

O C U L U S

NEW YORK CHAPTER

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

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PUBLIC RELATIONS—1959

A few days ago all members received a report on the first eight months of the Chapter's current public relations campaign, a proposed program for 1959, and a letter from President LaFarge urging all members to contribute generously to make possible the 1959 program.

The Executive and Public Relations Committees urge all members to study this material carefully, for not all members are acquainted with the results already obtained by its professional counsel, Edward Gottlieb & Associates. The report points out that more than 3,900 articles about the Chapter have appeared in the eight months. The montage of clippings in the report shows only a few of the stories which have been carried by newspapers in this area alone.

The Executive and Public Relations Committees recommend that this activity be carried through 1959, that it be supported with a budget of \$25,000 and that plans be laid as soon as possible to make public relations a permanent Chapter activity.

We believe that this is one of the most important activities ever undertaken by the Chapter. Please study the report and the proposed program—then send your check to the Chapter office.

FIFTH AVENUE ASSOCIATION AWARDS

The Fifth Avenue Association has announced the Architectural Award Winners for 1958. At the October 2nd Luncheon at the Waldorf-Astoria Hotel awards were given under the heading of "Best new commercial building on Fifth Avenue" to Carson and Lundin for 666 Fifth Avenue and to Mies van der Rohe and Philip Johnson and Kahn and Jacobs for 375 Fifth Avenue. Sylvan and Robert L. Bien were given an award for the "Best altered building" which was 625 Madison Avenue and Harrison and Abramovitz were cited for 650 Madison Avenue, the "Best new commercial building on Madison Avenue."

The Architectural Awards Committee visited sixteen new buildings and modernization projects and judged only the facades for these awards. Only non-residential structures were eligible.

WHEN A STONE IS NOT A STONE

This is to alert you about a man who is passing himself off as the son of Architect Edward D. Stone.

The resemblance between this impostor and Mr. Stone is remarkable. He presents himself as Edward D. Stone, Jr., is very glib, and knows the language of the profession. He claims to have been the designer of many important structures, including the Pavilion at the Brussels World Fair.

Also, he uses the names of Thomas Savage and James McClelland. Be sure to check references prior to hiring a new employee. Warning from the Architects Society of Ohio.

COMING EVENTS

October 23, Thursday

Technical Committee Joint
Dinner

Hotel George Washington
7 P.M.

November 6, Thursday

School Committee Luncheon
Seminar

Gallery A, 12:30 P.M.

November 10, Monday

Building Congress
Testimonial Luncheon

Hotel Astor, 12 Noon

November 17, Monday

Hospital and Health
Discussion Group

Gallery A, 12:30 P.M.

November 25, Tuesday

N. Y. Chapter Fall Meeting

Gallery A, 12:30 P.M.

FURTHER PROTESTATIONS

New York
July 24, 1958

As a matter of record, Industrial Design is considered a profession in the State of New York. This was established legally in the test case between the State of New York and Messrs. Walter Dorwin Teague and Henry Dreyfuss in 1941. Since that time there have been numerous test cases (one of which involved the writer), and the Court of Appeals in the State of New York has consistently classified Industrial Design as a professional service.

The reason Industrial Design practitioners are not licensed is due to the variation in State laws concerning licensing and the fact that Industrial Design, as opposed to Architecture, is a corporate practice involving the development and design of products made by mass production. These products are frequently made in areas far removed from the location of the Industrial Designer's office and also involve a different concept in construction as opposed to the construction of buildings. Therefore, State licensing as promoted by Architects and certain types of Engineers can not be successfully applied to Industrial Design. There has been serious consideration for a form of national licensing of Industrial Designers, but so far has been impractical due to the limitations of State laws in relation to national licenses of any type.

Raymond Spilman,
A.S.I.D.

New York
August 15, 1958

Designer Spilman states quite clearly the fact that he, as well as other designers, has discovered a legal way to circumvent the Architectural Registration Laws of the State of New York. My quarrel is not with him, rather it is with the New York Chapter of The American Institute of Architects of which I am a member, which, obviously, extends its blessings to such practice. This is a dangerous situation which every architect should fight since it could result in the loss of whatever advantages he now enjoys because of the strict licensing laws.

