LE BRUN AWARDED

Hugh W. Brown, III, of Shawnee, Oklahoma, has been awarded the LeBrun fellowship of $3,000 for six months of travel in Europe, Lester D. Tichy, Chairman of the 1960 LeBrun award committee, announced earlier this month.

The competition called for a heliport design on the shore of a lake—the heliport to service a midwestern city with a population of 300,000. Fifty-eight architects from all parts of the United States took part in the competition.

The design of Mr. Brown and those of 10 others showing unusual merit will be exhibited at the Architectural League, 115 East 40th Street, New York City, from April 25 through April 29th.

The LeBrun Award, given every other year, was established under the will of Napoleon Eugene LeBrun, best known as the architect of the Metropolitan Life Building, erected in 1905, and once the tallest building in New York. The award was first given in 1912 to Otto Eggers, now senior partner of the firm of Eggers and Higgins.

WHAT FORM OF LONG SPAN?

Under the auspices of the Technical Committee, on April 27 at 5:15 P.M. at Chapter Headquarters, Fred N. Severud will discuss "Planning for Large Spans." With examples from current work, Mr. Severud will suggest how a proper evaluation of function, appearance, and cost will result in the best solution.

Mr. Severud is well known to the architectural profession for the boldness and originality of his engineering design and the meeting promises to be one of great interest.

STUDENTS PLANNING PARTY

It has been brought to our attention by chairman James Gaspari that a new kind of party and exhibition will be held on Wednesday, May 4 in Gallery A.

The students from Columbia University, Pratt Institute and Cooper Union Schools of Architecture are inviting prospective employers to come and look over prospective employees where they can see the students and their work at the same time and under more ideal conditions than are usually possible.

The Student Chapter sub-committee of the Education Committee is sponsoring this Student-Employer party and exhibition. We wish both groups luck in this enterprise and encourage all corporate members to attend.

LAST CALL TO EUROPE

The deadline for filing application for the First European Travel Tour for Chapter members is here. Remember, for only $600.00 this one month's trip can be taken with your fellow A. I. A. members and families. Several extra places are still left on the Charter Airplane for those members who wish air transport only at the greatly reduced rate of $226.50 per person. Call now or write to Robert Djerejian, LE 2-1600 or 97-40 62nd Drive, Rego Park 74, N. Y. The tour is from August 8th to September 8th. Hurry!
LETTER TO THE EDITOR

We are happy to print, in part, a letter from our very dear friend W. Welles Bosworth who lives in his villa outside Paris called "Marietta." A few years ago we had the pleasure of discussing "beauty" in Architecture with him. He has put his thoughts so succinctly in his letter that we are pleased to pass them on to you.

What if we could express this classic beauty in our modern skyscraper, we would, for sure, have a wonderful Architecture.—ED.

March 1960

Vaucresson, France

I read the February “Oculus” with much interest and pleasure; and congratulation you on your handling of it. Two things I’m sure have been called to your attention. That Delano’s partner, till he died after finishing the U. S. Embassy in Paris, was a very dear Beaux Arts man named Chester H. Aldrich, of Providence, Rhode Island. When he died was the President of the American Academy in Rome and in no sense inferior to Delano. Next to that the “Architecture—A Wonderful Profession.” Yes, beauty is the ONLY thing that makes architecture, out of engineering—or any construction. A fine old English definition of Architecture is “construction, made beautiful.” But that’s why I regretted so much changing the name of the Beaux Arts Institute of design—WHERE do they teach today, the “canons of beauty”? Not in Paris, or Bauhaus’ descendents. What are the fundamental laws of proportion? Most of the latest high office buildings would look as well if turned up-side-down. St. Gaudens, had a fine sense of beauty. And he and Stanford White learned from each other constantly!

I have a bronze plaque, about 12” diameter made by St. Gaudens—it represents nothing but one of Mercury’s feet, in a sandal—and with little wings, of course. It is supremely beautiful! Now why? If you can make any piece of sculpture express “Softness, Reserve, Elegance and Serenity” it will be beautiful. And a piece of architecture also!

