



Vol. X, No. 4

O C U L U S

January, 1949

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

HAROLD R. SLEEPER, *President*
DANIEL SCHWARTZMAN, *Vice President*

WILLIAM POTTER, *Treasurer*
FRANCIS W. ROUDEBUSH, *Secretary*

DOROTHEA WATERS, *Executive Secretary*

MORTIMER E. FREEHOF, *Editor*

PUBLIC RELATIONS REVIEW

From January 15, 1948, to the end of the year, our Public Relations Consultants, Schnall & Krug Associates, have endeavored to keep before the public the name of the New York Chapter, the work of its members and the accomplishments of its Committees. News releases have been consistently broadcast to the newspapers, trade and home magazines, and the radio. These releases have covered news of Chapter meetings, honors and awards, scholarships, technical material graphically presented for popular consumption, and in general, information on the work of the Chapter, all with the purpose of keeping the word "architect" and the name "A.I.A." in the public eye.

Specifically, the work of the past year included 63 individual releases prepared and distributed to the press during the period from January 15 to December 31, 1948. A record of the newspaper and magazine articles published is on display at the Chapter Office.

Two events received extraordinary notice by the press. One was the release concerning the presentation to the City Planning Commission of the Civic Design Committee's program for the Redevelopment of the East Midtown Manhattan area.

This release appeared in all metropolitan papers in mid-August and was followed at intervals throughout the rest of the year by stories in various publications, including the *Herald-Tribune* magazine "This Week".

The other event to receive major notice in the press was the Education Committee's findings concerning the local drafting schools, notably on the first page of the *N. Y. Times* on Thursday, June 3, 1948. Six further

stories appeared in the *Times* and other metropolitan dailies, including 3 editorials, and were noted as far West as Champaign, Ill.

Through the efforts of Schnall & Krug, a forum on Store Design was arranged at the City College Midtown Business Centre, at which over 150 students, graduates and store owners listened to talks by some of our Chapter experts in this field.

The Architects' Exhibit in the Store Modernization Show at Grand Central Palace received wide publicity. Also at Grand Central Palace our Public Relations Consultants arranged for the design and furnishing of a Chapter Booth at the Building Maintenance Show.

Because of the wide public interest in the area surrounding the United Nations and the approbation of the City Planning Commission and other planning agencies given to our recommendations for the re-development of that area, the Civic Design Committee decided to publish its report for general public sale. The work of putting this material, with its accompanying charts and maps, into book form, was turned over to Schnall & Krug. The result, *East Midtown Manhattan, a Comprehensive Plan for Development*, is now familiar to us all. To stimulate sales, Schnall & Krug have prepared a direct mail piece, describing the book, and have aided in the distribution of 10,000 of these pieces to interested neighborhood groups and organizations.

During the month of October, the Chapter's Exhibit, "Tomorrow's World", at the New York Museum of Science & Industry, was viewed by an estimated 30,000 people. Of particular interest from a publicity viewpoint was the fact that the Museum

signs on Fifth Avenue, Sixth Avenue and the downstairs rotunda, which an untold number of people see daily, prominently displayed the Chapter's name and its part in the Exhibit.

One of our most successful and well received ventures into the public relations field this year was the preparation and publication of *You Need An Architect* (copy enclosed). Ten thousand of these were distributed at the Exhibit "Tomorrow's World" and many requests for copies have come to us since. A second printing has been found necessary. Through the courtesy of the Octagon Office, a copy is going to every Chapter in the country. We learn that other Chapters are adopting and adapting our idea.

We believe that during this one-year trial period the consistent efforts of our Public Relations Consultants have made newspaper and magazine editors increasingly aware of the work and accomplishments of this Chapter.

With the cooperation of our members and Committee Chairmen, we should be able during 1949 to continue this public relations program, now soundly established and, by means of exhibitions and other undertakings, gain an even wider recognition by the public of the importance of the architectural profession.

