

# O C U L U S

NEW YORK CHAPTER

115 EAST 40TH STREET, NEW YORK 16, N. Y.

MARGOT A. HENKEL • Executive Secretary

ROBERT W. CUTLER, President

L. BANCEL LAFARGE, Secretary

HAROLD C. BERNHARD, Vice Pres.

AARON N. KIFF, Treasurer



GILLET LEFFERTS, JR., Editor

VOL. XIX. NO. 6

MARCH 1958

## MEMBERSHIP COCKTAIL PARTY

The second cocktail-buffet supper is scheduled for 5:30 p.m. on Wednesday, March 19. It is sponsored by your Membership Committee to interest employees of specific N.Y. firms in joining the Institute. The firms participating in this second get-together include Brown & Guenther; Fellheimer & Wagner; Kahn & Jacobs; Alfred E. Poor; Ferrenz & Taylor; Shreve, Lamb & Harmon; Harry M. Prince; Mayer & Whittlesey. Speakers scheduled for the March 19 meeting are Eleanor Pepper and Mr. Severud.

The first such membership party, held on February 11, was a roaring success and attended by over 56 candidates. At this February 11 gathering Roger Spross discussed the key points from his comprehensive "General Information Pamphlet" which has subsequently been mailed to all New York Chapter members and will be made available to all future candidates expressing interest in joining the Chapter. The February 11 get-together heard Paul D. Nelson discuss the future role of the Architect as one relying more on teams of specialists with proper solutions involving larger and larger planning with emphasis on flexibility.

## HOSPITAL AND HEALTH DISCUSSION GROUP

The Hospital and Health Committee is planning to continue the series of discussion meetings which were so successful last year. These meetings will be opened to all staff members of firms who are interested in furthering their knowledge of hospital problems, procedures and layout. In accordance with the pattern established last year, the meetings will be held at the Architectural League between 5:15 p.m. and 6:30 p.m. The first discussion group will be held on Tuesday, March 25th and the subject will be "Post Anesthesia". The subjects of further meetings on April 22nd and May 20th will be announced.

## YOUR PUBLIC RELATIONS

The meetings on public relations which were arranged for members two years ago by the public relations committee created so much interest that the committee has asked the Chapter counsel, Edward Gottlieb & Associates Ltd., to stage a new series. Each meeting will be devoted to a different phase of public relations and publicity, and each will be designed to help you and your firm understand this important field and take advantage of the opportunities in it. The first meeting was held on March 11 at 5:15 to 6:15 p.m., with Mr. Gottlieb as speaker on the subject "You Are in Public Relations." Members of the Gottlieb staff as well as special guests will speak at meetings on March 26, April 10, April 30 and May 15—put those dates on your calendar!

## HOSPITAL AND HEALTH FIELD TRIP

Arrangements have been made by J. Bruno Basil, A.I.A., Chairman, for a tour of the Mary Manning Walsh Home for Aged, 420 East 59th Street, New York City, for Saturday, March 29th at 10:00 a.m. Visit will take morning only and should be of immense interest to architects planning Homes of this kind.

## COMING EVENTS

**March 19, Wednesday**

Membership Cocktail  
Party and Buffet Supper

**March 25, Tuesday**

Hospital and Health  
Discussion Group

**March 26, Wednesday**

Your Public Relations.  
Second in a new series of  
meetings on public rela-  
tions.

**March 29, Saturday**

Hospital & Health Com-  
mittee field trip. Mary  
Manning Walsh Home  
for Aged

**April 8, Tuesday**

Hospital and Health  
Dinner Meeting

**April 16, Wednesday**

Membership Cocktail  
Party and Buffet Supper

*Ed. Note: The question has been raised as to why "Oculus" is straying from its primary purpose of being strictly a medium for the interchange of news, announcements and reports on Chapter activities. Your Publications Committee wishes to state that this straying from a strictly bulletin type publication is intentional. We purposefully are including topics of a controversial or informative nature. We purposefully desire to become a "forum" with active participation by the N.Y. membership. This is why you will find articles of an editorial nature. We are not fearful of constructive criticism and believe a little moralizing can only serve to strengthen our Profession.*

## HONORS AND AWARDS

Edward Durrell Stone has been elected to life membership in the National Institute of Arts and Letters. The National Institute is the highest ranking honor society of the arts in the United States, with a membership limited to 250 natural or naturalized citizens qualified by notable achievements in art, literature or music.