But rectangles of glass framed in steel, do not create “Softness” especially when bought by the hundred! “Breadth, Centrality, Blitheness and Repose” is another formula of classic architecture and if you can do it in a facade, it will be beautiful. I could write a book on that subject.

William Welles Bosworth
F.A.I.A.

SUNDAY PAINTERS

The second annual Sunday Painters Competition and Exhibition will be held in the Rose Room of the Hotel Bossert from 1 P.M. to 10 P.M. on Saturday and Sunday, June 4 and 5.

“This competition introduced as part of the Summer Arts Festival of the Brooklyn Arts Gallery, 141 Montague Street, last year, attracted over 1,000 visitors and approximately 200 entries.”

Information and entry blanks can be obtained at the office of the Brooklyn Arts Gallery, 141 Montague Street, in Brooklyn Heights, sponsors of the showing, or by calling MAIN 4-8121.

Paintings must be delivered to the Hotel Bossert on May 21, 22, and 28 between the hours of 12 noon and 6 P.M. Each artist is limited to two works in any media.

February 1960

Glendale, Ohio

The Lercaro Medal, an annual award in the Liturgical Arts, will be given this year for a winning design of a Catholic mission church, along with prizes totalling One Thousand Dollars. Cardinal Lercaro, Felix Candela, Barry Byrne, Oscar Niemeyer and Rudolf Schwarz have been invited to judge the entries.

The three prize winners and twenty honorable mentions will be exhibited at the North American Liturgical Conference held in Pittsburgh, Pennsylvania, from August 21-26, 1960. Attendant magazine and newspaper publicity will call further attention to the winning designs. It is our intention to publish the drawings in a plan book early in 1961.

We are in hopes that your members can be apprized of this contest, and perhaps be encouraged to take part. Any cooperation you might be willing to give in the publication of this competition will be deeply appreciated.

Father Patrick O’Donnell, Chairman, Committee on Awards

Application forms are available at the Chapter office—ED.

SWISS ARCHITECT TO RECEIVE REYNOLDS AWARD

The American Institute of Architects announced that Jean Tschumi, noted Swiss professor of architecture, has been elected to receive the 1960 Reynolds Memorial Award, largest international architectural award.

Professor Tschumi was picked for his dramatic design of the “Y” shaped, seven-story Nestle’s International Headquarters building. It is located in a park in Vevey, Switzerland, on the shore of Lake Geneva.

The $25,000 honorarium and the symbolic sculpture is conferred annually by the AIA on the architect who has designed the foremost contemporary structure in the world, whose creative use of aluminum could significantly influence the architecture of our times.

The chairman of the AIA Jury, Dr. Walter Gropius, said the Jury unanimously decided, “Jean Tschumi has made sensitive use of aluminum in a previously little explored manner.”

Members of the Jury commented that restraints imposed by U. S. building codes and insurance requirements, and the ready availability of pre-engineered building components in the U. S., may explain why to date an American structure has yet to receive the Reynolds Award.

The $25,000 honorarium and the symbolic sculpture will be formally presented to Professor Tschumi at the AIA Convention in San Francisco on April 19.

TECHNICAL COMMITTEE REPORTS

On Wednesday afternoon, March 23, at the Chapter Headquarters, by invitation of the Technical Committee, George Nelson talked on his work at the Moscow Trade Fair and treated his audience to a feast of wonderful color slides and keen objective observations of the Soviet system and its people.

Dugged by lack of craftsmen, the Russians are preparing to convert completely to mass fabricated architecture on a vast scale for which their system is admirably adapted.
General McAuliffe, Keith, gentlemen: I appreciate more than I can say the fact that you have taken the time to come here today to let us chat with you about a subject of tremendous significance to the future, not only of freedom, but of the individual under our basic Judeo-Christian concept that every life is important.

I think we have to start from that assumption, if we are going to preserve the values by which this country has lived, and which have made it what it is today.

