

# NEW YORK CHAPTER



115 EAST 40TH STREET  
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## COMING EVENTS

October 28, Wednesday

Testimonial Dinner for  
The Hon. Robert Moses  
Sheraton East Hotel,  
Park Avenue at 51st  
Street, N. Y. C.

Reception: 6:30 P.M.

Dinner: 7:30 P.M.

November 10, Tuesday

School Committee Semi-  
nar

Gallery A—12:30 Lunch-  
eon

# O C U L U S

VOLUME XXXI • NUMBER 1 • OCTOBER 1959 • PETER S. VAN BLOEM, *Editor*

## TESTIMONIAL DINNER

One of the highlights in Chapter activities this season is the Testimonial Dinner being planned for Robert Moses which will be attended by John Noble Richards, President of The Institute, and Edmund R. Purves, Executive Director on October 28th.

The event will be climaxed by the presentation of the A. I. A. Allied Professions Medal by Mr. Richards to Mr. Moses. At the same time this will be the Chapter's official fall opening meeting to which all new members will be invited and introduced by the President.

It promises to be a notable affair and many of us will have the opportunity to meet Messrs. Moses, Richards and Purves, as well as the new Chapter members for the first time, so send in your reservations early.

## ARCHITECT IN TRAINING

The very tools with which we work—the young draftsman and future Architects—are in need of help. Urge them and help them to apply for enrollment in the "Architect in Training" program. If these young men are to "get ahead" and round out their experience background, this is one of the "keys" that will help them. We owe it to the Profession to get every one of our young professionals enrolled. Call Mrs. Henkel now and get the forms—MU 9-7969.

## BRUNNER SCHOLARSHIP OPEN

The Arnold W. Brunner Scholarship, open to active American architects with advanced professional backgrounds, will be increased from \$2,400 to \$3,000 for 1960.

In inviting applications for the award, S. B. Ficke, chairman of the Brunner Scholarship Committee of the New York Chapter of the American Institute of Architects, said that it had been increased in the hope of attracting entries of even greater merit than those received in the past.

The award is made for advanced study in some special field which will contribute to the practice, teaching or knowledge of Architecture. Candidates are required to submit their choice of subject, with an outline of proposed studies, research and travel, by November 15.

Application blanks for the scholarship may be obtained from Gillet Lefferts, Jr., Secretary of the New York Chapter, American Institute of Architects, 115 East 40th Street, New York 16, N. Y.

The Arnold W. Brunner scholarship, given annually, was first awarded in 1940. It has been used in the past for such projects as a history of domestic architecture, an investigation of hospital planning and Architecture throughout the United States and Canada, a color slide show of contemporary American architecture, an analysis of European public housing, and the compilation of a guide to contemporary architecture of Europe.



## LETTERS

October 1959  
New York City

Last week I attended the first session of a proposed public speaking course by June Guncheon as announced in the A. I. A. New York Chapter Oculus. I thought the opening session was very worthwhile, inspiring, and the sort of thing all Architects—or anybody else for that matter—should take for their own good and that of the profession. This is especially true in view of the new Speakers Bureau.

Lathrop Douglass  
N. Y. Chapter, A. I. A.

## GRADUATE STUDENT OPPORTUNITIES

We again note the opportunities open to young Architectural School graduates through the French-American Atlantique Association. You may remember that a grant of from 80,000 to 120,000 francs a month is the allotment for the chosen few.

Candidates must be graduated from an accredited School of Architecture, speak French, in good health and interested in International Relations. You may obtain application forms from:

Miss Yvonne Bourguignon  
Executive Director  
French-American Atlantique Association, Inc.  
972 Fifth Avenue  
New York 21, New York

December 1st, is the deadline for application returns.

## "BUILDINGS" CHAOTIC CODES

It is unfortunate that we could neither publicize nor report on the Technical Committee Meeting, scheduled for October 15th ("Oculus" mailing date), in which William B. Tabler presented his views in an attempt to unravel the Building Code problem on a national scope. The results of this meeting will be covered in the next issue.