Eggers and Higgins' new office building for the Mutual Benefit Life Insurance Company in Newark has been selected as "Office of the Year" in a nation-wide survey by the Office Management Magazine. This marks the second consecutive year that Eggers & Higgins has received the top award. Last year it was for the design for the Standard Vacuum Oil Company, Harrison, New York.

The twenty finest architect-planned houses of 1958 have recently been selected by the editors of Architectural Record. Among the honored houses representing the work of twenty different architects from 13 states is the Robert Starkey home in Duluth, Minnesota, by Marcel Breuer of the New York Chapter. Criteria used for selection of the houses included appearance, spatial organization, structural design, and design of electrical and mechanical systems.

Arthur Loomis Harmon has been selected to serve on the Jury for the 1958 R. S. Reynolds Memorial Award for the best use of aluminum in architecture. The Jury will meet in Washington, May 5 & 6 to consider nominations for the 1958 award.

The 45th Paris Prize in Architecture has been awarded to Edwin F. Harris, Jr., graduate of North Carolina State College. The competition is conducted on a nation wide scale by the National Institute for Architectural Education. The Paris Prize, known as the Lloyd Warren Fellowship, was inaugurated in 1904 and has been awarded annually, except during the war years. Its stipend of \$5,000 enables the winner to prepare an itinerary for study and travel here and abroad for a 12 month period. Robert D. Litvan, student at the University of Illinois, was designated as Alternate. The jury consisted of Julian Clarence Levi, Gordon Bunshaft, Lewis G. Adams, Hugh N. Romney, Melvin H. Smith, and Chairman Kenneth K. Stowell.

## NEEDED: STORIES POINTING UP BENEFITS OF ARCHITECTURAL SERVICES

Have you a story which will illustrate strikingly how much the services of an architect can benefit a client? Perhaps you recently helped a client work out a much better plan than the one he first had in mind. Perhaps on a remodeling job you were able to save him money. Or you may have acquainted him with a new material, process or technique which proved of great service to him. Experiences of this type are valuable for the Chapter public relations program. Please call Al Frantz at the Chapter's public relations counsel Edward Gottlieb & Associates Ltd., Judson 2-7540, or drop him a note at 640 Fifth Avenue, New York 19, N. Y.

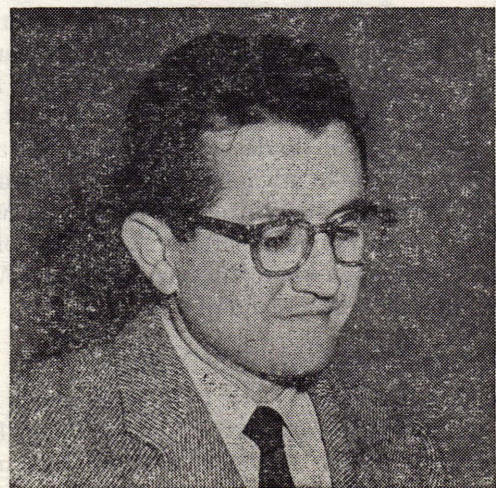
The following firms and individuals have contributed to this public relations program since the last *Oculus*:

DeYoung, Moscovitz and Rosenberg  
Andrew J. Thomas  
Leon Moed  
John A. Hlavaty

## BRUNNER SCHOLARSHIP

The 1958 Arnold W. Brunner Scholarship has been awarded to Dr. Harry Anthony, city planner and member of the Columbia University faculty. This award, made on the considered recommendation of the Brunner Scholarship Committee, under the chairmanship of Miss Elizabeth Coit, and the decision of the Chapter's Executive Committee, will be used by Dr. Anthony to complete his book tentatively titled "Basic Principles of Urban Planning."

