

O C U L U S

NEW YORK CHAPTER

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

MARGOT A. HENKEL • *Executive Secretary*

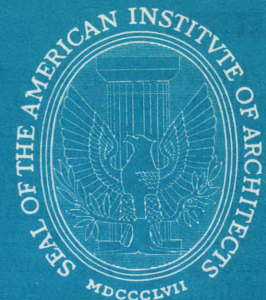
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PETER S. VAN BLOEM, *Editor*



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YOU TOO CAN CRITICIZE

We, the Publications Committee, through our sub-committee chairman, Frederick Adams, proudly announce completion of plans for our symposium on "Architectural Criticism." On April 30th, a Thursday, the best evening in the week, we will have as guests on our panel Percival Goodman, giving us the professional and Chapter side of the story; James Marston Fitch, the historian's viewpoint; Glenn Fowler, from the New York Times, giving the real estate editor's thoughts; and Mrs. Sibyl Moholy-Nagy, outlining the art critic's views.

Come help us decide if we should criticize Architecture, and if not "us" who should.

We'll be here at Chapter H. Q. April 30th, 5:30 P.M. Come early, get a seat and please let us know you're coming.

EVER PLAN A HOSPITAL?

Whether you have planned a Hospital or not will not matter if you are interested because the Hospital and Health Committee invites you to 115 East 40th Street to their last discussion meeting of the year. Isadore Rosenfield, A.I.A., will lead the discussion on the "Theory of Hospital Planning." Try to come on Wednesday, April 15, from 5:15 to 6:30 P.M.

ILLUMINATION AT LUNCHEON

"Levels of Illumination" may prove embarrassing, but don't let that stop you from attending the Technical Committee's latest effort to up-date our lighting knowledge. Mr. Felix E. Graham is coming over from Syska and Hennessey, Inc., to discuss the origin, effects and application of the new lighting intensities recommended by the Illuminating Engineering Society. Come for lunch to Galley A, at 12:30 P.M. on Tuesday, April 21st.

PRE-CONVENTION

Your attention is called to Tuesday, May 5th. This is the day for the Pre-Convention Chapter Luncheon. Please mark on your calendar: "Gallery A—12:30 P.M. Must call Mr. Henkel yesterday for reservation."

HOSPITAL AND HEALTH COMMITTEE FIELD TRIP

Our very active H & H Committee announces that the last tour of this season will be to the Beth Abraham Home at 612 Allerton Ave. and Bronx Park East. Louis Allen Abramson is the Architect of this newly erected Nursing Home. Plans and photos were published in April "Modern Hospitals" if you want to "brush-up" first. Meet there at 10:00 A.M. on Saturday, May 9th.

MORE NAMES

Have you suggested any names for fellowship yet. Arthur Holden, chairman, is accepting proposals now for investigation by the Committee on Fellows.

COMING EVENTS

All events listed below take place at 115 East 40th Street, unless otherwise noted.

April 15, Wednesday
Hospital & Health Discussion Group
Gallery A—5:15 P.M.

April 21, Tuesday
Technical Committee Luncheon
Gallery A—12:30 P.M.

April 30, Thursday
Publication Committee Symposium
Gallery A—5:30 P.M.

May 5, Tuesday
Pre-Convention Luncheon
Gallery A—12:30 P.M.

May 9, Saturday
Hospital & Health Committee Field Trip
The Beth Abraham Home

May 12, Tuesday
School Seminar—Luncheon
Gallery A—12:30 P.M.

May 20, Wednesday
Hospital & Health Committee Dinner Meeting
Gallery A—7 P.M.
Subject: "Trends in American Hospital Construction"

June 3, Wednesday
Annual Luncheon
Gallery A—12:30 P.M.

LETTERS

March 9th, 1959
New York, N. Y.

I am writing to extend to you and your associate members of the AIA a cordial invitation to become acquainted with the Design Center for Interiors and to make use of our services.

In connection with the exhibition of products from over 200 manufacturers of quality merchandise in the field, we maintain an active Information Bureau for the convenience of the trade and the public. The research material available includes literally hundreds of booklets, catalogues and samples of structural as well as decorative products. There is considerable attention devoted to office and institutional decor. Representing a clearing-house of information in this industry, visitors are constantly telling us that the Center saves them leg work and time. We feel sure we could help you with certain specific problems.

In connection with our educational program, we are offering weekly Wednesday evening talks by authorities in different branches of the industry. Like all services of the Center, these are free and are proving a popular attraction...

