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# O C U L U S

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NEW YORK CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS  
115 EAST 40th STREET, NEW YORK 16, N.Y.

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## PUBLIC RELATIONS

A report of our Public Relation Consultants submitted on May 5th shows that definite steps have been taken in the publicizing of architects' activities in the metropolitan area. The expansion of the Chapter's public relations program, undertaken less than three months ago, is already showing tangible results. Schnall and Krug Associates, who have been retained as consultants, have visited the editors of the daily newspapers to apprise them of the Chapter's plans. Editors of consumer magazines devoted to home building subjects have been approached with a view toward obtaining fuller recognition of the architects' role. Copy for a booklet entitled "You Need An Architect," to be published by the New York Chapter, has been prepared.

Over twenty press releases, covering newsworthy activities of architects, have been mailed to newspapers and magazines. Various civic organizations and schools have been offered A.I.A. talent for speeches on architectural subjects and A.I.A. participation in the City College Retailing Forum on May 25th has been arranged.

Approximately seventy Chapter members responded to the questionnaire sent out on February 18th and indicated a willingness to write or talk on a broad list of subjects. It is hoped that these members will respond as requests for articles or talks are received.

Albert G. Clay, Chairman of the Public Relations Committee, emphasized his previous advice that the publicity program cannot be accomplished in a short period of time. A successful public relations campaign can be built up successfully, he said, if Chapter members will cooperate by making their contributions when called upon, and submitting timely and newsworthy material.

## HONORS TO ARCHITECTS

The recent elections to full membership in the National Academy of Design include five members of the New York Chapter: Wallace K. Harrison, Edward S. Hewitt, Charles Downing Lay, William Platt and Lawrence Grant White.

## NEW HONORARY ASSOCIATE MEMBER

At the meeting on May 6th, Mr. Harold Buttenheim was elected to Honorary Associate Membership in the Chapter. Mr. Buttenheim is President of the Citizens' Housing & Planning Council, and Editor of *American City*. He has worked for many years in close association with architects for the improvement of housing and city planning.

## APARTMENT AWARDS

Francis Keally announces that 19 entries were received from architects of the Metropolitan area for the New York Chapter's Apartment House Medal Award for 1948. Entries were divided into three groups:

Apartments over six stories

Apartments of six stories and under

Housing groups

The Jury, consisting of Mr. Keally, Chairman, Willis Mills and Mott B. Schmidt together with Leopold Arnaud as overall Chairman of all Chapter Awards, selected the winner after visiting the sites.

A medal in the first group goes to Emery Roth for the building at 300 East 57th Street, and in the second group to Louis E. Ordwein for the Garden Apartment house at 72nd Street and Third Avenue. No award was made in the housing group.

Presentation of the Medals, with a Certificate in each case to the owner, will be made at the Chapter's Annual Lunch on Wednesday, June 2nd.

## COMMITTEE ON VISITING ARCHITECTS

Requests for assistance to foreign architects and architectural draftsmen continue to come to the Chapter, either directly or by reference from the AIA in Washington. These range all the way from the student who is seeking to supplement his studies with six months of practical office experience to the practicing architect who wants to make America his permanent home.

How to help these people is a problem which has been put squarely before the Chapter's new Committee on Visiting Architects.

A program to arrange for the temporary placing of British architectural students in New York offices is now being formulated. The Committee believes, however, that it is beyond the scope of the New York Chapter to do anything for those desiring permanent residence here; neither are we in a position to provide financial assistance nor the required guarantee of a year's employment.

The Committee will, as its name implies, do its best for visiting architects to make their stay in this country worthwhile. Chapter members who know of such visiting architects may feel free to refer them to this Committee.

GEOFFREY PLATT, *Chairman*

## COMPETITION

Among the interesting features of the 2nd International Store Modernization Show at the Grand Central Palace, July 6-10, will be the judgment and exhibition of the entries in a National Store Modernization Competition being conducted among Chambers of Commerce. The judges will be a committee of architects from the AIA and successful retail executives. First prize \$250, second \$150, third \$100.



## THE CHAPTER LOOKS AT THE JOURNAL

The questionnaire requesting members' comments on the A. I. A. Journal brought a wide response and indication of keen interest. Accordingly, this subject became the topic for the dinner meeting on April 21, and provoked a lively discussion.

Those who attended were confronted with a graphic exhibit, arranged by Eleanor Pepper. The display included enlargements of extracts and tables of contents of earlier issues, giving opportunity for comparison with the present policies and trend. Some of the comments from members were also shown.