EDUCATING THE CLIENT

So favorable was the opinion of our booklet, *You Need an Architect*, distributed at "Tomorrow's World", that the Chapter has ordered an additional supply. One copy is enclosed with this issue. You may want to keep several at hand to send to potential clients. They are available (the booklets—not the clients) at Miss Waters' office, twenty for one dollar.

LE BRUN SCHOLARSHIP

The Program for the 1949 Competition is now available at the Chapter Office. The subject as announced by Harvey Stevenson, Chairman of this Committee, is a Suburban Specialty Store.

Applications are now being received by the Committee. The winner will be awarded \$2800 to be used for a trip of at least six months outside the United States.

Each applicant must be nominated before January 31, 1949, by a member of the American Institute of Architects, who must certify that the applicant:-

Is a citizen and resident of the United States.

Is not under 23 or over 33 years of age at the date of issuance of the program.

Has had at least 1½ years of active practice as an architect or architectural draftsman.

Is not and has not been the beneficiary of any other traveling scholarship.

The Jury will consist of at least 3 practicing members of the New York Chapter, A.I.A., who will give "full and careful consideration to the records of qualification filed by the competitors as well as to the comparative excellence of the drawings submitted."

TYPES OF AWARD

Lest we in our every day pursuits forget, Leopold Arnaud, Chairman of the Awards Committee, has given us a brief outline of the honors the Chapter awards from time to time for meritorious work. Here they are:

The Medal of Honor, the Chapter's highest award, is given to an architect or firm of architects, practicing within the territory of the Chapter, for "Distinguished Work and High Professional Standing."

The Apartment House Medals and Certificates of Honorable Mention were established in 1910 to encourage improvements in the design of apartment houses in the Metropolitan Area. Entries are generally divided into three groups, (a) apartments under six stories, (b) apartments over six stories, and (c) housing groups.

The Medal of Honor for City Planning is awarded jointly by the Chapter together with three other organizations—the Brooklyn Chapter, A.I.A., the New York Chapter of the American Society of Landscape Architects and the Metropolitan Section of the American Society of Civil Engineers. This

is awarded for "Distinguished Contribution to the Plan of the City of New York".

Honorary Associate Membership in the Chapter is conferred on persons not eligible for Institute membership but who have rendered the profession signal and valuable service within the Chapter's territory and who have conspicuously upheld its aims.

Special Awards are made by the Chapter from time to time, notably the Certificate of Merit for Small House Design. All architects in the Metropolitan Area are eligible for this award.

Citations are given by the Chapter to members who bring distinction to the architectural profession through activities outside of their usual office practice.

The Fifth Avenue Association prizes for merit in architectural design are not a Chapter award. However the Chapter has a committee to cooperate with the Fifth Avenue Association and to act as Jury for the award of these prizes.

MEMBERSHIP COMMITTEE

The year-end report of Alonzo Clark's Committee indicates a new all-time record. The rolls now stand at 715 members of all categories. Last year at this time there were approximately 650.

The fact seems undisputed, therefore, that the New York Chapter is a drawing card for the profession, provided some educational effort is produced among architects in the area. The Committee has worked on this policy, but also believes that the most effective membership Committee is one composed of the entire membership. If we all undertake this responsibility, there should be no question of doubling the membership.

Considerable interest has been expressed by Columbia students in a program of student membership in the process of organization under the direction of Harvey Clarkson and Nicol Bissell, and it is expected that this program will be an actuality soon.

Letters from this Committee to the membership continue to go out emphasizing the various activities of our Committees. It is the hope that this "educational" material will aid all members in interesting their friends in the Chapter work, and consequently in becoming members. For 1949, therefore, let each one of us carry the ball, with the aim of consolidating the profession locally within the New York Chapter.

POEMS IN THREE DIMENSIONS

Much thought has been given by individuals and committees of this Chapter to the matter of informing the public concerning the range of services offered by the architect. Gerald Lynton Kaufman has now expanded the field by developing a technique for keeping both architect and client not only satisfied but entertained.

