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# OHIO ARCHITECT

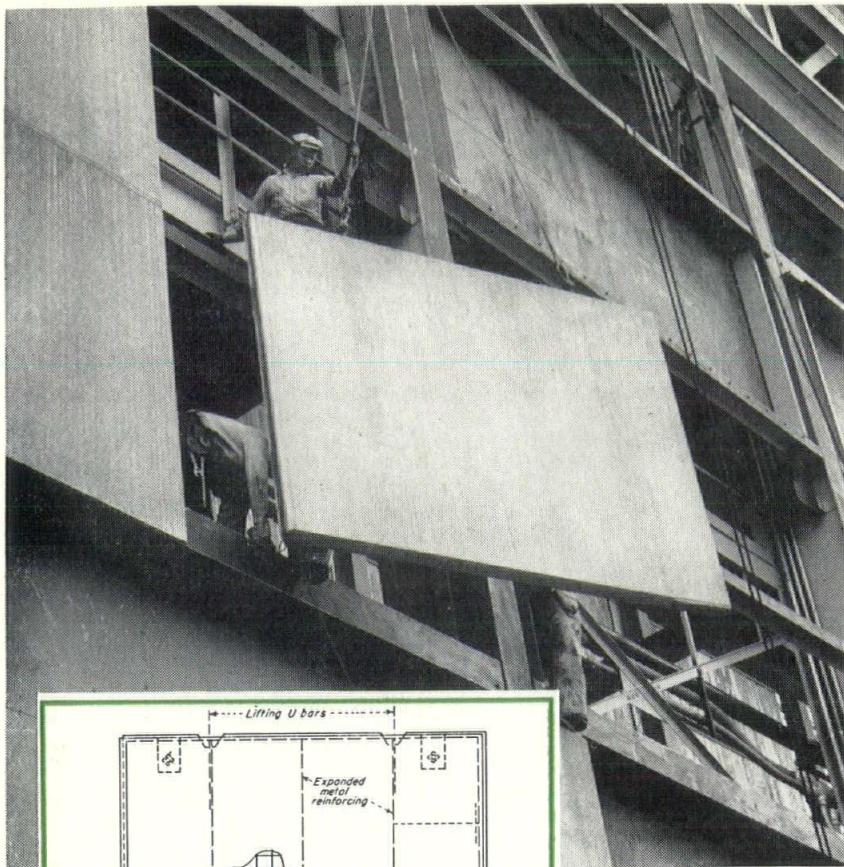


A million pounds of concrete slab practically "floating in air." This picture shows the concrete roof slab of the New Temple Isaiah of Los Angeles being raised into place. See story on page 10.

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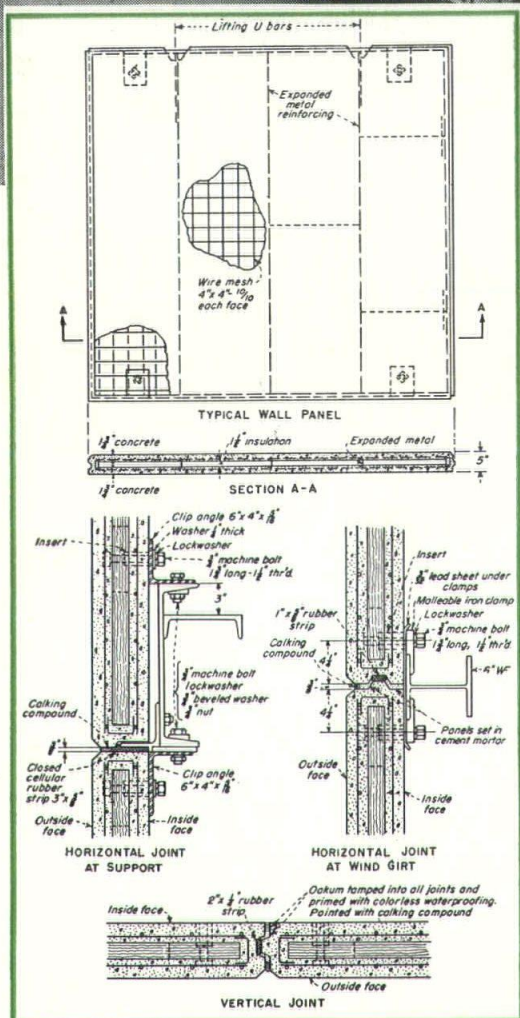
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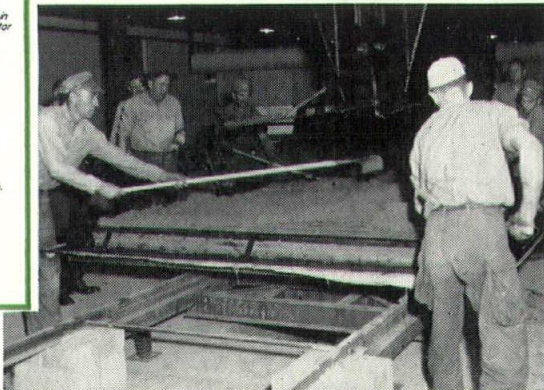


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\*Glider Window Installation — Alfred W. Harris, Architect, Cleveland, Ohio

# Ohio Architect

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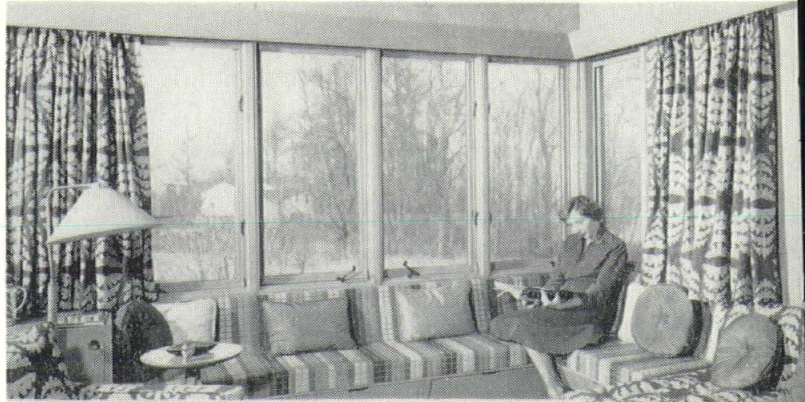
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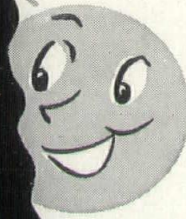
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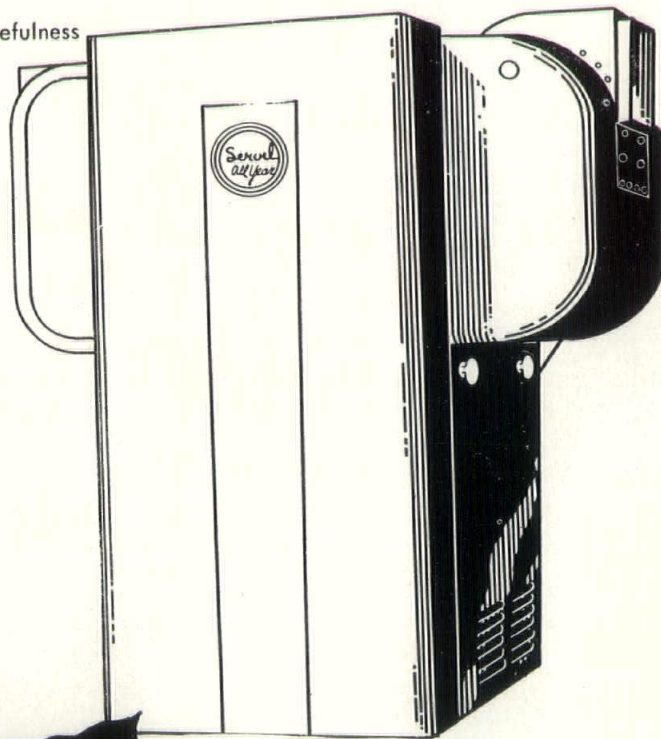
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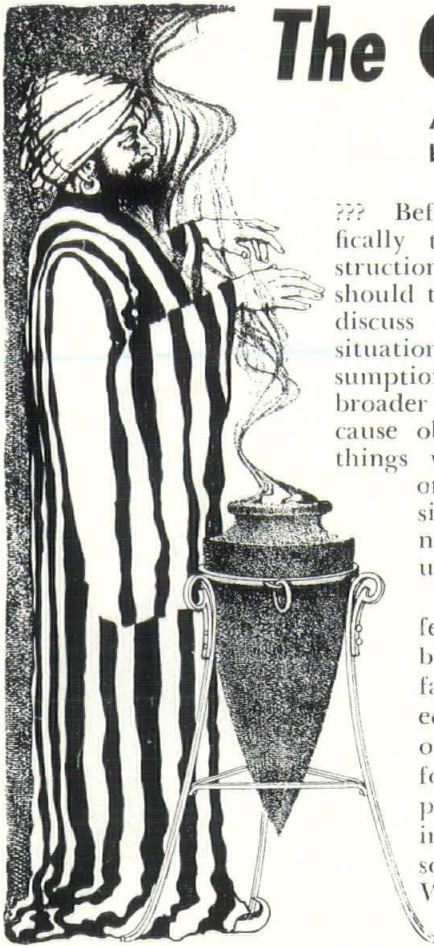
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# The Construction Outlook for 1953

A talk by CLYDE SHUTE, Asst. Vice President of F. W. Dodge Corp.,  
before the Cleveland Chapter of Producers' Council, January 12, 1953



??? Before starting to specifically talk about the construction outlook, I feel I should take a few minutes to discuss the current general situation, and make a few assumptions regarding the broader economic trends because obviously all of these things will have a bearing on building volume since the industry does not operate in a vacuum.

As we all know, defense spending has been a very important factor in our whole economy. The amount of money being spent for this activity will probably reach its maximum annual rate sometime this year. Whether we will then experience a decline in government

spending for armaments, or, whether we will continue on a high plateau, depends upon the world situation and world reaction to our new leadership in Washington. However, even if we find that the rate of defense spending could be reduced as much as one-third, this change probably could not be made so precipitously that it would upset our economy, since such a reduction would only constitute about a 5 percent reduction in gross National Product. In view of this, my first assumption is that we do not need to fear a slump in general overall business because of a downward change in defense spending.

This does not mean that all industrial segments will maintain a status quo throughout 1953. More industries and particular lines within industries will pass over from a "seller's" to a "buyer's" market, and I think that residential construction can well be included in this category. If this happens, residential building will join the field of household appliances, TV, furniture, carpets and rugs, shoes and textiles, as well as some other lines, that during last year went through the process of inventory liquidation and price adjustment, and, in many instances are now showing an upward trend in sales. So, in connection with this, my next assumption is that these adjustments to a normal competitive situation will continue to take place in varied industries, and, that such staggered process is economically healthy and should dispel any thought of a general collapse caused by widespread universal inventory and price adjustments.

Another assumption is that I do not think we need to fear another dose of inflation, because, as it became evident last year, people again have become price and quality conscious. I don't look for another wave of scare buying, unless, of course, World War 2½ broadens into World War III, which we do not anticipate. I think

people have learned that many contemplated shortages never develop, and that all that is accomplished by scare buying is to boost prices out of sight.

My final assumption is that the principal unbalance in our economy today requiring correction, namely federal government spending and taxation, stands a pretty good chance of proper and intelligent treatment. Perhaps, and most likely, no sudden or violent change but sufficient change to warrant confidence in the direction our new administration will move. The decision of the electorate to switch from the donkey to the elephant is much more encouraging than if we had mere changed jockeys.

Therefore, ending this preamble, I will now proceed with some observations about our own construction industry.

I presume that most everyone is under the impression that today's construction volume is so far above anything we have previously experienced that it is futile to make comparisons that mean anything. Well, as somebody once said, "It just isn't so."

