COMING EVENTS

December 15, Thursday, Gallery A - 7:00 P.M.
Hospital Study Group of The Technical Committee
Chapter Meeting - Speakers:
Dr. MacLean, Commissioner of Hospitals, N.Y.C.
Dr. Bluestone, Consultant to Montefiore Hospital

January 19, Thursday, Gallery A - 12:30 P.M.
Chapter Meeting
By-Laws Discussion

January 25, Wednesday, Dining Room - 5:30 P.M.
Cocktail Party for prospective new members given by Membership Committee.

PUBLIC RELATIONS FOR YOU

On the evening of November 10th the first of a series of informal discussions entitled, "Public Relations For You," was held at the League under the auspices of the Public Relations Committee of the New York Chapter. This committee has planned six more such meetings of one hour duration, from 5:15 p.m. to 6:15 p.m., as follows:

Wednesday - December 7th
Wednesday - January 11th
Thursday - February 9th
Thursday - March 8th
Thursday - April 12th
Wednesday - May 9th

The December 7th meeting which takes place as the Oculus goes to press will be host to Mrs. Lee K. Jaffee of the Port of New York Authority who will discuss Public Relations from the point of view of someone who has put it to work and has seen its results.

Those who attended the first meeting heard Mr. Anson Campbell of Ketchum, Inc., the Account Executive A.I.A., Public Relations Division, discuss the general aims of a Public Relations Council and how Public Relations could be put to use by the individual.
He emphasized that the American press is the front door to an understanding of any cause or any profession in this Country and that the press must be a strong ally if we are to expect the Architects' services to be understood by the public. However, he was quick to point out that newspaper publicity is not the sum total of any public relations endeavor. Public Relations begin in the Architects' own offices, he continued, and especially in the services they render clients - services of design, specifications, supervision, and administration. The Architects' public relation job is communication with real people who must be told what Architects do to provide better living for everyone in the community.

Mr. Campbell continued by relating how the individual can in turn influence and aid the public relations program. Good public relations by only one Architect in a community reflects on the public relations of many architects in that community. The individual can improve his personal public relations by, "treating his client right, giving something extra to his community, developing a vocabulary the layman can understand, and by taking credit for good work accomplished." By such means, he concluded, it is possible to reach the public mind with the fact that the policies, procedures, and accomplishments of the American Architect are consistent with the public interest.

ARCHITECTURE - U.S.A.

The Chapter Meeting of November 30th was highlighted by the showing of the new color film "Architecture - U.S.A." The New York Chapter has a particular interest in this film as it was made possible by the Chapter's Arnold W. Brunner Scholarship Fund.

L. Bancel LaFarge, Chairman of the Brunner Scholarship Committee writes of the film as follows:

"Under the Chairmanship of John W. Root, FAIA, the Public Relations Committee of The American Institute of Architects has made a gift to the Chapter of a copy of the film 'ARCHITECTURE - U.S.A.' in recognition of the contribution made to its development. The film is the work of Ralph E. Myers, AIA, of Kansas City, Missouri, twice recipient of an Arnold W. Brunner Scholarship awarded by the Chapter.

"The Chapter's Public Relations Committee now has assumed the responsibility of controlling rentals of the film. Professor Esmond Shaw has been appointed Sub-Chairman under the Public Relations Committee for this purpose. Inquiries should be addressed to the New York Chapter, A.I.A., 115 East 40th Street, New York City, Telephone No. MU 9-7969."

A film such as this has been long awaited. It can become an important Public Relations instrument to you if you will see that it is used. Mr. Root writes, "We have advocated the policy that, though the architect should see it, the principal purpose of the film is to give groups outside of the profession an idea of what is happening in architecture today." Mr. Campbell of Ketchum, Inc. expressed the same thought in his talk to the Chapter last month.

The OCULUS wants your comment on the film. It will be summarized in the January issue.
NATIONAL BOARD OF FIRE UNDERWRITERS SCHOLARSHIP AWARD

The National Scholarship award given by the National Board of Fire Underwriters to a worthy architectural student, was presented jointly by Robert S. Hutchins, the Chapter's President and Mr. W. W. Pritsky of the National Board of Fire Underwriters, to William L. Marton at the Chapter's Fall Meeting. Mr. Marton is a 4th year architectural student at Columbia University and a graduate of Carlton College, Northfield, Minnesota.