Dr. Anthony is unusual among city planners in that his approach (undoubtedly influenced by his architectural training) is practical and realistic. Those of us who have had contact with Dr. Anthony's approach, knowledge and enthusiastic energy look forward to a publication which will fill a long felt want—a "must" in every library.



DR. HARRY ANTHONY

## FUTURE BUSINESS

Tomorrow is Today, the Future is here and it is the year 2008. To a man of the 20th Century, the 21st Century looks like a wonder world. Complete mechanization, electronics and super efficiency; the ultimate in engineering feats have been reached.

With great advances in communication, permanent materials, conservation of energy and perfection in the qualities of building materials—life has reached the much sought after plane of little work and much leisure. But suppose we take a closer look at this extraordinary world. What developments have been made in the advance of science and engineering?

New building materials with strange names have been put to use. Metalcrete, meglass and permacrete—some of the more common materials, have allowed buildings to be built in monolithic materials combining properties of steel, concrete and glass, while developments of foam-glasslike materials have permitted the manufacture of an insulating material whose transparency is regulated by humidity thereby replacing windows as once used. The ultimate in the perfection of paints has produced transparent air-proof, water-proof silicates that seal materials from deterioration. These plastic-like substances have surfaces that resist radioactivity and allow for the building of a hermetically sealed structure.

But how has this new world been affected by these scientific advances? What are the cities and villages like?

In a few short years skyscrapers brought about their own obsolescence by their great efficiency. With social changes and interplanetary wars these buildings became indefensible. The several forces that overtook the tallest buildings were these: You may have read in your history books that back in the 1940's an airplane flew into the Empire State Building, the tallest of these structures at that time. No one thought seriously of the tall buildings as being a hazard but in later years the great number of aerocars pointed up the fact that these tall buildings were really road blocks. In the 1950's buildings were being built taller and taller, each new one a little taller than its neighbor until the cities were in reality as dangerous as mountain ranges—barriers to traffic.

Meanwhile the Architects of the 1900's were planning taller buildings ignoring the chaos that was being created at the ground level, the crowding of public conveyances, the mass of autos in the streets, the tremendous influx of commuters. Transport was being speeded up faster and faster by the larger more powerful vehicles which were being built. Yet it was becoming less and less possible to move. Man went into the air for a means to get from place to place. As the last of these skyscrapers, the mile high building, was completed, it became obsolete. For as the developments in transportation were being made a

counter movement was taking shape. That of the completely televised business transaction. What had at last happened? The tall buildings became hollow unoccupied hulks, which had to be taken down when the first atomic wars showed the damage wrought by falling buildings.

But what was this counter movement? TV. It replaced old fashioned radio, telephone and movies. At the wave of a hand today's executives call meetings of staffs, workers or stock holders through television receivers. Wherever they are, each can hear, be seen and talk face to face through this wireless device. With a boon such as this commuting became a thing of the past. One can transport his entire personality through sound and sight and so it is that a man can now locate his office at home. No office building housing thousands of office workers is necessary. Without long and short distance commuters, roads and passenger cars are not needed. Special trains and buses are not needed—these being replaced by short walks from living area to work area—in the same building.

The need for social intermingling is greatly decreased as it is possible to see all our friends by interconnected TV and when we are tired of a party we can turn it off and immediately be away from it all. Friends do not bother to visit each other at their homes as we can talk and drink together by TV. Parties can be thrown by TV with all our friends on different receivers and we have the advantage of turning off the people that we can't stand.

The work day has been cut to a minimum of a few hours by the use of automatic electric files and memory machines; the letter files are really not letters at all but tapes which can reproduce the sound and picture from the sender which means full identification and no mistakes made on the inflection of the sender's words. Manufacturing is all done by remotely controlled machinery. Therefore we have no hand assembly lines. No typists, file clerks or messengers either. Draftsmen have been done away with by photoelectric reproducing gadgets, while engineers' jobs are made much simpler with universal calculating machines.