True, if you consider the volume of construction as measured in current dollars, the estimated value of contract awards in the 37 eastern states in 1952 will be around \$16 billion as compared with the \$6.3 billion annual average for the boom years of 1925 through 1928. This is impressive—but, terribly misleading, because the dollar in 1952 didn't buy nearly as much building as it did back in the twenties.

Therefore, I want to switch your thinking, for the moment, from the dollar measurement of construction to a stable unit, namely, square feet of floor space added through contract awards for new and alteration projects. Although this approach eliminates public works and utility construction, I feel that it is justified in order to more realistically appraise our current position.

In order not to bore you with a lot of floor area figures I will give you a few comparisons in index number form by using the 1925-1928 annual average as 100. Also, so that you may have a proper perspective of the index numbers for 1952, I am going to give you a few intermediate periods. The figures also have a bearing on the future expectations for construction volume.

Looking first at the total of all non-residential and residential building, we find that the decade 1930 through 1939 had an index of 37. Then we move into the war and prewar years of 1940 through 1945 and we find the index at 74, and it didn't equal or exceed the 1925-1928 average until 1950 when it hit the all-time peak of 144. The index moved down to 127 in 1951 and probably will be about 120 for 1952. In other words, we went through 21 years of austerity before we reached a year that equalled our 1925-28 record. (To be correct, I should state that the years of 1941 and 1942 actually exceeded the base period I have used but this was due entirely to the great amount of manufacturing building done for war industries—all other categories of construction were depressed).

Now, begging your indulgence for just another minute on these figures, I want to tell you how residential building has fared. Again using our 1925-28 base, the 1930's average was only 34 percent, and the 1940-45 period dropped down to an almost unbelievable 24 per-

(Continued on page 12)

## Encroachments on the Architectural Profession

A talk by **KENNETH WISCHMEYER**, 1st Vice President of the American Institute of Architects,  
at the A.S.O. Convention Cincinnati, October 2, 1952



**KENNETH E. WISCHMEYER**

The encroachment which we have in the architectural profession has been very drastic, in my opinion, in the past ten years. I think at the present time, most of us architects are not too aware of it except in isolated cases, because most of us have had seven years of very fine practice. We've all been very busy doing the type of work we wanted to do. I think we've all been very comfortable and well fed and there's very little that we've had to complain about. But all during this time there have been signs of encroachment on the profession. I think it's time now to recognize this fact while we have our strength and numerous membership and do something about it.

To begin with, we're all aware of the encroachment of the Federal Bureaus.

We're well aware of the encroachment that comes from our various defense agencies the army, (not too much from the army because they have been the easiest to deal with); the Air Force, who have been very difficult to deal with and the Corps of Engineers who have been extremely difficult to deal with.

In addition to all that, we have our State and City Bureaus to contend with. And in addition to all of that, we still have the so-called package dealers who are becoming stronger and stronger by the minute. I don't know whether that is true in all of your communities, I know it is true in St. Louis. Then again we have a very large segment of the building industry which the architects have chosen as a group to ignore entirely and that is the home building industry.

Now this would seem to present a very real challenge to us from the standpoint of total overall encroachment. Before I discuss some of the things in detail with you, I'd just like to point out to you a few facts which most of you are pretty well aware of from the standpoint of the way the Federal Government has taken over control with their grants in aid to the various states. This is an insidious type of encroachment which is going on at the present time. Figures that were released not so long ago in our St. Louis Post Dispatch indicated that the Federal Government in 1920 gave grants in aid to the states of only some twenty-five million dollars. The 1952 budget had grants in aid of almost three billion dollars marked for the states. This is very peculiar when you have a deficit ridden Federal Government that's deeply in debt, providing funds to some of our states that are extremely wealthy. In fact our own State of Missouri with a sales tax has provided some eighty million dollar surplus in

the treasury and is still accepting millions of dollars in grants in aid every year from Federal Government.

I think this type of infiltration into our everyday life is also systematic of the type of infiltration which we have in our own profession and speaking of government bureaus, the first on our list of encroachments we have had only recently a spectacle in the city of Washington where a private group of hospitals, three in number were interested in building a new hospital building. As you know, the funds for the District of Columbia are provided by the Federal Government in this case. These particular funds were appropriated in the sum of some ten million dollars. Now one of our very fine, capable architectural firms in Washington, D. C. had two of these hospitals as clients of theirs. Of course, they expected to do the job. But instead of them doing the job, the Public Building Service, a Federal Bureau, took over the construction program of this building to be operated by three private hospitals. Although all the funds were provided by the Federal Government, these hospitals had agreed to turn over their existing physical assets to the District of Columbia when the building was completed. Now I understand only last week from a gentleman in St. Louis at the Producers Council Convention that the hospital has now grown to some fifteen or twenty million dollars and had taken in another two local hospitals. All of this work is being done by a bureau instead of by a private architect as it should.

This same particular bureau sent their chief architect to speak to our Board not so long ago and explained that there was a new two billion dollar lease purchase program which was coming up before Congress in which bonds were to be allocated for the construction of buildings throughout the United States for the housing of various Federal Bureaus and Agencies. The idea was to take bids on the borrowing of this money from private investors who would build these buildings.

We inquired as to how the private architect would figure in the picture and he indicated his bureau would recommend that they should be considered for this program but could not guarantee they would be employed. I don't think we're foolish enough not to realize when these sums of money are made available that large Insurance Concerns and other people with vast financial sources will take over this entire program, set up a bureau of their own and do the building. The private architect won't have a chance. That particular legislation, I think, went through one of the Houses but didn't go through the other. This is typical of the type of thing that's going on. The same gentleman told us that he was very much interested in private architects doing Federal work and only a month later out in Denver, he opened up a branch office of the PBS and started luring all the draftsmen away from the private architects. This type of encroachment is very insidious. It is a creeping paralysis all over the country and is taking work away from

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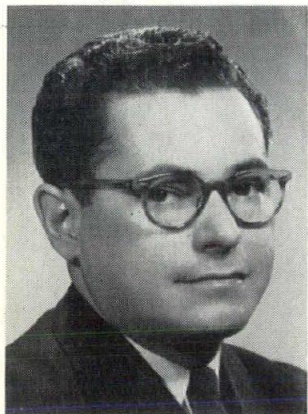


Showroom of the Cleveland Air Conditioning Co.

## CLEVELAND AIR CONDITIONING CORP. OPENS NEW QUARTERS

At an Open House held for their customers, architects, engineers and the press, Cleveland Air Conditioning Corp., opening its new quarters at 2300 Payne Avenue in Cleveland made it very easy for everyone to do just exactly what the invitation said—"Come in—Sip a little—Nibble a little and Gawk a little."

Leonard F. Auerbach, President, also used the occasion to introduce the new Sales Manager of the organization, John S. McElwain, who has been in the field for a number of years with Avery Engineering, where he supervised the sale of air conditioning and shade screen.



LEONARD F. AUERBACH

Cleveland Air Conditioning Corp. is the major Westinghouse air conditioning distributor in Northeastern Ohio.

They are also distributors in the same area for the Daffin Humidifier. This line has had a fine acceptance because of the versatility of the equipment. Daffin produces humidifiers in very large sizes for industrial use—some of them adding as much as eight gallons of water per hour to the air. They also make smaller sizes that can be used for spot humidifying in industrial installations, as well as equipment for commercial and residential use.

A recent addition to their line is Kaiser Aluminum Shade Screen. This product has proven itself to be a fine asset in many ways because it helps to reduce the cooling load in air conditioned spaces plus giving relief from heat from the sun in non-air-conditioned spaces. Its use has now spread to schools, where, combined with modern lighting, and by eliminating direct sunlight, it provides freedom from glare for the students. This obviously is an advantage in offices as well.

For some time now Cleveland Air Conditioning has been a national distributor of American Air Filter Company's AMER-glas filters, which are especially fine spun glass fiber throw-away type air filters for air conditioning and heating systems.

The company has also led the way in making the public aware of the many comfort and health values of room air conditioners. It is our understanding that they are considered the major local representatives for Philco, Mitchell, Fedders and Vornado Air Conditioners. Mr. McElwain pointed out that in many cases room air

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## DAYTON CHAPTER MEETING

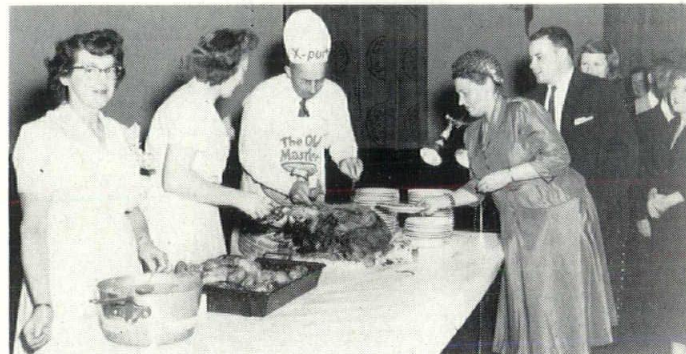
The Dayton Chapter, A.I.A. held its December meeting at the Wishing Well, Centerville, Ohio on Tuesday Dec. 16, with twenty-three members and three guests in attendance.

After a typical holiday turkey dinner, the meeting was called to order by President Reed, the minutes of several previous meetings were read by the Secretary and approved.



The Christmas party, at the Toledo Edison Club House, entertaining over 80 architects of the Toledo Chapter, and their wives.

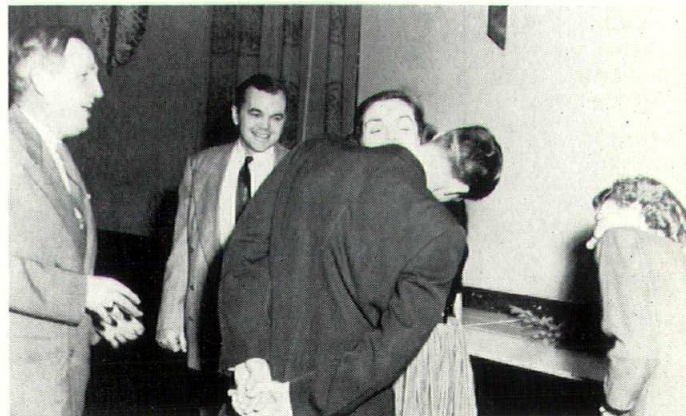
A motion to hold the State Convention of the Ohio Society of Architects in Dayton in October, 1954, was made by Rosser, seconded by Betz and passed unanimously and then referred to the Executive Board.



The genial host of the Toledo Edison Company, Hayden Carney, deftly serving rare roast beef to Mrs. John Richards, as hungry John Kelly awaits his turn.

Rollin Rosser, the newly elected President of the Architects Society of Ohio gave a brief report of the State Convention held in Cincinnati in October, 1952, and also a meeting of the State Executive Board held in Columbus, December 12.

The main speaker for the evening was Robert E. (Bob) Grey, who is resigning soon from the Montgom-



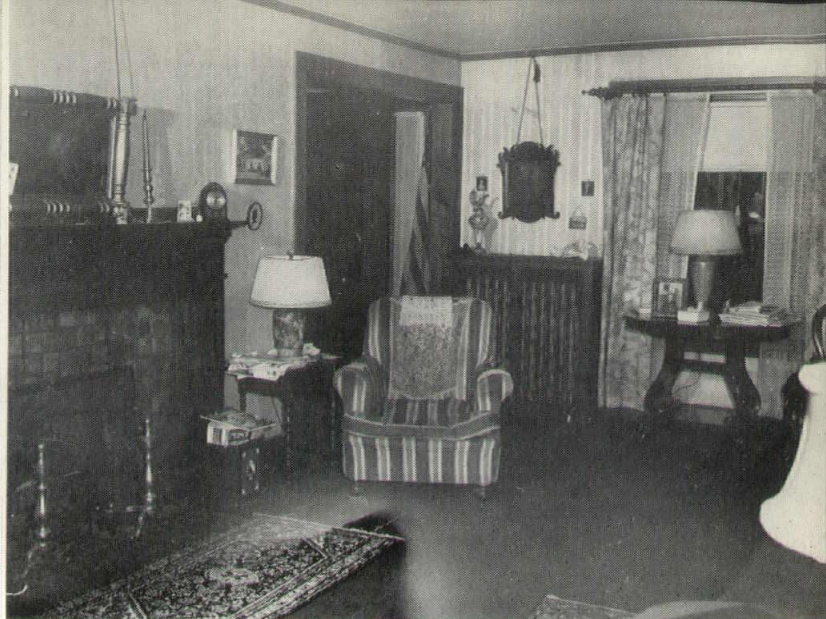
John Richards of the Toledo Chapter, at left is cheering on the contestants, in the old game of transferring the illusive orange from under her chin to under his chin without the use of the hands.

