

EMPIRE STATE ARCHITECT



JANUARY - FEBRUARY

1951

VOLUME XI

NUMBER 1



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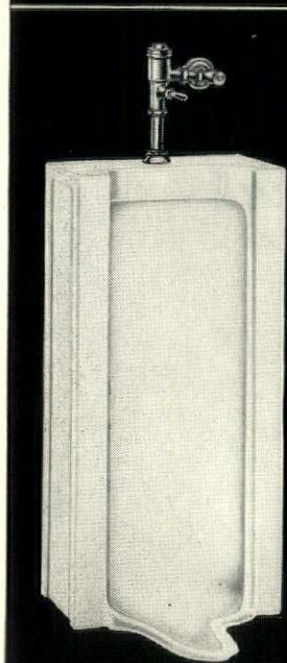
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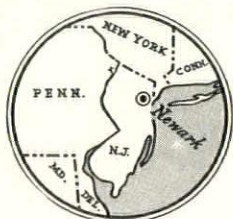
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Now about advertising—Advertisers will purchase space more readily if there are editorial tie-ins, therefore, we set up a schedule this year so we could tie our advertising in with our editorials. Are we being different? Hell, no! Just because you irked me into it I counted the advertising in the November 1950 issue of Architectural Forum, featuring among other buildings the U. N.—32 full pages of advertising tie-in with this building. That is how Forum, P. A. and Architectural Record exist. Their ratio of advertising to editorial matter is approximately 70 to 30. We keep ours at approximately 50-50. On the face of it this is not economical—so here comes the second reason why you get your E.S.A. Not any of the editorial staff is paid—we don't expect it or want it but if a paid staff were maintained, the editorial matter ratio would have to drop to the same studied ratio of the other magazines.

If you think we are wrong in thus producing a magazine for you—let us know how *YOU* propose to support it other than by paying a reasonable amount of dues. If you think we are right—by all means support us!!

George Dick Smith, Jr., Editor

EMPIRE STATE ARCHITECT

THE OFFICIAL PUBLICATION

NEW YORK STATE ASSOCIATION OF ARCHITECTS

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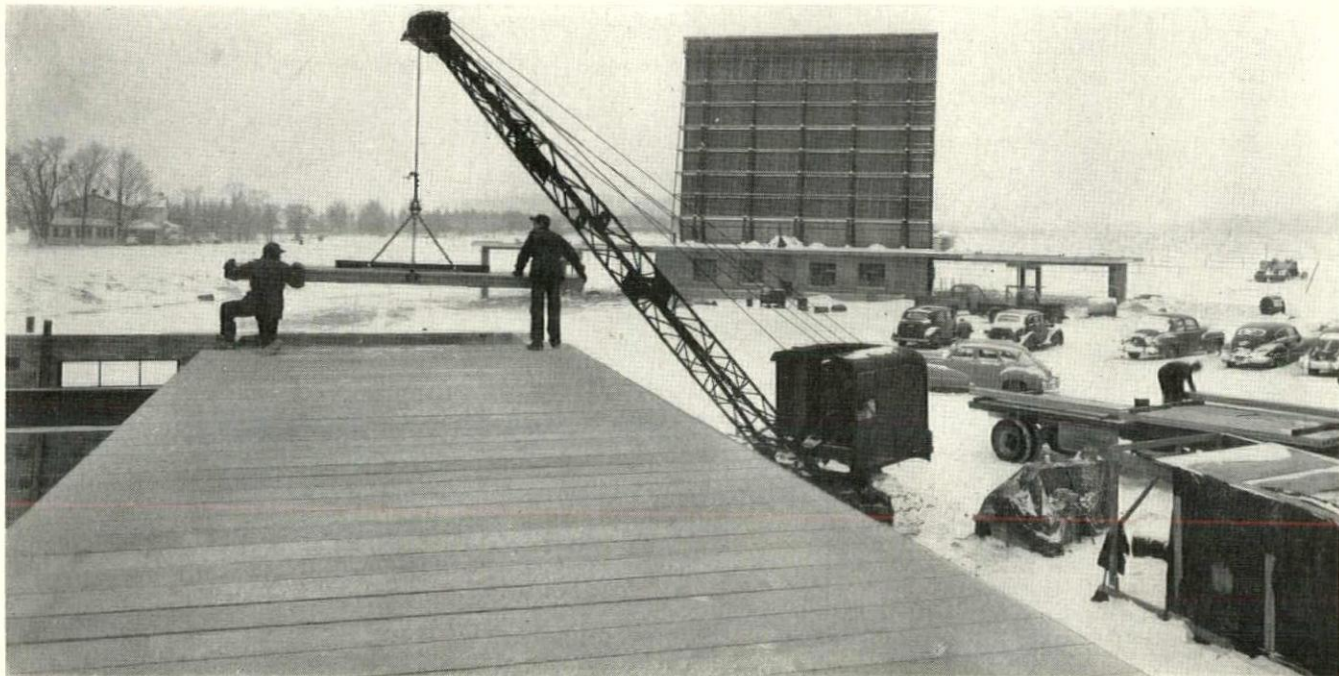
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THE OUTLOOK FOR 1951

THE memory of the 1951 Convention held in the City of Syracuse on November 2nd, 3rd and 4th, will long linger in the hearts of the delegates and their guests. We will ever be grateful to the Convention Committee, headed by Webster Moulton, as Chairman, for the splendid coordination of the events which took place during those three days,—and we will remember too, the presence of the ladies, which added so pleasantly to the social life of those days.

On December 16th, the Board of Directors met at the Architectural League, in New York City, and at that time decided to accept the invitation of the Buffalo-Western New York Chapter to hold the 1951 Convention of the N.Y.S.A.A. in the City of Buffalo—the exact date has not been determined, but it will be either in the middle of October or the first week in November. From past convention experience in Buffalo, we may all look forward to an enjoyable time.

Many resolutions passed at the Convention in Syracuse were acted upon at the December meeting of the Board of Directors.

It will be recalled that at the Syracuse Convention, two recommendations were offered by the Special Committee for an Executive Secretary for the N.Y.S.A.A., composed of Donald Q. Faragher, Chairman, Adolph Goldberg, C. Storrs Barrows, Charles R. Ellis and Daniel Schwartzman, which Committee was formed to report on the advisability of a central office through which all correspondence and business of the Association would be channeled by paid personnel. After much discussion, it was decided to refer this issue to the Board of Directors, and at their meeting of December 16th it was decided for the time, to furnish both the President and the Secretary with the necessary personnel to carry the increasing business of the N.Y.S.A.A., and that the Special Committee should continue working toward the goal of a central office and Executive Director.

AT the Convention, another important move was that the President of the N.Y.S.A.A. should appoint a committee of ten—one each from the Constituent Organizations in the Metropolitan Area and three from the Buffalo-Western New York Chapter to amend the Multiple Dwelling Law and submit such amendments to the New York State Joint Legislative Committee on Housing and Multiple Dwellings. Such a Committee has been appointed by your President, headed by Harry Yarish, President of the New York Society of Architects, as Chairman. This Committee has already held several meetings and has presented recommendations to the New York State Joint Legislative Committee on Housing and Multiple Dwellings.

The stress of the times and the consequent ever present desire of the architectural profession to be of utmost assistance to the government required the formation of a Civilian Defense Committee, and the Council of Architects comprising the constituent organizations in the Metropolitan Area has united with Matthew W. DelGaudio, as Chairman, and at the Board of Directors meeting, in December, your President appointed Mr. DelGaudio as Chairman to coordinate the entire State Association Civilian Defense Committee.

ALL those at the Syracuse Convention will remember the fine report of Charles R. Ellis, of Syracuse, Chairman of the Publication Committee, and the great credit he gave to George Dick Smith, Jr., Editor of the *Empire State Architect*,—we all agree that George Dick Smith merited the award presented to him at that time. Now, when two men like Charley Ellis and Dick Smith give so willingly of their time and talent to make the *Empire State Architect* such a splendid periodical, the very least we can do is to cooperate with them by contributing to the support of this periodical . . . and this is the way we can do it: During the coming year, 1951, the Publication Committee, has the usual schedule of six issues:

		Deadline
January-February	Industrial and Commercial	January 1st
March-April	Hospitals	March 1st
May-June	10th Anniversary of ESA and Churches	May 1st
July-August	Housing and Apartments	July 1st
September-October	Annual Convention and Roster	September 1st
November-December	Schools	November 1st

Won't each and every member of the State Association who specializes in the various types of buildings listed above see that material is sent to George Dick Smith, Jr., Editor of the *Empire State Architect*, 1328 Prudential Building, Buffalo, New York, not later than the dates listed above?

Cordially yours,

HENRY V. MURPHY



Photo Courtesy N. Y. C. Housing Authority

JACOB RIIS HOUSING PROJECT

*Architects, James C. McKenzie
Sidney L. Strauss
Walker & Gillette*

NATURALLY, IT'S BRICK

Large housing projects demand definite and stringent qualities in construction materials. Naturally, they must be fire resistant for occupancy protection. Naturally, they must be economical to construct and economical to maintain for financial reasons, and naturally they must be colorful and pleasing in appearance for aesthetic reasons. And since these requirements are inherent qualities in the material most universally used in all types of structures, when it comes to a choice for any job, big or small, why naturally, it's brick.

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CONVENTION CONDENSATIONS 1950

FEATURE SPEAKER URGES AMERICAN RESURRECTION

*Briefed from George Sokolsky's address at the banquet of the N.Y.S.A.A. Convention
in Syracuse, November 3, 1950*

In a stirring address entitled "These Days," George Sokolsky, eminent newspaper columnist, challenged his listeners at the N.Y.S.A.A. Convention Banquet to help spur America to an intellectual and spiritual resurrection of the fundamentals which made America great.

In delving for the reason why Chinese and other Communists fight for Russia which has done so little for them and against the United States which has done so much for them for more than a century, he finds the answer in the fact that we don't *say* the right things—we don't present ourselves in a manner that is understandable to the peoples of the world.

After World War I, the youth of Europe and Asia found themselves in the chaos of agnosticism. Nothing mattered, nothing was believed. Old governments, old traditions, old economic systems and even the authority of the Church collapsed. Into this void came the Marxist concept that Man is controlled by his environment, that life is a clash and struggle for survival and that such ideas as faith and religion and the supernatural have lost all meaning. Marxism offered what appeared to be a form of order in which man was guaranteed his existence by *government* and *government* determined his future and his development. And men believed because men *must* believe in something.

We preach democracy—the Russians preach democracy—but we talk in terms that have no meaning to the Chinese, East Indians, Koreans and even the Germans and Italians and other confused peoples. We are contesting the greatest, most vital force that has appeared on this earth since the days of the Roman Empire. Its force is its appeal to youth as providing an answer to its problems.

But *we* have an even greater story to tell, a good story and a true story of man raising himself to unprecedented heights through his own God-given will and initiative. People of fifty nations and 250-odd religions came to America to find here a refuge for religious freedom. They built here a society around the amazing idea that man is a creation, not of purely materialistic forces, but of some supernatural will. They recognized that the inalienable rights of the individual are more important than any government or any form of organized society. That was the American tradition for three centuries. But unknowingly we have almost lost that tradition, and without it we are without a program capable of challenging the materialism of the Marxists or the biological concepts of the Darwinians.

