

## OCULUS

NEW YORK CHAPTER

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

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**P.R. FIRST STEP—THE WHEREWITHAL**

The size, and in turn the effectiveness, of the Chapter's Public Relations Program for 1959 depends on the voluntary financial support of large, medium and small firms, and on contributions also from individual members. At the end of the first two weeks of the current drive, the Public Relations Committee reported that contributions were greater than at the end of the same period last year. But the goal of \$25,000 is still a long way off. If you haven't sent your check for the program to the Chapter Office (made out to the Chapter), the Committee urges you to do so today. Your support is necessary to carry out this program, which benefits not only the profession, but every member of it in this area. In the first two weeks of the current drive contributions were received from: Philip C. Bartlett, Brother Cajetan J. B. Baumann, Beeston & Patterson, Carson & Lundin, Giorgio Cavaglieri, James E. Craig, Cross & Son, William Adams Delano, Lathrop Douglass, Edelbaum & Webster, H. I. Feldman, Frederick G. Frost, Jr. & Associates, Daniel C. C. Gilbert, Philip Johnson Associates, Kiff, Colean, Voss & Souder (York & Sawyer), LaFarge, Knox & Murphy, Moore & Hutchins, Walter Prokosch, Robert J. Reiley & Associates, George Cooper Rudolph Associates, Henry P. Schaeffer, Stanley J. Shafteel, Shreve, Lamb & Harmon Associates, G. E. Kidder Smith, J. Davidson Stephen, Otto Teegen, Telchin and Campanella, Urbahn, Brayton & Burrows.

**HOSPITALS**

The Hospital and Health Committee invites the Chapter members to a discussion on "Materials and Finishes—Hospital Interiors" with Leland J. Mamer, Director of Buildings, St. Luke's Hospital and Eleanor Pepper, Design Consultant. All persons interested should come to the League, 115 East 40th St., on Thursday evening, December 11, from 5:15 to 6:30 P.M.

**HOSPITAL AND HEALTH COMMITTEE FIELD TRIP**

There will be a tour of the Cross County Hospital, at the Cross County Shopping Center, Yonkers, N. Y., on Saturday, November 22nd at 10:00 A.M. for all Chapter members.

This is one of the newest proprietary general hospitals, that is, one operated as a commercial enterprise. It is the first hospital of this type that we will visit.

The tour will be conducted by Mr. Theodore L. Soontup, A.I.A., the architect of the hospital.

**FALL DINNER MEETING**

A talk by H. Creston Doner, Director of Design and Color at Libbey-Owens-Ford, will follow cocktails welcoming new chapter members and the Fall Dinner Meeting which will be presided over by President L. Bancel LaFarge.

Be sure to reserve your places for Tuesday, November 25th from 6:30 P.M. until 9 P.M. at the Architectural League.

Mr. Doner will show and comment on his color slides of "Architecture in Mexico."

**COMING EVENTS**

November 22, Saturday

Hospital and Health  
Committee Field TripCross County Hospital  
10:00 A.M.

November 25, Tuesday

New York Chapter  
Dinner MeetingGallery A  
6:30 to 9:00 P.M.

December 11, Thursday

Hospital and Health  
Committee DiscussionGallery A  
5:15 to 6:30 P.M.



## WHITHER ARE WE DRIFTING . . . ?

*There being no exciting "Letters to the Editor" this month, we wish to note comments which are becoming increasingly apparent in other parts of the country through the media of A.I.A. Chapter publications.*

*In light of the facts that curtain wall buildings and Colonial and Revival buildings are being designed and built today for one reason or another, we merely ask you to think about it, what is Architecture—what is it supposed to do? ED.*

### THE CURTAIN WALL

Looking at the miles of curtain walls which now dot the countryside one wonders if the architect once again is becoming a master of pasting facades on the honest bones of his building. The ubiquitous curtain wall has crept into everything; in banks, in churches, in schools—in fact, into every conceivable type of building.

We see here standardization at its worst—the easy grid, which can be applied without thinking, which anyone can use in one easy lesson, and which can be used by the yard or by the mile. When the designer is finally forced to think, such as in the choice of color, see the awful results!

Now comes in the "grille facade" which so regularizes everything—everything is lost. At the very least a veiled Houri peeping out of the grille work should be supplied with every 100 square feet to give the matter interest, if not scale.