Work in the home, such as cleaning is not necessary for the quality of air is fully controlled. In fact in the house the television sending and receiving room is the most important area; the living room, the bedroom and the toilet are incidental. The bathroom is used little except for shaving and powdering and little washing—head to toe deodorants eliminate bathing. Dining has become a forgotten pleasure as restaurants are no longer needed—

*(continued on page 4)*

## FUTURE BUSINESS

(continued from page 3)

we carry nourishment capsules. Clothes are not as stylish as they were once because we are at home all of the time. As a matter of fact there are few building types now required. As we mentioned, Television has replaced the radio, telephone and movie, because it is easier to watch boxing and sports from your comfortable room by the TV without experiencing the sunburn and chills of exposure, so with everyone at home there is little need for stadia and theaters. Atomic power has reduced heating and ventilating and air conditioning to small units requiring virtually no fuel, miniature transistors make all equipment space saving. Artificial light is now a quantity that can be bought in a box. A luminous box of energy which when brought into a room will cause the walls and ceiling to glow. Energy is taken from the sun's rays and is used to power other equipment in the home or factory. Stores are not required for the display of merchandise as one can see them all by television and then the goods needed can be sent directly from the factory. Automobile factories have long since disappeared and been converted into the manufacture of aerocars for essential transport. Churches have given in to TV as one station "serves" religion 24 hours a day on one channel. The same is true of school education. The only important building types left are the home, which is built around the master regulating machine which correlates everyone's duties in the house, and the factories which produce all products.

In the country, enormous factories are fed all varieties of minerals and plants which are then broken into their elements, reorganized and produced as compressed food capsules, which are eaten and then followed by vitamin free, nourishment free, calorie free candies to satisfy our taste without adding to our weight. Radio controlled equipment—sunlamps, irrigation baths and automatic harvesting indicate only a slight advancement in basic elements of life because man has not yet solved the problems of creation, growth and death. A few twists of the dials and the modern farmer sows, seeds, plants and cuts the crops—sends them to the factory where they are processed into these food capsules.

And how has this affected our physique? Look at us. These comforts have made our eyes larger, our heads larger, our brains slower, our physique fragile, our bodies less muscular, our arms and legs shorter, and our lives one long existence of comfort and indulgence. Our digestive system has changed, our food is very pure; our water diet so well balanced that we perspire only from exertion and never from heat—the air is well regulated and we live always indoors.

We have thus reached a cherished plateau. We have cut our work day to a minimum, bookwork is done by electric machines, money has been replaced by a credit

system, even checks are out-of-date, commuting has been eliminated, menial jobs dispensed with, time has been freed—but what price has been paid?

Complete environmental control has forced us to live a sheltered air conditioned life with bodies so accustomed to regulated sterilized air that we cannot stand excesses of heat or cold, nor can we resist the radioactivity and microgerms that still persist in the atmosphere. 90% of the people use heavy lenses to see, for all that we see is by television right under our noses. For the maximum safety we live underground to protect us from the ever present danger of sodium explosions in one of our satellites, where experiments continue to be made and sometimes with costly errors. Both working hours and relaxing hours are spent at the television screen, if not in meetings, then scanning space by microtelescope watching satellites or travelling air cars.

You ask what do Architects do for a living? We have no Architects now. Many years ago they had a duty to perform. They were to plan for the future. They called themselves planners. Creativity and Art were being replaced by conformity and mechanization. Scientists and engineers told them that any conceivable combination of ideas, color, space and materials could be found mathematically and become something that can be made by machines. It is easy to put two thoughts together and analyze them by machine. Architects found that anything creative not falling within that pattern was too expensive. Today things are made by machine or they are not made at all. Art is more trouble than it is worth. The Architects while capitulating to the headlong rush of the masses to the sterile efficiency of today became extinct. They did not stand by to fight for human values against economy and conformity.

