlesey Arthur Holden Theodor Hood
FEES & CONTRACTS COMMITTEE	Lathrop Douglass	Vernon Read Esmond Shaw Frederick Woodbridge Lorimer Rich
COMMITTEE FOR FIFTH AVENUE ASSOCIATION	Francis W. Roudebush	Walter Severinghaus Ben John Small Robert Carson Russell Colean
FINANCE COMMITTEE	Robert B. O'Connor	Max Abramovitz Benjamin Lane Smith Bruno Funaro
HISTORICAL BUILDINGS	Ferdinand Eiseman	Frederick Frost, Jr. George S. Johnston Perry Coke Smith Robert Jacobs
COMMITTEE FOR HOUSES	George Cooper Rudolph	Philip Ives Chauncey Riley Edward W. Slater
HOUSING COMMITTEE	John H. Callender	Harvey Stevenson Richard A. Kimball
LEBRUN COMMITTEE	Benjamin Lane Smith	Max Foley Jonathan F. Butler Roland Allwork
LEGISLATIVE	Herbert Lippmann	Harvey Stevenson Alan Burnham Frederic King Lawrence G. White
COMMITTEE ON MEETINGS	Walker Cain	George T. Licht
MEMBERSHIP COMMITTEE	Roger G. Spross	Alan Burnham John Rannells William Vladeck
PUBLIC RELATIONS COMMITTEE	Kenneth Stowell	Leopold Arnaud Otto Teegen Daniel Schwartzman Ronald Wank
PUBLICATIONS COMMITTEE	Richard Snow	Robert Carson Frederick Woodbridge
TECHNICAL COMMITTEE	Howard Juster Bruno Funaro	George J. Cavallieri Matthew Del Gaudio Arthur C. Holden Samuel Kurtz
COMMITTEE ON VISITORS	Hugh Ferriss	William Potter Richard Roth Harry B. Rutkins Daniel Schwartzman
JURY FOR THE MEDAL OF HONOR	Arthur L. Harmon	Charles E. Hughes Roland Wank Eldredge Snyder (ex officio) Walter McQuade
PROFESSIONAL PRACTICE	Jonathan Butler	Robert S. Lundberg Peter S. VanBloom John S. Fautain Robert L. Bien
FELLOWS	Leopold Arnaud	Richard Snow Robert W. Cutler Douglas Haskell Thomas Creighton
NOMINATIONS	Richard A. Kimball	James S. Hornbeck John P. Jansson Eleanor Pepper Emanuel Turano
		Fenwick Wall Richard Stein
		Jeffrey Aronin Anthony J. Varnas Addison Erdman Richard G. Belcher
		Isaiah Ehrlich Robert E. Fischer Vernon Read William D. Wilson
		Ralph Walker Clarence Stein Edgar I. Williams L. Bancel LaFarge Leopold Arnaud Frank Lopez
		Antonin Raymond Jose Fernandez Eleanor Pepper Julian Clarence Levi Wallace K. Harrison Frederick J. Woodbridge
		Harold R. Sleeper Richard A. Kimball Esmond Shaw Olindo Grossi Thomas W. Creighton Douglas Haskell
		Cameron Clark Robert Weinberg Anthony Daidone Mary T. Worthen
		Morris Ketchum Geoffrey Platt Frederick J. Woodbridge
		Arthur S. Douglass, Jr. L. Bancel LaFarge
		Ely J. Kahn John C. B. Moore Robert B. O'Connor L. Andrew Reinhard
		Lorimer Rich
		John Nelson Linn Harold R. Sleeper

VISITORS - A Note by Hugh Ferriss

Our office now boasts a book ready for signatures of "visitors whom the Chapter is delighted to receive". The range of our expectations is suggested by the numerous members of this committee (see page 5). Re. the rumor that the Executive Committee has granted a budget to this department: it is quite true -- a member taking a visitor to lunch may now bill the Chapter for the lunch (the visitor's, not the member's). Fly in the ointment: any such item must be estimated, and approved, at least 48 hours in advance.

August visitor: Senor J. A. Scasso, Director of Parks & Public Construction, Montevideo, received by Harold Sleeper, Anthony Daidone, the Dept. of Public Works and the Park Department. September: Mr. D. Hartley Wilson, Fellow of the Royal Australian Institute of Architects, received by Edgar Williams and Mary Worthen. October: Senors Austin Sorehgui and Emilio de Soto, President and Vice President of the College of Architects of Cuba, received by Jose Fernandez.

NEW BOOKS

BUILDING CHECK LIST by Ben John Small, A.I.A., Reinhold Publishing Company,
- \$3.50

This is a handy little volume presenting a complete specifications check list, check lists of special equipment for such building types as churches, hospitals, schools, theatres, etc., and contract check lists. There is a valuable chapter on Tips to Job Captains, many of which hints pertain to the Specification Writer as well.

LIFE INSURANCE BUILDINGS by Arthur O. Angilly, A.I.A., Life Office Management Association - \$7.50

A report and survey of program planning, design, construction and the architect's function in the building of life insurance home offices. Highly specialized, it is intended for the guidance of company officials who may contemplate construction of this sort. Although the text is illustrated, the examples chosen do not greatly enhance the general interest of the volume.

CANDIDATES

Information regarding the qualifications of the following candidates for Corporate Membership will be considered confidential by the Admissions Committee:

John Harold Barry	Sponsors: William S. Brown and Albert Kennerly
John F. Borre, Jr.	Sponsors: L. Bancel LaFarge and Alexander D. Knox
Joseph Armand Burgun	Sponsors: George H. Ferrenz and William J. Taylor
David R. Dibner	Sponsors: Samuel Juster and Abraham D. Levitt
Frederico G. Freitas	Sponsors: Edward J. Hills and Howard H. Luster
Allen Jackson Harmon	Sponsors: Drew Eberson and John J. McNamara
Jules Kabat	Sponsors: Simon B. Zelnik and Horace Ginsbern
Gelal Kent	Sponsors: Leopold Arnaud and Percival Goodman
Ira Kessler	Sponsors: Bruno Funaro and William Lescaze
Gillet Lefferts, Jr.	Sponsors: John C.B. Moore and William Potter
Gordon Edward Powers	Sponsors: Bruno Funaro and William Lescaze
Richard Thomas Rhatigan	Sponsors: J. Stanley Sharp and John P. Jansson
Robert William van Summern	Sponsors: Frederick C. Genz and James Gordon Carr