HOW TO BUILD A BETTER-LOOKING NEW YORK

This is the question which a group of New York's outstanding architects, realtors and city planners will consider in a series of twelve evening programs at Cooper Union, Fourth Avenue and Seventh Street. This series, primarily concerned with how the appearance of our city can be improved, is sponsored jointly by Cooper Union and the Fine Arts Federation of New York, of which your Chapter of A.I.A. is a participating member. Join the experts and contribute to the public discussion as follows:

Jan. 5th - Thurs.  THIRD AVENUE - BOULEVARD OR ALLEY?  
G. E. Kidder Smith; Honorable Hulan E. Jack

Jan. 9th - Mon.  CITY PLANNING FOR 2000 A.D. - Victor Gruen

Jan. 13th - Fri.  PROBLEMS IN CIVIC DESIGN 
GRAND CENTRAL & PENNSYLVANIA STATIONS  
William Zeckendorf

Feb. 2nd - Thurs.  THE LEGAL AND REAL ESTATE PROBLEM

Feb. 14th - Tues.  THE TRANSPORTATION AND TRAFFIC PROBLEM 
Are We Being Choked to Extinction?  
Frank W. Harring

Feb. 21st - Tues.  THE FORGOTTEN PEDESTRIAN - Overlooked and Overrun 
SQUARES, CIRCLES and PARKS - Paul Zucker

Feb. 28th - Tues.  THE RELATION OF BIG BUILDINGS TO EACH OTHER 
GROUP DESIGN CO-ORDINATION  
Arthur Holden; Max Abramovitz

Mar. 1st - Thurs.  SPECIAL RESIDENTIAL AND BUSINESS AREA PROBLEMS  
Ralph Walker; Morris Ketchum, Jr.

Mar. 6th - Tues.  DEVELOPMENT OF BLIGHTED AREAS 
The End of Deplorable Housing

Mar. 13th - Tues.  HISTORICAL BUILDING, LANDMARKS AND MONUMENTS  
Leo Friedlander; James G. Van Derpool

Mar. 20th - Tues.  THE MASTER PLAN AND ZONING -- McKim-Norton

The Programs of Jan. 9th and 13th are in Great Hall at 8:30 p.m.; balance of programs in Room 203 at 8 p.m.

USE THE CHAPTER'S PREPARED STICKERS. DON'T "GUM UP" YOUR PHOTOGRAPH RELEASES.
LATIN-AMERICAN ARCHITECTURE

The Museum of Modern Art is host to an impressive exhibit of recent (since 1945) Latin-American Architecture. Arranged by Arthur Drexler, it is a three part grouping of photographs, photographic blow-ups and groups of stereoptican views in color. Most of the photographs are by Rollie McKenna, and are catalogued by Henry Russell Hitchcock.

The fluid forms of ferro-concrete and the extensive use of color are perhaps the most eye-catching aspects of this collection. Although many of the buildings have been seen in print before, a new dimension seems to appear when the magic of color is added. You are urged to be patient with the stereoptican views for they are the most rewarding part of the exhibit. The show also features work by younger and even more imaginative craftsmen than the familiar masters, -- Alfonso Reidy and Jorge Moreira, to mention two.

CATCHING UP WITH OUR MEMBERS

Victor Gruen calls our attention to a new field for the architect. He recently acted as architectural consultant for an N.B.C. program which peered into the future for a view of our way of life twenty years hence.

Harold R. Sleeper, FAIA, addressed the Gulf States Region of A.I.A. in New Orleans on October 7th, on the subject of Architectural Influence on Business. "Architects make the architecture. So what architecture does for business and industry can only be answered by you. You can help to obtain better profits, good public relations, good labor relations and general good will, through better buildings and better environment," concluded Mr. Sleeper.

Lathrop Douglass, returning from the recent Pan American Congress of Architects in Caracas, as a delegate from the United States, reports being tremendously impressed by this "Beautifully organized magnificent performance complete to every detail," to quote him; and by the high prestige the architect and his profession enjoy with the public, press and governments of these lands. He also feels we have not yet recognized the full extent of our ability to create good will toward our Latin-American friends through these congresses.