The modern movement fought hard to rid architecture of the clichés of the past. One wonders if now we are falling into the same trap—the cliché of the grid and the grille.

I suppose every architect is entitled to do one of these "grid-grille" buildings. But, one should be enough, then if he must use it again let it be used with imagination.

New Hampshire Architect—Editorial

### TOWARD A REGIONAL FLAVOR

. . . Having rid ourselves of the urge to force banks, railroad stations, schools and houses into rigid Greek or Georgian envelopes, we could slide all too readily into a habit of forcing factories, schools, airports and office buildings into "boxes on stilts." And we are shown so many lovely new California houses that neither wind, nor rain, nor snow, nor excessive heat are deterring us from copying them.

Baltimore Chapter A.I.A. Publication.

### PRINCE RE-ELECTED

At the Annual meeting and convention, Harry M. Prince, New York City architect, was 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., and for a number of years was Deputy Commissioner of the Department of Buildings of the City of New York. For the past thirteen years he has also served as architectural consultant to the New York State Legislative Committee on Housing, in which capacity he has assisted in the state-wide Multiple Residence law and the Mitchell-Lama middle-income housing law.

## TECHNICAL NOTES

The Technical Committee is working on plans for presentation to the Chapter on the following subjects during the succeeding months:

1. Film and discussion of problems involved in the construction of DEW Line (Defense Early Warning Systems).
2. Design, engineering and construction aspects of the First Presbyterian Church, Stamford, Connecticut. Architect, engineer and contractor will discuss their particular aspect of the problem. It is hoped the British engineering consultant Mr. Felix J. Samuely of London, can be on hand for the presentation.
3. "What's With Modern Paints": an attempt to clarify for the Architect the confusion of modern paint ingredients and terminology by establishing basic types and use.
4. Dry Wall Construction: available types and systems to achieve speed of erection and flexibility.
5. "Cocoon" Spray Coats: types and uses.

## FROM OUR PROGRAMS COMMITTEE

A special Programs Committee was established this Fall by your Executive Committee to help coordinate and propagate the various Chapter activities with emphasis on greater membership participation and more active and varied committee programs.

A good beginning is in evidence. There are 21 functioning appointive committees this year with 221 active participating members. There are, however, 36 members serving on from two to three separate committees. This duplication should be discouraged in the future in order to give a larger number of members the opportunity of actively serving the Chapter.

Twelve committees have submitted an outline of their proposed program for the ensuing calendar year. Many interesting and varied subjects are in the offering deserving of your support. The Hospital & Health and School Committees have already established dates for their seminars and open meetings to be held through the year. More committees should follow their example and schedule their activities now, thus enabling the membership to reserve the dates well in advance.

It is urged that every committee this year plan to hold at least one seminar or meeting open to the general membership. Your Programs Committee strongly believes that each group deals with some aspect of the profession that is of general interest to the membership as a whole.

This vitalized and extended program will depend upon your active support for its success. If we are to expect our committees to serve the general membership, we must express our interest through our active participation. Support your Committee activities!

## ADDITIONAL COMMITTEE APPOINTMENTS

### HOSPITAL AND HEALTH COMMITTEE

Paul Nelson

### FEES AND CONTRACTS

George D. Brown, Jr.

### LEGISLATIVE

Henry Steinhart



## PARDON US

After we discovered our mistakes we thought of that old Chinese saying about intentional mistakes. It would seem that more was said about the 3 wrong words we printed than the other 3800 which were right in the last issue.

Please note that the November 17th, Monday Hospital and Health Discussion is from 5:15 P.M.; the November 25th, Tuesday Chapter Dinner Meeting is at 6:30 P.M. and that the award for the "Best new commercial building on Park Avenue" was given to 375 Park Avenue. Batting average 0.999.

## NEW YORK STATE ASSOCIATION CONVENTION

The New York Chapter sent fifteen accredited Delegates to the New York State Association of Architects Convention this year in Rochester.