It is curious that the Russians who believe in materialism present an ideal of life, while the idealistic Americans speak only of material things. We are fighting against a force that is supported by a belief that their system will produce heaven on earth in the near future. We know they are wrong, and we say they are wrong; but that isn't enough. We must give men something to believe in. And we have it in the faith that conquered the Roman Empire and all of Western Europe. For two thousand years the ideal that man wanted not to hate, but to love has elevated our minds and personalities and given us a freedom that makes our lives gloriously rich.

We in America need an intellectual and a spiritual resurrection. We can fight Marxism successfully only through belief in something more worthy, something richer, something truer to the spirit of humanity.

Without such belief we shall perish.

ARCHITECTURE CAN PREVENT FIRES

*Resume of an address by James McElroy of the National Association for Fire Prevention
At the 1950 N.Y.S.A.A. Convention in Syracuse*

"All of us in the National Association for Fire Prevention in Boston feel very strongly that fire protection starts on the drafting board," said James McElroy in his opening remarks on this subject.

It is Mr. McElroy's duty to visit as quickly as possible the sites of fires at which more than thirty-five lives have been lost and the job is not a pleasant one. "Believe me," he said, "there are more losses of life in dwellings—some ten thousand a year!—than in the national disasters that shock the reading public."

Mr. McElroy stated that the principles of fire prevention are pretty much the same for any type of building. Most common violation of fire preventive design is to line the interior of a so-called "fireproof" building with combustible materials. The notorious LaSalle Hotel fire in Chicago, in which sixty lives

were lost started in the lounge, but it was aided and abetted by combustible material in the adjoining coffee shop from whence it spread up the stairways to the rest of the building.

From a design standpoint another great fault is failure to provide protection at openings so that fires race through open transoms, along corridors, up open stairways and elevator shafts. Another point often overlooked is to make fire escapes accessible. In the great Evringham, Mass. hospital fire the fire escapes could not be used because they were all at the ends of open corridors that had become flues for the flames.

It should also be remembered that fire escapes have a second function. They should enable firemen to enter a building above the fire where they can fight it

(Continued on Page 12)

AMONG THE CONSTITUENTS

By CYRIL T. TUCKER AND CHARLES V. NORTHRUP

NEW YORK CHAPTER

New York, December 17—Forty students of architecture at Cooper Union, New York, have been admitted to student associate memberships in the New York Chapter of the American Institute of Architects, it was announced by Harry M. Prince, president of the chapter. It is expected that several more students will be accepted to membership in the next few days.

This is the first year in which Cooper Union students have been eligible for membership in the AIA, since the school does not grant a degree. However, because of the high academic standing and accreditation of the school, and since the great majority of the students earn their degrees elsewhere, it was decided to admit Cooper Union students.

New York, January 2—The legislative committee of the New York Chapter of the American Institute of Architects, through its chairman, Richard Roth, today called for public support for a group of changes to the State Multiple Housing Dwelling Law to be proposed at the next session of the Legislature by the Joint Legislative Committee on Housing and Multiple Dwellings headed by Senator MacNeil Mitchell (Rep. Man.).

"These amendments were drafted after many conferences with representatives of the real estate groups, tenants, welfare organizations, fire underwriters, business associations, architects, engineers and city officials," said Mr. Roth, "and it is deemed to be in the public's interest that they are proposed."

"Of major importance is the amendment proposed which would permit dwelling units classed as 'garden-type rental projects' to be listed as multiple dwellings under a definition of the present law. This new act would permit certain relaxation of building and safety regulations on such garden-type units which are now in effect for larger multiple dwellings. These regulations are necessary for higher and more densely populated apartment houses, but are not considered necessary by the Fire and Building Departments for three story garden apartments," the AIA's local committee chairman stated.

Mr. Roth continued, "Other proposed amendments of importance are:

"To increase the maximum of interior apartment kitchen space from 49 to 63 square feet. Current requirements in modern kitchens demand the additional space for better living and with present mechanical ventilation this is easily obtained.

"To ease restrictions in placing of garages in multiple dwellings. This would make it more feasible to plan for vehicle parking space and would aid a great deal in the solution of the street parking problem.

"To provide for more rigid requirements in the placing of television antennas. This would be an added safety feature in the event of storms similar to the one the city went through a few weeks ago.

"To enforce installation of sprinkler systems and automatic alarms in stairways of certain types of fireproof tenement houses (mostly rooming houses legally built from 1909-1913) with only one means of egress. This amendment would also enforce the enclosing of elevator shafts in these single room occupancy buildings.

"To provide protection for stair bulkheads on flat roofs where there is no rail or parapet around the roof. There have been many accidents in the past where firemen and tenants have fallen from the roof.

"To do away with landlord's 'delaying action' on the removal of items of violation issued by the Department of Housing and Buildings. This amendment would give the city magistrate or other judicial officer having jurisdiction, the power to force the landlord to correct any violations immediately or pay a fine."

"These amendments are proposed with public safety as the primary objective in mind. They are proposed to modernize and improve the provisions of the Multiple Dwelling Law. Our committee after careful consideration wholeheartedly recommends their adoption into the law," said the noted architect, who is a

member of the firm established by his father, the late Emery Roth.

Members of the New York Chapter of the American Institute of Architects who were recipients of awards by the New York State Association of Architects and the American Institute of Architects at a chapter meeting on December 14th at the Architectural League



Building, 115 East 40th Street, N. Y., are, left to right, Seymour R. Joseph, William C. Vladeck, Matthew W. Del Gaudio, Harry M. Prince, N. Y. Chapter president, who presented the awards, Morris Ketchum, Jr., Francis X. Gina, B. Sumner Gruzen and Olindo Grossi.

CENTRAL NEW YORK CHAPTER

The next meeting of the Chapter will be held February 3 at the Hotel Syracuse, Syracuse, New York. There will be a regular business meeting. The speakers will be Harold Hauf, Editor in Chief of the Architectural Record, and Howard M. Sharp. The seminar topic will be "Lighting Trends."

BUFFALO-WESTERN NEW YORK CHAPTER

On June 26, 1950 Jack Highland was appointed to membership on the Institute's new Committee for Merchant Building. Members of the Committee are:

Kenneth E. Wischmeyer, Chairman—St. Louis, Missouri; John Norbert Highland, Jr.—Buffalo, New York; Hubert Hammond Crane—Ft. Worth, Texas; Albert B. Parker—Miami, Florida; Howell Barrett Rennell—Wynnewood, Pennsylvania; Hugh A. Stubbins, Jr.—Lexington, Massachusetts; Lawrence Galen Waldren—Seattle, Washington.

The duties of this Committee are to collaborate with the National Association of Home Builders.

ROCHESTER SOCIETY OF ARCHITECTS

On December 20th the Society gathered at the Town and Country for the annual Christmas party. Your correspondent could not be there, but those who attended reported that there was good food, good fellowship and that many extensions of the party were held at various places afterwards.

The local Cornell Club, the President of which is our own Don Hershey, invited the Architects to meet with them at their regular luncheon on December 6th. Don Faragher, President of the R.S.A., was the speaker. He spoke of the Baden-Ormond Housing Project. It is said that the Architects outnumbered the Cornellians.

During the month of February the Rochester Society will meet weekly with the Rochester Engineering Society.

STATEN ISLAND CHAPTER

In order to review the highlights of our activities for the year 1950, we will start with the 27th Annual Dinner of the Chapter, which was held on March 24, 1950. The enclosed clipping will give you some background on the type of function we hold as an Annual Dinner. The dinner was eminently successful due to the hard work of the Dinner Committee, and by the very able Theodore Koch, as Chairman. In addition to the great number of City Officials who attended, the guest speaker was Harvey Wiley Corbett. Also addressing their few well chosen remarks to the dinner guests were Arthur C. Holden, Regional Director of the Institute; John J. White, the then Director of Public & Professional Relations, A.I.A.; Edgar Williams, F.A.I.A.; Matthew W. Del Gaudio, Past President of the N. Y. State Association of Architects; Francis Kiley and Henry V. Murphy, President of the N. Y. Association of Architects.

The next item of interest was that of the Exposition of Progress held by the S. I. Chamber of Commerce. The Chapter decided that it would be in the interest of good public relations to prepare an exhibit and a booth was set up with the work exhibited of the Chapter members. In addition to this, the exhibit was covered by members of the Chapter and a pamphlet. These pamphlets were distributed to the many people who visited the booth and here again it was felt that the work of the Architect could be brought to the public's attention by answering the many usual questions in the form of a pamphlet. Picture shows a partial view of the booth as it appeared at the Exposition.

A Zoning Advisory Committee was set up on Staten Island which functions in collaboration with the Borough President's office. During the process of rezoning study of the entire City of New York, this Zoning Advisory Committee has worked with the Borough President's office on various matters of zoning and rezoning. This Committee has been headed by Kenneth W. Milnes, as Chairman. Architects serving on the Committee are Maurice Usan, Chester Cole

the S. I. Chamber of Commerce has been very active and this Committee is headed by James Whitford, Jr.

The S. I. Chapter, A.I.A. in June became a member of the S. I. Historical Society, considering the work of this organization as a basic civic contribution to the history and records of Staten Island's background and growth. The Chapter has also expressed its desire to cooperate in the development of a project known at Richmond Town. This project will attempt to reconstruct the former County Seat of the Borough of Richmond, Staten Island, and it certainly is of interest to the Architects to be a part of any such development.

On October 2nd at a meeting of the recently formed Architects' Council of New York City, the following officers were elected, with Kenneth Milnes, of our Chapter being elected Vice President.

The newly elected officers of Staten Island Chapter for the year 1951 are: Maurice G. Usan, President; James Whitford, Jr., 1st Vice President; Kenneth D. Wheeler, 2nd Vice President; Joshua Brown, Treasurer; Albert Melniker, Secretary; Michael S. Diamond, 3 Year Director, term expiring 1953; Theodore Koch, 2 Year Director, term expiring 1952; Kenneth W. Milnes, 1 Year Director, term expiring 1951.

WESTCHESTER CHAPTER

From the "Blue Print," publication of the Westchester Chapter:

"One score and 16 years ago, our fathers brought forth upon this nation a new tax, conceived in desperation and dedicated to the proposition that all men are fair game.

"Now we are engaged in a great mass of calculations testing whether that taxpayer or any taxpayer so confused and so impoverished can long endure. We are met on form 1040. We have come to dedicate a large portion of our income to a final resting place with those men who spend their lives that they may spend our money.

"It is altogether anguish and torture that we should do this. But in the legal sense we cannot evade—we cannot cheat—we cannot understand this tax. The collectors, clever and sly, have gone far beyond our power to add or subtract.

"Our creditors will little note nor long remember what we pay here, but the Bureau of Internal Revenue can never forget what we report here. It is for us taxpayers rather to be devoted here to the tax return which the government has thus far so nobly spent. From these vanished dollars, we take increased devotion to the few remaining.

"We here highly resolve that next year will not find us in a higher income tax bracket; that this taxpayer, underpaid, shall figure out more deductions; and that taxation of the people by the Congress for the government shall not cause our solvency to perish."