## REYNOLDS MEMORIAL AWARD, 1960

The Reynolds Metals Company announces its fourth annual international award for Architects, an honorarium of \$25,000. Recipients are chosen each year by a jury of distinguished architects working under procedures established by the American Institute of Architects. The Award is conferred annually on an architect who has designed a significant work of architecture, in which aluminum has been an important contributing factor.

All entries are to be structures located anywhere in the world, designed by Architects practicing legally in their respective countries and preferably completed during the three years prior to January 1, 1960.

An Architect may be nominated for the Reynolds Award by anyone—including himself or his firm. Nomination forms can be obtained from the AIA in Washington, D. C. (1735 New York Avenue N.W., Washington 6, D. C.) and must be submitted prior to December 7, 1959.

## FRENCHMEN ABROAD...

A group of about forty colleagues from various parts of France, some with their wives, came over to see some of New York, Philadelphia, Washington, Chicago, Detroit, Buffalo and Boston. They travelled by train, plane and bus, and had a schedule as busy as Mr. Khrushchev's, this past month.

While in New York, they visited the UN, Manufacturers Trust Co., Lever House, Seagram and Corning buildings, the Museum of Modern Art, Fresh Meadow Housing Development, and Roosevelt Field Shopping Center. There were visits to the offices of SOM, VWSS&H and Philip Johnson. A reception, complete with drinks, was given by St. Gobain at the Maison Francaise and six of the visitors (VIPs) and six natives were guests of President LaFarge at a delightful luncheon.

Preliminary comments showed that the Frenchmen were above all interested in the city planning commissions that they met in other cities. They admired their organizations, their ability to integrate the new with the old, and some of their solutions to the slum clearance problems.

The name of Frank Lloyd Wright to the French is magical and undoubtedly one of the high points of their visit was to some of Wright's work around Chicago. Another feather in the cap of the Visitors Committee.

It appears that we are beginning to have our own Chartres!!!

## TECHNICAL SUGGESTIONS

Some of the most interesting programs presented by the Technical Committee have come about as a result of suggestions from the membership-at-large. Accordingly, the Committee continues to solicit suggestions as to speakers or topics of a technical nature for presentation to the Chapter.

Any suggestions should be forwarded to Mr. Eustis Dearborn or any members of the Committee.

## OUR NEW FORMAT

All congratulations and thanks go to our own hardworking Publications Committee member and Architect par excellence—Gerald Geerlings for the fine design of the masthead of our house organ, the OCULUS.

It is intended to make the cover striking enough and decorative enough to make people read it immediately whether discovered in the mail, laying on a table or posted on the bulletin board. As you can see, the colors from the Chapter announcements have been integrated with the necessary headings and news. We like it...

## MAYOR'S PANEL

If you are interested and have not received an application for the Mayor's Panel, you may obtain them 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 October 27, 1959 for the Panel of Architects for 1960.



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NEW DUES STRUCTURE, FINANCE, MEETINGS

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HISTORICAL BUILDINGS, TECHNICAL  
ADMISSIONS, HOSPITAL AND HEALTH, SCHOOL  
FEES AND CONTRACTS, OFFICE PRACTICE, PUBLIC RELATIONS  
CIVIC DESIGN, LeBRUN, LEGISLATIVE



## SPEAKERS ANONYMOUS

As you may read in LETTERS, elsewhere in the issue, all those members who have attended the Successful Speaking Courses have handed out rave notices for them. Many more "protéges" could and should be added to the classes. After all, what finer way to bring the advantages of our Profession to the attention of our Fellow Man, than through forceful expression in addition to fine deeds. Are you really sure that you don't need some instruction in this Art?

Just imagine Miss June Guncheon's course along with the Dale Carnegie you already have—you'll be a real charmer. Remember, you don't HAVE to sign up with the Speakers Bureau to take this course—but it would be nice...

Call Miss Guncheon and ask about joining the class. BEverly 5-2228 (New Rochelle).

## THE ARCHITECT'S PROBLEM

Clients (and some interior designers) using an architect's services for the first time are often surprised that he does not volunteer to go back to his office and turn out a design and plans in a matter of a few days.

They have told him the building type wanted, and the rest, they reason, should be fairly simple.

