

OCTOBER, 1954

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No. 10

CONVENTION ISSUE

OHIO ARCHITECT

Mr. Harold D. Haul
Director of Public & Professional Reg.
The American Institute of Architects
1735 New York Avenue, N. W.
Washington 6, D.C.

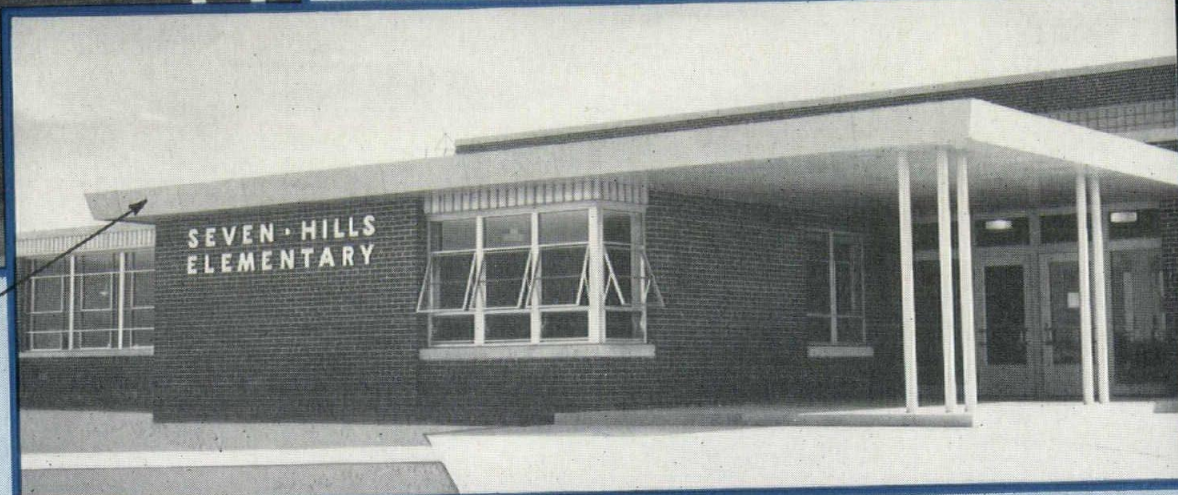
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OFFICIAL PUBLICATION
**Architects Society
of Ohio**
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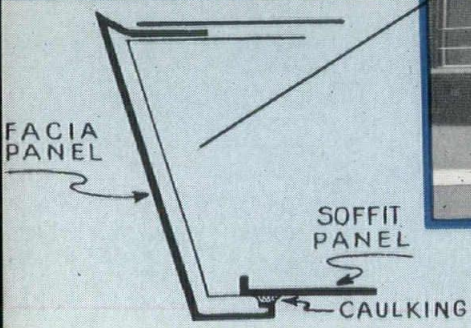
How DAVIDSON ARCHITECTURAL PORCELAIN Increases *Freedom of Design*



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▲ This entrance canopy provides a distinctive highlight for the Seven Hills Elementary School, Seven Hills, Ohio, adding design interest to the building. Canopy fascia and soffit as well as the gravel stops are of Davidson Architectural Porcelain. Architects: Fulton, Krinsky & DeLaMotte, Cleveland.