In a sense we are in danger of losing our individual grasp on some of those values, as was illustrated by a man in a meeting in Syracuse the other day. We were talking about this subject, and he said, "Somehow it seems to me it is immoral to talk about shelters. We are overlooking the basic moral values. There is only one place in the world today where those values which we believe in, and adhere to, can be saved, and that is in Geneva."

Since when have we Americans taken the view that the only place our values can be preserved is Geneva or some remote part of the world? If we get to a point where, as individuals, we renounce our capacity to do anything about our own security, our own culture, our own values, and leave it all in the hands of the President of the United States alone, and some other group in some distant land, we are well on the way to sacrificing our hard-won heritage, which has its inspiration in basic spiritual values.

Frankly, men like General McAuliffe who, because of his own individual courage may have played a determining role in the battle for freedom in Europe, when he stood at the Battle of the Bulge—he wasn't waiting for somebody in Geneva to solve these problems for him. He solved them by facing what was before him, even though it might mean complete annihilation.

General McAuliffe has given his time as the Chief of the Civil Defense Commission for the State, because he believes in the importance of this whole program.

Keith McHugh, whom you all know, has told you lucidly the story which he developed with Al Hammel and this group. It is the first realistic, down-to-earth assurance that this can be achieved, is realistic, and within our means, both as individuals and in our local governments.

And there is General Schuyler, who retired from the Armed Forces less than a year ago, who is working with me in Albany as Executive Assistant, who for eight years, as Chief of Staff of NATO, saw freedom again threatened, after we had demobilized our forces.

Men like these, who have basic experience in the threats to freedom, who have given of their energies and their lives to preserve that freedom, as so many of you have in this room, are sensitive to the significance of this approach. They recognized it as an important element in preserving the individual's worth. They understood the role that shelters can play in strengthening the hand of our government in its pursuit of peace with justice, in its effort to deter an attack, and to deter the use of nuclear blackmail as a means of destroying this country's will to resist.

Now, that is a basic objective of any military operation—to break the people's will to resist. I don't know how many of you have seen the movie "On The Beach." I know that some of my kids saw it, and I want to tell you, that is a great way to destroy peoples' will to resist, because they come out of that movie saying, "There is nothing we can do."

There are a great many people in this world who want us to feel that way; who are delighted that the American people today feel there is nothing that we can do; that this problem can only be solved at Geneva; that all of our hope for the future depends on a few men sitting around a table.

Sure, they are a vital part of our hope for the future, but we as individuals still count, and what we do as individuals in my opinion is going to determine what happens at Geneva. When the President sits at that table, he should be able to reflect the confidence of his citizens—free men who are not afraid, facing what their ancestors have faced over a period of years, or what the boys in two World Wars have faced, who went out to preserve this freedom. If now we as a people just throw up our hands in horror and say, "There is nothing we can do," that it is too horrible to think about a nuclear attack, then we probably won't have a nuclear attack, because the enemy would then be able to chip off the free world, piece by piece, because they know we haven't got the ability or the will to stand.

Let me review briefly why we are in this position, when after the war we stood so strong and so high in the world. We had a nuclear stockpile which was a monopoly. We developed a capacity to destroy any nation of the world at will, as a deterrent force. And let us note right here that the use of nuclear weapons is the basis of American strategy for the preservation of peace. Nuclear weapons are our security as a nation. Therefore we can't say we can't use nuclear weapons and can't think about it. Because that is our strategy as a nation; that is our policy. So we have got to recognize that they are a factor in the world.

Then what has happened since then? The Soviets built up their stockpile, and built up a delivery system of their own. And now we have got a short range missile capacity that is operational. How
many submarines can deliver those? I don’t know, but there are some, and now they have got operational ones, and are starting to build long range missiles which they can fire from the heart of the Soviet Union which, at the outside, would take forty minutes to get here.

As we sit here today, we have no defense against missiles.

Maybe the Soviets are not going to use their missiles. I don’t know, but the fact is that they have got them, and they have got the capacity to use them, and there could be a mistake. Human beings have certain weaknesses, and under certain pressures they may make a decision like that. On these radar screens where you get all kinds of recordings and people have to make decisions fast, it is possible that a mistake could be made on our side that an attack was coming in, and it wasn’t.