Actually, architects agree, such a system of "short-order" planning would be one of the most expensive and annoying ways of getting a major building and worse still, the structure itself would more than likely be unsatisfactory.

"The architect's primary concern when he first discusses a new project is what the client is trying to accomplish," said B. Sumner Gruzen, a member of the New York Chapter of the American Institute of Architects and principal in the firm of Kelly & Gruzen.

In actuality, what the client needs and what he thinks he wants are often quite different matters. Developing information on his real needs may take a matter of days, weeks or even months, if the building type is a complicated one, according to Mr. Gruzen, but it is a necessary step before the Architect can work up his preliminary drawings. When these are approved, working drawings are made and construction can start.

"One of the architect's greatest assets to a client is his ability to analyze a problem and from that analysis work out the best possible solution," said Simon Breines, another member of the Chapter and a partner in Pomerance and Breines.

It's a mistake, Mr. Breines and other members of the profession agree, for a prospective client to interview several Architects to "get their ideas." The situation is comparable to visiting several doctors in turn and expecting each to diagnose an ailment before making a physical examination. The answers in such a case would undoubtedly be wide of the mark and just confuse the situation.

*Interior Decorators News 9/59*

## "THE FAMILY FALLOUT SHELTER"

This booklet, published last June by the Office of Civil and Defense Mobilization, should be read by Architects. In thirty-two pages Director Lee Hoegh has stated the fallout problem and given some solutions. The booklet is distributed by the Executive Offices, Washington, D.C. It is free.

*Blueprint 9/59*

## HERE AND THERE

Victor Koechl of Kahn and Jacobs, Caleb Hornbostel, and Ralph Walker will serve this year as visiting critics on the faculty of Syracuse University School of Architecture . . . Columbia University announces a new evening course "for architects in practice" on advanced structures covering the newer developments . . . Voorhees Walker Smith Smith and Haines gave "on-the-job" training to 18 architectural and engineering students this summer under their fifth annual student training program.

William F. R. Ballard of Ballard, Todd & Snibbe, was elected chairman of the board of directors of the Citizens' Housing and Planning Council of New York, Inc. . . . Michael L. Radoslovich has been named one of the technical consultants for the Board of Education of the City of New York's study of the "economic and educational feasibility" of school buildings which could be converted to industrial or commercial use and mobile classroom units which could be moved to meet emergency overcrowding conditions . . . Al Frantz of Edward Gottlieb & Associates, got good press coverage for his release "Architect's Analysis Found Great Asset to Client"—the item used quotes by B. Sumner Gruzen of Kelly & Gruzen, and Simon Breines of Pomerance and Breines . . .

In case anyone didn't see it, the Architectural Forum's new list of 100 biggest architectural firms has 10 New York firms among the top 25. They are: Emery Roth & Sons; Eggers & Higgins; Kahn & Jacobs; Skidmore, Owings & Merrill; Kelly & Gruzen; Harrison & Abramovitz; Carson & Lundin; Voorhees Walker Smith Smith & Haines; Lockwood Greene; and S. J. Kessler & Sons . . . Irving W. Hadsell has been named president of F. W. Dodge Corporation, publishers of Architectural Record . . . Edward D. Stone has made a big splash with his house for Celanese which Sloan's has reproduced in their store and now have on view . . . Stone has also been appointed architectural consultant on the planning and programming phase for the National Cultural Center in Washington, D.C.

George C. Rudolph addressed the Cleveland Chapter of the A.I.A. on "The Value of Architectural Renderings as Produced by Specialists in That Field" . . . Rumor has it that a great number of Chapter members have been seen dining their clients in Philip Johnson's sumptuous Four Seasons Restaurant . . . Harrison and Abramowitz are doing a very contemporary guest lodge on the Rockefeller Estate . . . Ulrich Franzen's new research center for Philip Morris in Richmond, Virginia, opened recently with much fanfare . . . George Nelson headed up a symposium on the Moscow Exhibition at the Museum of Modern Art on October 14 at 8:30 P.M.