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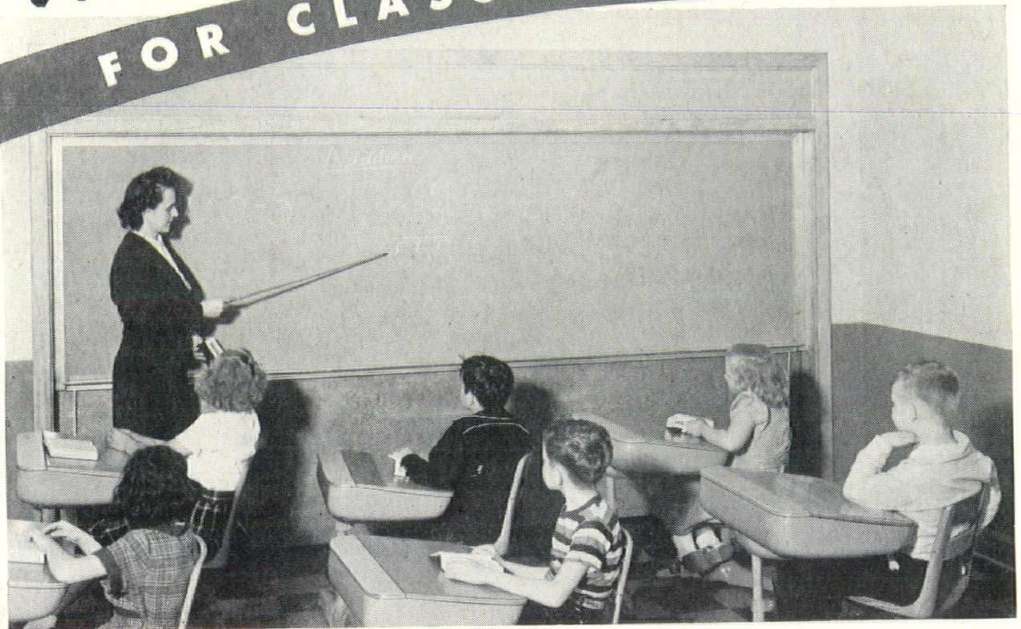
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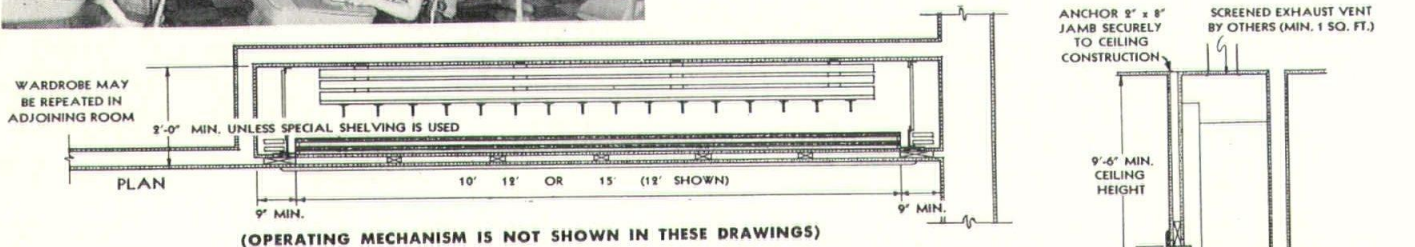
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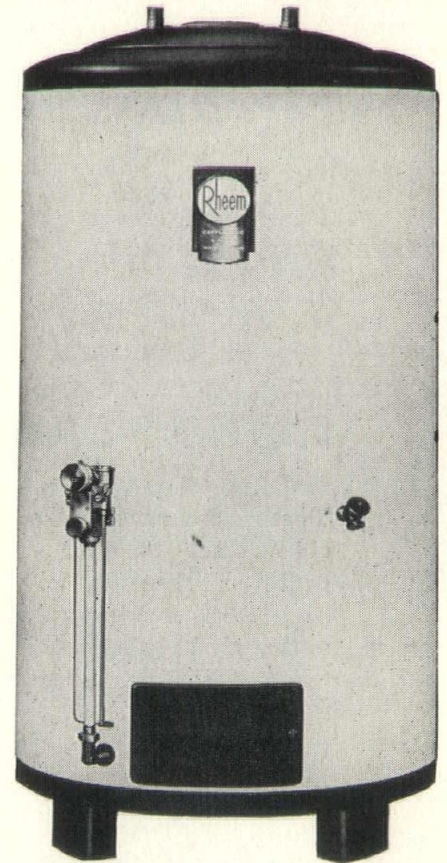
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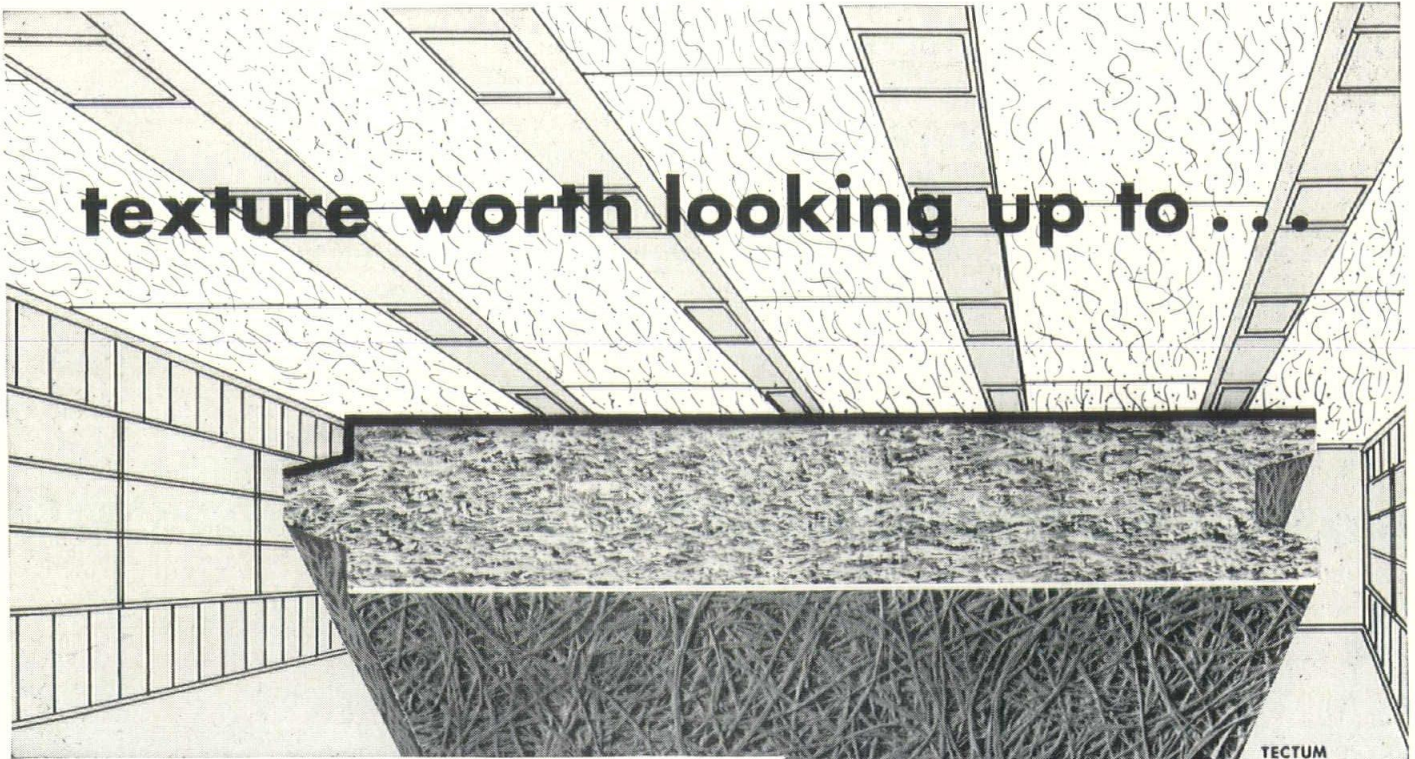
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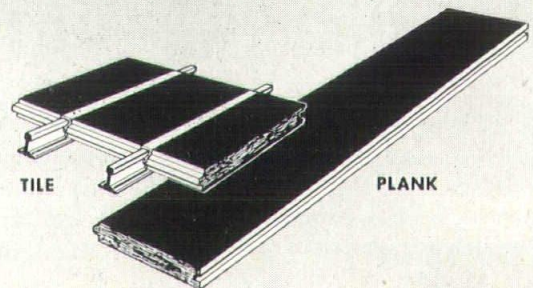
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OHIO ARCHITECT