(Continued on page 10)





This house is typical of thousands more in this area. Built during the 1920 building boom, it is still structurally sound. All it needed was renovation and revitalizing.



This room greeted me as I walked into our newly acquired house. In a future article, you will see how this room looks today—what a difference.

## Remodeling — A Potential and Profitable Market for the Architect

By DAVID SKYLAR

Renovation and extensive modernization of this nation's older homes could be a significant development in the next decade.

Today, there are about 7,000,000 homes which are 50 years, or older; there are also about 7,000,000 homes 25 years old or older. And by 1962, 6,000,000 more homes will reach 50, and an equal number will have been standing for 25 years.

Some of these homes will naturally be obsolete and should be removed, but many are structurally sound and could profitably be modernized.

And all this may add up to one thing—a market for architectural service.

In the final analysis, an architect is a master builder; a man who is well versed on latest building materials, construction techniques; who is a master in the science of building.

Who is more qualified to undertake a project of remodeling than a master builder who has studied the means and methods of building since man first moved from his cave. Too frequently jobs that require this knowledge are turned over to "fly-by-night house remodeling outfits," who advertise cure-alls for old houses. And that is exactly what happens to the headache when "cured by cutting off the head."

Several months ago my wife and I launched what can be called "The greatest adventure of our lives." We bought our first house.

Like millions of other young people, this was perhaps the biggest thing that could happen to us.

Naturally, we wanted to build. We had ideas for a contemporary house and consulted with Michael Kane, a Cleveland architect, on its design and construction. But because of certain stumbling blocks, we found that building a house was not a possibility this year. We decided to wait.

Our young daughter had other ideas though. Her bathinette, play pen, bicycle, crib, stroller, kiddy cart, and much more, moved us out of our one-bedroom apartment. With a second youngster coming—we decided we had enough. An ad in the "Cleveland Plain Dealer" provided the answer.

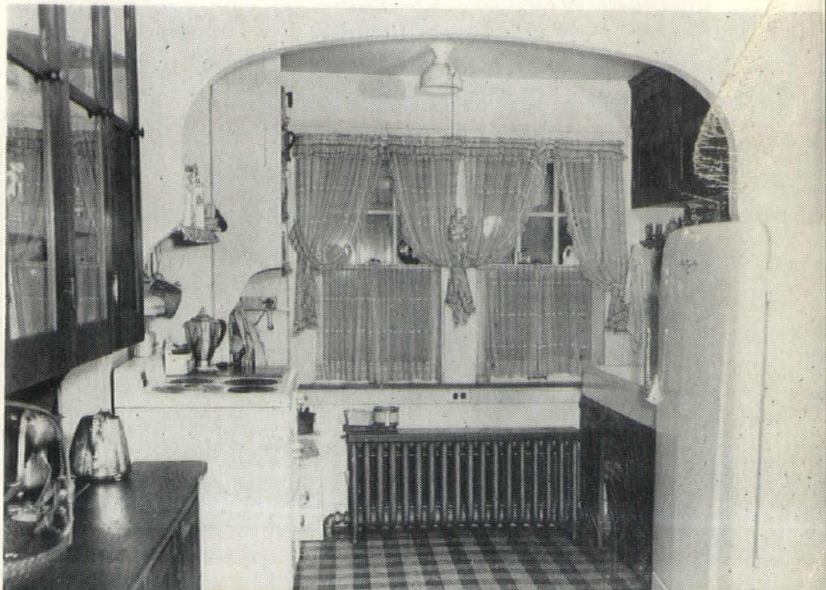
Four days, and several thousand dollars later, we owned a house. She, the house that is, (we call it "she" because she soon became one of us) was old, 26 years old to be exact. Built in the building boom of the early 1920's, our house was structurally sound, in good condition, and in an excellent location. The family from whom we had bought the house had built it. Needless to say this house did not suit us, design-wise, decorating-wise or style-wise. However, we were sure that this house was built well, since it had been designed by an architect.

In all my years, I had never owned a house, in fact, I had never lived in a private house. I was born in an apartment in New York, moved to an apartment in St. Louis, and then settled in an apartment in Cleveland.

The day I took ownership and walked in the front door of my house, I was bewildered, confused and almost

*(Continued on page 26)*

My wife was almost in tears when she thought of having to work in this kitchen. Our modernization program really paid off, both in making the house easier to run, and increasing its value. More on this in the next article.



ery County Building Inspection Dept., to write the New Building Codes for Dayton, Oakwood and Montgomery County. He gave a most interesting talk on the "History, Background and Approach to the New Building Codes for the Cities of Dayton and Oakwood and Montgomery County," and then answered several questions from the floor, after which the meeting was adjourned by President Reed.

## HARRIS JOINS MALTA WINDOWS

Robert T. Harris, formerly associated with the Wood Window program of the Ponderosa Pine Woodwork Asso., has joined the sales staff of The Malta Manufacturing Company, Malta, O., Vern E. Gessner, sales manager, announced recently.



ROBERT T. HARRIS

Harris, according to Gessner, will cover a territory which includes Ohio, Indiana, eastern Pennsylvania, Michigan and Kentucky. He will work closely with jobbers and their dealers in the sales and promotion of Malta wood window and door frames. The Malta firm manufactures a complete line of wood window units which includes the Malt-A-Matic, a fully weather-stripped removable sash unit,

and the new Malt-A-Master, a fully weatherstripped, fully balanced, removable sash window unit.

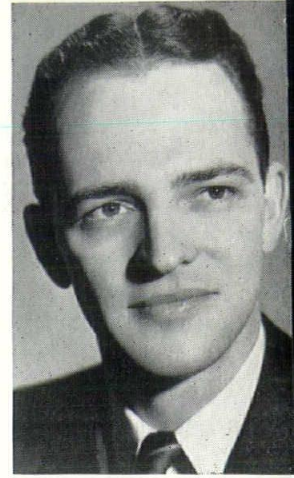
## LOST AT SEA

Al Avery whom so many of the architects in Cleveland and Ohio knew so well was lost at sea around the first of the year. He and a friend were taking their Holiday vacation by plane hopping from island to island in the West Indies. Al, for some years had been an enthusiastic aviator, using his plane in his business throughout Ohio. An experienced and able pilot, his friends were shocked to hear of this accident and death.

Al had been connected with the Harold Bergman Co. of Cleveland, manufacturers representative of well known plumbing lines.

Al was a most enthusiastic worker in the Producers' Council and had plans afoot to start a chapter in Toledo. He, with some of the other members had spent two full days previous to the annual dinner and table top display put on each year for the architects, helping to prepare the displays for exhibition.

Al will be missed by those who knew him but his inspiration will carry on.



AL AVERY

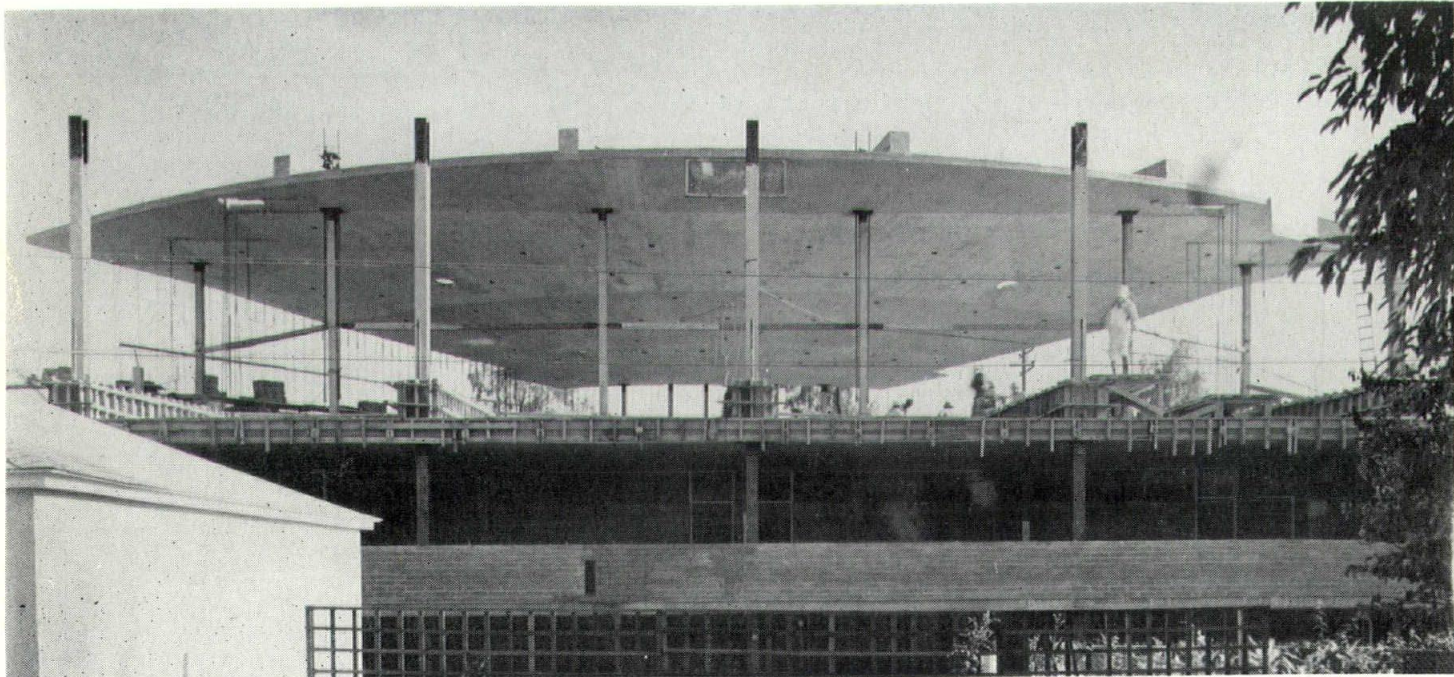
## "LET'S SKEDADDLE TO SEATTLE"

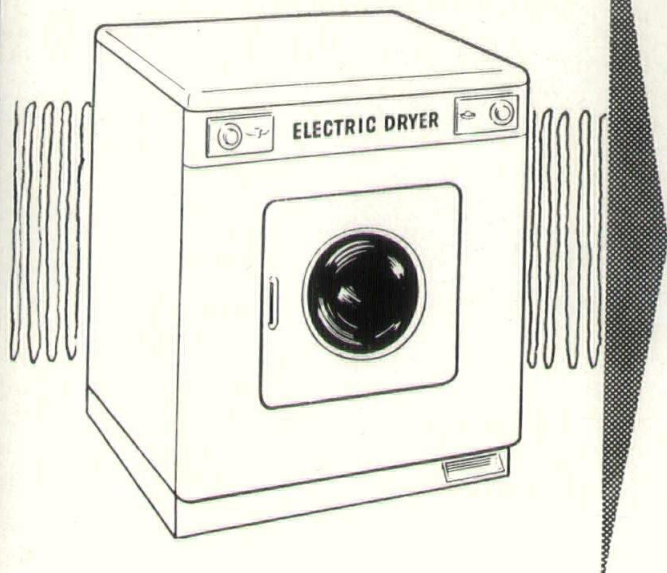
### A RECORD BREAKING LIFT JOB

A recent job that set a record for Pacific Coast construction was that of the Temple Isaiah of Los Angeles. As shown by the illustration here and on our front cover this issue, the roof slab, weighing over a million pounds, cast in one unit on the ground, was raised into position by the remarkable Lift Slab method. The roof is 50 feet wide at its narrow end. Maximum chord length is 132 feet. The lifting was accomplished by 50-Ton capacity hydraulic jacks set atop the 12 columns supporting the pie shaped concrete slab. These jacks raised threaded rods fastened to collars around the columns. When in

position, the record-breaking slab was supported on 3/4" plates bolted to column flanges. Columns were then encased in concrete fireproofing and the collars grouted in.