1956 BUILDING PRODUCTS - LITERATURE COMPETITION

This annual competition, sponsored by the A.I.A. and the Producers Council, is for the purpose of "recognizing excellence in building product literature directed to the architect and to aid manufacturers in making the technical and informative value of descriptive product literature of assistance to the architect".

Nominations of literature may be made by A.I.A. members individually and require only the forwarding of the title of the document and the name of its producer to the Technical Secretary, 1735 New York Avenue, N.W., Washington 6, D.C., prior to February 1, 1956. Awards will be announced at the A.I.A. Convention in Los Angeles next May. For full particulars please contact the Chapter Office.

FEE SCHEDULES

To aid Chapter members who have work outside the New York area, in conforming to and upholding local professional standards, the Fees and Contracts Committee, Lathrop Douglass, Chairman, has established at the Chapter Office, a reference file of recommended Fee Schedules from Chapters in the New York, New England and Middle Atlantic States regions. You can aid in expanding this service if you will send to the Chapter Office any extra copies you may have, of schedules from more distant or foreign parts.
DELEGATES AND REPRESENTATIVES TO RELATED ASSOCIATIONS

American Architectural Foundation
Chairman: Alfred E. Poor

Citizens Conference
Delegate: Frederick J. Woodbridge

Concrete Industry Board
Delegate: Howard H. Juster

New York State Code Committee
Samuel M. Kurtz
Preservation Officer for Puerto Rico, The Virgin Islands and the Canal Zone
Cameron Clark

American Society of Landscape Architects
Representatives: Robert A. Jacobs
William Potter

NEW YORK STATE ASSOCIATION OF ARCHITECTS
1st Vice Pres.: Harry M. Prince
Delegate: Daniel Schwartzman
Alternate: Michael Radoslovich

Legislative Committee
Representative: Matthew W. Del Gaudio
Alternative: William Potter

Citywide Building Code
Samuel M. Kurtz

ARCHITECTS COUNCIL OF NEW YORK CITY
Delegate: Geoffrey Platt
Alternate: Alonzo Clark

City Legislative Committee:
Sub-Committee on City Planning and Zoning
Delegate: Frederick G. Frost, Jr.
Alternate: Robert C. Weinberg
Samuel M. Kurtz
Frederick Genz
Edward J. Robin

Publicity
Delegate: Mortimer Freehof
Alternate: Morris Ketchum, Jr.

Audit and Finance
Delegate: Donald Allwork
Alternate: William Potter

Architects' Exchange
Eldredge Synder

Fine Arts Federation of New York
William Platt '56 Geoffry Lawford '57
Francis Roudebush '56 Theodore Young '58
Francis Keally '57 Lorimer Rich '58

Metropolitan Builders Association
Representative: Jonathan F. Butler

Producers Council
Liaison: Henry Hofmeister

Centennial Committee of the A.I.A.
Chairman: Harold R. Sleeper
Esmond Shaw
Edgar I. Williams

State Legislative Committee
Delegate: Harry M. Prince
Alternate: Herbert Lippmann

By-Laws
Delegate: Robert S. Hutchins
Alternate: Geoffrey Platt

Sub-Committee on Board of Standards and Appeals and Dept. of Housing and Building
Joseph B. Klein
Kenneth M. Young

Public Works and Public Housing
Delegate: Ward Fenner
NEW YORK REGION A.I.A.

Regional Director: Matthew Del Gaudio

Judiciary Committee
Lewis G. Adams

National Committee on Hospital and Health
Chairman: Aaron N. Kiff
Francis D. Rogers

Public Relations
Chairman: Harold Sleeper
Robert W. Cutler

Committee on Schools for New York State
John C. B. Moore

Committee on Office Practice
Chairman: Daniel Schwartzman

Urban Design & Housing Committee
Chairman: Elizabeth Coit (To 1956)

Committee on Collaboration of Design Professions
Chairman: Frederick J. Woodbridge

Committee on Research
Chairman: Morris Ketchum, Jr.