OCTOBER, 1954

VOLUME XII

NUMBER 10

OFFICIAL PUBLICATION OF ARCHITECTS SOCIETY OF OHIO, INC.,
OF AMERICAN INSTITUTE OF ARCHITECTS

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★

COVER

This month's cover shows the beautiful Deeds Carillon bells—a gift to Dayton by Mrs. Colonel Deeds. Built of granite, steel and limestone, the four shafts rise 151 feet to support a cluster of 32 bells. Architects were Reinhard, Hofmeister & Walquist, New York.

Editorial Advisor **Onnie Mankki, AIA**
Official Photographer **B. F. Denly**

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Hargrave



Frank



Worley



Macelwane



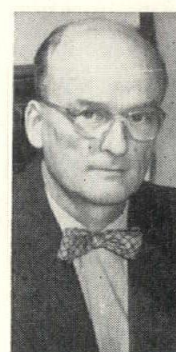
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Dayton Miami River View

Don't Miss It!--Be With It! ASO Convention

Ken Lyttle

October 14, 15, and 16 should be the time of the year for which Ohio architects have waited.

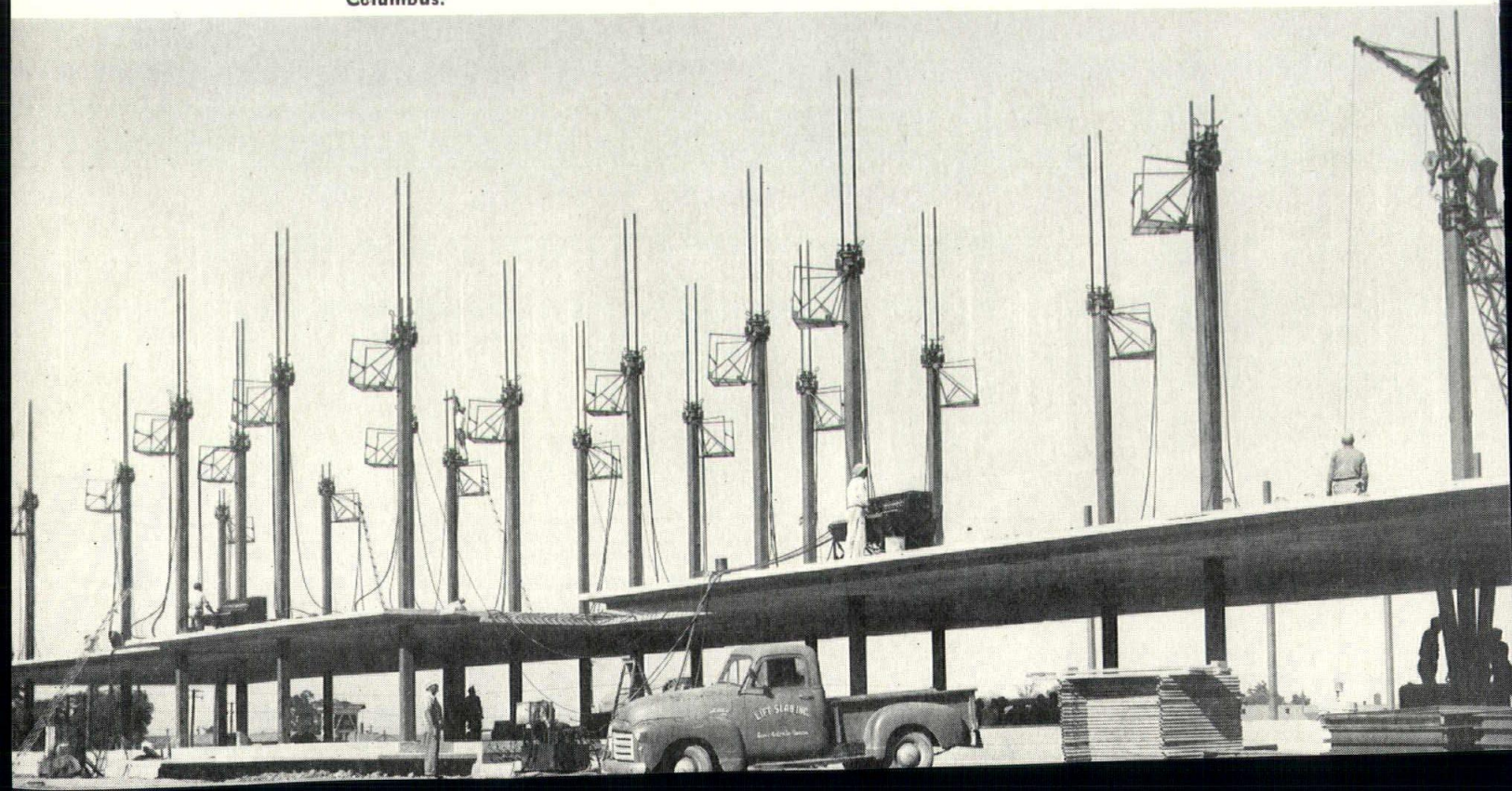
Convention time—the only time of the year when you, as an architect, can really find out exactly what's going on in your Society. It's possibly the only time of the year when old architectural friendships can be renewed; for hearing how other architects feel about

many problems and issues; and for enjoying yourself.