Very truly yours, **ARNOLD R. MORRIS**
Secretary-Treasurer

FULL CREDIT AND THANKS

We hope that when you receive your new copy of the Chapter Membership Directory you will think of one of our most industrious members—one Arthur S. Douglass, Jr. For it is he who is responsible once again this year for organizing and directing the publication of the revised 1959 edition.

THE NEWSPAPER CIRCUIT

Chapter members have appeared recently on two important half-hour television and radio programs, as part of the continuing public relations campaign. Richard G. Stein, member of the Civic Design Committee, appeared over WNTA/TV on the Fannie Hurst Showcase to discuss "What are we going to do about our West Side Slums?" and Mrs. Ida B. Webster, chairman of the House Consulting Committee, was guest on the Emily Kimbrough radio program, over WCBS. Mrs. Webster discussed possibilities in architecture for women, and the many ways in which architectural services can provide families with better living.

The publicity part of the program, which is effective in reaching millions of readers in the Metropolitan area with news on architecture, has resulted during the same period in a number of fine articles in the press. A story on the great increase anticipated in students seeking architectural degrees pointed out that this is largely a result of growing demand for architectural services.

News of the award of the Brunner scholarship to Mr. G. E. Kidder Smith was carried in the Times and the Herald Tribune, and a scholarship set up under Chapter auspices by the Plastering Institute of Greater New York was featured in the World-Telegram & Sun and the Journal-American.

A long article on current developments in European housing and their significance to American architects quoted Samuel Ratensky in his Brunner scholarship report, and received good coverage in this area. Another article featured the House Consulting Committee's recent symposium, and brought out the point that even the lowest-priced housing would benefit from good architectural services.

PRACTICE AND PREACHING

The Office Practice Committee of the New York Chapter, American Institute of Architects, is sending out a questionnaire on personnel practices to approximately fifty firms in the Metropolitan area. The purpose is to determine current practice on vacations, holidays, sick leave, privileges and other aspects of personnel management which affect the profession. The firms which are being approached represent a cross-section of Chapter membership. It is hoped that the results of this questionnaire will be of interest to the membership. No information regarding the practice of individual firms will, of course, be available. The Committee also is investigating the legal obligations with respect to personnel management, and hopes to report on applicable legislation.

DON'T WRITE IT—SAY IT

The Speakers' Bureau, recommended to the Chapter as an important new activity by our public relations counsel, is going full steam ahead, although a number of women volunteers have signified an unwillingness to appear "in Tuxedo" (they've been matched by a number of not-so-naive males who have asked whether this is "Tuxedo, N. Y.").

Jeffrey Ellis Aronin, chairman of the Speakers' Bureau Committee, reports that about 100 members have now volunteered to make talks, and through our account executive, Al Frantz, a very extensive list of local, state and national organizations which either meet here or may hold conventions here has been compiled. A notice of the Speakers' Bureau and its purpose, along with a list of suggested subjects for talks and panels, is now in the mail to all these groups.

If you haven't yet volunteered your services for this new activity, drop a note to Chapter headquarters today.

NOMINATING COMMITTEE

The Secretary reports that out of 304 ballots cast with 6 void ballots the following members were elected to the Nominating Committee:

Robert W. Cutler, *Chairman*
William R. F. Ballard
Alonzo W. Clark, III
Elizabeth Coit
Ronald Allwork

100 LARGEST FIRMS

The Architectural Forum tells us that their published list of the 100 largest architectural firms was so well received and enthusiastically read by A.I.A. members, contractors and laymen that they are planning to publish a revised list.

Please notify the Editor of the Architectural Forum, 9 Rockefeller Plaza, New York 20, if your firm participated in more than \$8 million of construction put in place during 1958 as you may be eligible for mention in the new listing.

ADDITIONAL COMMITTEE APPOINTMENTS

Historical Buildings Committee
George M. Schofield
Public Relations Committee
P. Whitney Webb
Visiting Architects Committee
G. E. Kidder Smith

FORGOTTEN?

The expression "gone but not forgotten" is never less true than when it comes to the dues paid, or rather, not paid to an organization. Dues seem to be "forgotten but not gone" more often. So please make like an elephant first, by "remembering" and make like a dividend second, and "pay" your dues soon.

ITALIAN ARCHITECTS VISIT

The Visiting Architects Committee and Chairmen of all other Committees were host to a segment of 220 noted Italian architects at a Cocktail Party on March 10th at the Architectural League.

The Party was sponsored by the New York Chapter, the Architectural League, Progressive Architecture and the Architectural Forum and Record publications.

The visiting architects landed in New York on March 8th for a 10-day visit of U. S. architectural landmarks.