These are the realities under which we live.

Now, people don’t want to face these, and it is unpleasant. We live wonderfully comfortably in the United States. Everybody has tremendous hope for the future, and who wants to face the unpleasant realities that it can happen here, and might happen? And yet I say to you gentlemen, that if any one of you were sitting in this room and we looked out the window and one of your children or grandchildren was about to be run over by a truck, and I stood next to you and said, “For one hundred dollars I can save your child’s life,” not one in this room not a person—if they didn’t have a cent they would borrow it—would not say, “you have got the one hundred dollars.”

That is what we are talking about: less than one hundred dollars to save your child’s life.

And as shown by Keith’s figures, which were developed with the Army, the C. I. A., Civil Defense and other groups, eight to fifteen million lives can be saved in New York State by having shelters in the event of a nuclear attack. That can be done by us as citizens in this state. He has worked out with the experts a plan that is realistic, that would cost less than one hundred dollars per person.

Now, that is less than you spend on your automobile insurance for one year. There was a big battle over compulsory automobile insurance; now it is an accepted fact. Nobody kicks now about vaccination for their children; that was terrible, too, in the beginning.

But when do we get to a point that as citizens we no longer are willing to take our share of responsibility for the protection of human lives? I think we are faced with this now. And I think that facing up to this question as a nation will do more to bring the people of this country out of this—I won’t say dream world—but out of this life in which we live, into the realities of the hardness and the toughness of the world in which we exist. It is hard to reconcile these two, but taking individual action, as an insurance policy for the eventuality, will do the following things:

It means that we can survive such an attack. As Keith pointed out, within a year, agriculture could be re-established. Within ten years it is estimated that we could bring this country back to a way of life that we know. So it isn’t the end of the world. That fact alone is going to make people, young people, and all of us, think again, without terror and without blacking out when somebody mentions this subject.

In my opinion, and I don’t think there is any doubt of this by the Secretary of State, or Defense, or other people in Washington, this will be a major strength for our negotiations: that the American people aren’t afraid; they are willing to face this thing.

If another Berlin comes along, under more difficult situations, with greater nuclear capacity in missile fields in the Soviet Union, are we going to arrive at a point some day when the President will say, “Well, now, can we afford to stand for freedom? With the people exposed, can we run that risk?”

And the American people may very well say, “Is Berlin really worth that to us?”

At that point where does this erosion stop? The head of the C. I. A. publicly stated at the Governors’ Conference that nuclear blackmail has already been used against the British and the French at the time of Suez; against the Turks at the time of the Middle East crisis; and it will be used against the United States. Will we be able and ready to stand, unless we know we would be able to survive? We would not, under present circumstances, as a people. We would, if we had shelters.

Therefore I say to you gentlemen, that in terms of our own basic beliefs in the worth and dignity of the individual, we have reason to do this. The Soviets are doing it; they have compulsory shelters in new construction, as Keith said. They have given training to fifty million adults. The Danes, the Swedes, the Swiss have been under the gun on this thing. We have been so far away so long that we haven’t faced it. But who would send soldiers into the front lines without tools to dig foxholes when shells are lobbed over on them? We are in the front lines as a people today, and therefore I think it is my responsibility, as Governor, for the security and the well-being of the people of this state, to point out clearly how they can solve this problem at a minimum cost.

I appreciate very much your coming here. I think that this thing can effect a major psychological change on the American people, not of a negative character, but of a positive character. I think we can hold our heads higher, and that we can face the realities of the world without shivering every time somebody mentions the possibility of a nuclear attack. Certainly we want to work out disarmament programs, but do you negotiate from weakness? No, you beg from weakness, and creep on your hands and knees and accept surrender terms.

We have got to be able to talk as people who hold their heads high and believe in freedom and are willing to take steps to protect it.
PRACTICE OF THE PERMISSIVE PUBLICITY AND ADVERTISING PRACTICE OF THE AIA

For the benefit of the Chapter Members we are reprinting an excellent outline guide for AIA members when it comes to ethical practices concerning advertising and publicity. We quote from the "Indiana Architect."