A striking architectural effect will be achieved since the roof soffit will have the same shape as the floor. This, plus a considerable economy in construction costs through the use of the Lift-Slab method as opposed to the old-fashioned in place pouring of the roof were major factors influencing the decision to use the Lift-Slab method, handled in this instance by the Vagtborg Lift-Slab Corporation of West Los Angeles.





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## Conrad Heads Ohio Examining Board

The State Board of Examiners of Architects, at its 22nd Annual Meeting on January 10, 1953, elected Mr. Edward G. Conrad of Cleveland, Ohio, as President of the Board for the year 1953.

Mr. Conrad is a graduate of the University of Pennsylvania and a member of the architectural firm of Conrad and Simpson of Cleveland, Ohio.

The new President succeeds Mr. Russell S. Potter of the firm of Potter, Tyler, Martin and Roth, of Cincinnati, who remains as a Member of the Board.

Mr. Harold H. Munger of the firm of Britsch and Munger, Toledo, Ohio, was elected Vice President. Mr. Charles E. Firestone of the firm of Firestone and Motter of Canton, Ohio, was elected Secretary. Mr. Ralph W. Carnahan of Dayton, Ohio, was elected Asst. Secy.

Mr. Ralph C. Kempton, Architect in Columbus, continues to serve the Board as Executive Secretary in charge of the Office of the Board at 50 West Broad Street (Room 2750) Columbus, Ohio.

## NEW ARCHITECTS

The State Board of Examiners of Architects announces that the following individuals recently passed the State Examinations for Certificates of Qualification to practice the profession of Architecture in the State of Ohio: "Ohio Architect" extends congratulations.

- Albert, John Paul, Jr., 2125 Fairfax Rd., Columbus (12)  
Appel, Burton R., 333 Peshine Ave., Newark (8) N. J.  
Beall, Burtch W., Jr., 1028 E. Third St., S. Salt Lake City, Utah.  
Bonsteel, David L., 287 North Main St., Hudson.  
Cates, Richard K., 3514 Rawson Place, Cincinnati (9)  
Davidson, B. Murray, R. D. No. 1, Grafton.  
Denison, David E., 127 1/2 W. Dennick Ave., Youngstown (4)  
Dickinson, Harold Merton, 225 Waverly Ave., Morgantown, W. Virginia.  
Dunsky, Gerald, 85-14 - 211th St., Queens Village (8) N. Y.  
Edwards, Robert R., 312 Kensington Place, Marion.  
Febo, Ray S., 26370 Euclid Ave., Euclid (17)  
Gaz, Harry, 176 E. McMillan St., Cincinnati (19)  
Geers, Thomas J., 2850 Cypress Way, Cincinnati (12)  
Glaser, James W., 4230 Verne Ave., Cincinnati (9)  
Glaser, Richard E., 2758 Erie Ave., Cincinnati (8)  
Gray, Gavin D., 1741 Holloway Ave., Cincinnati (7)  
Grimm, Chalmer, Jr., 1330 E. 125th St., Cleveland (12)  
Heine, Edward J., 6223 Washington Blvd., Indianapolis, Ind.  
Isaacs, Robert E., 104 Home Ave., Lockland, Cincinnati (15)  
Killian, Roland D., 216-D Bagshaw Rd., Columbus (9)  
Kindig, Robert W., 215 Charles St., Middletown.  
Kramer, Ann Carolyn, 311 Woodland Ave., Columbus (4)  
Kraus, Robert M., 535 Fernwood Dr., Akron (20)  
Mitchell, Jack L., 311 Kelso Rd., Columbus (2)  
Neiswander, Arlyn C., 2439 Overlook Rd., Cleveland (6)  
Parker, Thomas H., 731 Patterson Rd., Dayton (9)  
Powers, George R., 809 West St., Genoa, Ohio (Ottawa Co.)  
Raynes, Jesse F., Jr., 1139 Herman Ave., Akron (7)  
Richards, Donald J., 206 Wyleswood Dr., Berea, O.  
Roberts, Stewart A., 1776 Marks Ave., Akron (5)  
Stueber, Raymond J., 621 North Lincoln St., Kent.  
Thomas, James Sherman, Streetsboro Rd., Hudson.  
Trautwein, Henry B., 1275 Virginia Ave., Columbus  
Adams, Mary Ellen Voss, 1803 Hewitt Ave., Cincinnati (7)

## TWENTY MILLION COLUMBUS HOUSING PROJECTS TO START IN SPRING

Bids are expected to be received in January on the first section of a \$20,000,000 public housing project to be built in Columbus, according to a recent announcement by William F. Briedenbach, architect of the Columbus Metropolitan Housing Authority. Mr. Briedenbach is in charge of the 550 unit project, which will be located on a 50 acre triangular plot bounded by Woodward, Wood and Brentnell Ave. The project was designed by Sims, Cornelius & Schooley, architects, 2901 North High St., Columbus, Ohio.

## OUR PRESIDENT'S MESSAGE

FROM BEHIND THE DASHBOARD

Wednesday was a beautiful day as we left Dayton where the streets were burdened with 2 inches of snow and the temperature was in the low twenties. In Cincinnati we skidded, smashing into the rear of the car ahead, but the driver was pleasant and the damage was slight.



ROLLIN L. ROSSER

U. S. 27, south was slushy and wet but we went out of the snow beyond Lexington and the temperature had begun to rise. As you may surmise by now, we were on the way to Florida.

North of Somerset, Ky., we passed by the crumpled remains of an automobile along the rails of the Southern and at the next filling station in Somerset we learned that on Monday the fine old judge of the town had been hit head on by the Cincinnati limited.

"They ah aburyin' him this ahftanoon." As we left the filling station we could see the funeral cortege leaving the First Baptist Church and we were stopped by the town cop to let it pass. He must have been a fine man by the number of people who were at the church, but some miles back the curious only saw the twisted metal.

We stopped for the night at a tourist court in the lumber town of Oneida, Tenn., and decided to make this trip a laboratory test on motels and carotels. In this town is a 'Rossers Store' but suppose this was one of the rebel branch of the family. Somewhere near this

(Continued on page 30)

## Construction Outlook for 1953

(Continued from page 6)

cent. And in this case the famine persisted during every one of the 21 years from 1928 to 1950, in which year awards were 155 percent of the 1925-28 average. This was the record because 1952 and 1951 were both around 128. Non-Residential building followed pretty much this same pattern with only minor deviations.

In my opinion, these figures are certainly significant, and subject to interpretation. They give validity to the statement that we in this country had accumulated a huge back-log of needed construction before we started cutting into it in 1950, and, I for one, do not believe that we have in the past 3 years offset the deficiencies of the previous 21 years.

Therefore, without considering any other factors, I am satisfied that there is a sound basis for a continuation of construction volume in the aggregate, at a substantial level for a time longer. True, not all needs would be completely taken care of at the same time, however, in the over-all the total could be very good, even by comparison with the past several years.

Now, let me enumerate and briefly discuss some other factors that will exert an important influence on the final volume of construction to be realized in the next few years.

First, and primary, pressure for new construction will come from our ever increasing population. While population growth is always a "potential" stimulant to new building, it is doubly so today, because during the decade of the thirties and the forties, when our population increased 28.6 million, we were falling way behind on our building of new facilities. Looking ahead we can get

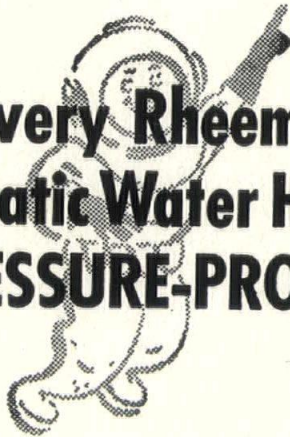
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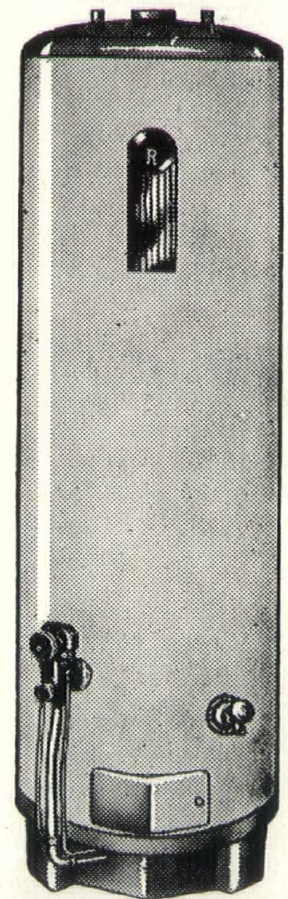


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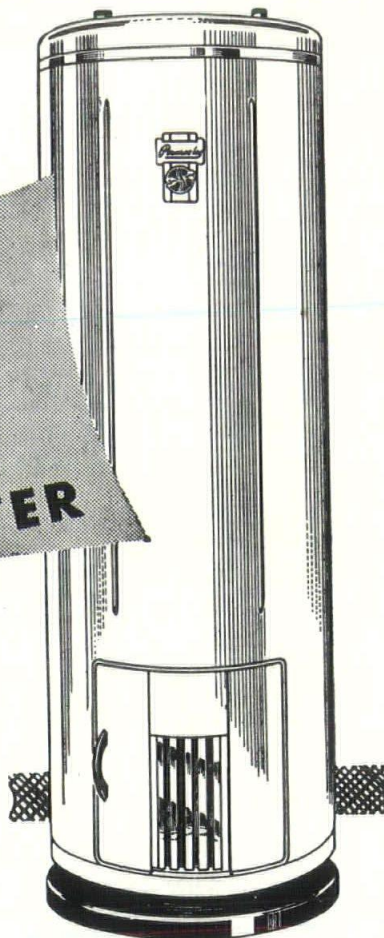
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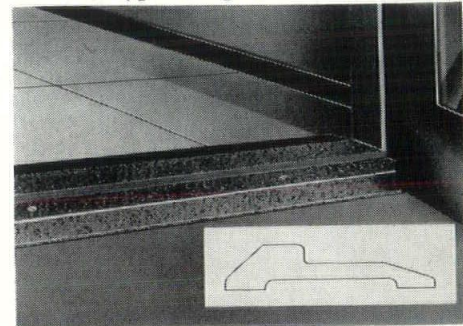
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### COLUMBUS PRODUCERS COUNCIL OFFICERS

The following officers were recently elected by the Columbus Chapter of the Producers Council: Harry Parsons, president, Owens-Corning Fiberglass Corp.; Sterling Basil, vice president, Pittsburgh Plate Glass Co.; Don Newhart, secretary, Johns-Manville Sales Corp. Don Woodland of the Structural Clay Products Institute is chairman of the joint action committee with A.I.A.; Gene Hannum of Armstrong Cork Co. is chairman of the membership committee and Star Condit of the Condit Construction Products is chairman of the publicity committee.

### A NEW NON-SLIP THRESHOLD

Wooster Products, Inc., Wooster, Ohio has developed a new door-step threshold with non-slip surface and beveled edges front and back. Demand for this type of special threshold has



been widespread and is now available as Wooster Type 115-S. Standard widths are 4", 5" and 6" with a maximum length of 6'. Other widths and lengths to 8'6" require special patterns. The threshold is made of abrasive iron and aluminum, also bronze and nickel when permitted. Complete details may be obtained by writing the manufacturer, Wooster Products, Inc., Dept. G, Wooster, O.

### ARCHITECTURAL LETTERING

By ARTHUR E. BURKE

"The skill of producing creative and appropriate lettering is developed through two phases of training, understanding and mastering the letter forms and developing the manipulating skill required to produce the right lettering to the particular job."