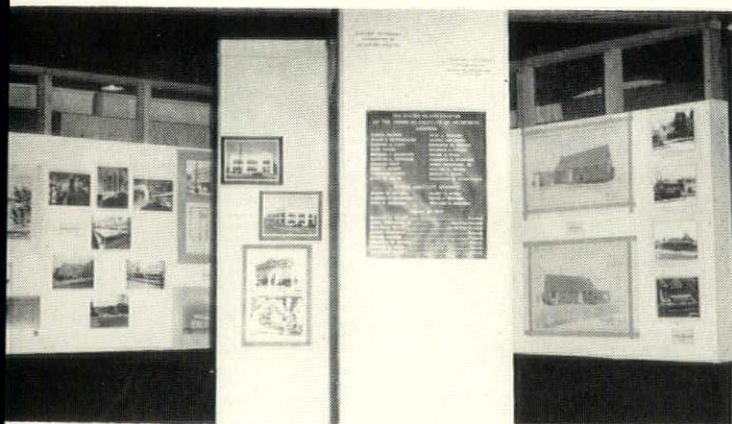
Electrical World

SYRACUSE SOCIETY OF ARCHITECTS

The fall season of 1950 has seen considerable activity on the part of the Syracuse Society of Architects. Naturally the state convention was the highlight. The local committees spent many hours preparing and executing their parts of the program and everyone was gratified when a successful convention was reported.

Several members of the society are working with city officials and citizens' groups on the problems of civilian defense, including air raid protection and traffic study.

(Continued on Page 18)



and James Whitford, Jr. The maps as prepared by Harrison, Ballard & Allen for the new zoning arrangement have been completed and will be presented for public hearings in the very near future.

On the matter of zoning, the Zoning Committee of

THE CROUSE-HINDS FACTORY

GEORGE H. KETCHAM, A. I. A.

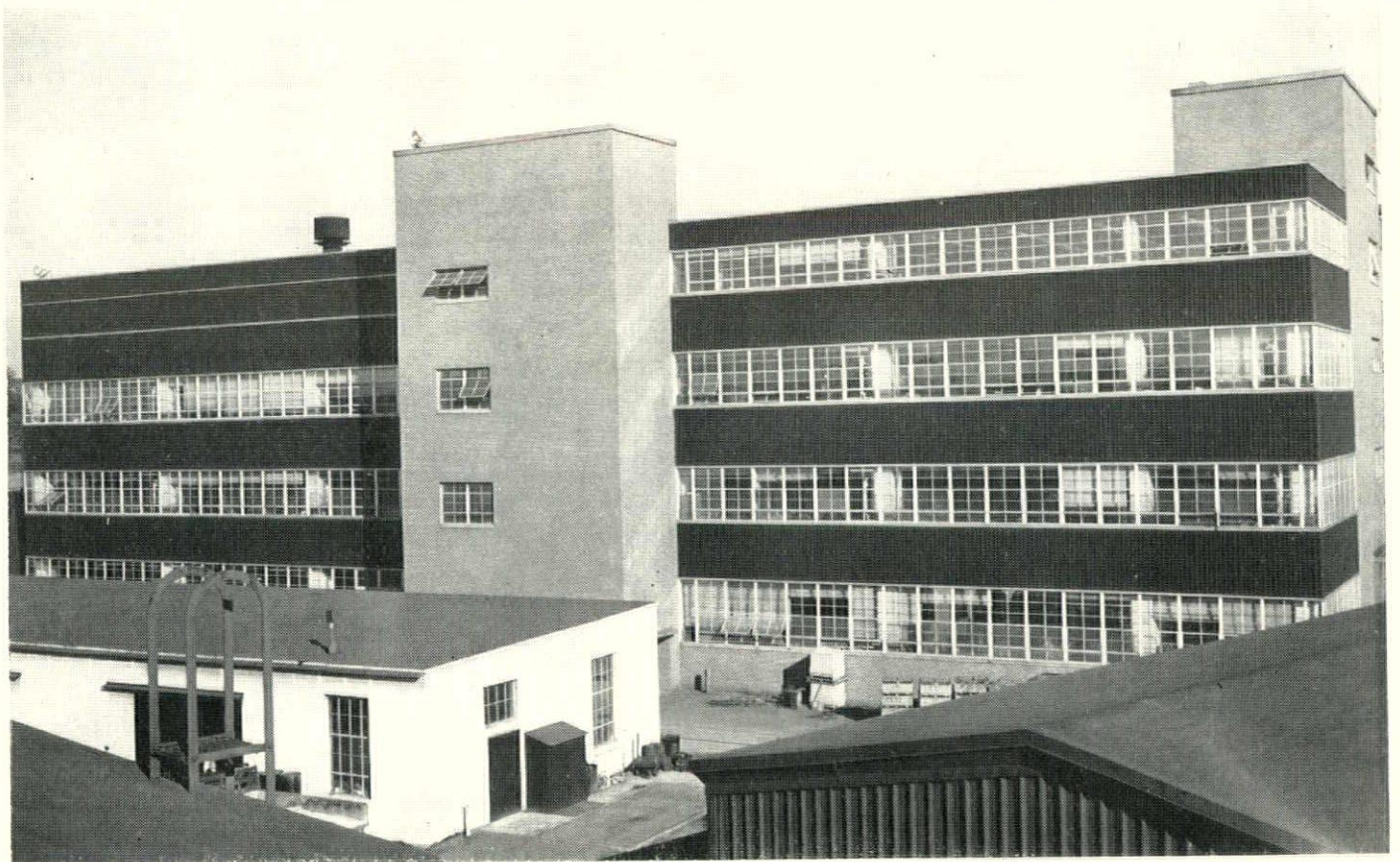
The Crouse-Hinds Company, located in Syracuse, New York, was organized in January 1897 to manufacture electrical products. Trolley car headlights was one of the first items to obtain wide sale and distribution. The scope of manufacturing activity has grown to include approximately 80,000 different items and combinations of items. Crouse-Hinds is recognized as one of the leaders in the design and manufacture of airfield and traffic lighting, explosion proof lights and fittings and its thousands of "condulet" fittings are a standard item in the electrical industry.

The Company started operations in very modest leased quarters and the physical plant now occupies thirty-three buildings on a twenty-five acre plot on the northern edge of the City. Building No. 7 (the number does not refer to its position in the sequence of building construction) was needed to add approximately 74,000 sq. ft. to the over-crowded manufacturing area of the plant.

was added in the interim period (1946-47) which housed only the materials formerly stored in various parts of the plant and outside rented spaces.

An inspection of the plant, prior to Building 7, would indicate the excessive crowding of machines and materials. Such conditions constituted a bottleneck to production. After careful study, it was decided to construct Building 7 of a size to permit a 20% to 30% expansion of a majority of the production departments outside the Foundry. This relieved the congestion and provided for the addition of a few new machines.

In order to tie the flow of materials in with existing construction, it was decided to build a multiple story building with floor levels to match the older buildings so that materials could be handled from one building to an adjacent building. Much time was spent to determine which departments would fit best on each floor in order to insure the best flow of materials, and consideration of the type and weight of machines and



Prior to the erection of Building 7 (started in 1947 and completed in 1948) there was a period of nineteen years during which production and manpower were increased with no increase in the assembly and machining area. The lag in floor space construction was emphasized when the Foundry capacity was doubled in 1941-42 when a large addition was added to the Foundry Building facilities. Also, a new warehouse

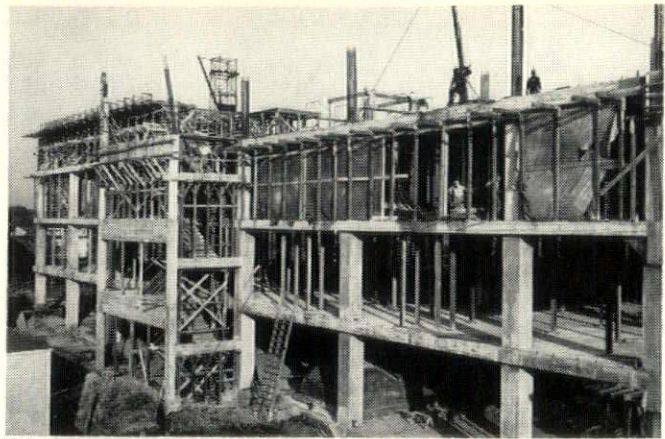
production materials was made to determine the floor loadings necessary. Vertical circulation was to be accomplished by an elevator of adequate size, capacity and speed. In brief, the Screw Machine Department was placed on the first floor because of the awkward handling of bar stock from one floor to another and the heavy weight of the machines such as New Britain Gridley weighing 16,000 lbs. each.

Condulet Machine Department was placed on the second floor because it was next in floor loading as regards to weight of machines and raw materials. With the new elevator there would be no delay in getting castings to the second floor as they were already handled on electric platform trucks coming from the Foundry. The majority of materials flow from Condulet Machine to Plating by a chain conveyor which could be run to any floor in the plant.

The Tool, Tap and Model Departments were placed on the third floor; Pattern Making Shop and Pattern Storage on the fourth floor. Once again the elevator eliminated any difficulties in the considerable traffic from Pattern Shop to the Foundry Building. The fourth floor, being clean and light, provided an ideal place for the pattern making department.

To accomplish the above, it was found that floor loadings would be: 2nd floor—350 lbs. per sq. ft., 3rd floor—300 lbs. per sq. ft., and 4th floor—300 lbs. per sq. ft.

The building is supported on piles, and consists of a reinforced concrete frame and floor slabs designed for loads as previously mentioned with first, second and third floor at same elevations as floors in existing building. Column spacing 30' x 30' was adopted to permit circulation and machinery spacing. The new building is connected to the existing building by corridors of sufficient width to permit free movement of personnel and trucks required in connection with manufacturing operations. Ample wash rooms and locker rooms, finished in tile are provided on each floor for use of employees. Artificial lighting provides 40 foot candles in most areas with 75 in the pattern shop on the top floor.