The Business of the convention took place during three separate Business Meetings at which the various Committee Reports were presented. The following is a recapitulation of the highlights of the sessions:

1. In whatever community the State Building Code is adopted it supersedes the Multiple Residence Law. There was some difference of opinion as to whether it also supersedes the Labor Law.
2. The Architect's responsibility for contract documents being free of violations and errors, omissions and conflicts does not end upon the receipt of the Building Department's stamp of approval.
3. Considerable discussion ensued regarding the Legislative Committee report on proposed revisions to the State Education Law. The Queens Chapter introduced a resolution eliminating all exemptions of requirements for utilizing the Architects seal except for farm buildings. This resolution was defeated by a close 32 to 30 plurality.

It was subsequently voted to empower the Legislative Committee to negotiate with the State Education Department regarding revisions to the present law wherein the reference to cost and cubage limitation would be eliminated and a livable floor area limitation be introduced, not to exceed 1250 sq. ft., with the additional suggestion that any development of 4 or more units would require an Architects seal.

A special commendation is due the N.Y.S.A.A. President, Harry M. Prince, for his capable handling of the Convention proceedings under oftentimes trying circumstances—both regards his own physical handicap of an infected throat and regards the occasional hostile temperament evident on the Convention floor.

## THE ANSWER IS . . .

The large number of women who drop out of architecture, engineering and science after promising college careers are a present concern of educational leaders. Their term for the phenomenon—*feminine fallout*.

Charette 1958

## HERE AND THERE

Thomas S. Holden, Vice Chairman of F. W. Dodge Corp. died suddenly on November 3rd. As an expert in the building industry, he wrote widely for newspapers, magazines and other media and was often quoted on matters pertaining to construction. Mr. Holden was an honorary member of the Architectural League and the New York Chapter . . . Voorhees Walker and—oh no—it's changed again—Voorhees Walker Smith Smith and Haines . . . WWSS & H are working on Columbia University's new engineering center . . . Retiring Commissioner Bernard Gillroy of the Department of Buildings was honored at a Testimonial Luncheon at which President LaFarge spoke and Max Foley emceed.

Thomas Creighton spoke at Pratt on November 10th about "The Architecture of the Atomic Reactor" . . . later, on November 20th Jose Fernandez will moderate a discussion on Puerto Rican Architecture . . . Kelly and Gruzen will design the new Jersey City Hall . . . We have seen advertised for sale the following: "FOR SALE—Large drafting table, with drawers, also spirit duplicator . . ." Sounds like a Still to us . . . Sylvan and Robert Bien were Architects on the world's tallest reinforced concrete building now under construction. It is being erected by Irons and Reynolds-Snare as a joint venture with the 110 William Street Corp. Seems as if we should mark our history books or something.

Carson and Lundin, Kahn and Jacobs, Harrison and Abramovitz—more office buildings in New York. What else is new? . . . "Architecture Worth Saving" is a sampling of buildings in various parts of the country recently destroyed, doomed or delivered. Go see this exhibit at the Museum of Modern Art . . . October 23rd at the League, Sumner Gruzen, Morris Ketchum and Michael Radoslovich spoke at a discussion sponsored by the League on Mural Painting in the Public Schools.

William Corbett, of Summit, New Jersey, a partner in the firm of Bauer and Corbett has been elected to the Board of Trustees of the New Jersey Society for Crippled Children and Adults, the statewide Easter Seal organization . . . In referring to corrections to our errors in last month's issue of the OCULUS—of course we knew that the Seagrams Building was on Park Avenue and not on Fifth Avenue. We just wondered if YOU knew . . . FORUM follows their article listing largest Architectural Offices with figures on Buildings' Biggest Contractors. You guessed it 1—Fuller, 2—Turner, 20—Diesel, 23—Driscoll and 24—Tishman, with McShain in Philadelphia No. 4. Figures were all for 1957 construction put in place . . . There is a rumor about, that we will need volunteers to work on the new Membership Yearbook.

## ADVICE

Q. *Sometimes when a Client seems lukewarm about all the ideas I have dreamed up for him, I begin to doubt whether I even have any talent or not. Is this normal?*

A. If you have any genius, said the great painter Sir Joshua Reynolds, industry will improve it. If you have none, industry will supply its place. Keep busy.



## JOHNSON, TAFEL AND SEVERUD

Pratt Institute is holding a series of lectures on Structure and Architecture this Fall.

