

## NEW YORK CHAPTER

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NEW YORK 16 NEW YORK

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## AMERICAN INSTITUTE OF ARCHITECTS

# O C U L U S

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### COMING EVENTS

December 15, Thursday, Gallery A - 7:00 P.M.

Hospital Study Group of The  
Technical Committee  
Chapter Meeting - Speakers:  
Dr. MacLean, Commissioner of  
Hospitals, N.Y.C.  
Dr. Bluestone, Consultant to  
Montefiore Hospital

January 19, Thursday, Gallery A - 12:30 P.M.

Chapter Meeting  
By-Laws Discussion

January 25, Wednesday, Dining Room 5:30 P.M.

Cocktail Party for prospective  
new members given by  
Membership Committee.



### PUBLIC RELATIONS FOR YOU

On the evening of November 10th the first of a series of informal discussions entitled, "Public Relations For You," was held at the League under the auspices of the Public Relations Committee of the New York Chapter. This committee has planned six more such meetings of one hour duration, from 5:15 p.m. to 6:15 p.m., as follows:

Wednesday - December 7th

Wednesday - January 11th

Thursday - February 9th

Thursday - March 8th

Thursday - April 12th

Wednesday - May 9th

The December 7th meeting which takes place as the *Oculus* goes to press will be host to Mrs. Lee K. Jaffee of the Port of New York Authority who will discuss Public Relations from the point of view of someone who has put it to work and has seen its results.

Those who attended the first meeting heard Mr. Anson Campbell of Ketchum, Inc., the Account Executive A.I.A., Public Relations Division, discuss the general aims of a Public Relations Council and how Public Relations could be put to use by the individual.



Public relations for you - con't.

He emphasized that the American press is the front door to an understanding of any cause or any profession in this Country and that the press must be a strong ally if we are to expect the Architects' services to be understood by the public. However, he was quick to point out that newspaper publicity is not the sum total of any public relations endeavor. Public Relations begin in the Architects' own offices, he continued, and especially in the services they render clients - services of design, specifications, supervision, and administration. The Architects' public relation job is communication with real people who must be told what Architects do to provide better living for everyone in the community.

Mr. Campbell continued by relating how the individual can in turn influence and aid the public relations program. Good public relations by only one Architect in a community reflects on the public relations of many architects in that community. The individual can improve his personal public relations by, "treating his client right, giving something extra to his community, developing a vocabulary the layman can understand, and by taking credit for good work accomplished." By such means, he concluded, it is possible to reach the public mind with the fact that the policies, procedures, and accomplishments of the American Architect are consistent with the public interest.

#### ARCHITECTURE - U.S.A.

The Chapter Meeting of November 30th was highlighted by the showing of the new color film "Architecture - U.S.A." The New York Chapter has a particular interest in this film as it was made possible by the Chapter's Arnold W. Brunner Scholarship Fund.

L. Bancel LaFarge, Chairman of the Brunner Scholarship Committee writes of the film as follows:

"Under the Chairmanship of John W. Root, FAIA, the Public Relations Committee of The American Institute of Architects has made a gift to the Chapter of a copy of the film 'ARCHITECTURE - U.S.A.' in recognition of the contribution made to its development. The film is the work of Ralph E. Myers, AIA, of Kansas City, Missouri, twice recipient of an Arnold W. Brunner Scholarship awarded by the Chapter.

"The Chapter's Public Relations Committee now has assumed the responsibility of controlling rentals of the film. Professor Esmond Shaw has been appointed Sub-Chairman under the Public Relations Committee for this purpose. Inquiries should be addressed to the New York Chapter, A.I.A., 115 East 40th Street, New York City, Telephone No. MU 9-7969."

A film such as this has been long awaited. It can become an important Public Relations instrument to you if you will see that it is used. Mr. Root writes, "We have advocated the policy that, though the architect should see it, the principal purpose of the film is to give groups outside of the profession an idea of what is happening in architecture today." Mr. Campbell of Ketchum, Inc. expressed the same thought in his talk to the Chapter last month.

The OCULUS wants your comment on the film. It will be summarized in the January issue.



## NATIONAL BOARD OF FIRE UNDERWRITERS SCHOLARSHIP AWARD

The National Scholarship award given by the National Board of Fire Underwriters to a worthy architectural student, was presented jointly by Robert S. Hutchins, the Chapter's President and Mr. W. W. Pritsky of the National Board of Fire Underwriters, to William L. Marton at the Chapter's Fall Meeting. Mr. Marton is a 4th year architectural student at Columbia University and a graduate of Carlton College, Northfield, Minnesota.