Sub-Committee on Nuclear Science
Chairman: Charles S. Haines, II

Sub-Committee on Delano & Aldrich Fellowships
Chairman: Dean Leopold Arnaud
John C. B. Moore

ADDITIONAL COMMITTEE APPOINTMENTS

Public Relations Sub-Committee for Architecture - U.S.A.
Prof. Esmond Shaw

Brunner Scholarship Committee
Philip Ives

These men serve the Chapter's interests under many varied situations. In many instances their prerogatives are limited and in others they cannot act at all except with your express approval. Whether or not they are empowered to act for you, they must know your views in order to function at all. Keep them informed so they can serve you better.
NEW BOOKS

Gardens Are For People
By Thomas D. Church - Reinhold Publishing Corp., N.Y. $10.00
A superbly illustrated book primarily concerned with people and their highly individualized gardens. This is not a book intended as a treatise on planting nor on principles of garden design.

Italy Builds
By G. E. Kidder Smith - Reinhold Publishing Corp., N.Y. $10.00
The third in a series by Architect-Photographer Smith to be reviewed later.

The Pahlmann Book of Interior Design
By William Pahlmann - Studio Crowell, Publishers, N.Y. $7.50

The Five Fundamentals of Modular Drafting - A new booklet replacing, "Making The Change To Modular Drafting", is available without charge in reasonable quantities by directing a request to Mr. William Demarest, Modular Coordinator at the office of the A.I.A. in Washington, D.C.

CANDIDATES

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

Corporate Membership

Jeffrey Ellis Aronin
George A. Diamond
Robert Martin Englebrecht

William Stanley Fryer
Philip Mei Chu
Apollinare Osadca

Associate Membership

Solomon Baum Sponsors: Frank A. Berlenbach and George E. Beatty
George Harold Beiers Sponsors: Francis Roudebus and Alfred Fellheimer

CRAFTSMANSHIP

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There are three things which govern the success of any building: materials, design and workmanship, in that order in time. The basic materials with which a builder works are few in number, although the possible forms and combinations are infinite. Materials come first, as the medium in which a painter works comes first, and both design and workmanship are dictated by them. The second, design, is subject to the laws of esthetics and practicality; discussions on design are so many, and opinions on it so arbitrary, that we are flooded with writings on the matter. The third, workmanship, is scarcely mentioned ... possibly because everyone thinks that he knows what it means but probably because the word is peculiar in that it defies exact definition.
Craftsmanship - con't.

Search as you will through specifications which fix the gauge of a metal to the ten-thousandths of an inch and the temperature of a process to a degree and you will find, as to workmanship, only such vague terms as "in the best manner, conforming to the highest standards in the trade". What are those manners and standards? No one really knows. Nowhere in the industry is a result so dependent on feel, judgment and comparison. Yet workmanship in both designer and tradesman is the most important of the three ingredients.

Grant that our basic materials change their forms with changing times, and that design is a woman whose form varies with the same changing times, only good workmanship remains as the one ingredient in building which runs like a strong straight line from the beginning to now. The same periods during which craftsmanship deteriorated are the periods of lowest ebb in our manners of living and the periods of least advancement. These are the negative periods, the valleys between the peaks, so forgotten that the peaks appear to be a continuous chain in history.

There has always been a certain amount of poor workmanship. It appears, to this contemporary observer, that there is now more of it than there is of good. We are inclined to think that the assembly line rules out the need for individual good workmanship . . . but consider the variations in quality between cars of the same model, from the same assembly line. If poor workmanship is the result of factors beyond the control of workers themselves, i.e., imposed upon them by the economics of their surroundings, then an attempt to improve it would be akin to lifting ourselves by our bootstraps. If it is not, then client, builder and architect have an obligation to society to insist that it be raised, at every possible turn, and not to let good workmanship go by default.

Good workmanship was never achieved except in one of two ways . . . through coercion on pain of physical punishment or through pride on the part of the worker. The first, we like to think, is impossible in our enlightened age. The second can never be reached through money, which we are inclined to believe can solve all other problems, but can only be enlarged by guidance, example and recognition . . . not one of which can occur if the designer and consumer lose their own ability or readiness to recognize a superior product.

We can do much, in a positive way, by commending quality when we see it. There have been several organized moves in this direction and we must, for our own good, support them. As individuals, the pat on the back of Charlie Craftsman, who made the pages of this issue, can be our greatest contribution to ourselves.

Ian C. Mac Callum