This is a comprehensive and well illustrated book, build around three teaching aims:

1. — it develops an understanding of lettering styles and their appropriate use.
2. — it helps the reader to master these styles.
3. — and finally, it guides the reader to the achievement of being able to

create his own lettering style for each particular job that arises.

Believing that an art such as lettering is learned through example and practice, the author emphasizes these two processes, while keeping theoretic text to a minimum.

This book is printed with the principles of design in mind. The type is large, clean, and easily read. The paper is ultra-white, providing the best possible frame for the photographs and drawn illustrations.

While it assumes no prior experience by the learner, and hence begins with fundamentals, the book is nevertheless aimed primarily at the architectural draftsman who is already familiar with lettering, but wishes to gain a complete mastery of the art.

## PLASTERING — Skill and Practice

By FELICIEN VAN DEN BRANDEN  
and MARK KNOWLES

This book is written to initiate the novice and bring the journeyman up-to-date in this ancient craft. Well illustrated and well written, the reader can check the written text with step-by-step pictures of the procedures described.

It brings the techniques up to 1953, with the latest innovations and advances made in the craft such as the plastering of structural steel members and the versatile, eye pleasing acoustic plasters.

Both above published by American Technical Society, 848 East Fifty Eighth St., Chicago 37, Ill.



## STEEL JOIST DESIGN MANUAL

The latest edition of the Design Manual for Open Web Steel Joist Construction, prepared by the Steel Joist Institute, is now available.

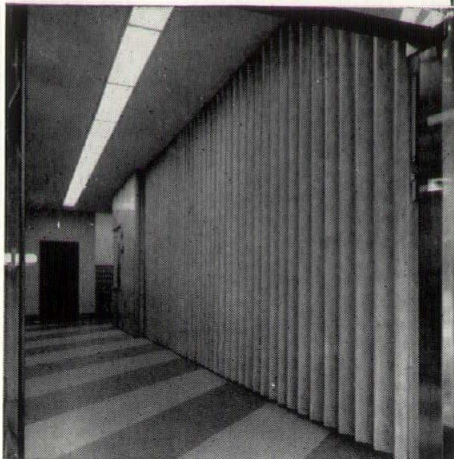
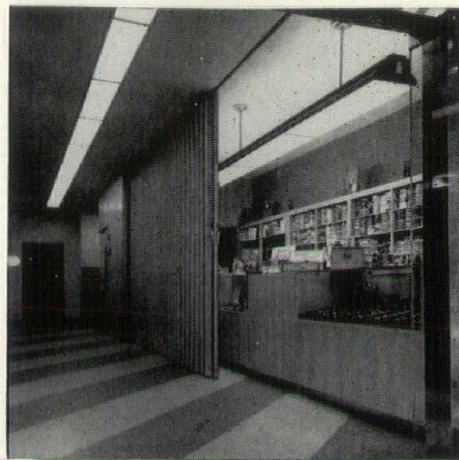
The Manual has been prepared to serve as a useful working tool for architects and engineers. In addition to the latest edition of the standard specification for open web steel joist construction, it includes complete safe load tables per linear foot of joist as well as per square of floor or roof area. Also included are full-page plates showing the dimensions, sections and properties of all Institute approved joists, recommended building code regulations, code of standard practice and recommendations for handling and erecting open web steel joists. The Manual is available free-of-charge. Write Steel Joist Institute, 1346 Connecticut Avenue, N. W., Washington 6, D. C.



## PERSONALS

George E. Walter announces the opening of his office as architect at 507 Keith Bldg., Dayton, O.

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population estimates for 1960 ranging from a low of 162 million to a high of 180 million depending on the assumptions that are made with respect to birth, marriage, fertility, survival, and mortality rates. If we were to take a point somewhere between these two extremes, it does not seem unreasonable to anticipate a net gain of perhaps 20 to 23 million people in the decade of the 50's as compared with 19.6 million in the 40's and 9 million in the 30's.

You will recall that a moment ago I referred to increasing population as a "potential" stimulant and this term "potential" was used deliberately, as witness the population gain of the 30's and the depression level of construction volume. To further illustrate this point, we need only to look at the hundreds of millions of people in China and India and consider their low economic status and one of its components—construction volume. Obviously, this means that we cannot make a projection of construction trends based solely on population.

The key to the realization of the potentials inherent in population growth will be the nature and extent of the future expansion of our productive facilities. Since the increase in our population during the 50's is being assumed to be around 20 million, or 14 percent over the 1950 population, it is obvious that we should have at the same time an increase of roughly the same amount if the people who will be here in 1960 are to have just the same standard of living we now enjoy.

This poses a problem, because while the increase in total population is estimated at 14 percent, the number of persons of ages suitable for recruitment in the labor force will increase only 8 or 10 percent. This means that the output per worker engaged in production will have to increase considerably if the 1950 standard of living

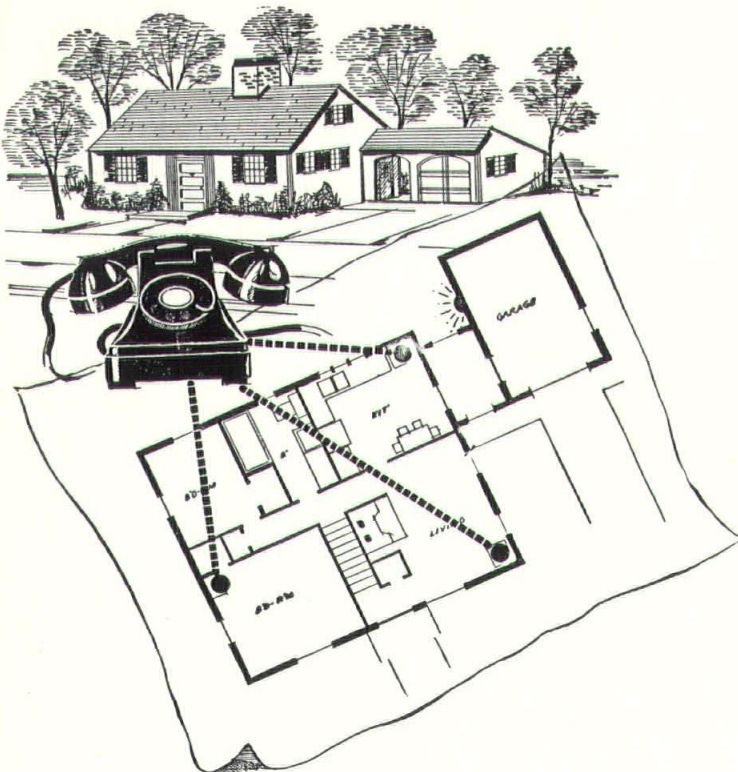
is to be maintained. Actually, one man, Mr. John Collyer, Chairman and President of B. F. Goodrich Rubber Company, has stated that in order to produce enough to maintain the 1950 standard of living in 1960 and carry on an adequate military establishment, productivity per worker must increase 30 percent during this decade.

While it appears that we have probably passed the peak of our post-war new plant construction program, this doesn't by any means suggest to me that a sharp drop is to be anticipated; on the contrary, there are many factors operating to sustain outlays for both new plants and equipment for some time to come. We know that many expansion programs are of a long-range character and will carry over several more years. I also believe that industry will continue to take advantage of the rapid amortization privilege as long as the tax-certificate program is available to it. Further, increasing competition and high labor costs will give further impetus to the modernization of plant and equipment in order to secure cost reductions. While these favorable aspects have been mentioned, we should not ignore a possible unfavorable one, namely, the effect taxes and higher interest rates may have on profits from which came the largest single source of financing our postwar plant expansion.

On balance, however, two things seem apparent, (1) industry is consciously working toward an increase in output per worker, and (2) plant construction can be expected to proceed in 1953 at a quite substantial rate, although probably below the 1952 volume.

Now, on the consumption side we can look at Dun & Bradstreet's "Trade Barometer for the United States" which shows that on a seasonally adjusted basis, consumers, in November, were spending at a rate only 7

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percent below the all-time high reached in June of 1952. This November spending-rate figure is slightly above the average for 1951, but, three times the pre-World War II rate. This, to me, demonstrates the drive we have here in the United States to *improve* our standard of living and augurs well for our ability to consume the output of our expanded industrial plant, because the percentage change from pre-war is so much larger than necessary if our increased population were to have merely continued to enjoy our previous high standard of living—even after due allowance for price changes.

Up to this point I have tried to give you a reasonable view of our 1952 position in the construction industry in relation to the past in order to counter the belief of many that we are "riding for a fall" simply because they think we are a lot higher than we really are. Also this comparison with the earlier years was made to support my belief that we still have a "back-log" to work down in spite of the building volume of the last few years. My discussion of population trends was presented to establish in your minds the size of this "potential" stimulant to construction activity. My observations on our production facilities were made to give you my views on how this "key" factor has been developed and may be expected to operate during the next year or so. Finally, the comments on consumer expenditures were intended to allay any fear that we might be unable to consume at the higher rate of production.

Having presented a background against which the Dodge projections for 1953 have been made, I believe we can now move on to the crystal-gazing operation.

Of course, residential building should get first priority whenever you start studying construction by its component parts. This is justified not only because of its importance within the building industry, but, because it affects directly and indirectly so many other industries—

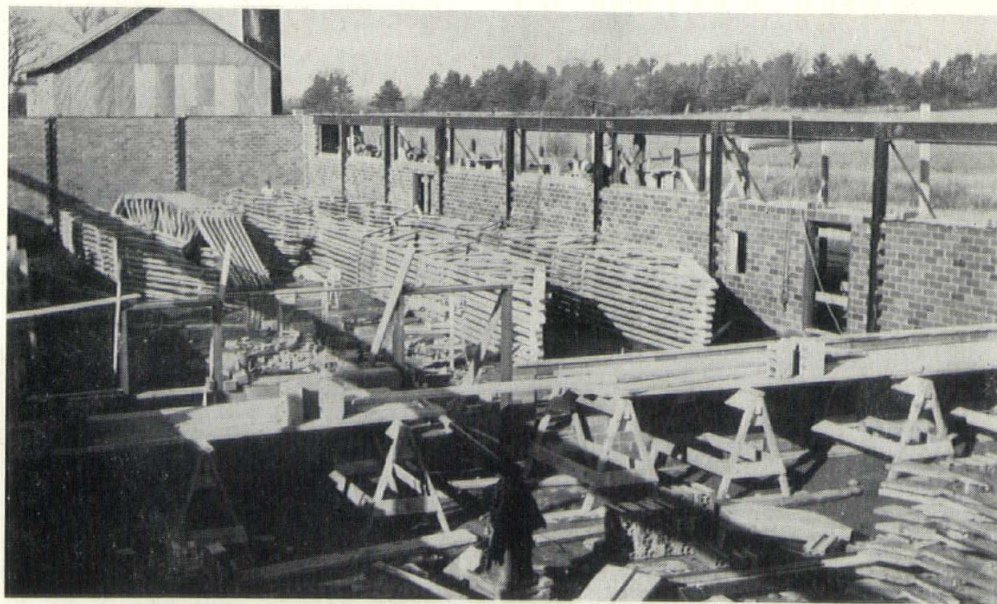
house furnishing, appliances, heating fuels, as examples. In spite of the record level of housing starts during the past several years, the housing market is still good fundamentally. We have gone a far way to easing the housing shortage, but vacancies are still subnormal in the aggregate. Also, there are still indications of a desire on the part of many people to upgrade their housing facilities, and with the current high level of personal income this can be facilitated. We also have the need for a fair volume of housing in defense areas created by the population movements to these centers. This substantial base has permitted housing starts in 1952 to exceed 1 million units for the third year running.

Looking ahead we also have two important factors affecting residential building that have changed over to the positive side recently—I am referring to government controls with respect to material usage and down-payment for houses. As you know, the material situation has eased up considerably and NPA has made some important relaxations of the limitations on copper and aluminum for residential construction. While steel is still limited because of the shortage created by the steel strike, it is not a seriously limiting factor in the one and two-family house field. It will tend to hold down the otherwise attainable volume of multi-family structures probably until sometime in the first or second quarter of the year.