## HOW TO BUILD A BETTER-LOOKING NEW YORK

This is the question which a group of New York's outstanding architects, realtors and city planners will consider in a series of twelve evening programs at Cooper Union, Fourth Avenue and Seventh Street. This series, primarily concerned with how the appearance of our city can be improved, is sponsored jointly by Cooper Union and the Fine Arts Federation of New York, of which your Chapter of A.I.A. is a participating member. Join the experts and contribute to the public discussion as follows:

- Jan. 5th - Thurs. **THIRD AVENUE - BOULEVARD OR ALLEY?**  
G. E. Kidder Smith; Honorable Hulan E. Jack
- Jan. 9th - Mon. **CITY PLANNING FOR 2000 A.D. - Victor Gruen**
- Jan. 13th - Fri. **PROBLEMS IN CIVIC DESIGN**  
**GRAND CENTRAL & PENNSYLVANIA STATIONS**  
William Zeckendorf
- Feb. 2nd - Thurs. **THE LEGAL AND REAL ESTATE PROBLEM**
- Feb. 14th - Tues. **THE TRANSPORTATION AND TRAFFIC PROBLEM**  
**Are We Being Choked to Extinction?**  
Frank W. Harring
- Feb. 21st - Tues. **THE FORGOTTEN PEDESTRIAN - Overlooked and Overrun**  
**SQUARES, CIRCLES and PARKS - Paul Zucker**
- Feb. 28th - Tues. **THE RELATION OF BIG BUILDINGS TO EACH OTHER**  
**GROUP DESIGN CO-ORDINATION**  
Arthur Holden; Max Abramovitz
- Mar. 1st - Thurs. **SPECIAL RESIDENTIAL AND BUSINESS AREA PROBLEMS**  
Ralph Walker; Morris Ketchum, Jr.
- Mar. 6th - Tues. **DEVELOPMENT OF BLIGHTED AREAS**  
**The End of Deplorable Housing**
- Mar. 13th - Tues. **HISTORICAL BUILDING, LANDMARKS AND MONUMENTS**  
Leo Friedlander; James G. Van Derpool
- Mar. 20th - Tues. **THE MASTER PLAN AND ZONING -- McKim-Norton**

The Programs of Jan. 9th and 13th are in Great Hall at 8:30 p.m.; balance of programs in Room 203 at 8 p.m.

**USE THE CHAPTER'S PREPARED STICKERS. DON'T "GUM UP" YOUR PHOTOGRAPH RELEASES.**



## LATIN-AMERICAN ARCHITECTURE

The Museum of Modern Art is host to an impressive exhibit of recent (since 1945) Latin-American Architecture. Arranged by Arthur Drexler, it is a three part grouping of photographs, photographic blow-ups and groups of stereoptican views in color. Most of the photographs are by Rollie McKenna, and are catalogued by Henry Russell Hitchcock.

The fluid forms of ferro-concrete and the extensive use of color are perhaps the most eye-catching aspects of this collection. Although many of the buildings have been seen in print before, a new dimension seems to appear when the magic of color is added. You are urged to be patient with the stereoptican views for they are the most rewarding part of the exhibit. The show also features work by younger and even more imaginative craftsmen than the familiar masters, -- Alfonso Reidy and Jorge Moreira, to mention two.

## CATCHING UP WITH OUR MEMBERS

Victor Gruen calls our attention to a new field for the architect. He recently acted as architectural consultant for an N.B.C. program which peered into the future for a view of our way of life twenty years hence.

Harold R. Sleeper, FAIA, addressed the Gulf States Region of A.I.A. in New Orleans on October 7th, on the subject of Architectural Influence on Business. "Architects make the architecture. So what architecture does for business and industry can only be answered by you. You can help to obtain better profits, good public relations, good labor relations and general good will, through better buildings and better environment," concluded Mr. Sleeper.

Lathrop Douglass, returning from the recent Pan American Congress of Architects in Caracas, as a delegate from the United States, reports being tremendously impressed by this "Beautifully organized magnificent performance complete to every detail," to quote him; and by the high prestige the architect and his profession enjoy with the public, press and governments of these lands. He also feels we have not yet recognized the full extent of our ability to create good will toward our Latin-American friends through these congresses.

## 1956 BUILDING PRODUCTS - LITERATURE COMPETITION

This annual competition, sponsored by the A.I.A. and the Producers Council, is for the purpose of "recognizing excellence in building product literature directed to the architect and to aid manufacturers in making the technical and informative value of descriptive product literature of assistance to the architect".