Tomorrow is today and the FUTURE BUSINESS is in our hands right now. Are we really doing our utmost to justify our existence? Do we KNOW what we are planning for tomorrow? Let's take another look...

---

*The preceding article is an imaginative hypothesis written by Peter Van Bloem. Mr. Van Bloem, a member of the Publications Committee, teaches an evening course in history at Columbia University. A design critic has recently defined the study of history as being a stimulant, not a refuge. It is wise to step back, he related, to take a better leap into the future—only if one does not forget to jump forward after stepping back. Mr. Van Bloem has indeed taken a large jump forward, and one upon which we should all reflect, especially in regard to our own past histories.*

## ARCHITECT ADDRESSES CONTRACTORS' CONVENTION

"Our Problem of Ignorance" was the title of an address to the annual convention of the Associated General Contractors of America, Inc. by **Leon Chatelain, jr.**, President of the A.I.A. on February 11. The address encompassed several interesting subjects all of which were of importance to those assembled and to the members of this chapter.

Mr. Chatelain's first topic concerned the future of architecture which he related closely to the changes in the construction industry. The industry itself has been changing rapidly, as indicated by 1., the client, no longer the individual client as yesterday but the corporate, or group, client and 2., by the new types of buildings that we are, and will be, called upon to create—such as, reinforced structures for blast protection, and new types of housing for urban areas produced by the reverse trend of suburb to city. As a thought for the future, and especially the future of the vast, relatively barren Western deserts and plains, Mr. Chatelain spoke of the development of atomic energy and new water resources. Both of these, he predicted, would provide a tremendous impetus for growth in this section of the Nation.

The title "Our Problem of Ignorance" applied more directly to a discussion of schools and education as related to the architect's and contractor's responsibilities toward a better understanding of the problems which we are faced with and to the solution for better physical plants at lower construction costs. Several facts about school-building cost methods which could be employed to save money were outlined and Mr. Chatelain placed emphasis on the close relationship between an improved scientific program and improved physical facilities. Mr. Chatelain feels that it is the architect's and the contractor's joint responsibility to build schools which serve to encourage learning—learning which, when combined with imaginative instruction, will produce, on the part of the students, a desire for knowledge beyond that which we have had in the past.

## GARDENS MOVE INTO INTERIORS OF NEW BUILDINGS

A lack of natural greenery in cities has created a demand for plantings in interiors and awakened wide interest in their use as an integral part of design, **Karl Linn**, landscape architect, told a technical committee lunch of the New York Chapter on January 28.

About 75 per cent of new office buildings have some type of plant life installed in their interiors, Mr. Linn estimates. Close cooperation is therefore called for between architect and landscape architect to insure full benefit of this design element.

The secret of proper plant maintenance indoors is not to force but rather to retard their growth, Mr. Linn told the architects.

## \$60-BILLION BUILDING BOOM FORECAST FOR NEXT DECADE

A construction boom of "dazzling" proportions which will see building expenditures in the next ten years climb 50 per cent over the past record decade was forecast by the Architectural Forum. The magazine predicted that construction outlays between now and 1967 will amount to a staggering \$600 billion compared with \$409.6 billion from 1948 through 1957.

The 600 billion figure represents more than the present value of all existing private structures.

Forum's vision of the future, which it terms "fabulous," is based on two studies just completed. One of the surveys covers the probable level of construction activity for the current year. The other is the Forum estimate of building volume for the decade ahead. Taken together, the two studies represent the latest and most comprehensive data available on the building outlook. Consult the February 1958 issue of the Architectural Forum for details of the forecast.

## ARCHITECTURAL EXHIBITION

The New York Chapter, Architectural League and New York Society of Architects are jointly sponsoring an exhibition of the work of Negro Architects to be held at the Architectural League. Professor Esmond Shaw will represent the Chapter in all matters concerning the Exhibition which is being assembled by the Council For the Advancement of the Negro, a non-political organization interested in encouraging Negroes to understand their opportunities in Architecture.