The second factor, "credit controls," while moving to the positive side, isn't as easy to appraise, or dispose of, as is the change in the material situation. As you all know, the Federal Reserve Board, on September 16 last year ended all controls on conventional loans for residential building, and at the same time the Housing & Home Finance Agency announced that its FHA credit terms were reverting to their pre-Regulation X stipulations, with one significant change, however. Instead of

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allowing FHA to insure loans on one-family houses up to \$16,000, the maximum loan now insurable is \$14,000. Also at this time, a new schedule of down-payment requirements for Veterans Administration — guaranteed loans was set up whereby 4 and 5 percent would be required on houses costing \$7000 and \$8400, respectively, and nothing on houses under \$7000.

Now while all of these "relaxations" have been made, I think their effect on 1953 volume of residential building will be relatively small because there still is the restraint unquestionably exercised by the fact that the interest rate on FHA insured loans is still held at 4¼ percent, and at 4 percent on VA-guaranteed loans. Such rates are not attractive in today's mortgage money market, and it probably means that a great majority, perhaps even as much as two-thirds of all residential mortgages will be of the conventional type where interest rates are currently 5 and 6 percent.

This matter of interest rates has quite definitely retarded the progress of residential building in defense areas, however, with the additional funds now available to "Fannie May" (the Federal National Mortgage Association), some relief will be provided.

However, after evaluating the probable effect of government programs along with the fundamental factors discussed earlier, I believe there is good reason to expect the 1953 total volume of residential building to be close to last year. In fact, the Dodge estimate, in terms of floor area and dollars contemplates but an 11 percent decline, with a 12 percent reduction in the number of dwelling units. In light of the latest government estimate of 1,130,000 housing starts for 1952, our 12 percent reduction for 1953 would result in another year just a few thousand units short of 1 million dwelling units.

On the basis of relative dollar volume of construction,

manufacturing building has, for the past few years, been running second only to residential building. This category was pretty well explored earlier, so I will merely summarize that it is our belief that manufacturing building with private funds in 1953, will be under 1952, although not drastically so. On the public ownership side we really must stab in the dark for obvious national security reasons. However, it seems that we will have at least one more huge Atomic Energy Commission project to tabulate so that the combined dollar value of manufacturing building for both public and private ownership in 1953 could equal the 1952 total. I want to point out that our published estimate of a 20 percent drop in floor area of manufacturing building between 1953 and 1952, while appearing inconsistent with our anticipated dollar figures, is not inconsistent, but comes about by our inability to secure floor area figures for the AEC projects to which I referred a minute ago. In other words, our figures can be interpreted to mean that we think the 1953 increase in AEC project awards over 1952 will just about offset an estimated 20 percent decline in all other public and private manufacturing buildings.

Now, considering the outlook for other types of non-residential building, we must keep in mind that this field of operation probably has borne the brunt of the Controlled Materials Plan and that the back-log I spoke of earlier, contains many deferred projects of this nature. Unfortunately, tentative plans to relax construction controls during the third quarter 1952 were disrupted by the steel strike so that now the time-schedule indicates April 1, this year, as the new date on which relief will be granted. Experience has shown, however, that some material shortages dissolve sooner than our government planners anticipate.

In spite of the confusion caused by the steel strike,

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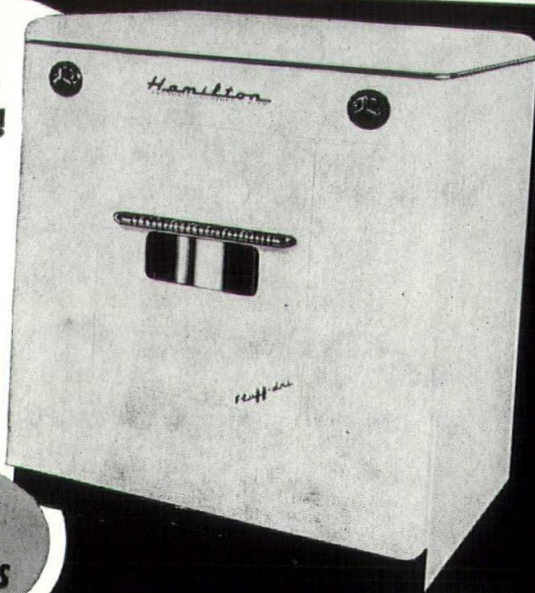
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contract awards for commercial buildings have shown a marked improvement beginning in July last year, and, in view of our probably receiving more steel for construction in the months ahead, we have estimated that the year 1953 could have commercial building awards 27 percent ahead of 1952. Clearly, the indicated improvement in the material situation will be a definite stimulant to this type construction, and, in addition, credit controls will be non-existent, as far as we can see at this time, because, credit controls on commercial buildings were withdrawn at the same time Regulation X was revised last October.

In the school field we all pretty well know that our plant is woefully inadequate to handle our bumper baby crop of the last few years. While we have been building schools at record rate the past few years, it is apparent that we are still behind, as attested to by a survey recently conducted by the National Education Association which disclosed that 47 percent of 1,270 school systems surveyed were holding up building projects because of the shortage of materials or the lack of funds. Certainly the material problem will be pretty well out of the way this year, and while there may be some difficulty still in floating bonds, this latter factor should not prevent a volume in 1953 six percent greater than 1952.

Hospital needs are also acute in some localities and the Veterans Administration is fighting hard for a reinstatement of funds by Congress that will permit them to complete their over-all program within the original time schedule. There is little question but that the continuing return of casualties from Korea will present pressure from veterans' organizations and others to allow a step up from the present rate of construction. The original VA program called for the completion of 17 hospitals in 1953 as compared with 9 last year. Added to this VA outlook is the widely publicized need for more state and local hospitals, particularly, of a type designed for treatment of mentally disturbed patients. Just as was implied in connection with schools, money will be a more limiting factor than materials in 1953, however, I think it reasonable to assume that we may see a 20 percent increase over 1952 in contract awards for hospitals. Keep in mind federal money plays a real part in the hospital program, whereas money for schools, in most cases, must come from local communities where the pinch for economy is, or at least has been, much more noticeable.

For the remaining types of nonresidential structures in 1953, we have projected the following changes from 1952: Public buildings up 8 percent; Religious buildings down 25 percent; Social and Recreational buildings up 50 percent; and, Miscellaneous Nonresidential building off 2 percent.

Combined, on a floor area basis, total nonresidential building in 1953 may be up 3 percent over last year. On a dollar basis, the increase is contemplated at 8 percent. The reason why the dollar volume shows more favorably is because the anticipated increase in AEC projects is reflected in the dollar figures but not in the floor area data, as explained earlier in connection with our discussion of manufacturing building.

So as to round out the entire construction picture, I should state that Dodge for 1953 is anticipating a 5 percent increase over 1952 in utility construction, and a 9 percent increase in public works projects. There is a continuing demand for community improvement projects of every sort—particularly highways, water supply, and sewage disposal systems. The major limitation on the volume of such projects is the extent to which financing can be made available.

If all of these estimates are realized, or if the defi-

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encies in certain estimates are counter-balanced by excess over other estimates, the year 1953 would just equal 1952. I don't think you could hang a fellow for being off 5 percent plus or minus—and, further, I don't think anyone could be hurt very much.

In conclusion, while 1953 is contemplated to be another very good construction year, it is going to put many companies and many individuals to a mighty severe test. Too many companies have been rocking along with the same old products, made in the same old way, and sold easily at frequently increasing prices. These companies are the ones I referred to at the beginning of my talk that still must go through an adjustment if they are to prosper in the competitive market ahead. Competition will become keener as the supply of materials becomes greater and as the more aggressive companies find ways of improving their products and at the same time reduc-

ing prices. Further, technological changes will bring about new products and new uses of old products to compete for the available business.

Similarly, individual members of the selling staff of these same companies must be vitalized because an astounding number of salesmen have never worked in a competitive market. Many of them don't know what it means to fight for an order because during their whole working experience their problem has been one of getting the factory to ship the orders that were forced upon them. These men are going to have to learn their product and develop ingenious ways to get their prospects to take favorable action—all basic stuff, but maybe forgotten by even some of the senior salesmen, who, too, will have to do a little revitalizing.

There is going to be good business in 1953 but who will get it is up to the individual salesmen in the field, sales management, and company research in both product design and distribution.

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## Encroaching on the Architectural Profession

*(Continued from page 7)*

the private practitioner. True as I said before, we have been fortunate enough to have a vast amount of work but the time is coming when we will not have as much as we have been fortunate enough to have had these last seven years and then encroachment will be very apparent to all of us.

It's not only true of this bureau. It's true of all Federal Agencies engaging in construction. It's true of The Veteran's Administration and it's true of every bureau that you have in the Federal Government. As far as the states are concerned, in our largest western state, California, practically none of the public building which has been done in well over twenty years has ever been done by private architects. It so happens that this bureau has been set up in the State of California for the complete elimination of the use of private architects in any capacity for state work. This same bureau only a couple of years ago when they were running out of state work, had the affrontery to go to the State Legislature and ask them for an enabling act to contract with the Federal Government to build several buildings in the State of California. The California Council of Architects is a very militant organization and they were fortunate enough to stop it. I believe they have one of the finest architectural societies or organizations in the United States. They have a very wide attendance at all of their meetings. They have a very large secretarial service. Their dues as far as I know, are probably the highest of any group in the United States to carry out most of their work. Yet this very powerful group of architects in California are pretty much at a loss as to what to do with this encroach-



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ment of their own state bureau.

We'd have the same trouble with the corps of engineers. It was only through the most drastic steps, taken by the American Society of Civil Engineers and the National Society of Professional Engineers that they forced the Corps of Engineers to come up with something like a half way reasonable professional contract.

Another architect from the east told me only last summer that he had done a very complicated job for a corps of engineers that had cost some seven million dollars. He was paid a fee of 3½%, no supervision but included all of the engineering drawings as well as the architectural drawings. He said one of the officers that he dealt with unfortunately left a piece of paper lay in front of him with the entire financial program for this work. His eyes couldn't help but fall on the sheet of paper and he saw that the Corps of Engineers set up a 5.6% for the supervision by them for this job while they had paid the archi-

tect 3½% to make the drawings.

Much of our difficulty has been due to the so-called omnibus type of contract which was set up during the last war, in which the general contractor became the Prime Contractor who in turn engaged the architect and the engineer to do the work. In their overall cost, they added 10% on top of professional services so that the corps of engineers and many other government agencies think architects should do work for their total cost plus 10%. You gentlemen know that it's impossible to keep in business on a 10% profit on any kind of a job no matter what size of a job it is.