I could write volumes on this subject but Architect William Glenn Balch of Los Angeles, California sums it up very clearly in the letter he wrote which was published in the August issue of "PROGRESSIVE ARCHITECTURE."

Again I repeat, practice of architecture should be conducted only by licensed architects; also, the primary purpose of any professional society should be to safeguard the standards of its profession. This is not being done by New York Chapter. Why not?

Henry Kohler
A.I.A., R.A.

Mr. Spilman has never practiced architecture. He has in effect on several occasions consulted with architects on particular design projects and has also called in professional architectural advice when considering alterations to his own home.—Ed.

COMMITTEES FOR 1958-59

Inserted in this month's issue is a page listing the committees which will be serving the Chapter for the coming year. Please save this for reference. The more these committees know the thoughts and the will of the individual members the more effectively can they serve the Chapter. Chairmen and Committeemen will be glad to hear frequently from the Chapter Membership.

The Publications Committee is still open for more members. If you are interested in working on this committee, please call Mrs. Henkel at the Chapter Office for information.

THANKS—BOSTON HERALD

The Boston Herald in a kindly gesture towards our profession published the following editorial:

"An author is allowed the luxury of displaying his name on the title page of a book; a painter usually manages to work his signature onto the design of a canvas. A composer is credited with a succession of opus numbers; but it is more difficult to emblazon one's name on a building.

Of all creative workers the architect is probably the most anonymous in contemporary society. He can, it is true, stamp his name on his work via a brass plate, which no one bothers to peruse, or cannily place it on a cornerstone out of sight. But generally the modern architect is faceless, his personality submerged in the multiple and complex operations necessary to construct a new urban monument.

How many Bostonians, for example, could name the architect of the proposed Prudential development (Hoyle, Doran & Berry of Boston; Pereira & Luckman of Los Angeles), of the gleaming IBM building on the site of the old Hotel Brunswick (Harrison & Abramowitz), of the towerlike 16-story Travelers Insurance Company building scheduled to rise near the South Station (Kahn & Jacobs). These projects are destined to alter the face of the city, to affect Boston in a thousand diverse ways along with the other planned efforts of urban renewal—but the men who will give them form and substance are largely unknown.

The grand panjandrums of contemporary architecture have received world homage. Frank Lloyd Wright, LeCorbusier, Walter Gropius attract attention wherever they turn their hand. But their genius is the exception to the rule. The architect today is known principally to a small professional clique; and to the public, whose life is affected, exerts far less influence than the most minor television comedian.

The plight of the modern architect is a phenomenon of the times. But surely buildings cannot be as impersonal as all that? The architect may leave the vivid air signed with his honor, yet it would be nice if we could read it without our spectacles."

OUTSTANDING DUES

Owing to the fact that almost all of our total income is from dues, it becomes a serious matter when members forget or delay in paying their dues.

Last year's unpaid dues amount to over \$1,500. We don't want to curtail our activities, so if you have overlooked them, please pay them soon. We don't post delinquent members . . . we just suspend them!

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HOSPITAL AND HEALTH COMMITTEE

SCHOOL COMMITTEE

FACTS . . .

Not enough members saw nor realized the importance of the little note tucked away in our **HERE AND THERE** article in the last issue of the **OCULUS**.

We cannot state too strongly the value to our profession that this 30c booklet "Facts about your Architect and his Work" can have when put into the hands of people who are contemplating building and **NEED** an Architect. Send for several copies from the National Headquarters, A.I.A., in Washington and give them to your present and future clients.

ARCHITECTS OF TOMORROW

Hot news and late election results tell us that the following students have been elected as Officers in their class viz:

COLUMBIA UNIVERSITY—Architectural School

President—**PAUL ZAFREN**

Vice President—**FRANK HOLLENBECK**

Treasurer—**THOMAS GILHEANEY**

Secretary—**STEVE FELDMAN**

COOPER UNION—Architectural School

President—**EUGENE ORANCHAK**

Vice President—**FRANK NEMETH**

Treasurer—**RICHARD HEYDECKER**

Secretary—**JOEL JAFFE**

HELP! HELP! . . .**An Architect—No Ordinary Man**

We are having trouble finding this man—can you help us?