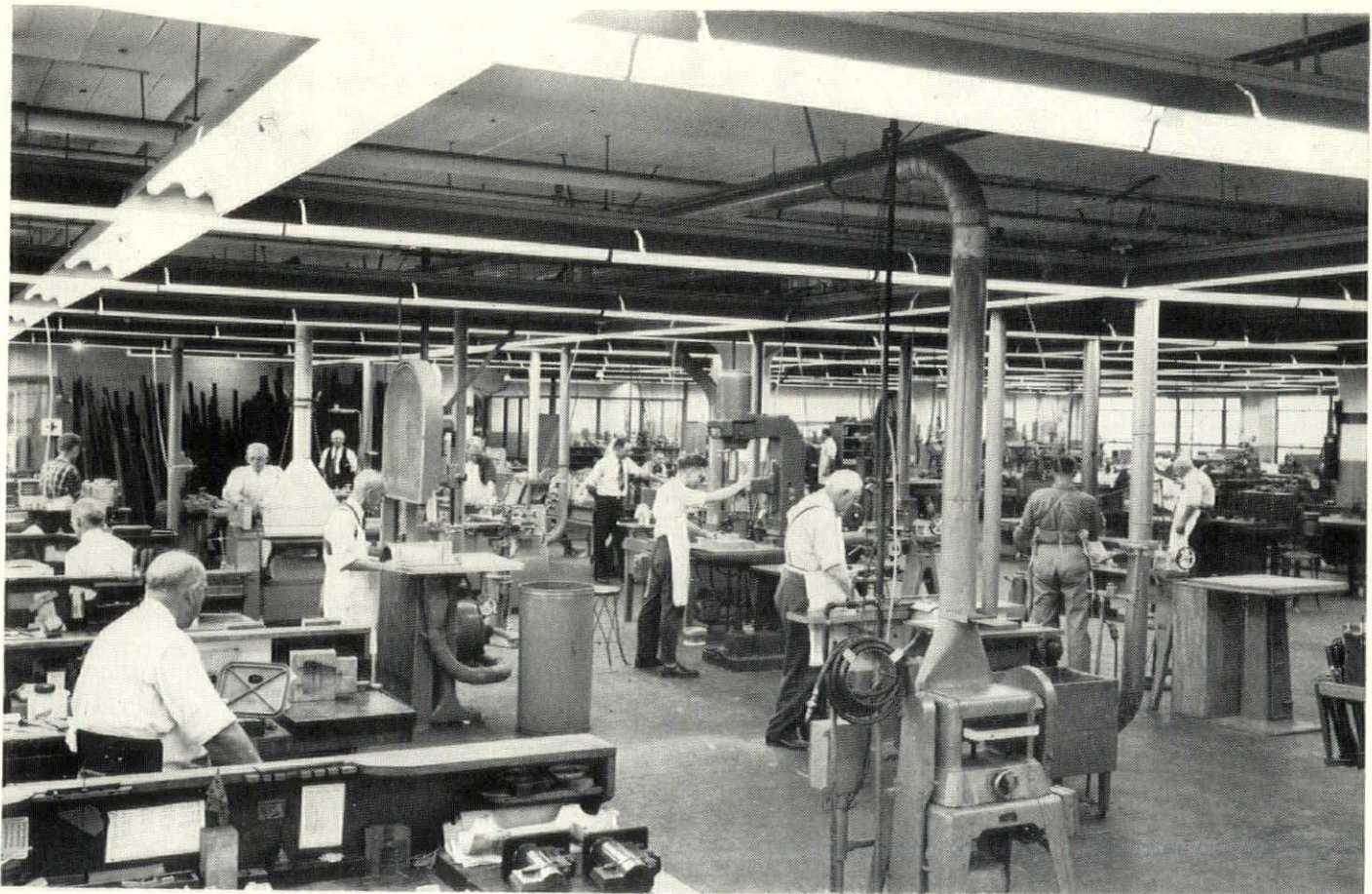


Continuous bands of steel sash provide adequate natural light and ventilation. Metal panel spandrel courses of Galbestos were used instead of brick because of availability of the material, speed of erection and scarcity of bricklayers.

Floor finish of wood blocks proved to be best for the Machine Shop type of occupancy and was more available than other types.

It was found economical to insulate the roof slab, the Galbestos panels, and to double glaze all windows.

The design developed resulted in a sturdy modern building of horizontal lines. It blends well with the older structures which have been built after a pattern considered uneconomical to reproduce in today's labor market. Records show a cost of \$7.80 per sq. ft. for piling, general construction, elevator and professional fees.



(Continued)

most effectively. That is another reason the fire exits—in this case used as entrances—should be so located so that they will be usable.

Slide escapes for places of public assembly are not recommended by the National Association. Not all people can use them and they do not provide a route of entrance so helpful to fire fighters.

In checking with an interested architect the plans of a hospital that had burned with a staggering loss of life as well as huge property damage, Mr. McElroy called attention to things that could have been done to avoid the holocaust. Vertical openings could have

been protected with fire doors. Combustible fibre board ceilings could have been protected with a fire-resistant paint. A sprinkler system for the entire building would have cost not more than \$20,000.00, a small price to pay for preventing a half-million dollar loss to say nothing of the tragic sacrifice of human life.

Mr. McElroy cited other specific instances to illustrate the importance of giving proper attention to the details that affect fire safety. And to emphasize the fact that these tragedies don't have to happen, he quoted the heartfelt plea of the fire chief who fought one of the hospital blazes. "Listen fella, I will give you anything, any information, if you will only convince people who could prevent them that fires *can* happen."

HOW THE LANDSCAPE ARCHITECT FUNCTIONS

Condensed from an address by Gilmore D. Clarke at the N.Y.S.A.A. Convention in Syracuse

The landscape architect seldom works alone, for only rarely does he function on a project that does not involve some architectural or engineering features. So Gilmore Clarke classifies himself as a collaborator—one member of a team whose captain may be either an architect, an engineer or a landscape architect depending upon which characteristic of the project is dominant.

One of the principal methods of collaboration is through a Board of Design such as that of the New York World's Fair, which consisted of seven members. The National Commission of Fine Arts, also cited as an illustration, is comprised of three architects, a painter, a sculptor, a landscape architect and a layman. Every project coming before the commission is discussed broadly by all members and it usually develops that each member can contribute something and gain much from the specialized knowledge of the others.

Then each member can proceed with his part of the work, not as a wholly independent operator, but as a member of the team. It is a plan that works well.

The design of a park, primarily a function of the landscape architect concerns the architect because structures are usually involved and the engineer because grading, drainage and the building of highways call for the engineer's special abilities.

A student of architecture should acquire enough knowledge of landscape architecture to know what it is all about, just as he should have enough knowledge of engineering to be able to use the engineer's services to best advantage. Likewise the landscape architect should know something of both of the professions with which he collaborates, but as a specialist he should and does have more intensive knowledge of his particular field which both architect and engineer can draw on to their common advantage.

BUSINESS IS GREAT—I MEAN TERRIBLE

Report of an address by John Schenk at the N.Y.S.A.A. 1950 Convention

Said John Schenk in his address on "Business Conditions," "The stock market is doing all right in the order book of my plant and most others. Employment in the country is at an all-time high. Sales and profits of most industries are breaking records right and left. Failures are down and all of us are busy. In fact, we have too much business. But as to the *conditions* under which we are conducting business today, I can only say they are terrible—or to put it more mildly, they are difficult. There can't be business as usual until the Communist threat is—to use their own term—'liquidated'."

The threat of inflation and even inflation itself is here and we are evidently embarked on a plan of deficit government financing. The integrity of the United States dollar is hanging in the balance.

"We are going to have an average family income of \$4000.00" says President Truman. But what, if anything, does that mean? It's sad but true that the average American thinks of the dollar as a unit of unchanging value. What he should know, but doesn't seem to, is that the availability of goods rather than the supply of dollars is what counts.

It isn't more dollars in circulation, fuller employ-

ment or extended "security" that is going to keep our country the world's number one nation. It is greater production of usable goods in the factory and on the farm and greater output per man-hour of work.

We are now almost fully employed and feeling a pinch for lack of skilled workers. But we are in for a tightening of controls to reduce production of civilian goods even before the effects of orders for government production are felt to any appreciable degree. We can be in for some very uncertain times.

We hope that before too long the Communist threat will be repulsed, that the world under U. N. will hold forth in peace and that at home integrity and good manners in politics will prevail. Some day the good people at home will realize the basic truths about our economic system—that the 'magic formula' that made America grow from an outpost in the wilderness to the greatest nation in the world is *more* work rather than *less* work and real opportunity rather than fancied 'security'. When that day of realization comes, ask me again what business conditions are and I will say, "They are wonderful, thank you!"

(Continued on Page 22)

SUPER MARKET

STANLEY C. PODD, *Architect*



It is very fortunate for architects to have clients such as Loblaws, Inc., whose management is keenly interested in and appreciates the advantage of creative functional architecture and its relation to operations and advertising. To execute such policies in conjunction with the representatives of that corporation geared to such a program is always a great pleasure.

In the case of the Delaware-Sheridan Loblaws the program was unique in that it was to form an appendage to a large plaza, therefore its design had to be such that it could be integrated to the large plaza and be visible from not only its parking lot but from that of the large plaza. The parking areas also had to be designed so they could be continuous, that is, cars from the large plaza flowing into that of the Loblaws parking lot and vice versa.

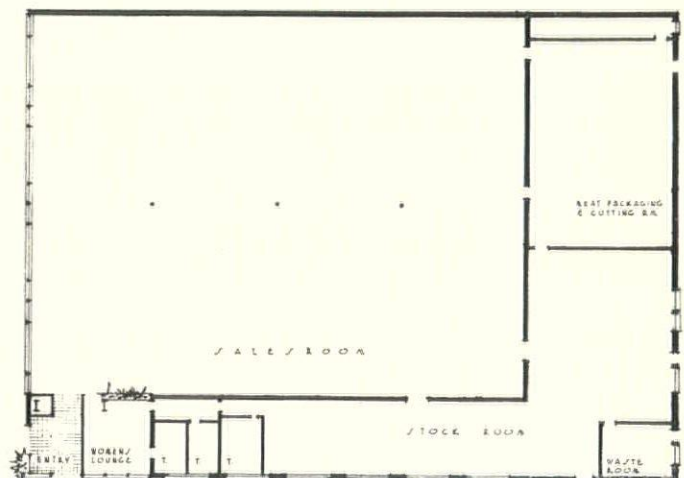
The plan of the groceries as usual was first developed by the staff of the corporation. After this plan was roughed out we received it and developed the general architectural scheme and made modifications where necessary. After modifications had been agreed upon the detailed plans such as refrigerators, counters, storerooms, workrooms, etc., were developed by the Loblaws staff, while we, the architects, continued with our structural and architectural problems.

In this groceries the innovation reflecting the progressive principles of the corporation was the inclusion of a ladies lounge and restroom. This has proven to be a great comfort to shoppers. Also another innovation is curb service package delivery for shoppers. A customer after going through the check-out counter with the loaded cart need not lift groceries any more but packages are given a number and the customer gets the corresponding number which is placed in the windshield and as the car drives up to the entrance

an attendant brings out the packages and loads them in the car. This again entailed some original planning of the entrance.

The interiors are, of course, standardized interiors as developed by Loblaws with the exception of the new entrance details. The colorful interiors of the lounge, including asphalt tile floors, plexiglass wall screens and colorful paint on walls, drapes on the windows, furniture, etc., make for an unusual color effect. The check-out counters are of the improved type and the display counters are spaced wider than usual to facilitate traffic as well as more comfortable selection of groceries.

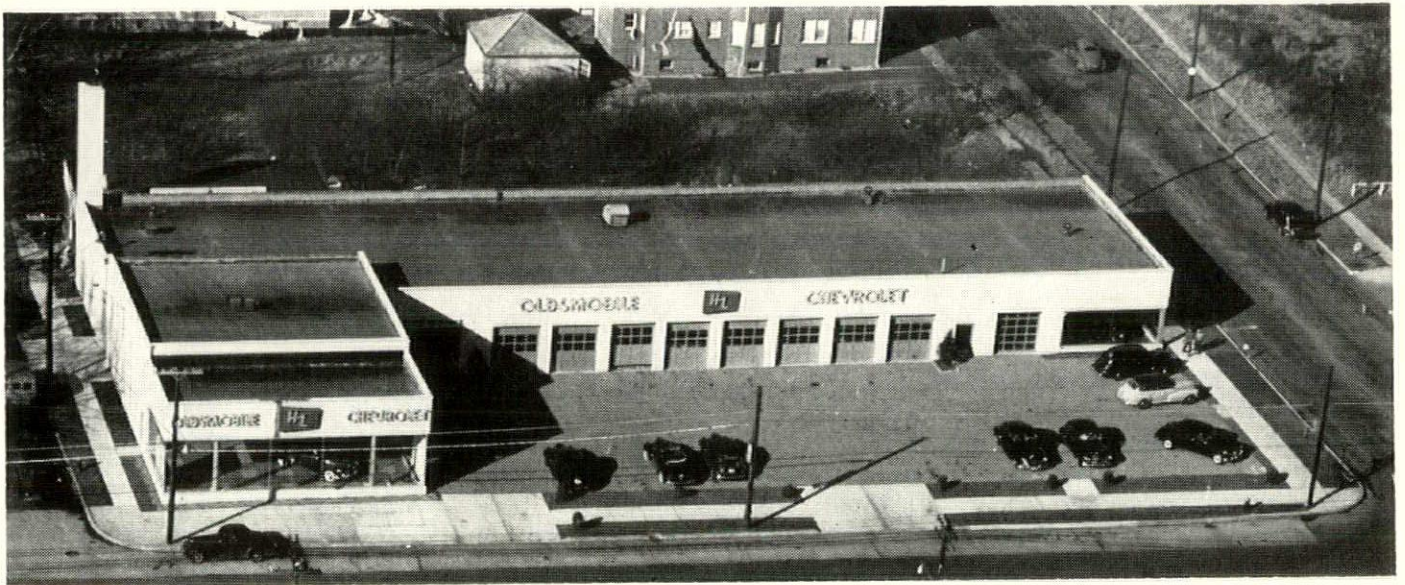
The exterior is dominated by the tower which has become quite a landmark in the community in that



(Continued on Page 25)

AUTOMOBILE SHOWROOM AND GARAGE

ALBERT MELNIKER, *Architect*



NAME: H/L MOTORS, INC.