"The individual architect:

Newspaper and Television Publicity
May furnish material concerning participation in building projects but may not stimulate self-laudatory, exaggerated or misleading publicity.

Radio and Television Publicity
May participate in radio and TV programs as part of chapter, region or national AIA activity. May participate as individual Architect if the program is in the best interest of the profession.

Newspaper, Magazine, Radio and Television Advertising
May participate where an endorsement of the product by the individual Architect is not required...

Displays and Convention Booths
May rent or buy and maintain booth space at conventions or association meetings making such space available. The display should, however, be in keeping with the general standards of conduct of the architectural profession. A display by a Chapter, Region or the AIA precludes displays by individual members, however.

RUDOLPH RECEIVES PRIZE

There was a record number of submissions in this year's Architectural Rendering Show at the Architectural League of New York. Amongst the sixty-three shown were selections as outstanding. These were by George Cooper Rudolph, Robert Schwartz and Harry N. Wijik. The Birch Burdette Long Prize was awarded to George Rudolph for his rendering of the addition to the Albright Museum in Buffalo. Skidmore, Owings and Merrill are the Architects.

ADDITIONAL COMMITTEE APPOINTMENTS

Visiting Architects Committee
REINO AARNIO
Preservation Officer for the Virgin Islands
WILLIAM G. THAYER by reappointment

HERE AND THERE

We see that John C. B. Moore has been nominated for President of the Fine Arts Federation of New York, while Harvey Stevenson has been nominated as Honorary Vice-President. Among the nominees for Directorship are William F. R. Ballard, Francis Keally and Richard Murdock. . . . And while we are looking—Morris Ketchum has been nominated to succeed himself as President of the Columbia Architectural Alumni Association. . . . We wish our Chapter President many votes including our own and all luck in his nomination for Second Vice-President of the Institute. Let's all give Bancel a boost . . . The competition for the Franklin Delano Roosevelt Memorial looks like one of the most exciting projects to come along in years. Any chance to design for the lowery of Washington, D.C., would be a pleasure . . . A reminder that the 1960 Joint Conference on Church Architecture will be held on May 3, 4 and 5, in Minneapolis, Minnesota. Awards will be given to recent outstanding churches and to fine examples of modern church art. "The conference has been planned to stimulate basic reasoning and thinking by architects, ministers and lay people concerning the relationship of architecture and planning to the needs of the modern church." Further information on submissions can be had from the Chapter office . . . Newly elected members to the National Institute of Arts & Letters are Wallace K. Harrison and Gordon Bunshaft. . . . England's Town and Country Planning Association presented the Ebenezer Howard Memorial Medal to AIA Gold Medalist Clarence S. Stein. The presentation ceremony in London was attended by U.S. Ambassador Whitney and the British Minister of Housing and Local Government. . . . Chairman of the design board for the 1964 New York World's Fair is Wallace K. Harrison. Architects assisting him are Gordon Bunshaft and Edward D. Stone. . . Edgar Tafel appeared on Dave Garroway's national hook-up show "Today" on April 6, giving a short history on church architecture. He showed his designs for the Idlewild Protestant Chapel and DeWitt Church, the first Protestant Church in a New York City housing project.

REPLACE "HORSE AND BUGGY" BLANKET

L. Bancel LaFarge, New York Chapter President, urged before the City Planning Commission's hearings the adoption of new zoning proposals as the first forward step in city planning in 44 years.

Mr. LaFarge said, "The present proposals before this commission seek an orderly development and growth of our city in order that we might plan ahead for such services as transportation facilities, schools, utilities, and hospitals. Piecemeal amendments to the existing zoning plan will only add further patches to that threadbare horse and buggy blanket of 1916. Those civic planners could not foresee the era of motorized transportation and its effect upon our metropolis. Nor did they envision the great apartment complexes and industrial facilities for our community. We have been just plain lucky that industry and people have continued to come here in spite of the lack of a plan that would integrate them to their best advantage and to that of the city's. Our welfare cannot be left to chance and stop-gap measures. A new look—a new plan is the only answer."