The meeting was conducted by Richard B. Snow of the Professional Forum Committee, which had prepared an interesting form of presentation. The various members of the Committee were spotted throughout the dining room and in sequence read some of the more cogent answers received on the questionnaires. By this clever device the center of interest was never static. The tempo was maintained at a good pace, and the presentation was given a stimulating variety.

The Committee's survey was based on a comparison between the Journal and other professional publications. In general, the answers received from the Chapter indicated that most members do read the publication and approve of its format and subject matter. Specifically, most members considered the Bulletin more useful but less entertaining than the Journal. Many advocated that enlargement be made possible financially by increasing the advertising.

Electus D. Litchfield summarized the Committee's recommendations in an excellent statement printed in full at the end of this article.

Ralph Walker, Chairman of the A.I.A. Publications Committee, contended that the Journal should be maintained as a vehicle of free opinion and that it be taken as a component part of a comprehensive series of publications, rather than a compendium of technical miscellany. He pointed out that its present shape and size limit the amount of advertising possible. He favors more bibliography, information on the important accomplishments of little known people, and topics which influence present day thinking. He urged upon members the need for their contributions and said no worthwhile submission had ever been rejected. His point was that members themselves are to blame for any shortcomings because they do not write. He further suggested that each

Chapter be asked to take over one complete issue, in turn.

Edgar Williams, also of the A.I.A. Committee, said that at its inception the Journal was devoted to the philosophy of architecture. Its function was the publication of information and opinion on the intangibles, traditions, professional aspects and personalities. He, too, urged members to contribute ideas and expressions of opinion.

Arthur Holden commented that contributions need directional guidance to start the flow of such ideas. Thomas Creighton's experience has been that a general appeal for material brings little response. An Editor, he said, must assign or request specific subjects in order to stimulate contributions. The Publication Committee itself, said Maxfield Vogel, should arouse interest, suggest topics, and encourage members to write.

Frederick Woodbridge and Albert Clay both felt that increased advertising, while it might entail a change in format, would provide the funds needed to produce a better job.

Herewith the proposals as finally and officially adopted:

The Professional Forum Committee has given a great deal of thought to the policy and program of the Institute Publication. It has carefully reviewed current issues of *The Journal* and *The Bulletin* and compared them with comparable publications formerly issued by the A.I.A. and those now being published by other professional societies here and abroad.

*The Journal* as the official organ of the Institute should be able to do a job which none of the commercial magazines, depending upon popular appeal for continued circulation and on the pleasure of manufacturers and advertising agencies for income, can do. We propose, therefore, the following suggestions which, if adopted by this meeting, would go to the A. I. A. Publications Committee for study and report to the Institute's members.

### POLICY:

We believe the policy of *The Journal* should be based on 2 objectives:

1. To provide leadership and inspiration in the development of Architecture in America.
2. To report regularly, but briefly and interestingly, on the activities of the Institute's offices, standing and special committees, and state and local chapters.

### IMPLEMENTATION OF POLICY:

In order to carry out this policy we suggest the following:

1. Solicitation and commissioning of the preparation by leaders in their fields of advanced scholarly and stimu-

lating articles on the subjects of aesthetics, education, practice, psychological and physiological study, technological advance, social problems affecting design and planning, and such other matters as may become pertinent from time to time.

2. Stimulation of contributions from Architects receiving distinguished recognition in various types of work.

3. Regular reports on activities of the Institute adding reports on activities of such committees as the one on competitions, on foreign relations, on fees and contracts, etc., as well as reports on seminars, interesting meetings and activities engaged in by local A. I. A. groups which might have wider applications.

### PROCEDURE:

We suggest that the Institute Committee on Publications meet at once and report to the Convention in Salt Lake City on this matter. We suggest that the analysis by this Professional Forum Committee and records of the discussion tonight be studied carefully by the Publications Committee. We suggest further that the exhibit prepared by this meeting tonight by the Chapter Exhibit Committee be exhibited at the Salt Lake City Convention, if that is possible, and that it be offered to other chapters for exhibit on their payment of chapter expenses.

### CANDIDATES

The following have applied for Institute membership:

1. Eugene Back  
Sponsors: Antonin Raymond  
Ladislav L. Rado
2. James Russell Colean  
Sponsors: Aaron N. Kiff  
Philip Sawyer
3. Louis E. Ordwein  
Sponsors:  
Matthew W. Del Gaudio  
Francis Keally
4. Jan Hird Pokorny  
Sponsors: John C. B. Moore  
Edgar I. Williams
5. Nathan A. Seiderman  
Sponsors: Robert A. Jacobs  
Elsa Gidoni

### Associate Membership:

6. Isaac Dassa  
Sponsors: Max Abramovitz  
Sidney L. Katz
7. Herbert Epstein  
Sponsors:  
Joseph B. Blumenkranz  
Carl A. Vollmer
8. Edward J. Hills  
Sponsors: Edward W. Slater  
Carl A. Vollmer
9. Harold Field Kellogg, Jr.  
Sponsors: Walter H. Kilham, Jr.  
Richard Boring Snow



**LE BRUN PRIZE**

Our first post war Le Brun Traveling Scholarship of \$2800 has been awarded to Mr. Jouko Hakola of New York City.