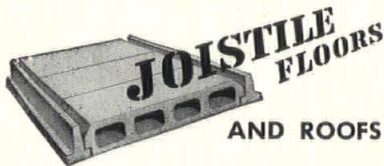
We are not the only ones that are having this difficulty of encroachment. At a recent meeting in Washington in connection with a Construction Industry Advisory Council, Mr. Gray of the AF of L made the statement that he was very much concerned over the fact that a great deal of work being done on various govern-

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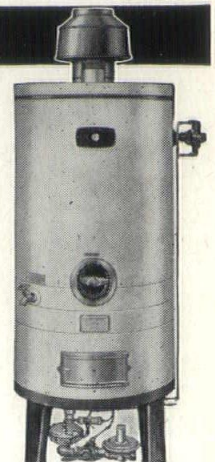
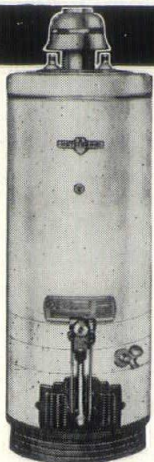
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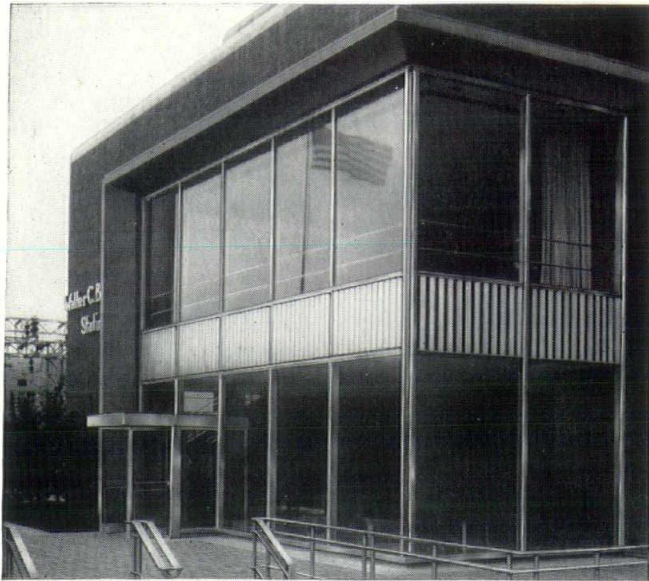
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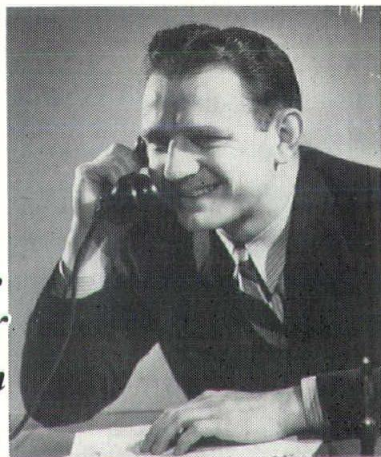
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ment projects was accomplished on what he called "forced accounts." Work done by the employees of the Federal Government without bringing in the building trades for their particular skills. When these bureaus have that type of strength or that type of nerve to do things of this nature, I'm sure this again points the way to us architects of what we might expect.

What I am concerned about is the fact that maybe in a few years from now when work slacks off and architects see very clearly what has transpired by this encroachment, the Institute will be deluged with a cry from the profession, why was something not done about it. That will be a very difficult question to answer. From what I've heard here, I think that you can well imagine that it all added up to quite a bit of confusion.

One of the principal causes of this confusion is the so-called package deal. You have seen a lot of it in recent publications and gentlemen, the package deal as such is not limited. It is not only the Austin Company or a few big companies of this type but it is becoming more common in the Construction industry. In my own community, we have half a dozen contractors that are doing work on this same basis. This afternoon I was tempted to make a statement in the discussion that went on in Mr. Perkin's seminar. Mr. Root made this in Chicago about a year ago. We were discussing this so-called package deal. He said that one of the reasons why it was so successful in his opinion was that the cliches of contemporary architecture are so easy to copy that contractors can hire a draftsman and turn out a presentable building without the benefit of an architect. I don't know if that is a complete picture but it is a good observation. My experience in dealing with package dealers has indicated to me that the continuance of their success is based on one thing. You can analyze everyone of their organizations and you come up with the same answer. They are salesmen, gentlemen. What is more they are good 'Salesmen Sams.' In any of these organizations if you look close, you will find they have competent engineers and architects working for them. Brains are cheap. There's no question about that. But what they principally have are men who can sell. The architects themselves, whether you recognize it or not are also salesmen. Every man who is a successful architect also is a mighty fine salesman. If he isn't capable of selling his ability to the client then he's not a successful architect. And gentlemen, one of the reasons why these so-called package deals have been so successful is the fact that 90% of our clients only build once in a lifetime. The other 10% are repeaters and I don't think you'll find very many of the 10% that are repeaters go back very often to these package deals. Because generally they learned a lesson. But the package deals certainly have the majority of the potential clients to work with in the 90%. And here is where they do a very excellent job of salesmanship. We're confronted with this condition in St. Louis, a fairly large industrial district with considerable work going on all the time in industrial and commercial types. We have as I said a half dozen package deal firms there and everyone of those firms has some member in the organization who is really a salesman. There is no ready solution except to fight fire with fire. You simply have to outsell them at their own game.

Now I should like to discuss the home builders and how they concern us. The home building industry of the United States is a big industry. Back in 1949, the statistics referring to construction volume indicated only 2% of the architects in this country were working on 52% of the dollar volume of construction, which is home building and that 98% of the architects were working on 48% of the dollar volume, which was the balance of

construction. The home builders are constructing a million structures of units per year. The Institute has had some relations with the top officers in the National Association of Home Builders. They are very smart men, gentlemen every one of them. They are men of high calibre. They are also excellent salesmen. Most of them to a man realize the value of an architect. Every one of them we have had contact with, claims that there is no question in their minds that their product is much more saleable when they've had an architect in the picture. Not just a sketch but complete architectural service to carry the project all the way through.

The homebuilders who have engaged architects have been very laudatory of their services. We had one particular Home Builder who was working in conjunction with the Institute's Home Builders Committee, who made the statement that he had always let the architects write their own ticket insofar as fees were concerned and every time it was less than what he thought it might have been. In his opinion, the most important element in his entire operation was having a good architecturally executed residence. Now that's only the top flight home-builder. That is, only a decided minority of their membership. The Institute is collaborating with the National Association of Home Builders in an effort to educate both of our groups, Home Builders and Architects to the mutual benefits the home building industry offers in this country.

We have ignored for years one of the most important dollar volume industries in the country. Very few architects are collecting fees from this ten billion dollar a year industry. Architects themselves ought to be interested, certainly groups within the profession, in tackling this problem. It is a decided challenge to the whole profession, and one of these days we are going to wake up to the fact that the architects are not even doing 5% of the residential work in this country, probably even less. In my own community we have home builders that build houses that sell for \$85,000 without even an architect being near them. We have any number of them that design houses and build them for \$45,000 and \$50,000 in a class that ten years ago nobody would even dream of building without the use of architects. The National Association of Home Builders of which there are some 25,000 members are very strong financially and they are very strong politically. Alan Brockbank, President of this organization was in St. Louis last week to address the Producers Council and in the course of his discussion he indicated that he had had a meeting with both General Eisenhower and with Governor Stevenson to discuss the housing situation in this country. They have made their influence known in Washington from the standpoint of the potential strength of their organi-

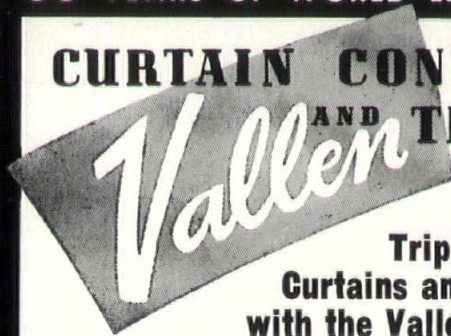
zation and the importance of the home building industry to the economy of this country. I only wish that the architects themselves had that type of influence particularly in legislative circles as these gentlemen do. I believe that the architects themselves are responsible for losing the home building field and we must do something to regain it.

This has just been a quick glimpse at what I call the general overall encroachments that are today invading our profession. I am sorry that I feel that one of these days we are going to regret very much that we of the profession have not done something, somewhere along the line, to curb this type of encroachment in our own work. It is all very confusing.

I think encroachment is a serious problem. It has taken a great deal of business away from our profession. The recognition of encroachment by organizations such

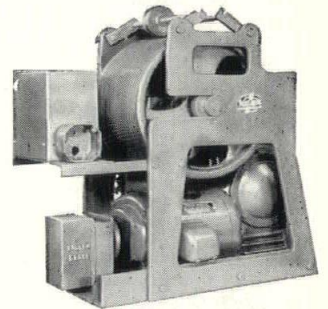
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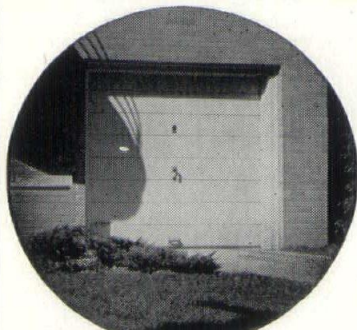


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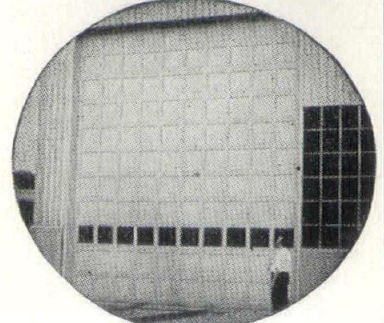
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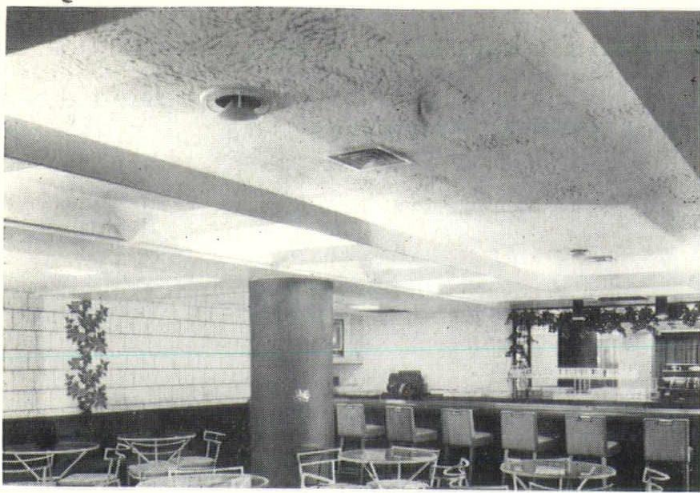


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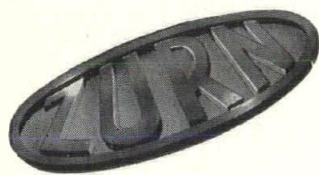
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as your own here should be immediate. A committee can be appointed when you organize a regional council tomorrow for your Great Lakes District, that you will actually be instructed to make this information known to your legislators in your various states. It's important that they know. I realize that there are some men in the profession that still feel that we ought to do a certain amount of coddling of these bureaucrats, where a few architects once in awhile, get a bone thrown to them in the form of a job but the architects as a rule do not get the majority of the work and the bureaus meanwhile are expanding and expanding and take over every job that comes along that they can put their hands on. I think the example of the private hospital in Washington, D. C. is typical of what these bureaus propose to do and I'm sure if the two billion dollars lease purchase program goes through, the architects will see very, very little of that work. There may be exceptions—one or two may get jobs, but it is to the interest of every architect in the profession to recognize the seriousness of this encroachment on our profession today and actually do something about it and not say two or three years from now, "why didn't the Board of Directors or why didn't the Institute do something about it." The Institute numbers some nine thousand practicing architects, we are the majority of the fifteen thousand registered architects in the country today. Yet, we as a group of professionals, control so few votes and have so little influence politically, that the bureaus pay little attention to us. We have made progress. There is no question about that. I think Ned Purves and members of his staff have done an excellent job in public relations in Washington with certain groups but I still think the message of the architects has to be put over and I think the only place that you can put it over is to your local representatives that you know and can talk to personally and acquaint them with this situation of encroachment on private business.

We need a Public Relations Program very badly. We hope that some kind of a program can be set up that will be a practical program and can bring results. In the meantime, gentlemen don't sit back and expect your Board of Directors or your officers to curb all this current encroachment. You gentlemen have to work at home on it. You've got to work in your own local areas where the cities are setting up bureaus in their school boards and in their municipal departments to do public building and public schools. You have to do it on a state basis as many states are approaching the point of setting up bureaus to do state work. You've got to do it on a National level or I'm afraid one of these days we'll wake up to find out that the volume of work that the profession itself will do, is the minority.

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## Cleveland Chapter A.I.A. Christmas Party

By ED STAPLEFORD

As is the annual custom, the Christmas Party was again held at Drury Theatre of the Play House. It was made possible by Mrs. Francis Draz, the delightful and efficient wife of architect Francis K. Draz. She heads a group of some 700 Cleveland women interested in these theatres.