LOCATION: 2505 Hylan Blvd., Staten Island, N. Y.

BUILDING TYPE: Automobile showroom and garage

SIZE: 200 x 102

COMPLETED: November, 1949

This building was planned to fit on a site facing three streets. The shape was determined by circulation, effective display, the parking of automobiles, and the relationship of automobile entrances to existing and future traffic conditions. Hylan Blvd. is a major thoroughfare. New Dorp Lane is a retail business street and Coddington Ave. is a residential street.

H/L Motors, Inc. is an agency for both Chevrolet and Oldsmobile cars and trucks. They also deal in used cars and trucks.

The development of this plan resulted from conferences with the owners, Chevrolet and Oldsmobile representatives. Maximum flexibility for the multiple functions of this building was the main consideration, namely the display of cars, the display of trucks and used cars, a smooth working service and garage area, a parts department to handle both wholesale and retail trade, and administrative offices.

The automobile display room, offices and parts department were grouped in one area for maximum control.

The signs and lettering were integrated as part of the building design. The H/L symbol was designed by the architect for use as a trade mark and insignia.

In the first year of its operation the owner has found it highly satisfactory. He claims the plan has all the features of flexibility and control that module type shop arrangement was intended to have. Inasmuch as the organization is departmentalized the truck and used car showroom has taken advantage

of display on a busy street and has been able to function within itself.

OUTLINE SPECIFICATION:

Structure: Reinforced concrete footings, steel frame.

All columns fireproofed with Vermiculite

Brick exterior walls

Showroom windows and doors—Kawneer aluminum

Office windows—double hung aluminum

Roof—Concrete Plank Company, 2¾" plank

Framing—all steel framing

Roofing—20 year bond, built-up roof

Mezzanine floors—concrete plank

Automobile showroom floors—Terrazzo

Garage floor—Concrete slab

Truck showroom floor and Automobile showroom floor—concrete slab, colored

Interior walls:

Garage and truck showroom—exposed sandlime brick

Automobile showroom and offices—plaster and walnut plywood

Mechanical Equipment:

Lighting—Slimline fixtures. Spots in display areas

Heating—Oil fired, steam system

Trane unit heaters

Convectors in auto showroom and offices

Ventilation—Roof fan to provide for 4 air changes per hour in the garage

Underground exhaust system—Underground duct and fan exhaust for disposing of carbon monoxide gas

Dr. Clinton H. Churchill, President and General Manager of radio station WKBW, on November 27th officially opened Radio Center—the new modern home of WKBW.

The station thus became the first and only radio station in Buffalo equipped with a completely modern studio and office building designed exclusively for broadcasting. Radio Center stands at 1430 Main Street right on the same site where twenty-five years ago was located WKBW's original transmitter, at that time the first commercially built transmitter in the area.

Set back from Main Street a full two-hundred feet, and fronted by a landscaped lawn and circular driveway, Radio Center has the latest developments in studio facilities and broadcasting equipment, including the newest RCA consolettes and relay switching control panels. Radio Center, with its attractive front, has a striking contemporary design, and impressive entrance, Redwood panelling and new furnishings throughout. Beyond an attractive reception room which carries out the modern theme, the executive and business offices, and the various departments including the News and Sports Bureaus, Program Offices, Technical and Public Relations Office are astride a corridor extending in depth through the building. Studios and Control Room are at the rear of Radio Center. Both are air-conditioned and designed for maximum program reproduction fidelity.

The transmitter plant on Big Tree Road in Hamburg has also been one of Western New York's radio showplaces. Housed in a modern building that is the counterpart of Radio Center, the ultra modern Westinghouse 50 HG transmitter has been maintained at a level paralleling the development of broadcasting.

In the rear of Radio Center, off-street parking space



is provided for employees and visitors. From this new location, WKBW plans to further increase its service to the large number of radio families within its primary range. Several new programs are now in the planning stage, others have already been put on the air.

Until recently WKBW was Buffalo's only 24 hour station operating day and night to serve all the listeners of the Niagara Frontier. When work on Radio Center was begun the station reduced its schedule to 21 hours a day to allow for the complete modernization of its transmitting plant in Hamburg, New York.

As soon as the present Federal Communications Commission's freeze on Television Channels is lifted, WKBW plans to obtain its television license and locate its television transmitter and studios at Radio Center.

The acoustical treatment for the rooms is accomplished as follows:

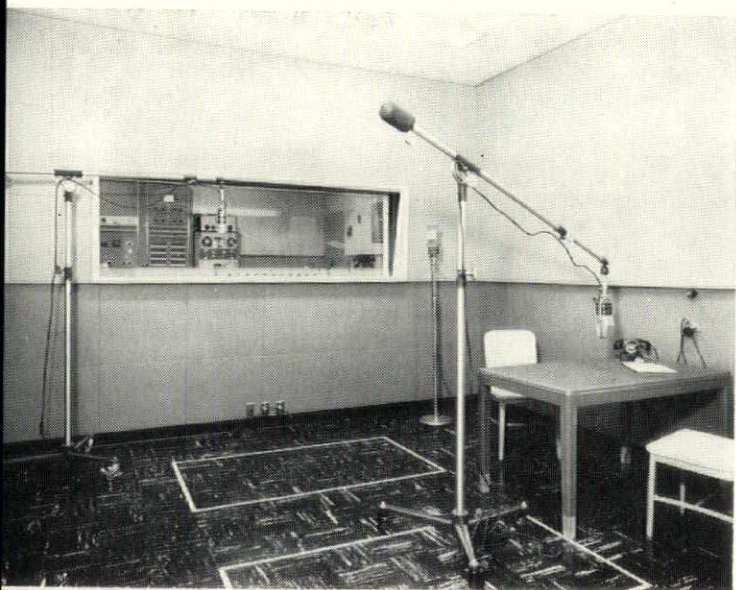
The first floor is a floating concrete slab—with a concrete slab on grade, then 1" cork insulation on top of which is poured the finish concrete floor. Finish floors are Asphalt Tile.

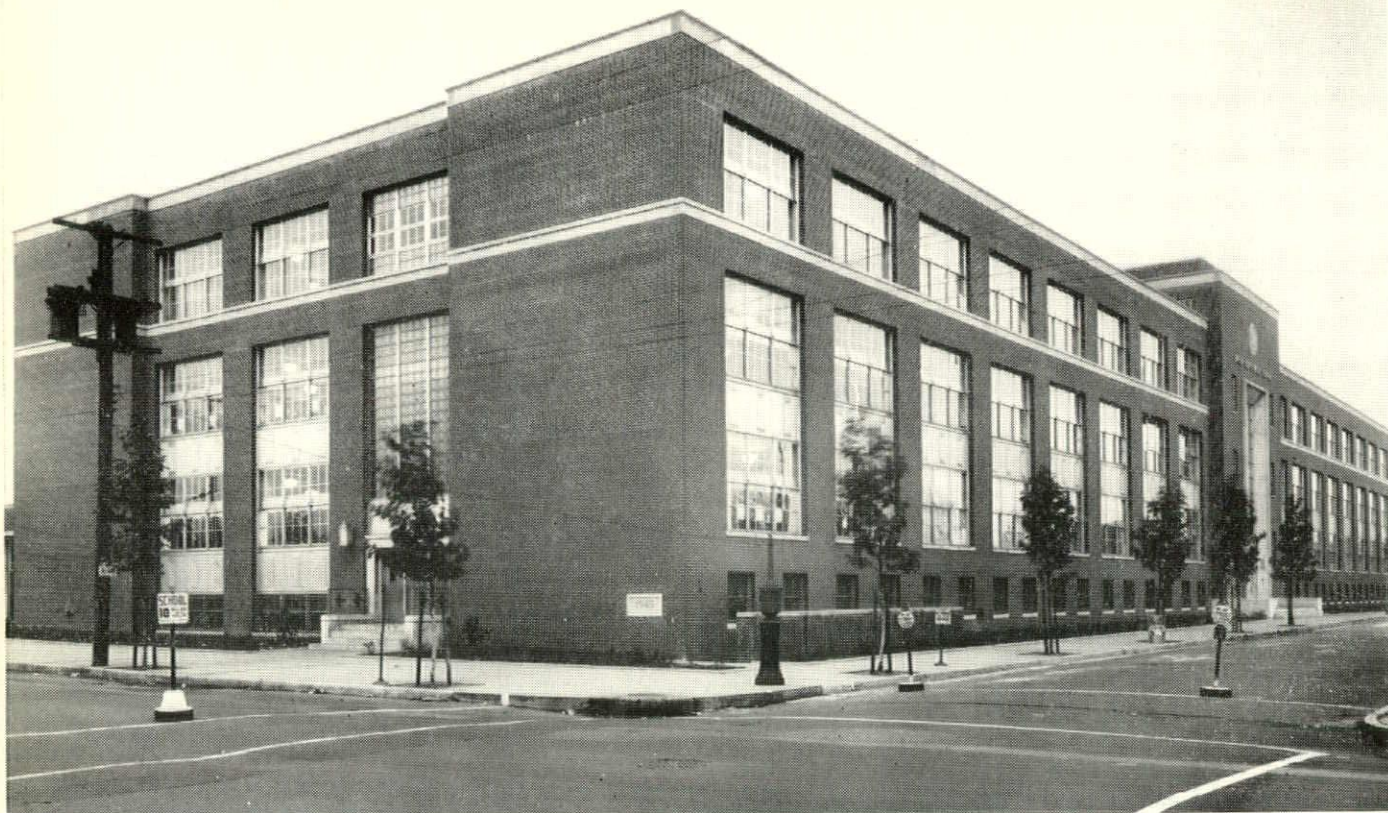
Walls between studios are double stud walls independent of each other with rock wool and sheet rock insulation. The finish of the walls is perforated transite and transite.

Ceilings are 13/16" Acoustone on suspended sheet rock.

Between studio and office are 12" block walls for sound isolation.

Melvin Morris was the architect and J. P. Rosenkrantz was the contractor for Radio Center.





*Henry F. Murphy
Architect*

JACOB BLACKWELL SCHOOL, LONG ISLAND CITY

Contractor—Psaty & Fuhrman, Inc.