He must be a man of vision and ambition, an after dinner speaker, a before and after guzzler, a night owl, work all day, learn to sleep on the floor and eat two meals a day to economize on travel expenses, drive all night and appear fresh the next day. He must be able to entertain the client's wife, his seniors' sweeties and pet stenos without becoming too amorous. Inhale dust, live outside at 100 below, work all summer without perspiring or acquiring B.O. He must be a ladies' man, a man's man, a model husband, a fatherly father, a devoted son-in-law, a good provider, a plutocrat, a Democrat, a Republican, a New Dealer, an old dealer, a fast dealer, a technician, electrician, politician, machinist, mechanic, polygamist, ambidexterous and a specialist in Priorities.

He must be a sales promotion expert, a good credit manager, correspondent, attend all staff conferences, clinics, labor union meetings, tournaments, funerals and births, visit brother and sister architects in hospitals as well as jails. He must visit all jobs every week and in his spare time look out for the interest of the client, engineer, and his own neck.

He must have a wide range of telephone numbers when entertaining visiting executives and clients.

He must also be an expert driver, talker, liar, traveler, bridge player, poker player, treader, gold digger, golf player, diplomat, financier, capitalist, philanthropist, nudist and authority on Palmistry, Chemistry, Archaeology, Physiology, Obstetrics, Meteorology, Criminology, Dogs, Cats, Horses, Blondes, Trailers, Redheads, Rats, and Lingerie, plus Additional Virtues and Vices as required.

Are you that man?

Charette—June 1958

HERE AND THERE

Back from Thailand is Dickson McKenna . . . while Kenneth Stowell is still touring abroad . . . One of a select group of buildings on display at the Brussels Fair was the Hollow Tree School of Darien, Connecticut. The campus-plan design was done by Ketchum, Gina and Sharp . . . H. Dorn Stewart will become President of Allied Chemical's Barret Division which concentrates on building materials . . . Howard F. Vanderbeck, partner in Shreve, Lamb and Harmon Associates, has been named chairman of the Architects Division of Muscular Dystrophy Associations of America, Inc., it was announced last week by Grayson Kirk, President of Columbia University . . . President Bancel LaFarge of the Chapter was Dais Guest of Grover Whalen at the past Fifth Avenue Association Award luncheon . . . Max Otto Urbahn has been selected to receive the Gold Oscar award by the Institute of Design and Construction, Brooklyn. The Awards are made each year to the builder, engineer and Architect who have made the greatest contributions to their professions and who serve as an inspiration to youth, according to Vito P. Battista, director of the Institute which is a non-profit architectural-engineering school . . . An exiled Polish nobleman opened his own architectural office in Manhattan lately. Born in Warsaw, he served in the underground army during the German occupation of Poland. After studying in Brussels on a scholarship he came to the U. S. A. Here he worked in the offices of Skidmore Owings and Merrill, Voorhees Walker Smith and Smith, F. P. Wiedersum and Eggers and Higgins. Perhaps you remember him—Roger Leliwa (Count Tyszkiewicz). . . Charette, another AIA Chapter publication provides us with many pearls of information. One of which is the answer to the question "Is it really true that one picture is worth 10,000 words like the Chinese say?" The answer was "Yes. Especially when you can't read Chinese." . . . or as one Architect said "I know all the answers. It's the questions that louse me up." . . . One of our members reports witnessing a **NEW YORKER**-type cartoon enacted on East 53rd Street. A 16 story high crane in front of an unknown building whose superstructure was being put up, deftly lifted from the pavement a wooden case containing what appeared to be a case of Champagne bottles. Our fellow Architect rushed forward, hoping to see the labels, but was unable to do so. Watching the ascent quickly drew an everincreasing group of fascinated observers. As the late afternoon sun glinted on the fragile payload, fourteen stories above the pavement, guesses ranged from imported beer, oil, whiskey and eau de cologne to shampoo. Any considered opinions on the contents? . . . S. O. M. made the front page of the New York Times for the re-development projects in New York City—good publicity for all Architects . . . Interarchitectural bowling league finds Rogers and Butler leading fifteen other offices . . . Harry M. Prince, New York City architect, has been re-elected president of the New York State Association of Architects for a second term. Mr. Prince is a former president of the New York Chapter, A.I.A.