The show was good, "Finian's Rainbow." After the show there were cocktails and a buffet lunch back-stage, where the principals of the cast were guests of the architects.

There was a good turn out, especially of the younger architects and the architects in training. Cleveland architects have no worry as to who will carry on the architectural profession when they are tired. This younger group enlivened the whole evening.

## NEW COATING WATERPROOFS, COLORS CONCRETE BLOCKS

A tough, resilient waterproof coating for concrete blocks, first such coating ever made, will be introduced this month, the Sherwin Williams Co. announces.

The coating, developed by the company's industrial division under the direction of G. L. Hehl, manager, can be applied to any standard size blocks in 20 colors and two finishes—glazed or textured.

The glazed surface has a smooth, slightly uneven surface, while the textured resembles an untreated block and retains its sound-deadening qualities, Hehl said.

Special machinery is used to apply the coating, which is called Kem-Krete. It can not be applied with a brush or ordinary spray equipment.

Major advantage of the coated blocks is that they can be painted. And when used in place of ceramic tile—such as in gymnasiums, corridors or laboratories—construction costs can be cut because no inner supporting wall is needed.

Hehl said tests show the coating resists crazing, freezing and thawing, hot water, mildew, chemicals and abrasion. Further, the Kem-Krete adheres so well to the block that the block itself will break before the coating.

"The blocks hold up very well to weathering as far as tests have shown," Hehl said, "but we can't recommend exterior use of the coated surface until further testing."

The special machine for applying Kem-Krete is manufactured by Krete Coater Service of Hillsboro, Ill., and is priced close to \$7,000. Operation is by three men.

As of Dec. 1, four firms had the units in operation, and Krete Coater already has a large order backlog. The machine is designed for use in conjunction with the Besser block maker, and at present orders are being taken only from companies using this equipment.

## CLEVELAND AIR CONDITIONING'S NEW OFFICE

(Continued from page 8)

conditioners are being used for the type of installation which until recently used to be served by the central air conditioning systems. The flexibility and the ease of zone control, with room air conditioners, has helped to make them an accepted product in the factory, office and home.

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**DODGE LOOKS FOR GOOD 1953**

By ED STAPLEFORD

The Cleveland Chapter of the Producers' Council held their regular monthly meeting Monday, January 12th. Speaker was Mr. Clyde Shute, Assistant Vice President of the F. W. Dodge Corp.

Mr. Shute is a statistician of the first water and he gave figures that should make us all happy, as to what his company thinks of 1953 as far as construction goes.

The meeting was well attended and many architects were guests. The Cleveland Chapter has set a record in attendance. There were 478 at their annual dinner and table top display for the architects on December 10th. At their last regular meeting in January there were some 78 and quite a few architects.

Bob Critchfield of the Kawneer Co. is doing a mighty good job as the chairman of the program committee. And for the next meeting, February 9th, he has Paul E. Baslar, Building Code Co-Ordinator for the State of Ohio. He will explain the new State Building Code and how it will affect everyone in the building field.

**REMODELING — A POTENTIAL MARKET**

(Continued from page 9)

floored by the prospect of the work that awaited me. To be honest, I didn't know where to start.

Today I know I started the right way. As I look over the work that is now completed, I know that calling in an architect was the smartest move I could have made. I called Mr. Kane over and we sat down and talked. We went through the house room by room; he knew us, he knew what we liked and disliked and thus could easily see what had to be done to make our place more livable.

After several hours with the architect, I decided that it was foolish to try to tackle this job myself. I needed advice and guidance, and an architect was the only man qualified to give it to me. I was starting from scratch. I had one of two paths to follow—either have him make up all his recommendations in one package, for which I would pay a fee, or put myself in the hands of "house remodelers," "wall-breakers," "construction experts," etc. and take my chances.

I choose the architect. He studied the house, studied us and then room by room told us not only what to do, but equally important, how to do it, what materials to use, and why.

This last point was the very important since I had to do a good deal of the work myself in order to save as much money as I could. I figured that if an architect told me how to go about a project, I could take it from there. For his services, which amounted to several days of work, plus periodic "inspections," I paid him a set

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fee. This fee was based on his time. Both parties in this venture substantially profited.

I next checked the availability of such a move with my bank. Naturally, as a home owner I wanted to do those things which would increase the value of the house. The bank advised me that I was approaching this problem very wisely.

We started redoing the house with the basic premise that for the next seven years, at least, we would have crawling, walking and running youngsters around the house. We assume they will get somewhat destructive and will try to correct them.

Our choice of materials, the things we did, all reflect this thinking. For example, instead of carpeting the downstairs of the house we laid Vinyl Cork tile manufactured by the Dodge Cork Company, Lancaster, Penna. Mr. Kane recommended cork floors because, as he put it, they look well and wear well. Armed with this information, I contacted Mr. Woodrow Barkett, president of Neo Sales, Ohio distributor of Dodge Cork tile, also the distributor for Modernfold doors. Mr. Barkett was extremely helpful in all ways. He not only provided me with accurate product data, but aided me with installation shortcuts that proved extremely accurate and time-saving.

Another situation our architect helped us overcome was through knowledge of paints and wall primers. During the early days of our renovating, my wife was susceptible to strong and sharp odors. What's more, she was ordered by our doctor to stay as far away from painting as possible for the first six months of pregnancy.

Mr. Kane suggested a quick drying primer, and rubber base paint. Following his lead, I contacted Carl Wagenman of the Wagenman Paint Company of Cleveland. Mr. Wagenman spent several days with me analyzing our particular problems. Here's a sample of what we threw at him: The living room had not been decorated for 14 years, it had two layers of old wallpaper. We would remove the paper, prime the walls, paint the walls and ceiling, but we couldn't allow a paint odor to stay in the house too long, nor could we use any material that couldn't be washed regularly.

Mr. Wagenman came up with the right answer based on Mr. Kane's suggestions.

And so it went, on each problem we encountered.

In subsequent articles to appear in this publication, I will go into these problems and their solutions in greater detail.

*Editor's Note: This is the first of a series of articles showing progress photos. We, of the "Ohio Architect," have watched this through and feel these articles are thought provoking for the architect.*

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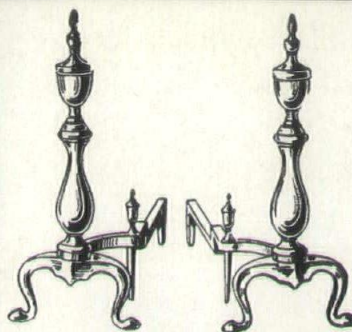
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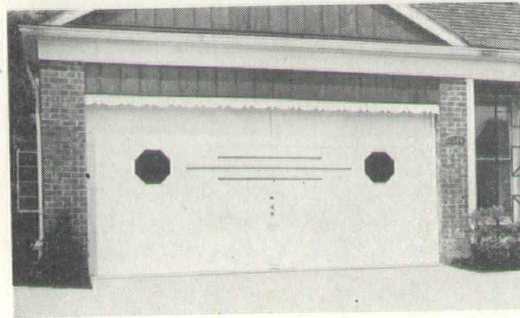
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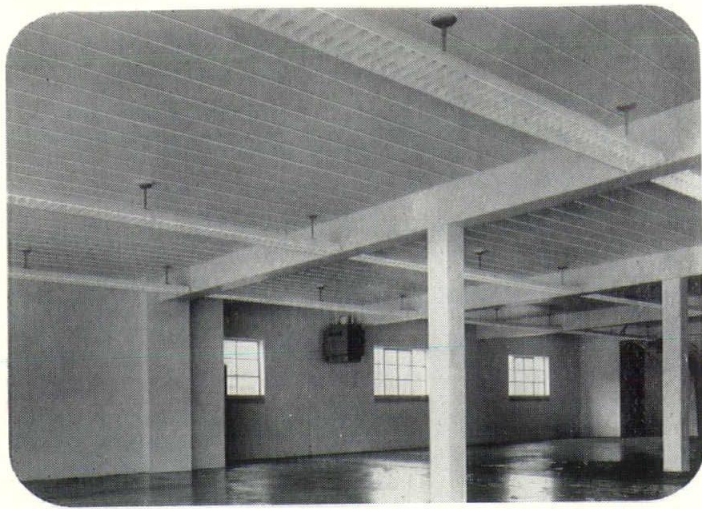
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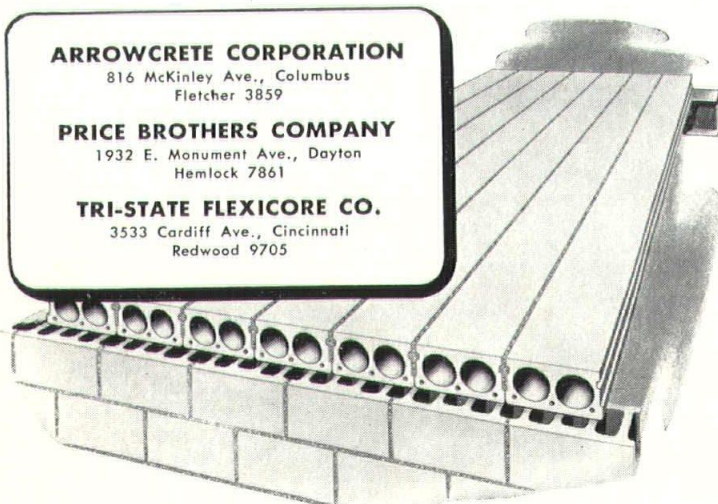
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## OUR PRESIDENT'S MESSAGE

(Continued from page 12)

town we saw several signs of the Tibbals Hardwood Flooring Company.

Thursday was filled to the brim with rain and running over and as far as I am concerned Tennessee and Georgia should never have been taken from the Confederates. One service which we architects could do for our state would be to eliminate the advertising road signs from our highways. At some places it was impossible to see anything but—See Rock City—B. Lloyds pecans—Stuckkeys—Stop at Pine Lodge—red wiggles for sale—on and on and over and over again mile after mile until we made it a game to concentrate on the rain and the clouds and to ignore the glaring words. Some states have made good progress in the beautification of their roadways and I hope that in Ohio we will not be too slow to get a program started.

That night we spent in a motel in Tifton, Ga., in laboratory problem number two. The shower head was seven and a half feet above the floor, the adjustable valves didn't adjust, the lavatory overlapped the toilet and the place should have been named 'Ye Water Hammer Halle.'

Another morning of rain but we saw the schoolboys on their way to school wading barefoot in the runoff from the highway and we felt a balmy breeze swaying the gray moss in the trees. Grits for breakfast—a ritual which must be endured as long as there is a South, but I love them for the way they say, "Stop and see us agayn."

Impressions from behind the dashboard are so fleeting that it is almost presumptuous to rely on their reality but it seems to me that it is going to take generation upon generation for us to grow up and mature in an architectural and artistic sense. I can hardly imagine a Scandinavian with his inherent sense of beauty and orderliness being very well impressed with the ugliness and the dirtyness of the villages and towns and cities through which we passed today. It is all well and good to have pigs and chickens but these do not necessarily have to pass in and out of the front door of even the humblest cabin.

This afternoon we visited the campus of Florida Southern University and there saw the designs of Mr. Wright in what might be called the other end of the pendulum arc terminating in a flight of fantasy. It is impossible to describe what is there in a column so short but one thing which impressed me was the numbers of pools of water lying on the cement floor of the new industrial arts building and the water still dripping through the ceiling from the rain of the few hours before. I am more than ever convinced that the best of us have yet to find the answer to true design and good building.

On to Ocala, Silver Springs, Lakeland, Tampa, St. Pete and Bradenton and the third laboratory test on Carotels. When you are on the go you will find that a lot of Ohio is with you and even if the pretty waitress at Garcia's is from Louisville, she feels that she is "Reahly yuh neighbah."

Everyone is friendly to Ohio because Ohioans get around so much but in the 150th year of our history as a state that which we need to give our state, is more imagination, more daring, more color, and more quality. I am convinced of that after having seen some of the things which are being done and have been done in Florida.

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