Nominations of literature may be made by A.I.A. members individually and require only the forwarding of the title of the document and the name of its producer to the Technical Secretary, 1735 New York Avenue, N.W., Washington 6, D.C., prior to February 1, 1956. Awards will be announced at the A.I.A. Convention in Los Angeles next May. For full particulars please contact the Chapter Office.

## FEE SCHEDULES

To aid Chapter members who have work outside the New York area, in conforming to and upholding local professional standards, the Fees and Contracts Committee, Lathrop Douglass, Chairman, has established at the Chapter Office, a reference file of recommended Fee Schedules from Chapters in the New York, New England and Middle Atlantic States regions. You can aid in expanding this service if you will send to the Chapter Office any extra copies you may have, of schedules from more distant or foreign parts.



## DELEGATES AND REPRESENTATIVES TO RELATED ASSOCIATIONS

### American Architectural Foundation

Chairman: Alfred E. Poor

### Citizens Conference

Delegate: Frederick J. Woodbridge

### Concrete Industry Board

Delegate: Howard H. Juster

### New York State Code Committee

Samuel M. Kurtz

Preservation Officer for Puerto Rico,  
The Virgin Islands and the Canal Zone  
Cameron Clark

### American Society of Landscape Architects

Representatives: Robert A. Jacobs  
William Potter

### Architects' Exchange

Eldredge Synder

### Fine Arts Federation of New York

William Platt	'56	Geoffrey Lawford	'57
Francis Roudebush	'56	Theodore Young	'58
Francis Keally	'57	Lorimer Rich	'58

### Metropolitan Builders Association

Representative: Jonathan F. Butler

### Producers Council

Liaison: Henry Hofmeister

### Centennial Committee of the A.I.A.

Chairman: Harold R. Sleeper  
Esmond Shaw  
Edgar I. Williams

## NEW YORK STATE ASSOCIATION OF ARCHITECTS

1st Vice Pres.: Harry M. Prince  
Delegate: Daniel Schwartzman  
Alternate: Michael Radoslovich

### Legislative Committee

Representative: Matthew W. Del Gaudio  
Alternative: William Potter

### Citywide Building Code

Samuel M. Kurtz

### Labor Law

Herbert Lippmann

### Multiple Dwelling Law

Harry Bernard Rutkins

### Multiple Residence Law

Richard G. Stein

## ARCHITECTS COUNCIL OF NEW YORK CITY

Delegate: Geoffrey Platt  
Alternate: Alonzo Clark

City Legislative Committee:  
Sub-Committee on City Planning  
and Zoning

Delegate: Frederick G. Frost, Jr.  
Alternate: Robert C. Weinberg  
Samuel M. Kurtz  
Frederick Genz  
Edward J. Robin

### Publicity

Delegate: Mortimer Freehof  
Alternate: Morris Ketchum, Jr.

### Audit and Finance

Delegate: Donald Allwork  
Alternate: William Potter

### State Legislative Committee

Delegate: Harry M. Prince  
Alternate: Herbert Lippmann

### By-Laws

Delegate: Robert S. Hutchins  
Alternate: Geoffrey Platt

Sub-Committee on Board of Standards  
and Appeals and Dept. of Housing and  
Building

Joseph B. Klein  
Kenneth M. Young

### Public Works and Public Housing

Delegate: Ward Fenner



## **NEW YORK REGION A.I.A.**

**Regional Director: Matthew Del Gaudio**

### **Judiciary Committee**

**Lewis G. Adams**

### **National Committee on Hospital and Health**

**Chairman: Aaron N. Kiff**

**Francis D. Rogers**

### **Public Relations**

**Chairman: Harold Sleeper**

**Robert W. Cutler**

### **Committee on Schools for New York State**

**John C. B. Moore**

### **Committee on Office Practice**

**Chairman: Daniel Schwartzman**

### **Urban Design & Housing Committee**

**Chairman: Elizabeth Coit (To 1956)**

### **Committee on Collaboration of Design Professions**

**Chairman: Frederick J. Woodbridge**

### **Committee on Research**

**Chairman: Morris Ketchum, Jr.**

### **Sub-Committee on Nuclear Science**

**Chairman: Charles S. Haines, II**

### **Sub-Committee on Delano & Aldrich Fellowships**

**Chairman: Dean Leopold Arnaud**

**John C. B. Moore**

## **ADDITIONAL COMMITTEE APPOINTMENTS**

### **Public Relations Sub-Committee for Architecture - U.S.A.**

**Prof. Esmond Shaw**

### **Brunner Scholarship Committee**

**Philip Ives**

These men serve the Chapter's interests under many varied situations. In many instances their prerogatives are limited and in others they cannot act at all except with your express approval. Whether or not they are empowered to act for you, they must know your views in order to function at all. Keep them informed so they can serve you better.