## STUDENT EXHIBITIONS

The Second Exhibition of Architectural Photography, organized by the American Institute of Architects in co-operation with the Architectural Photographers' Association, and currently touring the country under the auspices of the Smithsonian Institution Traveling Exhibition Service, was recently on display at the School of Architecture of Pratt Institute, 215 Ryerson Street, Brooklyn, N. Y. The 32 prints included were selected from photographs submitted from all over the country. Of six prizes awarded, First Prize went to a Pratt Institute graduate, **S. C. Valastro**, for his photograph of Lever House, New York City, by Skidmore, Owings and Merrill.

Six separate solutions for reclaiming of the Jersey Swamplands were recently on exhibit at the Architectural League. Designed by Pratt Institute Architectural Students each solution made extensive use of mono-rails, bus-boats and contemporary structures.

## SPRING CONVENTIONS

The Royal Institute of British Architects Conference is scheduled for May 14th to 17th, 1958 at Newcastle upon Tyne. Any members of The American Institute of Architects who will be in England in May shall be welcomed as delegates to the Conference.

The Fifth Congress of the International Union of Architects will be held in Moscow, U.S.S.R. from the 20th to 28th of July, 1958. The Union of Architects of the U.S.S.R. extends an invitation to all Architects who are members of architectural societies whether or not members of the I.U.A. The theme of the Congress is "Construction and Reconstruction of Towns, 1945-1957. Further information may be had from the Chapter Office.

## ANTIQUES

The Committee on Buildings and Grounds of The American Institute of Architects requests its members to contribute antiques for the furnishing of the Octagon, headquarters of the A.I.A. since 1900. The Committee is particularly interested in Mahogany, late Eighteenth Century, Hepplewhite or Sheraton pieces for use in the Entrance and Stair Hall, Drawing Room (1st floor), and Study (2nd floor).

## NEW MEMBERS

The New York Chapter extends its welcome to the following new members:

### Corporate

HENRY D. WHITNEY  
 RUSSELL C. CECIL  
 HARRY E. CHRISTIAN  
 PAUL D. NELSON  
 COSTAS G. MACHLOUZARIDES  
 RISHON S. ROSEN  
 WARREN H. SMITH  
 ROBERTSON WARD

### Associates

FRED V. CHOMOWICZ  
 PETER J. LOPEZ  
 MICHAEL MAAS

In addition Sydney H. Moore has changed from Associate to Corporate member.

## CANDIDATES

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

### Corporate Membership

ROBERT MILTON BRADBURY, JR.  
 DONATO DE MATTEIS  
 RICHARD D. deRHAM  
 CHARLES SANFORD SPECTOR  
 KENNETH M. MITCHELL  
 EMIL F. KEMPA  
 HENRY JORDAN STOJOWSKI  
 DAVID JEREMIAH HURLEY  
 NOAH N. SHERMAN  
 ROBERT SAUNIER LUNDBERG  
 ROBERT EDWARD SCHWARTZ  
 ROY E. NELSON

### Associate Membership

PETER RIGGIO	Sponsors: Russell Colean Samuel M. Kurtz
JULIA CHANDLER SCOTT	Sponsors: Otto Teegen Harold C. Bernhard
HARRY JOHN LUTTERS, JR.	Sponsors: James R. Colean James J. Souder
MONROE S. NADEL	Sponsors: Russell Colean James J. Souder
LINKY KEE SAY LIM	Sponsor: George S. Johnston Michael M. Harris
SALVATORE COCO	Sponsors: Max O. Urbahn H. Bourke Weigel
SHERMAN SCHNEIDER	Sponsors: Max O. Urbahn H. Bourke Weigel
SHELDON LICHT	Sponsors: Edwin J. Robin Maxfield F. Vogel
ALAN W. McLEAN	Sponsors: Louis Bubeck Michael L. Radoslovich
JONAS VIZBARAS	Sponsors: Ralston H. Miller Cannett Herwig

## NEW BOOKS

Creative Gardens  
 by James C. Rose  
 Reinhold

The Fly in the Amber  
 by Ralph Walker  
 Aldus Printers