HERE AND THERE
BOOKS

THE SHINING BROW — FRANK LLOYD WRIGHT, by Ogivanna Lloyd Wright (19 illustrations, 300 pages, Price $4.50, Horizon Press).

SHOPPING TOWNS, USA (The Planning of Shopping Centers), by Victor Gruen and Larry Smith (Price $13.50, Reinhold Publishing Corp.).

The authors of this book are an Architect and an Economist, who have been in collaboration on shopping centers and urban planning projects for several years. The book reflects the common thinking of an architect and an economist, that is a combination without which a good shopping center is not possible.

The statements made in this book are applicable, generally to all types of shopping centers regardless of size or character. It is an important book of interest not only to the Architect, but indeed everybody from real estate owners and developers to zoning boards; public officials and mechanical engineers to sculptors.

MASTERS OF WORLD ARCHITECTURE SERIES

(each $3.95, George Braziller, Inc.).

1. Alvar Aalto, by Frederick Gutheim
2. Antonio Gaudi, by George R. Collins
3. Frank Lloyd Wright, by Vincent Scully, Jr.
4. Pier Luigi Nervi, by Ada Louise Huxtable
5. Le Corbusier, by Francoise Choay
6. Ludwig Mies Van Der Rohe, by Arthur Drexler

Like a spring breeze in the hot desert or the cold arctic, these books are a delightful relief in anybody's library. The brief text covers the architect's thinking, and then the pictures of the man's work, show how his ideas were expressed.

These books will be enjoyed not only by Architect, but by everybody. And should anybody leaf through these little volumes, the architect's lot will be much improved, because then, at cocktail parties they will no longer ask: "... and what do you think of Howard Roark's work?" Let's hope that George Braziller will publish lots more of them.

NEW MEMBERS AMENDED

We do not extend a welcome any less warm than we did last month—but in our enthusiasm for new members our wayward pen led us into mischief, and as may happen we listed several of our very welcome new Associate Members in a column headed Corporate. Please excuse us as we welcome the following new Associate Members to the New York Chapter:

Saverio G. Bentevegna
Roger Brooks Carroll
Jan Lorenc
Harry J. Trivisonno
Constantin Vichey

NEW MEMBERS

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

Corporate
JOHN D. COOKE
EDWARD L. FRIEDMAN (Readmission)
JOSEPH FEINGOLD (changed from Associate membership)
EMERSON L. GORLE
ROBERT W. MEZAN
MORTON J. ROSE
CLIFFORD E. WOLFE (transferred from Chicago Chapter)

CANDIDATES

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

Corporate
HERBERT BECKHARD
MAURICE LLOYD MEDCALFE
JOSEPH RAYMOND PNIEWSKI
ROSSARIO ANTHONY ROMANO
JOSEPH ROTH
JAMES TORRES-GAZTAMBIDE

Associate

Sponsors:

[Names]

KARL ANDERSON
GINO PASQUALE COFACCI
DORIS K. EHRLICH
JON ERIC ERICSON
A. CORWIN FROST
ALFRED THEODORE JACOBSEN
MICHAEL SCHUTZEL

WOMEN'S ARCHITECTURAL AUXILIARY

The Women's Architectural Auxiliary reports that the newly established Scholarship Fund will be administered in the following manner:

The WAA designates the New York Chapter, AIA, Education Committee, to manage and administer an Architectural Scholarship Fund, with moneys which are to be conveyed to them by the WAA and to select an architectural student and award a scholarship.

The WAA transfers and gives these funds to the New York Chapter AIA with the following conditions, qualifications and limitations:

(1) That the scholar (this may apply to more than one scholar, either man or woman) to be eligible as a recipient of the award shall be an architectural student who has not received an architectural degree and who will not receive such a degree within six months after receiving this scholarship award.

(2) That the Scholarship be awarded on the fol-