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AMONG THE CONSTITUENTS

(Continued)

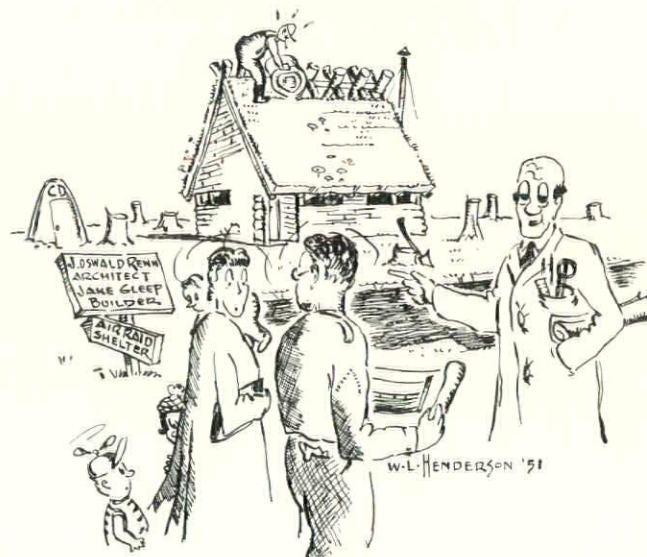
A co-ordinating committee is working with members of Syracuse Builders Exchange in an endeavor to circumvent problems in materials and labor and to encourage more and better bidding on major construction projects.

Regular weekly luncheon meetings have been augmented by a very interesting exhibit and lecture series on many phases of lighting and by a group inspection of the annual ceramics show recently held at the Syracuse Museum of Fine Arts.

This year, for the first time, the Syracuse Society of Architects and the Syracuse Builders Exchange held a joint clambake. Everyone seemed to enjoy himself and the general feeling is that we should continue this arrangement in years to come. The bowling league comprised of teams organized by local offices, while not a regular activity of the society, continues to create much interest and good fellowship among the constituents.

1950 has been a memorable year for the society and its members are now earnestly preparing to meet whatever presents itself in the coming year.

(Continued on Page 20)



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MATT DELGAUDIO HONORED



At the Annual Dinner meeting of the New York Society of Architects, the official presentation of the Sidney L. Strauss Memorial Award was made to Matthew W. DelGaudio by one of the oldest and certainly one of the most illustrious members of the Society, namely, Henry S. Lion.

Henry Lion pointed out that Matt was chosen from all the candidates submitted by the fourteen member groups of the State Association and that, while any man named was worthy, DelGaudio stood above all others. In enumerating Matt's qualifications, his vitality, seriousness of effort, record of accomplishment and his power to bring out the best work in all those associated with him, were particularly stressed. As we all know, Matt worked diligently for each and every cause of the profession, whether it was city, state or national. We quote the Award in full:

"Matthew W. DelGaudio, Architect, has been for many years an ardent and indefatigable worker in the activities of the New York Society of Architects and in the New York State Association of Architects.

"He occupied the Presidency of both of these organizations, as well as having been Director of the A.I.A. for the State Association, and at present is President of the Architects Council of New York City.

"Despite having labored arduously while occupying these and many minor offices, he did not rest upon his laurels, as many are wont to do; but he continued to work zealously for the good of the profession, culminating in the recent successful organization of the Architects' Council in New York City.

"He has never given grudgingly of either his time or efforts; but has thrown himself whole-heartedly into any proposition which could in any way be of value to the architects of the State and City.

"He exemplifies the qualities of Sidney L. Strauss, in whose memory this Award is made.

"The Sidney L. Strauss Memorial Award Committee has unanimously selected Matthew W. DelGaudio as the first recipient of their Award, he having given outstanding service for the benefit of the architectural profession."

This award was followed by a short presentation speech made by Mr. Lion, as follows:

"Mr. President and Fellow Members:

"It is a moment of great satisfaction when we are given the opportunity to publicly acclaim one who has given devoted services for the good of others.

"This is the privilege of the Sidney L. Strauss Memorial Award Committee, and in making its decision as to the one who has given outstanding services for the benefit of our profession, there is no question but it has that moment of satisfaction.

"The Committee carefully studied the qualifications of the nominees and the evidence presented in their behalf, and like the fabled Abou Ben Adam—'his name led all the rest.'

"The full citation was read to you but a summation of it all can be condensed in the few words—'he gave unselfish devotion to the cause of the architectural profession.'

"Gentlemen, it is a great privilege to announce as the first winner of the Sidney L. Strauss Memorial Award one who did much to make that Award possible, a man we all admire—MATTHEW W. DELGAUDIO."

In accepting the award, Matt was quite humble and made a point of accepting the award, not for himself alone, but for all those who worked with him. He felt that the greatest accomplishment that he and his associates had made was the unification of all the architectural groups in the metropolitan New York district. He paid special tribute to Jim Bly, Max Cantor, Adolph Goldberg, Harold Shreve, Harry Prince, George Cavaleri, and last but not least, Henry Murphy.

We of the New York Society are justly proud of Matt DelGaudio.

SCHENECTADY CLEARS SLUM AREAS AND BUILDS LOW COST HOUSING

Schenectady now has three State-aided public housing projects, accommodating 644 low income families with rentals of \$9.00 per room per month which includes heat, light and gas. It has cleared and is clearing substantial slum areas with the aid of \$6,000,000 of State funds. Recently another 310-family project, Yates Village, was dedicated. This was built with a State loan of \$3,750,000.

The State will pay \$135,558 each year for fifty years to help keep rents below \$9.00 per room in this project and is committed to pay \$51,106 annually for the same purposes in the two other State-aided projects in Schenectady.

Meanwhile in Albany, only 15 miles away, the housing emergency still persists despite the State aid offered after a State Division of Housing Survey made in 1946. It's an anomaly that the capital of the strongly Republican State of New York does not share in the slum clearance and new housing project program that is so evident throughout the rest of the state. The answer, according to State Housing Commissioner Herman Stichman, is that the Albany city administration prefers to let its veterans and low income families live in inadequate housing rather than see the State administration receive any measure of credit for improving conditions.

AMONG THE CONSTITUENTS

(Continued)

BROOKLYN CHAPTER

The Brooklyn Chapter is sponsoring an architectural competition for "A Civic Group in a Local Neighborhood" (Bushwick Section, Brooklyn). The pertinent data follows. Complete programs may be obtained by writing Mr. Vito P. Battista, 26 Court Street, Brooklyn 2, New York.

Rules of Competition:

1. The competition is open to all architectural students attending any school in the Counties of Kings, Queens, Nassau, and Suffolk.
2. The competition is also open to all architectural draftsmen who reside in or are employed in the Counties of Kings, Queens, Nassau and Suffolk.
3. The competition is open to all architectural students whose official residence is in the four above mentioned counties and who attend any architec-

tural school in the United States.

4. Group entries will be permitted, but no competitor may submit more than one entry, whether singly or as a member of a group.
5. All competitors are required to follow all rules and conditions set down by the program and to register their names and addresses with Mr. Vito P. Battista, Chairman of the Education and Registration Committee, 26 Court Street, Brooklyn 2, New York, before Thursday, March 1, 1951.
6. The prizes given by the Brooklyn Chapter of The American Institute of Architects are as follows:

First Prize	\$100.00
Second Prize	50.00
Third Prize	25.00

These awards are to be presented to the winners at the regular monthly dinner meeting of the Brooklyn Chapter, in March, at which time the drawings will also be exhibited.

7. The name and address of the competitor shall be placed in an opaque, sealed envelope, firmly pasted on the back of the drawings. No signature or identification shall appear on the front of the competition drawings.
The drawings shall be presented on one or more 30" x 40" illustration boards. No further inquiries about the program shall be made.
8. All drawings shall be delivered to Mr. Vito P. Battista on or before March 16, 1951, 5:00 P.M. Judgment to be held March 22, 1951.
9. All drawings will be returned, but the competitor or his agent must call for them within 30 days after the announcement of the awards. The Brooklyn Chapter of The American Institute of Architects has the right to publish any of the drawings with the name of the competitor.

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THAT NECESSARY EVIL, THE ARCHITECTURAL ENGINEER

By THOMAS H. MCKAIG

I am not sure just what started this present nostalgic trend in my thoughts. Perhaps it was a Christmas gift,—Rym Berry's "Behind the Ivy," in which he reminisces over events which were current topics when I was at Cornell. Perhaps it is the beginning of a new half century with the knowledge that come June will find me trekking back to a 40 year reunion. That thought in turn brings the recollection that a goodly percentage of my architectural classmates are probably now engaged in such projects as the preparation of a specification for new automatic controls or squeak-proof hinges for the pearly gates, or some similar job, —and an equal percentage of my civil engineering classmates are arguing the advantages of vinol-resin or air entraining cement in the concrete base of the golden streets.

Whatever the cause may be, I am in a reminiscent mood today. Frigzample, I've been thinking about an incident in connection with the construction of the Ten Eyck Hotel in Albany. The older architects,—and some of the engineers,—of Buffalo are about equally divided between those who graduated from the office of Green & Wicks, and the office of Esenwein and Johnson. My post-graduating schooling was in this latter office, which, about a third of a century ago, handled the aforementioned job. The survey was the most cockeyed survey I have ever worked from. It would have been a C. E. professor's dream,—seven angles, not one of them a right angle,—no two sides exactly parallel,—the basement extended to the curb,

but the building line not parallel with the curb line. It had about every possible chance for an error in dimensioning and I picked up one of those chances. At one end of the State St. sidewalk I took the figure from the survey, added 1' - 5" to column center and tied the column center to the curb line. At the other end, I neglected to add in the 1' - 5" distance, but put my dimension line in similar manner from column center to curb line.

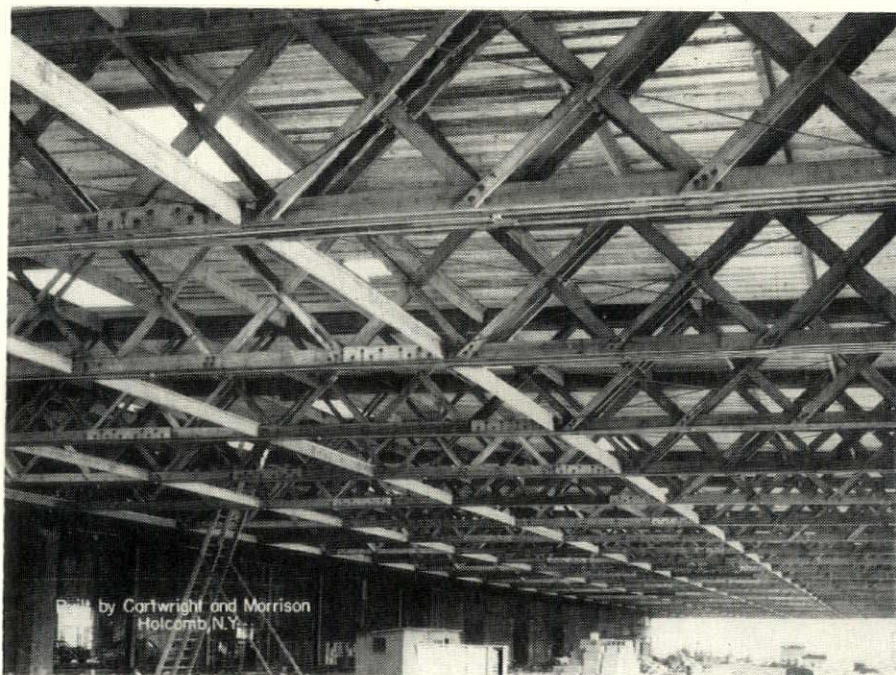
The resulting pie-shaped error got by everybody till they began to place sidewalk steel and found some of the beams much too short on one end. Then other things began to happen suddenly. I will omit "the old man's" preliminary remarks. At any rate the following morning found me on the job with the contractor working things out. Somehow or other, Dame Fortune smiled on me so that we got things fixed up with only minor structural changes,—no extras,—no credits.