It is expected that this 21st convention will be the largest and best yet held. Reservations are being made faster than expected at the Biltmore Hotel. Practically all exhibit space has been reserved.

The convention is planned to move swiftly and interestingly, and the Biltmore Hotel, the convention Head-

Over at Antioch College, Yellow Springs, Friday, October 15th, you will see the YOUNG-SLICK Lift Slab Process. This picture taken where it was used at the Lockbourne Air Base, Columbus.



quarters, is surely conducive for relaxation and enjoyment. All rooms on the sixth floor have been blocked off for your use.

The trip on Friday, October 15, to Antioch College in Yellow Springs, will be something many architects have expressed a desire to see — the lifting of concrete slabs poured on the ground to the height necessary by means of hydraulic power.

Architect Roger Allen, FAIA, Grand Rapids, Michigan is to be guest speaker at the Saturday evening banquet. Architect Allen has received phenomenal success with his ability of humorous speaking, to you who have been fortunate to hear him "enuf said". He has addressed groups of architects and others in many places such as Philadelphia, Harrisburg, Cleveland, New York, Chicago, Des Moines, Omaha.

"In fact," architect Allen said, "if I were to mention all the places where I have made speeches, you might confuse me with an Atlas." He then added thoughtfully, "I mean the Atlas with maps, not the Atlas with muscles."

Many of your personal friends will be there. Many of your personal friends are serving on committees:

Here are the committees that will make this convention worth your attending and one that you will long remember.

HONORARY CHAIRMAN, HARRY I. SCHENCK; GENERAL CHAIRMAN, ROLLIN L. ROSSER.

PROGRAM, HERMON BRODERICK, John Sullivan, Erskine Hart, John Hargrave, Hon. Mem., Glen Buchanan, Philip Kielawa.

REGISTRATION, DONALD BOLINGER, Ralph Carnahan, Freeman Pretzinger, Rollin Gebhart, James Kaltenbrun, Wilbert Welty.

BANQUET, WILLIAM WERTZ, William G. Ward, Robert Makarius, Marlin Heist, Charles Jay.

PUBLICITY, PHILIP KIELAWA, Roy Lively, James Hart, Harry Schenck, Emery Ohler, Damon Whitmore, Wilbur Wurst, W. Ray Yount.

COMPETITION, GARETH WILLIAMS, Howard Korn, Robert Lecklider, Freeman Pretzinger, Ellason Smith.

EXHIBITS, MICHAEL LUCISANO, Arnold Igelburger, Douglas Lorenz, Robert Grannis, Milton Williams.

TOURS, JAMES REED, Roger Williams, Eugene Betz, Walter Rabold, John Surmann.

WOMENS, MRS. PHILIP KIELAWA, Mrs. James Reed, Mrs. Rollin Rosser, Mrs. Erskine Hart, Mrs. William Wertz, Mrs. Hermon Broderick.

EXECUTIVE, ERSKINE HART, Craighead Cowden, Hermon Broderick, William Wertz.

And here's the Men's Program

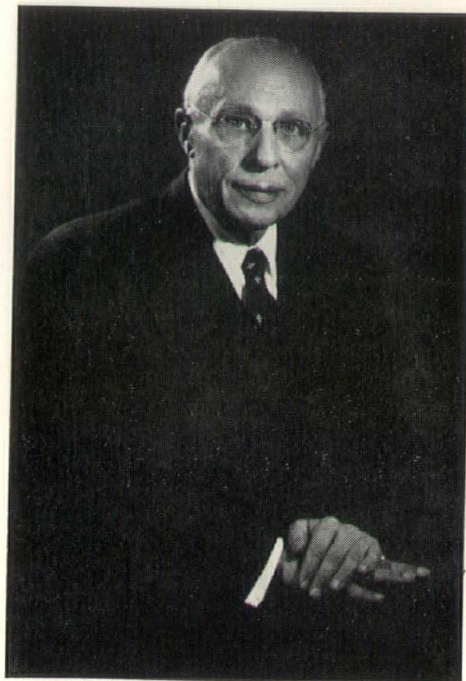
THURSDAY, OCTOBER 14TH

- 10:00 a.m. Executive Board Meeting.
- 1:00 p.m. Registration opens.
- 1:00 p.m. View Exhibits. Visit Art Institute, Architect's Exhibit, and other points of interest.
- 6:30 p.m. A.S.O. Executive Board & Wives Dinner.
- 9:00 p.m. Ice Breaker—Courtesy Price Bros.
"Hoe-down"—(50-50 Square & Round Dancing).

FRIDAY, OCTOBER 15TH

- 9:15 a.m. Registration continues; Business Session—John Hargrave, presiding President, A.S.O.
- 11:00 a.m.