Serving on the Committee, with Harvey Stevenson as Chairman, were Jack Bruno Basil, a former Le Brun Scholar, who wrote the program of the Competition, Harvey Clarkson another Le Brun Scholar, and William Potter. Harry M. Prince acted as Alternates to the Jury of Selection.

The award was based upon the best entry of drawings of a building to house all essential health services in an industrial city with a population of approximately 100,000.

Mr. Hakola's submission answered the requirements for segregation of activities, handling the public particularly small children, and general workability; it would also stand the best chance from an economical viewpoint of ever being built.

The submission of Mr. Savo M. Stoshitch of Hermosa Beach, California, was commended for a free and imaginative exterior design and for excellent draughtsmanship.

As a result of the award, Mr. Hakola will devote time and research on the study of Health Centers in this country, especially in Washington, as well as abroad. The United States Public Health Service has agreed to cooperate in this.

Mr. Hakola studied architecture and design at Pratt Institute, New York University and the Art Students League. During the war he served with the Army Air Forces in the Southwest Pacific and upon his return home, had several exhibitions of his water-color impressions of the Southwest Pacific area.

**COMING EVENTS**

*June 2, Wednesday 12:30*

Annual Lunch with election of Officers and Presentation of Awards.

*June 8, Tuesday 12:30*

Pre Convention Meeting.

*June 15, Tuesday 12:30*

Another field trip is in the making. Save the day.

*June 22, 23, 24 and 25*

Annual Convention of the A.I.A. at Salt Lake City. Will you be a delegate?

A three day Housing Conference arranged by the State Division of Housing in collaboration with various planning agencies in this area, will be held June 2nd, 3rd, 4th at the Hotel Pennsylvania. Conferences start each day at 9:45 A.M. Chapter members are welcome.

**U.I.A. - LAUSANNE - 1948**

June 28 to July 1 are the dates of the First Congress of the International Union of Architects to be held in Lausanne.

All members who are not going to the AIA Convention in Salt Lake City are cordially invited to be present in Switzerland on these days.

Interlarded with receptions, tours to Gruyères. Fribourg and d'Hauteville, a steamer ride of the Haut-Lac, a visit to the wine vaults of Dezaley, a Sere-nade in the "Jardin de l'Abbaye de l'Arc" and other enticing attractions, three principal discussion themes appear on the program. These are: The Architect and Planning, The Architect and the Industrialization of Building, and The Architect, State and Society.

Ralph Walker and Julian Clarence Levi will be there, Mr. Walker as Chief of the A. I. A.'s representation.

Special study tours have been arranged, following the close of the Congress, to various places of interest throughout Switzerland. Folders on the Congress will be found on the Chapter Bulletin Board.

**MEMBERS SPEAK  
IN WESTCHESTER**

Two of our Chapter members journeyed to New Rochelle on April 23rd to speak before the Westchester County Federation of Women's Clubs. Don Graf gave his listeners a date sheet history of architectural construction methods to emphasize the fact that the materials dictated form. He pointed out that today we are able to do many things in architecture that were not possible in the past—hence why, for example, should we retain the small Colonial windows, when glass sizes are now virtually unlimited? Ronald Allwork, former Acting-Director of the WPB Plumbing and Heating Division, spoke on heating and pointed out that faulty distribution and control were the two major bug-a-boos in obtaining successful heating.

**TOILES de JOUY**

The Cultural Division of the French Embassy announces that a collection of old French printed textiles will be put on Exhibit at 934 Fifth Avenue from June 11 to July 15. These toiles are the property of Mrs. Frank H. Holden, widow of Frank Howell Holden, A.I.A., who has been collecting these rare textiles for the last 20 years. The exhibit will be open to the public from 10 a.m. to 5 p.m. Mondays through Fridays.

**THE CATCH BASIN**

*To the Editor:*

In connection with the expanded public relations program recently undertaken by the chapter, I would like to offer the following suggestions:

1. Inertia or reluctance often prevents an architect from attempting to publish the small jobs he has done. If such a job could be put into the hands of a public relations organization, here would be a particularly happy way of publicizing that brownstone alteration, or what-have-you. Judging from what is to be found in the newspapers each day, such contributions would not only be welcomed, but couldn't help but raise the level of the quality.