Please note that application forms for the A.I.A. ARCHITECT IN TRAINING PROGRAM are now available at the Chapter office. Committee Chairman Russell Colean requests each Architectural firm to urge their candidates to apply for enrollment.

"MOON BUILDING"

Plans for a permanent "moon building" to house living quarters for moon explorers, laboratories for scientific research, maintenance shops for space vehicles and stations for earth-to-moon communications have been announced by the Wonder Building Corporation of America, Chicago.

GOD BLESS THE LADIES

A Founders' Committee composed of Mrs. Alonzo W. Clark III, Mrs. Robert Ward Cutler, Mrs. Morris Ketchum, Jr., Mrs. Dorothy Chandler Scott and Mrs. Harold R. Sleeper is organizing a Women's Architectural Auxiliary for the New York Chapter of the American Institute of Architects.

Membership is open to all wives, widows, mothers, sisters and daughter of Chapter members, and to women architects in the Chapter.

The purpose of the group is to promote the advancement of the profession, friendship and unity within the group and greater public interest in and understanding of the architectural profession and its capacity to be of service to the community.

Already on the agenda is a tour to be held the weekend of Friday, July 31, through Sunday, August 2. Events included will be the Annual Shaker Museum Festival in Old Chatham, and visits to Tanglewood and the State Capitol, Albany. Proceeds will benefit architectural scholarships.

Membership dues for the Women's Architectural Auxiliary are \$5 a year. The organization's temporary address is 24 West 55th Street, New York 19 (telephone—Circle 7-4436 or Circle 6-1288).

The Auxiliary is the first to be formed in the East. The movement started in California and there are now fifteen such groups in various parts of the nation.

Please call this to the attention of your lady.

HERE AND THERE

The National Academy of Design recently elected William Platt of the New York Chapter as treasurer of their Council. John F. Harbeson, F.A.I.A., of Philadelphia, was elected President. Gordon Bunshaft and Michael Rapuano (both of New York) were the architects elected to Academicianship this year.

The International Council for Building Research Studies and Documentation announces their 1959 international congress will be held in Rotterdam from the 21st through the 25th of September. Professor E. Torroja will be a principal speaker.

L. Bancel LaFarge extended the Chapter's congratulations to the City Planning Commission and its consultants, Voorhees, Walker, Smith, Smith & Haines, on the proposed new zoning resolution and termed it "an outstanding effort which can contribute greatly to the orderly and imaginative development of the entire Metropolitan area." Mr. LaFarge said that the Civic Design Committee of the Chapter is undertaking a thorough study of the zoning resolution and would comment on it in detail at a later time.

Edmund R. Purves, Executive Director of the A.I.A., and W. Dudley Hunt, Jr., of the New York Chapter, have been invited to be guest speakers at the annual convention of the National Association of Architectural Manufacturers in New Orleans, April 12-17.

Ulrich Franzen's new umbrella-roofed garment plant in Long Island City has been making news in the various publications.

Ladislav L. Rado of Raymond and Rado served on this year's jury for Progressive Architecture's annual design awards. The First Award went to Edward L. Barnes (of the New York Chapter), together with Wurster, Bernardi & Emmons and DeMars & Reay for their Capitol Towers urban redevelopment project for Sacramento, California. Other Chapter members receiving awards include: Victor Gruen, Steinhart & Thompson. Among the 20 residences named as Record Houses of 1959 by Architectural Record are homes by Chapter members Larrabee Barnes; Ulrich Franzen; and Davis, Brody & Wisniewski and William J. Conklin.

The new skyscraper of glass at 717 Fifth Avenue has opened its doors to its owner and first tenant, Corning Glass Works, with the Steuben Shop on the first floor.

Corning's new building is the first on Fifth Avenue to give up frontage for an open plaza and the first to rise directly from the Avenue without setbacks. Architects Harrison & Abramovitz & Abbe, who designed the building, have said that it carries the use of glass further than any commercial structure in existence today.

The Chapter has contributed \$100 to the Architects' Emergency Committee—have you helped?... The Chapter will become the proud owner of a dictaphone soon, which will help our Secretary to unravel these complicated meetings... We mourn the passing of several Chapter members: Richard J. Winn, Guy Sammarco, Alfred E. Fellheimer and Edward LeRoy Sheldon.

SYMPOSIUM A SUCCESS

The design and planning of development and row housing could be greatly improved, but impetus for the change must come in large part from the public, the panel representing banking, government and home building agreed on March 11th.

"Good design and land planning are in general given more consideration today by lending agencies," Harry Held, vice president of the Bowery Savings Bank and chairman of the committee on mortgage investments of the National Association of Mutual Savings Banks, told the group.