(Continued on page 11)



**Honorary Chairman
Harry I. Schenck FAIA**



**General Chairman
Rollin L. Rosser AIA**

Our Speakers

Isay Balinkin



Prof. Isay Balinkin
Cincinnati University
"Phenomena in color"

Isay Balinkin, professor of experimental physics, Department of Physics, University of Cincinnati, was born in the Ukraine, migrated to Turkey, where he enrolled at Robert College, an American school, for study of mechanical engineering. Then to the University of Cincinnati receiving degrees of M. Sc. and Ph.D., majoring in Physics.

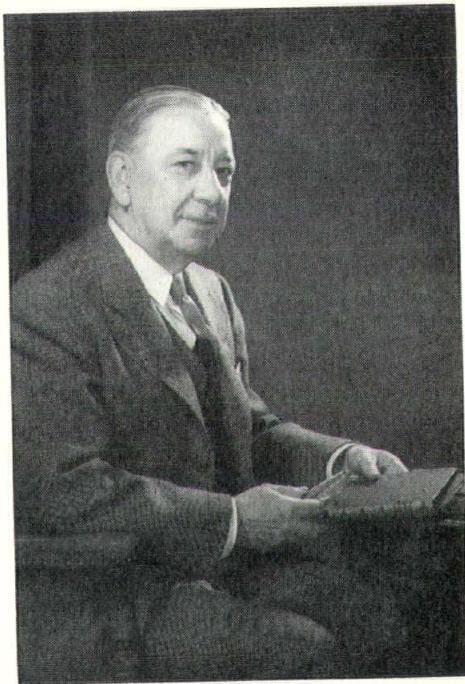
During the summer of 1929 he served as assistant secretary of the National Research Council Science Advisory Committee to the World's Fair in Chicago. In 1930, on a leave of absence from the University, he planned some of the physics exhibits for the Hall of Science. It was because of these affiliations that Dr. Balinkin became interested in developing a number of teaching devices to illustrate and explain various physical phenomena.

He is a Fellow of the American Association for the Advancement of Science, member of the Optical Society of America, American Association of Physics Teachers, Sigma Xi, and past Chairman of the Inter-Society Color Council. As a United States representative on Technical Committee No. 7, Colorimetry, of the International Commission on Illumination, he attended a 1951 meeting in Stockholm, Sweden. During the summer of 1952 he officially represented the American Ceramic Society at the Third International Ceramic Congress in Paris, France.

He has been featured in LIFE magazine who had this to say about him.

"You'll have the time of your life listening to Isay Balinkin, portray the "PHENOMENA OF COLOR" his gadgets, more like a magician's grab bag, than a physics laboratory, have been featured in LIFE magazine. A professor of experimental physics, University of Cincinnati, Professor Balinkin is a phenomena himself. He will give you a short college course about color, and make it so entertaining you'll want more."

Roger Allen, FAIA



Roger Allen FAIA
Guest speaker banquet
Saturday, October 16

Those who have heard architect Roger Allen, FAIA talk, will of course want to hear him again. He has achieved phenomenal success with his ability of humorous speaking.

Roger Allen, FAIA is a successful architect in his own right in Grand Rapids, Michigan where he heads the architectural firm of Roger Allen & Associates.

Early this year, architect Allen received the Gold Medal of the Michigan Society of Architects for his "significant contribution to Michigan architecture." He was also advanced to Fellowship in the American Institute of Architects.

Architect Allen contributes a daily column of comment on the news to the Grand Rapids Press. His firm has executed many projects at Central Michigan College of Education, the Michigan Veteran's Facility, and the Mt. Pleasant State Home and Training School. These are but a few.

Those fortunate to hear him speak have said "a great humorist, an architect with a delightful philosophy of life."

And Here's The Men's Program

(Continued from page 9)

- 11:00 a.m. View Exhibits.
to
12:00 noon
- 12:00 noon Luncheon—Erskine Hart, presiding President,
to Dayton Chapter; Welcome & Speaker—Herbert
1:30 p.m. Starick, City Manager; AIA officers—speakers.
- 1:30 p.m. Visit Lift Slab Construction on New Mens'
to Dormitory, Antioch College.
- 3:30 p.m.
- 3:30 p.m. Visit Saarinen's Dormitory & other campus
to buildings.
- 4:30 p.m.
- 5:00 p.m. View Exhibits.
to
6:00 p.m.
- 7:00 p.m. Dinner—C. Melvin Frank, presiding 1st Vice
President, A.S.O.
- 8:00 p.m. Rotary Club Boys Choir.
Ladies Skit.

SATURDAY, OCTOBER 16TH

- 9:15 a.m. Registration continues; Business Session—John
to Hargrave, presiding President, A.S.O.—Talk on
11:00 a.m. Ohio's Building Code.
- 11:00 a.m. View Exhibits.
to
12:00 noon
- 12:00 noon Luncheon—Leon M. Worley, presiding 2nd Vice
President, A.S.O.—Speaker.
- 1:30 p.m. Lecture-Demonstration—Dr. Isay Balinken, Uni-
to versity of Cincinnati; "Color Phenomena".
- 2:30 p.m.
- 3:00 p.m. Visit to Siebenthaler's Garden Center.
to
5:00 p.m.
- 6:30 p.m. President's Reception.
- 7:00 p.m. Annual Banquet—John Hargrave, presiding.
Speaker—Roger Allen, F.A.I.A. of Michigan.

And now for the ladies

(will they enjoy themselves)

THURSDAY, OCTOBER 14TH

See Men's Program.