## NEW BOOKS

### Gardens Are For People

By Thomas D. Church - Reinhold Publishing Corp., N.Y. \$10.00

A superbly illustrated book primarily concerned with people and their highly individualized gardens. This is not a book intended as a treatise on planting nor on principles of garden design.

### Italy Builds

By G. E. Kidder Smith - Reinhold Publishing Corp., N.Y. \$10.00

The third in a series by Architect-Photographer Smith to be reviewed later.

### The Pahlmann Book of Interior Design

By William Pahlmann - Studio Crowell, Publishers, N.Y. \$ 7.50

The Five Fundamentals of Modular Drafting - A new booklet replacing, "Making The Change To Modular Drafting", is available without charge in reasonable quantities by directing a request to Mr. William Demarest, Modular Coordinator at the office of the A.I.A. in Washington, D. C.

## CANDIDATES

Information regarding the qualifications of the following candidates for membership will be considered confidential by the Admissions Committee.

### Corporate Membership

Jeffrey Ellis Aronin

George A. Diamond

Robert Martin Englebrecht

William Stanley Fryer

Philip Mei Chu

Apollinare Osadca

### Associate Membership

Solomon Baum

George Harold Beiers

Sponsors: Frank A. Berlenbach and George E. Beatty

Sponsors: Francis Roudebush and Alfred Fellheimer

## CRAFTSMANSHIP

(Reprinted with the permission of the Baltimore Chapter, A.I.A.)

There are three things which govern the success of any building: materials, design and workmanship, in that order in time. The basic materials with which a builder works are few in number, although the possible forms and combinations are infinite. Materials come first, as the medium in which a painter works comes first, and both design and workmanship are dictated by them. The second, design, is subject to the laws of esthetics and practicality; discussions on design are so many, and opinions on it so arbitrary, that we are flooded with writings on the matter. The third, workmanship, is scarcely mentioned . . . possibly because everyone thinks that he knows what it means but probably because the word is peculiar in that it defies exact definition.



## Craftsmanship - con't.

Search as you will through specifications which fix the gauge of a metal to the ten-thousandths of an inch and the temperature of a process to a degree and you will find, as to workmanship, only such vague terms as "in the best manner, conforming to the highest standards in the trade". What are those manners and standards? No one really knows. Nowhere in the industry is a result so dependent on feel, judgment and comparison. Yet workmanship in both designer and tradesman is the most important of the three ingredients.

Grant that our basic materials change their forms with changing times, and that design is a woman whose form varies with the same changing times, only good workmanship remains as the one ingredient in building which runs like a strong straight line from the beginning to now. The same periods during which craftsmanship deteriorated are the periods of lowest ebb in our manners of living and the periods of least advancement. These are the negative periods, the valleys between the peaks, so forgotten that the peaks appear to be a continuous chain in history.

There has always been a certain amount of poor workmanship. It appears, to this contemporary observer, that there is now more of it than there is of good. We are inclined to think that the assembly line rules out the need for individual good workmanship . . . but consider the variations in quality between cars of the same model, from the same assembly line. If poor workmanship is the result of factors beyond the control of workers themselves, i.e., imposed upon them by the economics of their surroundings, then an attempt to improve it would be akin to lifting ourselves by our bootstraps. If it is not, then client, builder and architect have an obligation to society to insist that it be raised, at every possible turn, and not to let good workmanship go by default.

Good workmanship was never achieved except in one of two ways . . . through coercion on pain of physical punishment or through pride on the part of the worker. The first, we like to think, is impossible in our enlightened age. The second can never be reached through money, which we are inclined to believe can solve all other problems, but can only be enlarged by guidance, example and recognition . . . not one of which can occur if the designer and consumer lose their own ability or readiness to recognize a superior product.

We can do much, in a positive way, by commending quality when we see it. There have been several organized moves in this direction and we must, for our own good, support them. As individuals, the pat on the back of Charlie Craftsman, who made the pages of this issue, can be our greatest contribution to ourselves.

Ian C. Mac Callum