The program at the School of Architecture, Room 371e at 7 P.M. runs like this:

*Monday, November 17th*

PHILIP JOHNSON, ARCHITECT  
TECHNOLOGY, ARCHITECTURE AND ART

*Monday, December 1st*

EDGAR TAFEL, ARCHITECT  
ORGANIC APPROACH TO STRUCTURE AND ESTHETICS IN ARCHITECTURE

*Tuesday, December 9th*

FRED N. SEVERUD, STRUCTURAL ENGINEER  
CREATIVE ENGINEERING AS ESTHETICS

## SPEAKERS BUREAU 1958-59

The newly formed Speakers Bureau of the Chapter is setting forth some worthwhile goals in the coming year, they will endeavor to:

- A—Find speakers requested by professional organizations, clubs, governmental agencies, schools and universities.
- B—Place speakers where it is in the interest of our profession to have them.
- C—Train architects to speak effectively.

The committee members are: Jeffrey Ellis Aronin, Chairman, Thomas H. Creighton, Sidney L. Katz, Douglas Haskell, Samuel Ratensky.

## NEW BOOKS

RESEARCH STUDY IN THE COST OF HOUSING—Interim Report, June 1958. Joseph M. McMurray, Commissioner, New York State, Division of Housing.

In an effort to stem rising housing costs the New York State Division of Housing makes this initial probe into this complex problem. Calling on all the profession—Architects, Engineers, Professors, Contractors, Vendors, organized labor—they have compiled a list of suggestions which are of vital concern to those in the housing field.

## NEW MEMBERS

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

### Corporate

ROBERT BEATTIE  
ALEXANDER DIMITRATO  
EDWARD GRONER  
JOUKO JOHN HAKOLA  
LOUIS JENSEN  
BURTON F. NOWELL, JR.  
JOHN VASILIOS SHEORIS  
GEORGE J. VASSILEV  
NORVAL CRAWFORD WHITE

In addition the chapter also extends its welcome to:

LOUIS BUTLER McCAGG who is being readmitted after being resident out-of-state.  
ROGER BURTON who is transferred from the Massachusetts Chapter, and to  
RALPH MYLLER, formerly an Associate Member who is now a Corporate Member.

## MORE BOOKS

HIGH RENT HOUSING AND RENT CONTROL IN NEW YORK CITY—Temporary State Housing Commission, Robert C. Weever, State Rent Administrator. Program Analysis Section, Morton J. Schussheim, Director.

This study undertakes the evaluation of the impact of rent control on high rent housing in New York City. In the course of preparation, a wealth of material bearing on the broader aspect of the housing and economic situation of the City was assembled which may prove useful to the planner and housing specialist.

PLANNING AND COMMUNITY APPEARANCE—Report of the Joint Committee on Design Control of the New York Chapter—American Institute of Architects and the New York Regional Chapter American Institute of Planners. Prepared with the cooperation of the Regional Plan Association. Henry Fagin and Robert C. Weinberg, Editors.

Posing the question "why are American cities and towns ugly?" This well illustrated book explores the control of community appearance. It accepts as a basic axiom that good community design is, without question, a legitimate and necessary governmental function. As such, it makes a most valuable analysis of the proper approach for initiating the community design program, within the legal framework of our local town and city ordinances.

THE EXPLODING METROPOLIS by the Editors of Fortune, 7" x 10½", 193 pages, Doubleday and Company, Inc., Garden City, New York, 1958. \$3.95.

This provocative and perceptive evaluation of urban and suburban planning in this country is of concern to all those in the field, whether city dweller, suburbanite, private citizen, public official, architect or planner. The articles contained first appeared in Fortune magazine and with the usual literary excellence that mark this magazine, re-examines basic planning philosophy against the realities of past experience and present examples, and measures their worth to society in terms of human scale, human motives, and requirements of our citizens. Ample illustrated with charts and drawings.

## CANDIDATES

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

### Corporate

RAPHAEL H. COURLAND  
RICHARD FULLER CURRAN  
OLIVIER DE MESSIERES  
DELNOCE WHITNEY GOUBERT  
MARSHALL J. ROUSE  
EDWARD J. HILLS

### Associate

DAVID EARL GUISE	Sponsors: Ely J. Kahn Sheldon Fox
VIRGINIA S. STEVENS	Sponsors: Carroll W. Harding Eldredge Snyder
FRANK JAMES WAEHLER	Sponsors: Pier Cherici John A. Hlavaty
STEPHEN WATTERSON	Sponsors: Joseph J. Oshiver Olindo Grossi