FRIDAY, OCTOBER 15TH

- 9:00 a.m. Registration continues; Coffee Hour—Lounge.
to
12:00 noon
- 9:45 a.m. Trip to Frigidaire for Food Demonstration
(Transportation Provided).
- 12:00 noon Board Buses for trip to Moraine Country Club.
- 1:00 p.m. Luncheon at Moraine Country Club.

- 2:30 p.m. Return Tour, stopping at points of interest in-
to cluding Patterson Memorial.
- 4:00 p.m.
- 7:00 p.m. Dinner and Entertainment (see Men's Program).

SATURDAY, OCTOBER 16TH

A.M. ON YOUR OWN.

- 12:00 noon Join Men for Luncheon and Lecture-demonstra-
tion on "Color Phenomena".
- 3:00 p.m. Visit to Siebenthaler's Garden Center.
- 6:30 p.m. President's Reception.
- 7:00 p.m. Annual Banquet (see Men's Program) Dress
Optional.



Are you going to be there? The latest products will be exhibited. The latest thoughts in architecture will be displayed through many conversations.

Remember, it's all for you!

The Convention Committee has already seen to it that those wanting to stop at the Convention Headquarters hotel, the Biltmore, can do so.

All rooms on the sixth floor have been blocked off for your use.

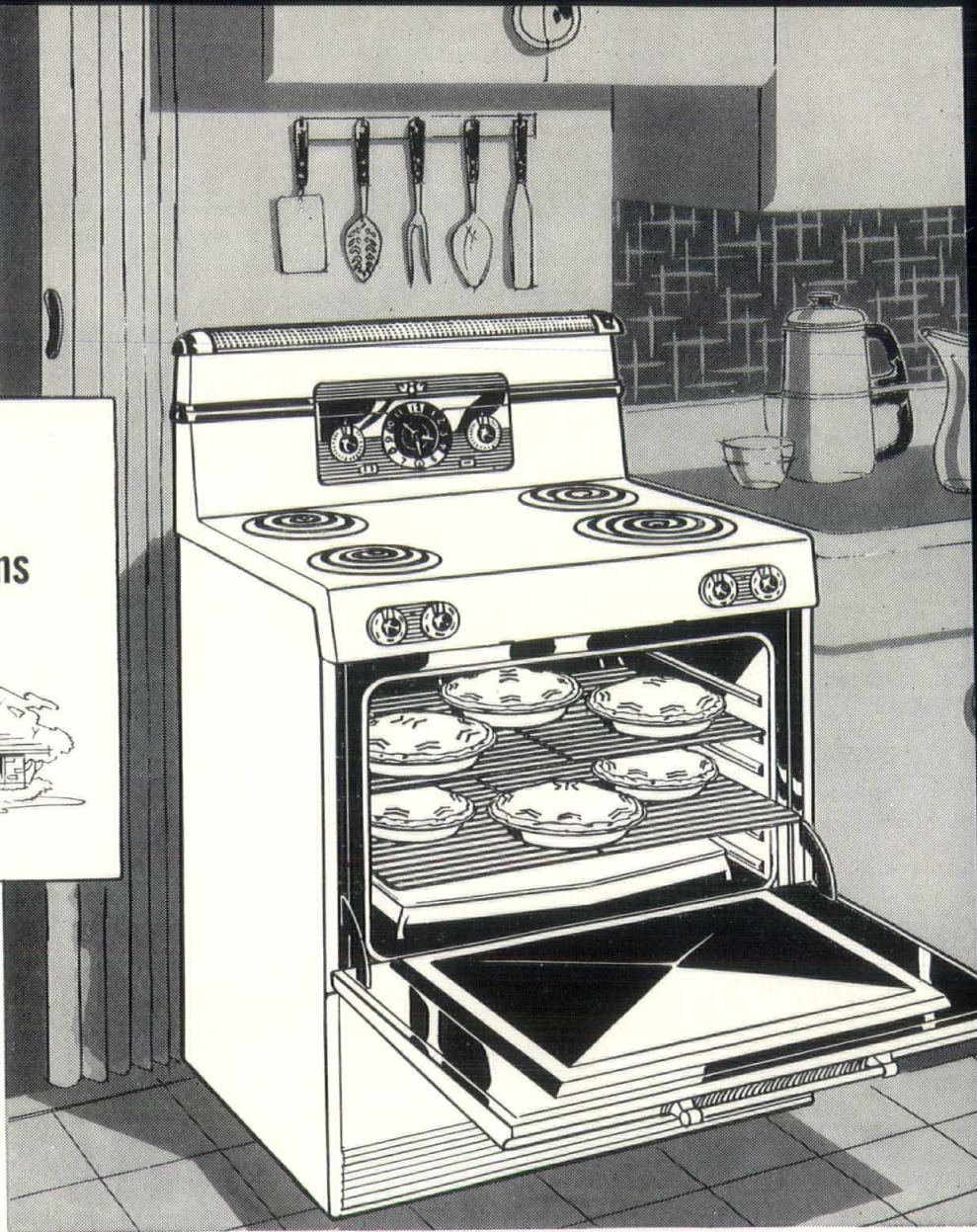
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Miami University

School of Fine Arts

Dean Chas. E. Strousland AIA

With the beginning of the fall term, the School of Fine Arts of Miami University marks its twenty-fifth year of operation. Many changes have taken place in the Department of Architecture since it began operations under the direction of the late Harvey Hiestand of Eaton, Ohio. In the beginning, Mr. Hiestand constituted a one-man department; at the present time, the faculty has been increased to nine full-time staff members; in addition to which, the part-time services of visiting jurors have been enlisted. Miami graduates will recall the able direction of the department under Mr. Russell Potter of the firm of Potter, Tyler, Martin, and Roth of Cincinnati and the late William McLiesh Dunbar, who worked so hard to bring the departmental facilities and faculty to its present strength. With the growth of the school, many graduates may have difficulty in placing the names of the present staff, but one man will be familiar to all Miami architects . . . that of W. W. (Andy) Wertz, who was one of the first graduating class and who has been a member of the faculty ever since his graduation some twenty-two years ago.