Coordination and integration of efforts by builders, architects, engineers, manufacturers of building products and lending agencies would promote better design, quality and cost reduction, according to Mr. Held. "There's also a great need to educate the public regarding the benefits of good design."

Design originality and the full use of architectural services pays off for the home builder, William Shroder of Shroder Company, Inc., Westchester home builders, told the group.

"Architects design all our houses, and we depend on them not only to give us good design but also to aid in placing the home on the right spot on the lot and to supervise the overall development of the community," he said.

The situation in Brooklyn is quite different, a long-time builder told the group. People may decry row houses, but "our attached houses outsell others in our Brooklyn developments two to one," said Sydney W. Waxman of Waxman Brothers. "The builder knows what the public wants and in Brooklyn it's the row type," he stated.

"Of course builders tend to play it safe by repeating their successful models," Herbert K. Crown, chief underwriter of the New York Regional Office of the FHA, told the assembly.

Good land planning, he pointed out, is responsible for the \$32,000 resale value of a development house in the Westbury area of Long Island, which sold for \$22,000 only four years ago. It would be well for the architect to bear in mind FHA criteria: good circulation, livability and marketability.

Mrs. Ida B. Webster, chairman of the Chapter's House Consulting Committee, called attention to the vast, monotonous, depressive landscapes springing up in Long Island. "I think everyone is missing the boat by not using architects on even the lowest-priced housing," summed up Mrs. Webster.

The formal part of the symposium was followed by a question and discussion period in which over half of the audience actively participated. The entire symposium was moderated by Mr. Arthur Piper of House and Home.

NEW MEMBERS

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

Corporate

RICHARD FOSTER
RICHARD SONDER
MANUEL E. GONZALEZ-TORRES
P. WHITNEY WEBB

Associate

CARL S. MEYER
WILLIAM ST. C. CHILDS, JR.
JOHN M. BUCHHOLZ

In addition the Chapter also extends its warmest welcome to Leon Moed and Daniel Remeta, who were Associate members and who have now changed to Corporate membership.

ANTIQUATED AND ABSURD

Art and our ideas about art change, but for decades past, the entry of works of art into our country has been controlled by antiquated and absurdly inconsistent tariff laws. These affect both modern and traditional works and are often as disturbing to our customs officers as to museums and collectors. Although the obvious intent of Congress was to permit free entry of all works of art, the wording of the present law, which was last revised in 1930, excludes a number of accepted art forms, for example:

Abstract painting comes in free. Abstract sculpture does not.

Drawings and paintings made of traditional materials are not dutiable, but works of art, such as collages, using materials not specifically listed are.

Recent etchings, woodcuts and engravings come in free, but lithographs and new print processes don't.

Modern Gobelin tapestries come in free; all other modern tapestries are dutiable.

"A Bill to liberalize the tariff laws for works of art and other exhibition material..." has recently been introduced in the Senate and a companion bill in the House. These identical bills would amend the tariff laws so that all bona fide works of art could enter free.

This bi-partisan legislation deserves your encouragement and support. You can help by writing your Senators at the Senate Office Building and your Representatives at the House of Representatives in Washington, D. C., asking them to vote for the bill. Tell them: "I endorse Senate Bill S. 948 and House Bill H. R. 2505."

TECHNICAL MEETING

Tuesday evening, the 24th of March, Chapter members were given an intimate first hand picture of the design and construction of the "Stamford Church."

Messrs Yen Liang and Patrick De Luca discussed and illustrated in colored slides the development of this Wallace Harrison building.

Early renderings showed a stone exterior, the so-called "fish" shape resulted from the architectural concept and was without religious implications.

The consulting engineers helped develop the later reinforced concrete design while Gabriel Loire of Chartres produced the colored glass which was in polygonal panels of a poured matrix of concrete. Construction was largely a problem of locating points in space and building to them.

CANDIDATES

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

Corporate

EUGENE BARYLA
PAUL K. Y. CHEN
SAUL ELLENBOGEN

JOHN WEED FRANKLIN
WILLIAM FRANCIS SIGAL

Associate

JOSEPH FEINGOLD

RICHARD R. FREED

OSVALD MITT

RICHARD DICKENS

JOSEPH WILFRID DuMOULIN

FREDERICK JOHN PETRAGLIA

Sponsors

{ Henry G. Greene
{ Joseph C. Hazen
{ Ernest A. Durhan
{ C. Gates Beckwith
{ Ralph Walker
{ Maurice Gauthier
{ Richard M. Pott
{ Theodore J. Young
{ Henry Szatmary
{ Gustave R. Keane
{ Henry Szatmary
{ Gustave R. Keane