With the satisfactory solution of the problem came only the fear of "loss of face" with the old man, until one day I overheard his remark to a contractor who has now joined the aforementioned percentage of my classmates in architecture and engineering,—"I've got the best damn engineer in New York State. It don't make any difference what kind of a jam he gets into,—he can always get out of it! That mark of approval from my post graduate professor meant more to me than any "A" I ever got in Analyt or dee-scrip.

ROOF TRUSSES *By*

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Twenty-eight Flat-top Timber Roof Trusses 105' span, 20' spacing, 60#/square foot loading for Pier Warehouse Corporation, Brooklyn, New York, furnished and erected by Cartwright & Morrison, Inc.

CONVENTION CONDENSATIONS 1950

(Continued)

WORD FROM WASHINGTON

Condensed from remarks by Frederick Gutheim

In bringing to the convention three items of news from Washington, Frederick Gutheim prefaced his remarks with mention of the attempted assassination of President Truman at Blair House. Architecturally, Blair House is a typical Federal Town House located practically on the sidewalk. The near-tragedy emphasizes the folly of not providing a more secluded place for housing important guests of the government, which is the use to which Blair House is dedicated.

The first item of news was word that regulations are now in effect to curtail the building of new single family houses as a step toward curbing inflation. No more houses may be purchased without substantial down payments. The effect will be to eliminate from the home-building business operators who have little or no capital invested and therefore little sense of responsibility for good design and sound construction.

The cutback in public housing is unimportant quantitatively; but there will undoubtedly be serious conse-

quences of the squeeze between the lower permitted cost per room and increased costs of construction. Some very impractical housing is likely to result.

Order M-4, forbidding the erection of theatres, billiard halls, bowling alleys, etc., is a step short of the control of building materials by the priority system. That will undoubtedly come before long.

Still in the discussion stage is the matter of protecting population centers through dispersal. Mr. Gutheim advised that the people at the Octagon are gathering all possible data as it becomes available so the architectural profession can organize itself to help solve this problem. The only information Mr. Gutheim could give at convention time was that not a dime has yet been appropriated for these things—that enormous problems of organization are involved and that important action along this line is long overdue.

IS LEISURE A LOST ART?

Condensed from an address by Eric A. Arthur at the 1950 N.Y.S.A.A. Convention in Syracuse

In what he termed merely some rambling remarks, Mr. Eric A. Arthur developed the nostalgic theme, "Is leisure for many of us a lost art?" He told of the pleasure he always finds in the society of architects and of the almost embarrassing hospitality that he, his partner and other Canadian architects have experienced at the hands of their architect friends in the United States. Yet in spite of it all he feels that the demands of office and modern living leave too little time for the leisure needed to strengthen the bonds of friendship.

Constructive criticism seems to have disappeared with the art of writing real letters and the technical journals, though highly informative, by no means fill the void. "Too many of us in North America," he said, fail to organize our lives so as to permit time for reading, the theatre, music and the arts—those things that give richness and color to life."

He paid tribute to an American engineer of M.I.T. who left a strong impression with the faculty of the School of Architecture of the Canadian University when he told them that some American schools of engineering have subjects of a cultural nature occupying

twenty-five percent of the curriculum. The Canadian faculty of engineering at that time (1937) had a doubtful two percent of cultural subjects. Since then many changes have been made throughout the University. Medicine has added two years in Humanities and Dentistry, one year. In the school of Architecture and Engineering they are endeavoring to turn out all-around men who can take their places as equals in society with those of other professions.

"Our domestic architecture," said Mr. Arthur, "improves with each decade. In our schools, design is as important as ever and structure even more so; but new subjects such as English Literature, Philosophy of Science, Esthetics, Political Science and the History of Art are taught by experts at the University level. The Architectural school has an advantage in this respect since the purely cultural courses can be integrated with strictly architectural subjects."

"Since the habit of good reading and writing and of more than a passing acquaintance with world affairs is not easily acquired after graduation, we endeavor to lay the cultural foundation during the school years, and in this respect we have learned much from you."

WHAT IS A SITE PLANNER

Answering a question from the audience, Mr. Clarke explained that "site planning" is a relatively new term usually associated with larger housing projects. The "Site Planner" is nothing more nor less than a landscape architect. He uses his professional knowledge of how to shape the land and plantings to fit the elements that go on it. His work is done in collaboration with the architect who first plans his structure to take best advantage of the location as he sees it or as he and the landscape architect together can visualize its possibilities. Then the landscape architect collaborates by taking care of the grading, plantings, etc. to set off the architect's creation to best advantage.

Mr. Clarke thinks that the question of licensing for landscape architects is debatable. Where public safety is involved, the engineering should, of course, be the responsibility of a licensed civil engineer. At present landscape architecture courses in our universities are not broad enough to cover a great deal of detailed engineering work. Unless and until it seems advisable to extend the courses to cover practically the full qualifications for a civil engineer's license, those projects involving major engineering features should be handled in collaboration or association with a licensed engineer.

NOTES FROM OCTAGON

NEWS LETTERS

Appeals under N.P.A. Order M-4. Hardship cases under M-4 which bans construction of 44 categories of amusement and entertainment buildings may be appealed to the Construction Controls Division headed by James Follin. Some relief may be granted in the cases of nearly completed projects, depending upon the degree of hardship as specified in Paragraph 71-8 of the order.

A.I.A. has objected to the publication of the American Hospital Association "Roster of Architects" claiming specialized qualifications for hospital construction. Objection is to the implication that only those listed are qualified. A.I.A. counsel opines that anti-trust action might be taken where hospital commissions have been lost because of non-inclusion in the Roster. There is also legal objection to the payment of dues as a condition of listing.

A.H.A. has complied with A.I.A. President's request that they cease publication of the Roster pending discussions with the Executive Committee of A.I.A.

* Editor's Note: See letters re this subject—November-December E.S.A. and this issue.

Sociopsychological problems of housing design and social research as a tool for community planning are two chapters of "Social Pressures in Informal Groups," a study sponsored by the University of Michigan and published by Harpers at \$3.00. Claims to be one of the first efforts to harness social science research to drafting table requirements.

Quieting Bathroom Noises, whistling air ducts and fluttering fireplaces are discussed in a pamphlet "Plumbing" put out by the University of Illinois Small Homes Council.

Professional Blessing on Bureau Architecture and Stock Plans will be implied when the Federal Building agency shortly announces a panel of consultant architects and planners to handle the dispersal program for 40,000 Washington workers. It is no secret, however, that the bureau's plans were completed last September so the "consultant panel" is mostly window dressing.

"Stay out of that basement," says one of a series of studies to be published by A.I.A.'s National Defense Committee. It outlines the right places and methods of taking shelter in case of A-bomb explosions or other bombing raids. Advice in these bulletins is based largely on the experience of Harry M. Prince, A.I.A. as an official observer in London during the blitz bombings of World War II.

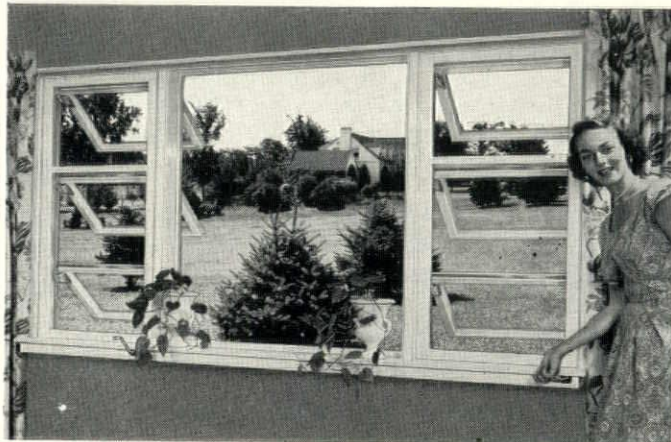
Small House Consulting Service designed to put professional services within reach of a wider public is a new venture of the New York Chapter, A.I.A. This Chapter has issued a booklet describing what an architect is and why his services are important. Separate sheet gives names and addresses of the 28 architects on the panel whose usual charge for consultative service under this arrangement is \$10.00 per hour.

(Continued on Page 25)

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Letters

THE ARCHITECT VERSUS THE SPECIALIST

I think if we compare Mr. Williams' article with Mr. Rosenfield's letters in the recent edition of E.S.A., a distinction may manifest itself that may clear up the controversy over the hospital problem.

Mr. Williams speaks as an "architect." He feels the creative urge toward the aesthetic and the beautiful. Mr. Rosenfield speaks more as a "specialist," that is a building designer to whom function is everything. An "architect" cannot by nature be a "specialist," no more can a "specialist" be an "architect."

The mere willingness to align one's self with a hospital association or other similar institutions in the manner in question shows the predominantly functional and commercial instinct that distinguishes an architect from a specialist or just a building designer.

Perhaps we need both in the hurry of human affairs, but let us draw the distinction. Any competent architect can do a hospital if he sets his mind to it and do it well. Let there be no mystery about that. He can research the field and engage the same engineers and consultants; and from his wider experience he can possibly inject some new ideas that the specialist may never come across,—but it will be "architecture."

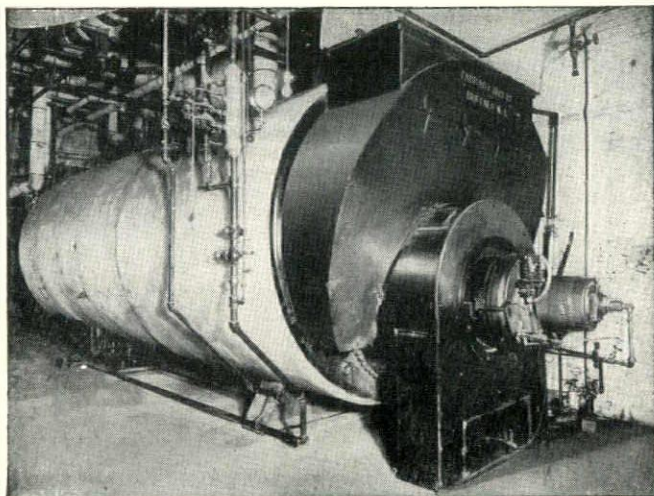
I therefore believe that those on the hospital panel who are architects should resign and let those who consider themselves architects assay their talent and decide accordingly; and let the specialists and building designers continue on; but the hospital authorities should be told the difference before they rely too much upon the panel.

Charles C. Platt

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THE HOSPITAL ROSTER

May I make this comment on the hospital roster?

The A.I.A. Convention repudiated the hospital selected listing (1) as a bad piece of intra-society preferment, (2) capable of wide abuse, and (3) good for no reasonable demand.

On the first score, three little hospitals do not make a hospital expert, but it gains a listing. Two large hospitals may well make a hospital expert, but it gains no listing. The listing and the method is admitted to be arbitrary and hence it defeats its own end by excluding many of the more competent and including many of the less competent.

On the second score, a pointed reference to the list to freeze out a competitor is an all-too-frequent occurrence and a natural temptation that will be resisted only by the few.

On the third score, the occasional case of a gullible hospital committee meeting up with an unqualified and unscrupulous architect and thus taken for a ride, is too infrequent a coincidence to warrant the plan at all.

The real weakness is in the hospital fraternity itself. Better that it sets its own house in order and have men of normal business ability and integrity selected for the responsibility of choosing an architect. It is the occasional and manifest incompetence in the face of politics, wire pulling, glib talk, etc., more than anything else that accounts for probably every bad selection that can be cited. Here lies the real path of reformation and relief.