With regard to more recent development of the department, the most important item is, of course, our accreditation. We are proud to join Ohio State and the University of Cincinnati on the accredited list of the NAAB. I would like to mention several interesting experiments in architectural education which are being tried in the department. Readers of the *Ohio Architect* have seen photographs of models of important historical buildings constructed by students under the direction of Mr. E. A. Connally as a part of the course work in the history of architecture. During the sesquicentennial cele-

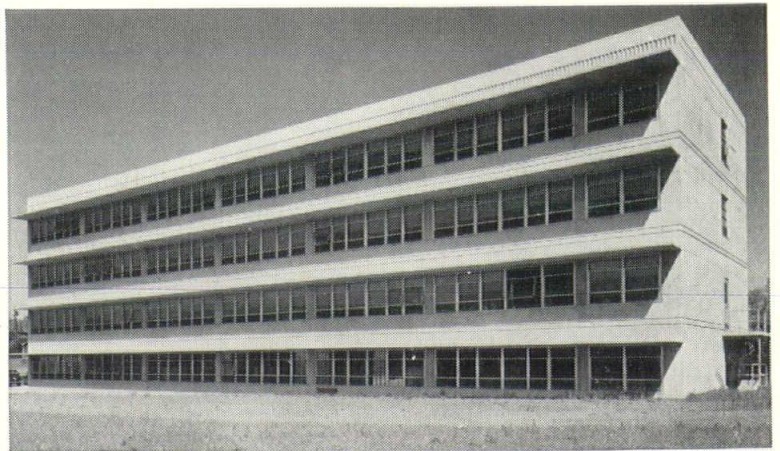
bration, a number of models of historic buildings of Ohio were shown at the museum of Columbus. The models are the beginning of a museum of historic buildings which will be housed in the department of architecture. In studying sequence in design, light, color, form and movement, the first year design class under the direction of Mr. Tavis and Mr. Small produced a twenty minute abstract color motion picture which was given a public showing on the campus in June. Research in stressed plywood beams is being carried out by Mr. Small and Mr. Wertz in the mechanics course.

A new program will be introduced in the fall of 1955. This will be a graduate program in City Design leading to the degree Master in City Design. Detailed information regarding requirements for admissions, fees, etc., will be circulated to all universities and planning agencies later this year. In addition to the design work, courses dealing with the evolution of the city, city government, sociology of cities, sanitation, transportation and the landscape of cities will be included and related to the design work. The graduate course is intended to extend the range and scale of architectural design to large urban areas.

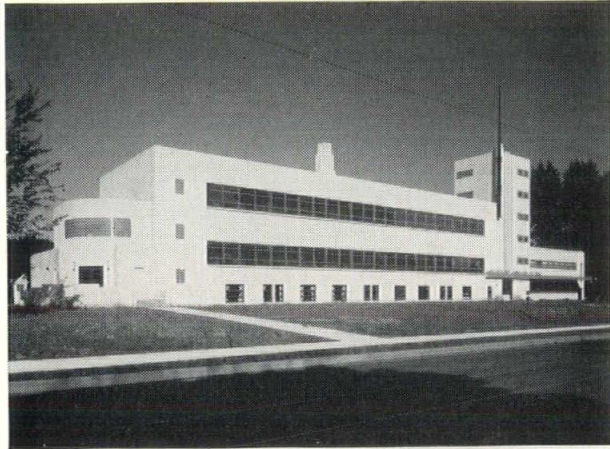
This will follow our policy of integration of the program of the department of architecture with the total educational program of the university and will reinforce our professional curriculum which has as its objective, the training of the professional architect who understands fully the magnitude and scale of the problems, as well as the resources, of this century and who brings to his task the creative imagination to make man's environment beautiful.



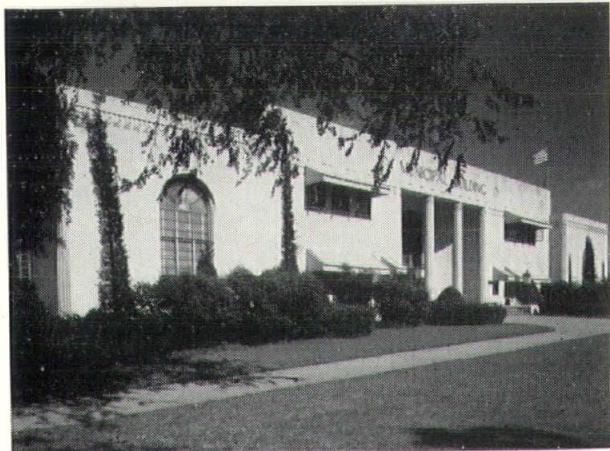
WATER WORKS, PINE BLUFF, ARK.