2. Manufacturers of building materials are constantly searching for photographs of recent construction to use in promotional booklets illustrating their products. The lack of a central source for these illustrations often results in their going to considerable expense. A public relations organization, if it acted as a clearing house or maintained a photograph library of current work, could soon become the acknowledged source for such material. A nominal charge for the photograph could be used to defray costs of handling.

RONALD ALLWORK

Madison Square Garden the Third seems a rather repetitious title to apply to the new building for Columbus Circle. I have written to Leon and Lionel Levy, the architects, suggesting the name, "Columbus Circle Garden." Their answer indicates that this suggestion might be made to General Kilpatrick of the Madison Square Garden Corporation.

Those who approve of the suggestion should write to General Kilpatrick and/or to the newspapers. It is my feeling that with two existing buildings bearing this name in New York City, we confuse out-of-town visitors, in what might be called an attempt to square the Circle.

GERALD L. KAUFMAN

A Professional Engineer friend of ours has always had "P.E." printed on his letterheads following his name. He recently obtained a license as a Registered Architect, and he feels the new initials "R.A.," being much more important, should precede the others. What can we advise him to do?

G. L. K.



## HOUSING MEETING AND VICE VERSA

At the dinner meeting on May 6th Arthur Holden, Chairman of the Chapter's Housing Committee, opened the proceedings with a statement of present day housing conditions in this area.

The public, he said, suffering long because of inadequate housing, has every reason to expect real and constructive help from the A. I. A. In meeting this challenge, architects should: 1. Give the public a plain statement of the true situation. 2. Give sound, technical advice as to merits of what is being done. 3. Give similar advice as to what might be done to improve the situation. 4. Keep our fellow-architects thoroughly informed upon housing techniques.

A few important things now being done are: 1. Small house developments in outlying sections of the City. 2. Apartment buildings in denser areas, for families of substantial income. 3. Modernization and sub-division of some old City buildings. 4. Construction of some very large projects by direct investment of insurance companies such as Metropolitan and New York Life. 5. Approximately 40 NYCHA projects, in addition to which the Authority has announced a new program of 27 medium rent projects.

The Committee believed it could best make clear its position by focusing upon the work of the Authority to illustrate major points. Since its beginning, 13 years ago, the Authority has had the complex problem of clearing slums, providing good housing and balancing its budget by using subsidies to maintain sub-market rents.

In the process, the reliance placed upon architects should be of interest to the public and the profession. Those in the real estate field have been critical of the good work of the Authority, alleging that it pampers the poor. Architects believe it important to provide the highest degree of livability possible within the budget limits.

The Authority is on the verge of a program of medium rent housing without subsidy, at rates from \$12.50 to \$16.00 per room. This program could be emulated by private initiative under our insurance and urban redevelopment laws. Accordingly, the course the Authority may take is of great importance to the public, the building industry, and to architects. It is our duty to inform ourselves of this course and collectively to disseminate this information among interested parties.

The Authority's scope is now so broad that every project affects the City plan. The Committee believes the City Planning Commission should consider carefully the integration of tentative housing sites, should recognize the need for coordination of housing plans with neighborhood plans, and should promote needed imaginative thinking. For example, is it wise to develop the East River waterfront with a barrier of low rent projects, unbroken by housing which could realize higher rents and tax values?

Following Mr. Holden's able presentation, William Hohausser, by means of charts and plans, demonstrated that the livability factor is more important than mere conformity with minimum arithmetical areas.

Perry Coke Smith discussed techniques of planning apartment units

and showed, with the aid of slides, advantageous combinations of units served by stairs and elevators. He also stressed the importance of integrating building plans with overall site plans.

The long range viewpoint was discussed by Clarence Stein, who pointed out that production economies, which lower livability standards but which are resorted to during housing shortages, are in the long run expensive, since they tend to lessen the desirability of such apartments when housing again becomes plentiful.

Malcolm Duncan's talk on community features of group housing provoked considerable discussion of laundry facilities, the advantages of inside bathrooms, parking space for baby carriages, dining space, play areas, and miscellany.

What the tenant thinks of public housing was ably summarized by Elisabeth Coit.

A special guest at the dinner was Samuel Ratensky, Associate Chief of Planning of the Authority, who said that government agencies hope to establish standards within which architects can work out creative solutions. Another guest, John Haugaard, Jr., Deputy Commissioner of the State Division of Housing, reported general improvement in the range of bids now being received for State Housing projects.

Following the lively and at times entertaining discussion, led by Henry Churchill, members and guests were urged to conduct their own surveys in this important social field.

One concrete result of the evening was a motion, unanimously passed, to uphold the Taft-Ellender-Wagner Bill.

NEW YORK CHAPTER, A. I. A.  
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