Should the Institute receive an inquiry to recommend an architect for a specific project or service, it should pass the inquiry along to the Chapter in the pertinent territory. Should a Chapter receive this or other direct inquiries, if of major importance, it should pass the notice along to its members by mimeographed postals calling for qualifying data. A minor inquiry could be answered satisfactorily by the President or the Secretary of the Chapter with the full confidence of all concerned.

The normal and most satisfactory way of engaging an architect is for the individual or the committee to investigate a few completed houses or buildings in the category in mind. Then go and see the architects and make the final choice in a man-to-man interview.

If all this is true, why this regimentation madness that is even permeating the chapters? In the name of architectural practice as we know it, let us reject these straightjacket procedures. —*Charles C. Platt, N. Y. C.*
Editor's Note:—The above letter is a reprint from the National Architect, January 1947, and was sent to us by the writer to answer Mr. Rosenfield's letters.

DONALD QUALTROUGH FARAGHER
Architect

Announces the formation of a partnership with Allen Macomber for the practice of general architecture on January first, nineteen hundred and fifty-one, under the firm name of

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it can be seen up and down Delaware Avenue on which the groceteria faces. The top of the tower is visible over the top of the main plaza on Sheridan Drive. The clock in the tower is very helpful to shoppers who must meet time schedules in their shopping. The accessory signs face both principal streets.

The details on the exterior have the sloping column of the sign recalled by simliar slopes in columns supporting the canopy. So far no adverse comment has been heard about the cock-eyed columns and they are taken in stride by the public.

In the division bars of the front windows an attempt has been made at an interesting glass area pattern. The toilet rooms and storerooms are illuminaed by glass block panels with vent panel inserts. The brick on the exterior is a Darlington buff, the base is black granite, the facia above the cornice is corrugated aluminum which reflects every light in the vicinity and gleams very interestingly at night.

Doing a Loblaw store is an interesting experience and a great pleasure not only for us but for Mr. John R. Peachey, President of Loblaws, Inc., and his associates. Every time we attempt one new fields for creative design are mutually explored and new forms of expression are discovered.

In conclusion credit should be given to Mr. Norman G. Huth for site selection, Mr. Robert Ferguson for store planning, both of Loblaws, Inc., and Mr. R. Douglas Adams of our office for detailed development of this project.

OCTAGON LETTERS

(Continued)

Businessmen are ready to consider urban planning.

A late November conference of businessmen sponsored by the United States Chamber of Commerce indicates that the problems and perplexities of traffic, parking and metropolitan decentralization have convinced businessmen generally that something must be done. Now for specific plans and programs.

Army Engineers will use private firms of engineers and architects to handle an increasing volume of planning and supervision of defense projects. Consult your local district engineer's office regarding the Architect-Engineer Roster of the Army Corps of Engineers.

From November 20, issue—Double Amputee Drafts with Metal Fingers! A paragon of perseverance, twenty-nine year-old Cronan LeBlanc, veteran of World War II is well on his way to becoming an architectural designer. He has designed and built his own home in Gulfport, Miss., and "ruined a good pair of hooks in the process." He enrolled last fall in Tulane University's Department of Architecture.

Has your chapter ordered a supply of Henry H. Saylor's booklet, "The American Institute of Architects and its Reasons for Being?" Published for free distribution to Octagon House visitors, it is available for similar distribution by local chapters, with or without imprint. Write Octagon House for details.

ANNOUNCEMENT

Mr. L. A. Waasdorp, A.I.A., announces the formation of a partnership with Charles V. Northrup for the practice of Architecture at 311 Alexander St., Rochester, N. Y.

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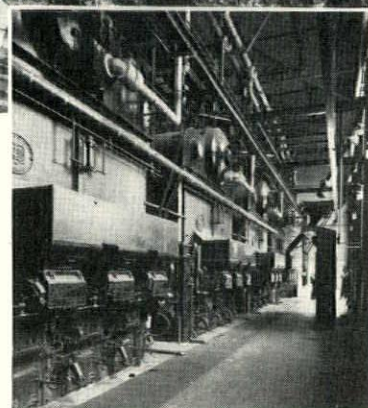


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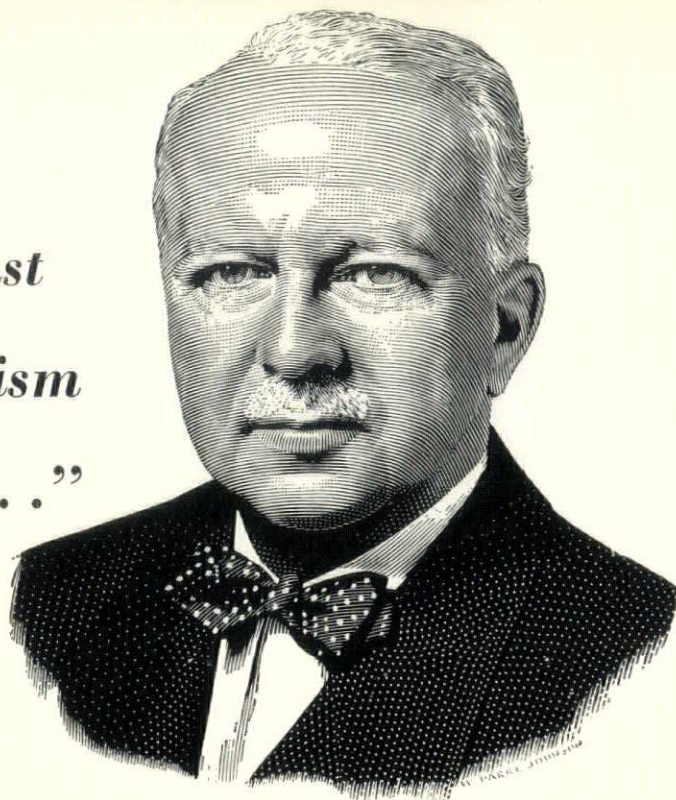
Mount Sinai Hospital, The New York City Housing Authority and the State Housing Commission have made arrangements to embark upon an unprecedented health plan of startling significance. This fact was made by State Commissioner of Housing Herman T. Stichman.

The plan calls for Mount Sinai, a voluntary hospital, to oversee the health of 400 or more low-income families occupying "Carver Houses" and at least 100 other neighborhood families in the \$35-\$45 weekly income bracket. Quarters for the community health service will be provided rent-free in the State-aided housing development. The hospital will staff, equip and provide operational funds for the undertaking and generally conduct the center as an extension of the hospital.

In addition to in-patient care, the center will provide the special diagnostic and therapeutic ambulant care that may be necessary and social, psychological and educational services, all as a contribution to the improved health of the community. In rendering this service the hospital will have the opportunity to do important research into medical and psychological aspects of community living and to study the potentialities of preventive psychiatry in improving inter-group relations, reducing intra-family tensions, and developing normal personality structures.

This new pattern of cooperation between a voluntary hospital and public bodies is a new approach to improved medical care for low-income groups and is confidently expected to be the forerunner of similar plans throughout the country.

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the disease of communism
is a certain feeling . . .”*



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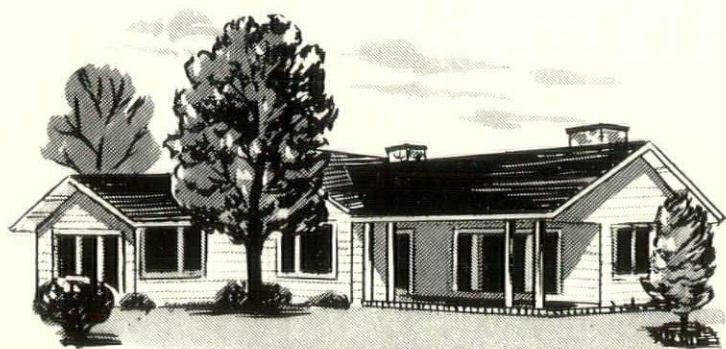
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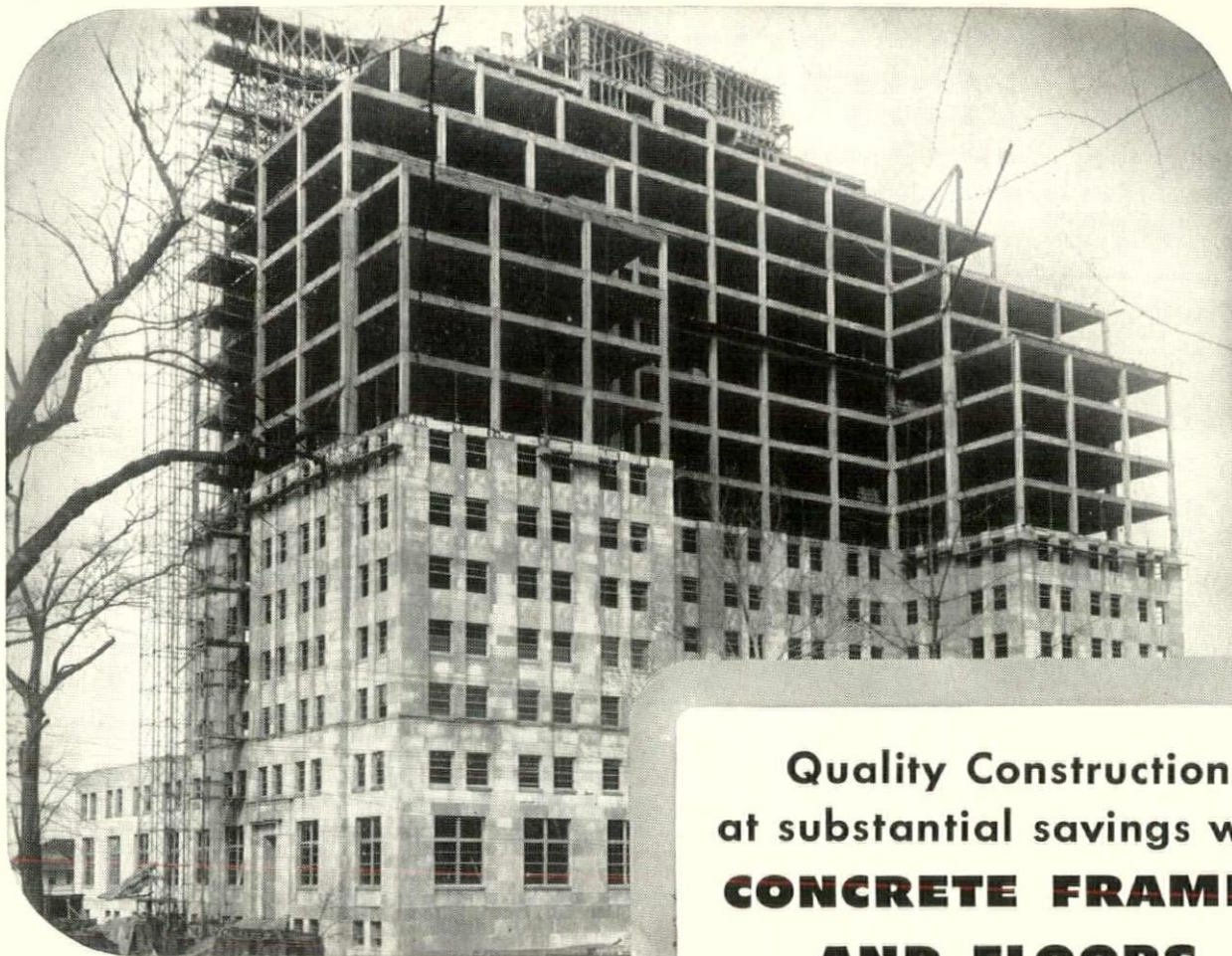
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Construction view, State Office Building, Jackson, Miss.
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