MAYOR'S PANEL

Word has reached us from the Civil Service Commission of the City of New York about the Mayor's Panel of Architects for 1959.

If you are interested and have not received an application for the Mayor's Panel, you may obtain applications at the offices of the City of New York, Department of Personnel, Room 210, 299 Broadway, New York 7, New York (near Broadway and Chambers Street).

Applications must be filed no later than November 21, 1958.

TRAFFIC vs. PEOPLE

At the hearing of the Board of Estimate of New York City on October 23, President La Farge presented to Mayor Wagner and the Board the report by G. Harmon Gurney, chairman of the Civic Design Committee of the New York Chapter. The report advocated elimination of vehicular roadways through Washington Square, and advanced a plan for treatment of a widened West Broadway.

In part: "The issue here, simply stated, is whether Manhattan Island must be developed solely for traffic or whether some of its choice land is to be reserved primarily for people . . . The architect's great function is to design individual buildings and to plan entire communities from the point of view of the individuals and groups who will use them."

"The fundamental principle involved is the fact that Washington Square is the heartland of one of the important residential and cultural communities of Manhattan."

The Committee also suggested that West Broadway be widened according to present plans, but that it be kept as a local street with the center portion developed as a green strip.

"Thus Washington Square will in effect be continued to the South and the character of the area further enhanced."

NEW MEMBERS

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

Corporate

CARLOS A. FITZPATRICK
WILLIAM D. HUNT

Associate

HERBERT COHEN
MICHAEL CRISTON
ROBERT A. DJEREJIAN
ROBERT E. GRAY
FRED HALDEN
HANS HARTMANN
ARTHUR O. HECHT
PETER G. JENNEWEIN
ROBERT L. KNAPP
OTTO KOLB
LEE T. LOBERG
HERBERT I. TYSON

AN INVITATION

A cordial invitation is hereby extended to the members of the New York Chapter, A.I.A. to attend the next monthly meeting of the Metropolitan New York Chapter of the Construction Specifications Institute, at which time William B. Tabler, Architect, will be the guest speaker.

His subject will be—"BUILDINGS CHAOTIC CODES."

This was the subject of Mr. Tabler's address as guest speaker at the A.I.A. Convention in Cleveland in July of this year where his remarks were most enthusiastically received.

He has very kindly consented to repeat his address (in all probability tailored to fit his New York audience) for the benefit of our organization and those who were unable to get to the Convention in Cleveland that might wish to hear his remarks.

TIME: 7 P.M.

DATE: Wednesday, November 12th, 1958.

PLACE: Architectural League, 115 E. 40th St., New York City.

NEW BOOKS

DIE ERSTE NEUE STADT IN DER DDR (THE FIRST NEW CITY IN EAST GERMANY) by Kurt W. Leucht, 6½" x 9½", 98 Pages illustrated, East Berlin 1957; Veb Verlag Technik.

Phases in the planning and construction of Stalin-stadt (East Germany) built completely new after the War.

VERKEHR UND STADTPLANUNG (TRAFFIC AND CITY PLANNING) by Deutsche Bauakademie (Academy of Architecture) Messers Leucht, Hoffman, Lehmann, Lötsch, Radiche, and Riecke, 6½" x 9½", 224 pages illustrated, East Berlin, 1958, Veb Verlag Technik.

Coverage of traffic problems in East Berlin, general traffic history, planning of new city streets, road layout and parking.

CANDIDATES

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

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MARVIN KAY GEASLER
JORGE JULIA PASSARELL
ROGER WADE SHERMAN
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