In a small volume called *Geo-Metric Verse*, published by the Beechhurst Press of New York, he has assembled some three score short poems composed with reference to various familiar forms and conforming thereto in outline. There are verses to fit cubes, ellipses, and triangles; bells, top hats, and Grecian urns; and almost all the implements of the drafting room except the French curve. The author's original free-hand lettering is of necessity reproduced throughout.

In discussing this work it is hard to restrict oneself to ordinary prose or to sentences having only their own appearance and meaning. It is difficult, after a little study of these "poetry forms in mathematics, written mostly for fanatics," to contemplate almost any object with normal detachment. One is left in a state of pleasant mental confusion similar to that experienced by Alice while the Wonderland Mouse recited his long, sad tale.

Mr. Kaufman has invested language with physical shape and even with three-dimensional solidity. Like Lewis Carroll and Edward Lear he has perfected a humorous sideline of his profession, and his writing entrances the reader into that feeling of happy, harmless madness which theirs so irresistibly induces.

A review by Lawrence Grant White of Albert Christian-Janer's Eliel Saarinen appeared in *The Saturday Review of Literature*, December 18, 1948.

IS IT WORTH IT?

In this issue will be found a report of the budget meeting on December 7. Increasing income has not kept pace with increasing costs.

One of these costs is the publication of OCULUS. It has been suggested that in order to make ends meet, it might become necessary to charge each member the sum of twenty cents per issue.

We would like to have the reaction of all members to this suggestion. If there is a sufficient response in protest, you may be saved this additional expense. Please send your opinions to Miss Waters.

UNFORGOTTEN MEN

Organizations, we have found, do not run themselves and the New York Chapter is no exception.

At 4 o'clock every other Monday afternoon, 10 men gather at the Chapter Office and engage until 6 P.M. in serious discussion of all phases of Chapter affairs.

Because we feel, as we hope you do, that this has been a year of real accomplishment for the Chapter, we take special pleasure, in this New Year's issue, of saluting the Executive Committee.

Four of these men are the Officers whose names are constantly before you (see the masthead of this OCULUS). The other six are Albert G. Clay, Louis Skidmore, Geoffrey Platt, Harry M. Prince, Francis Rogers and Frederick J. Woodbridge.

RADIANT HEATING SEMINAR

The Technical Committee's luncheon meeting on December 10 was given over to an introductory discussion of a proposed seminar on radiant heating. This idea evolved from the suggestion of Herbert Wheeler that the Chapter provide special activities calculated to be of interest and value to younger, less experienced members. If this seminar proves successful, the Committee plans to arrange seminars on other subjects. Radiant heating was chosen as the first since it is an important development and of a nature to attract older as well as younger men.

Mr. Wheeler outlined the arrangements made to date, which include 5 or 6 meetings and a field trip in January. These meetings will not be limited to talks by experts, but will involve research and contributions by members. A show of hands indicated a preference for dinner meetings, and 15 of those present expressed their intention of attending all sessions.

A general presentation of the subject was made by James B. Fullman, E. E., Radiant Heating Consultant of the A. M. Byers Company. Mr. Fullman said the modern approach to radiant heating dates from about 1900, in Europe, and spread to the United States in the late 1920's. Until 1938, there were only about 100 known installations, in the entire world. After that date, there was a sudden increase to the number of 1000, due largely to the shortage of lumber, and the use of a concrete slab on grade. The development started in residential work, later becoming more general.

Radiant heating is now no longer an experiment, but a tested, accepted method. Its use has resulted in a tremendous amount of research in such items as flooring, plaster, controls, pipe and tubing, by all manner of concerns whose products are affected.

Mr. Fullman considers it the architect's province to advise the client as to whether or not a building is suited to this type of heating. In making such recommendations, the architect should analyze all the construction elements, because economies may result in items other than heating.

The Committee plans to ask certain members to help with program arrangements, bibliography and reports of meetings.

GOLD MEDAL FOR FRANK LLOYD WRIGHT

A.I.A. President Douglas W. Orr has announced that the Institute's 1949 Gold Medal will be presented to Frank Lloyd Wright at the eighty-first annual meeting to be held next March in Houston, Texas.