We mourn the passing of Chapter member Harris Murdock, F.A.I.A. chairman of the New York City Board of Standards and Appeals and former member of the architectural firm of Jardine, Murdock & Wright. We are sorry to hear of the untimely death of George Sanderson who was in process of becoming a Chapter member. . . . Raymond H. Julien addressed the Ilford, Essex (England) Chapter of the RIBD last September, on new materials, techniques and construction in the U. S. A.



## STATE CONSTRUCTION PROCEDURES

We wish to keep you posted and up-to-date and are therefore making it known to you that the "completely revised edition—1959" of the State Construction Procedures Manual is available. Write to the American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D.C.

## WARNINGS

By way of showing the way that an Architect may become involved in the strange ways of Man, we relay information about a man named Burke.

W. Burke purchased books on nuclear physics from a bookshop near Columbia University. He paid with a check using the Architects Giffels and Vallet from Michigan as a reference. As it turns out the check bounced. He is a six-footer of 180 pounds, reddish hair and a nervous type (which well he might be). To the amazement of G. & V. the bookstore wrote to them and asked for them to make good on the check. A thorough search of their records revealed that Burke had worked for G. & V. for ten days and that was all.

All of this seems to be a warning, adding just one more problem to the Architects' job—beware of Bookstores...

## BIDDING PROCEDURE

Your attention is called to the fact that most A.I.A. documents have been lately revised. This includes the "Suggested Guide to Bidding Procedure."

We quote from the Foreword of this very useful manual: "The practice of awarding contracts for construction on the basis of competitive proposals is one of long standing.

"Competitive features of this procedure require the Contractor to be constantly on the alert for new and more efficient methods of operation.

"This guide is intended to establish a spirit of understanding and cooperation between the contracting parties and the Architect essential to the elimination of wasteful effort and the attainment of desirable objectives in the process of bidding procedure.

"The best interests of the architectural profession will, it is believed, be furthered if architects will adhere to this procedure, and in supporting this procedure Contractors and Subcontractors will further their own interests and the interests of the Architect and the building public."

## NEW MEMBERS

The New York Chapter extends its warmest welcome to the following newly elected members:

### Corporate

ROGER D. MACPHERSON  
THOMAS M. A. PAYNE

### Associate

VICTOR KARL KOEHL  
CHARLES KOTY  
WILLIAM McCLURG  
SALVATORE SCUTARO

## FULBRIGHT—MISSED AGAIN

Every year, owing to the late date of publication for the October Issue of the OCULUS, we miss the opportunity of informing our young Architects of the time to apply for a Federal Grant under the Fulbright program. In order that next year you may remember, we tell you now that scholarships are available to young American architects for graduate study or research abroad under the Fulbright Scholarship Program. The Institute of International Education, as the preliminary selection agency for these awards, receives applications from well-qualified students for competitions which close in October.

The Fulbright awards cover transportation, tuition, books and maintenance for one academic year and are available this year in twenty-eight participating countries. The basic eligibility requirements are: U. S. citizenship, knowledge of the language of the host country sufficient to carry out the proposed study, good health, and a degree in Architecture. Preference is given to applicants under thirty-five.

More specific information about the requirements of the program, as well as application forms and instructions for competition, may be obtained from the Fulbright Advisers on campus or directly from the office of the Institute of International Education, 1 East 67th Street, New York City.

## BOOKS AND GUIDES

"THE WORK OF HENRY PROST" (\$20.30, Treasurer, Academy of Architecture, 6 bis, rue Danton, Paris 6, France).

Here is the work of one of the earliest town planners (Morocco, Istanbul and Paris Areas) which is a "must" for college libraries, "important" for complete architectural libraries, and "very interesting" for planners and architects.

"A GUIDE TO ARCHITECTURE OF NEW ORLEANS—1699-1959" by Samuel Wilson, Jr., F.A.I.A. (Reinhold, \$1.50).

This is a cooperative undertaking in which the A. I. A., its New Orleans Chapter and the Reinhold Publishing Company, have come up with a guide complete with maps and photographs. Without this pamphlet, the visitor to New Orleans is bound to miss half the things worth seeing.

## CANDIDATES

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

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