The decision of the Institute's Board of Directors was in keeping with a resolution adopted by the members at the last annual convention, a majority of the delegates feeling that Mr. Wright's contributions to architecture merited this recognition despite the fact that he was not a member of the A.I.A.

It will be recalled that at a recent Chapter meeting the membership adopted a resolution urging this award.

CHAPTER PUBLICATION

Richard Boring Show, Chairman, announces that a new edition of the *Chapter Year Book & Register* is now being prepared.

As before, the first part of the volume, the *Year Book*, will contain the list of officers, committees and all members of the Chapter. Data on our various awards, honors and scholarships are also included.

The *Register* section of the book summarizes the background and experience of those members or firms who wish to be so included. An invitation to be listed in the Register will shortly be mailed to all members who joined the Chapter since the 1947-1948 edition came out. Those already listed will have an opportunity to correct or amplify their recordings.

Letters of instructions following.

USUS LOQUENDI

On December 7, three Chapter members spoke by invitation at a luncheon meeting of the New York Chapter of the Producers' Council. President A. B. Meyer of the Truscon Steel Company presided, and Frederick Allen of Armstrong Cork Company was Chairman of the luncheon committee.

Mortimer E. Freehof's subject was "The Architect Looks at the Building Material Representative". The ideal situation, as painted by Mr. Freehof, was the architect sitting in his ivory tower, well supplied with complete preliminary data, and able to summon to him well-informed specialists as and when he might need them. However, this idealistic concept was taken apart somewhat by Frederick Sutton, of Benjamin Moore & Co., in stating the producers' case against the architect.

Advertising literature and the architects' idea of well presented material was covered by Ben John Small, who had assembled a large assortment of pamphlets. From these, he quoted examples of those he considered good and others that were in his opinion inadequate.

Thomas Creighton told of a case-history study recently conducted by *Progressive Architecture*, on "How Building Products Get into a Building". This research was based on 524 individual products in 131 buildings completed recently in 30 different cities. Tabulations as to who made decisions, when they were made, and what factors affected them, were reduced to percentages. The results indicated that most decisions were made by the architects during the planning stage.

COMING EVENTS

Jan. 18, *Tuesday Lunch*, 12:30

"Water-tight Masonry"

Technical presentation, with slides, by Dr. Frederick O. Anderegg of J. B. Pierce Foundation, followed by William S. Elliott speaking on "Aquaphane" and Bayard R. Brick on "Crystal".

Jan. 25, *Tuesday Dinner*, 6:30

"Is The Small House Architecture?"

Moderated Forum with selected key speakers pro and con.

Feb. 1, *Tuesday Lunch*, 12:30

"Legal Problems in Architectural Practice" will be discussed by Bernard Tomson, attorney of note.

Feb. 8, *Tuesday Lunch*, 12:30

"What's Doing in Albany"

James B. Newman, Chairman of the Code Committee will introduce an important discussion of this year's bills by our own Harry M. Prince.

1949 BUDGET

At the luncheon meeting on December 7 Treasurer William Potter presented the proposed 1949 budget of \$21,360 recommended by the Executive Committee including \$3000 for the Publicity Committee and \$2600 for other committee work. This compared with a 1948 budget of \$17,400, the increase being due to the greater scope of our activities and to mounting costs.

President Harold R. Sleeper then explained that to balance the 1949 budget it would be necessary either to raise the dues \$5.00 or to greatly reduce the committee appropriations and that, while it had the power to raise the dues, the Executive Committee had decided to ask the Chapter's approval. Considerable discussion followed as to the wisdom of raising the dues in view of our drive for new members, particularly younger ones. The opinion was also expressed that such an important step should not be taken without prior notification to all the members.

Several alternate suggestions were then made including an assessment on members, an appeal for contributions and a sliding scale of dues based on office payrolls, the last being currently under consideration by a committee appointed at the 1948 convention. A motion followed that the budget be approved on the basis of the current dues, any deficit to be met by lowering the amount allocated to committee work. When the great importance of this work was emphasized, however, the motion was withdrawn.

It was then proposed that the necessary additional funds be raised by a special assessment in 1949, new members to be exempted. This temporary expedient was objected to on the grounds that there was no reason to believe that our costs would be less in succeeding years and that the By-Laws did not cover it. This proposal was voted down.

A third motion was then made and carried that the 1949 budget be approved as presented, any resultant deficit to be met by a transfer from the Contingent Reserve should the Chapter fail to authorize a permanent increase in dues after due notification to members. It was pointed out that the Contingent Reserve had been built up from the surplus in previous years and that ten percent of each year's dues is budgeted for this reserve in accordance with the By-Laws.

Prior to the discussion of the 1949 budget the Chapter adopted an amendment to the By-Laws to provide for a

new class of membership comprised of Student Associates and voted to make up the estimated deficit of \$800 in the 1948 budget from the Contingent Reserve.

These important matters were followed by an illustrated and entertaining presentation by Jose Fernandez and Dan Schwartzman of "How to Live with Your Client."

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:

1. William Butler Hornblower
Sponsors: Wm. L. Bottomley
Edward S. Hewitt
2. Dirk Willem Brouwer
Sponsors: Vahan Hagopian
Charles Bradbury
3. Percy Ernest Isbell
Sponsors: Max H. Foley
Perry Coke Smith
4. Hyman Roche
Sponsors: Abraham Seiden
Maurice R. Salo
5. Max Roche
Sponsors: Abraham Seiden
Maurice R. Salo
6. Fred Brower Smith
Sponsors: Theodore E. Blake
Edward S. Hewitt

Associate Membership:

1. Frank Paul Calamita
Sponsors: Robbins Conn
Lorimer Rich
2. Lucien David
Sponsors: Leopold Arnaud
Julian Clarence Levi
3. Douglas Haskell
Sponsors: Frank G. Lopez
John H. Callender
4. Louis Hecht
Sponsors: Joachim C. Accurso
Louis Bubeck
5. John Phillip Jansson
Sponsors: Arthur S. Douglass, Jr.
Edward W. Slater
6. Meyer Katzman
Sponsors: Peter Copeland
Jacob Moscovitz
7. Leon Langner
Sponsors: Joseph A. McGinniss
Lorimer Rich
8. Robert Louis McIntyre
Sponsors: Gannett Herwig
Ben John Small
9. Albert W. Varasse
Sponsors: Robert W. Cutler
Addison Erdman

KUDOS TO CHAPTER MEMBERS

The entire profession of Architecture in America is honored by the recent nomination of Leopold Arnaud, Dean of the Columbia School of Architecture, to the French Legion of Honor, as Chevalier.

This award, recently conferred by the French Consul-General in New York, Ludovic Chancel, on behalf of the French Government, not only cited Dean Arnaud's particular interest in French culture, but was an expression of gratitude more specifically for his services to the French people immediately following the war in procuring drafting equipment and materials, of which there were critical shortages resulting from the German occupation.

Graduated from L'Ecole Nationale Supérieure des Beaux Arts in 1924 as an Architect Diplômé par le Gouvernement Français, Dean Arnaud has retained at Columbia the best elements of the French methods of teaching architecture with modifications to suit conditions in this country. Participation by the Columbia School of Architecture in the Institute for Urban Land Use and Housing Studies, established last Spring, is an indication of Dean Arnaud's recognition that Architecture is concerned not only with aesthetic results but is also and perhaps more importantly based on underlying economic and sociological studies.

On January 5, Cardinal Spellman presented the 1948 award of the Catholic Youth Organization to Daniel Paul Higgins, for outstanding service to youth.

Seymour R. Joseph won the First Prize of \$1000 in the competition for the design of a single family home, recently sponsored by the N. Y. State Division of Housing. Honorable Mentions in the same competition went to Mr. Joseph, and to Furno and Harrison, Raymond and Rado and Kohn and Horowitz.

In the competition for the design of a multiple family development, William Breger was awarded a pre-miated Honorable Mention and Roger G. Spross and Edward Tauch, Jr. received Honorable Mentions.

The Chapter salutes these distinguished members!