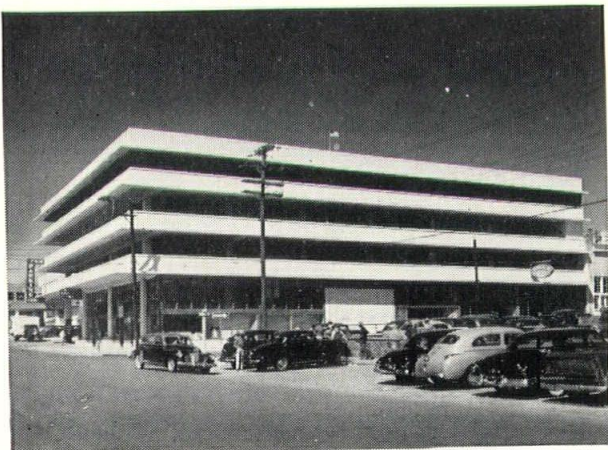
HOSPITAL, WILMINGTON, OHIO



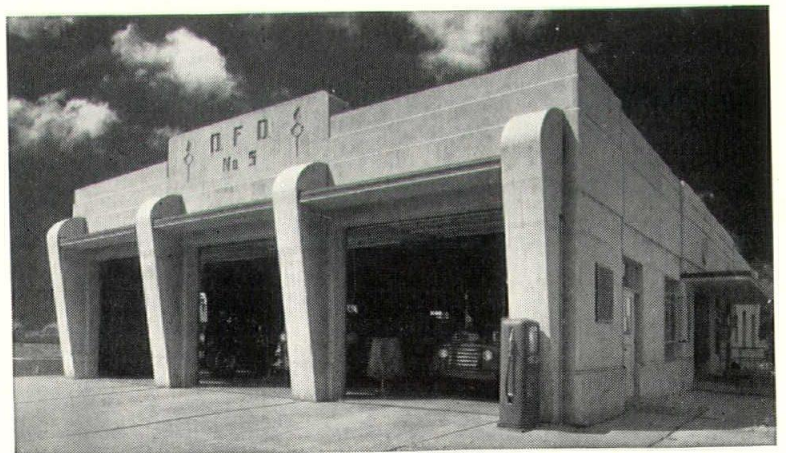
ELEMENTARY SCHOOL, MINNEAPOLIS, MINN.



CITY HALL, STILLWATER, OKLA.



PARKING GARAGE, TYLER, TEX.



FIRE STATION, OMAHA, NEB.

*Distinctive Beauty and Outstanding Service
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*A*rchitectural Concrete

These examples show the possibilities architectural concrete offers the architect for designing municipal buildings to make any community proud.

This versatile structural material has rugged strength, unexcelled resistance to the elements, maximum firesafety and long life.

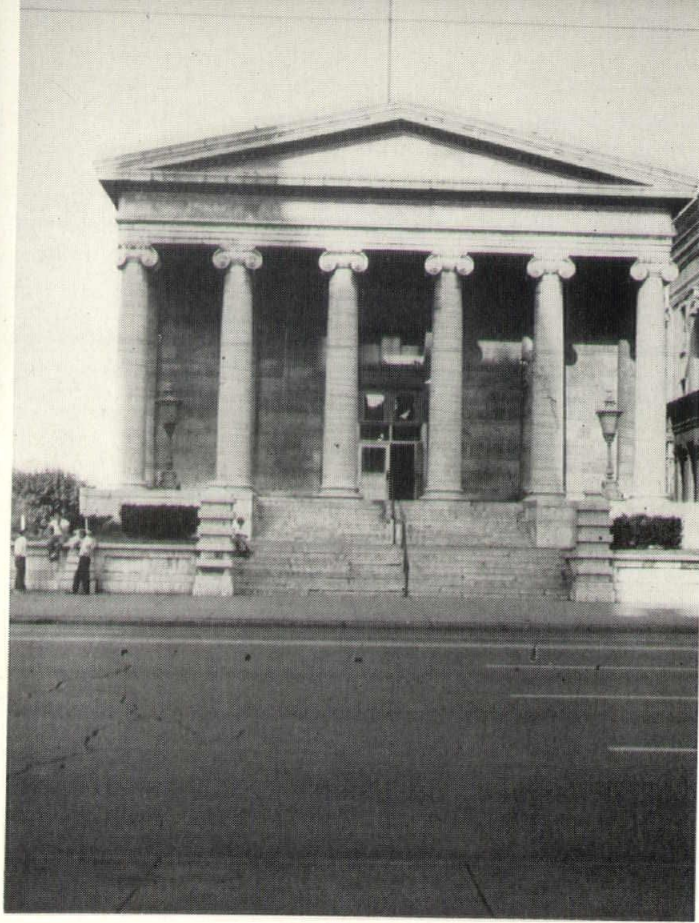
Being moderate in first cost, needing little maintenance and having long life, architectural concrete municipal buildings will please both taxpayers and officials with their **low annual cost**.

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50 W. Broad St., Columbus 15, Ohio

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



The Old Court House of Dayton

John Sullivan Jr. AIA
Dayton

Often as I walk or drive past the Old Court House in Dayton, Ohio, in my minds eye I see the venerable building gone and the New Court House and Jail with it. The New Court House, a hideous Victorian structure was built in 1880 and is adjacent to the Old Court House. In their places a new building, Jack and the bean stalk like, has sprung up. This figment of my imagination is all glass, aluminum, and smooth clean surfaces. It is the most sophisticated of buildings. As its architect I can allow my fancies free reign without any restrictions of cost or client requirements.

This fantasy is always multi-storied and it covers every square inch of ground: It can be nothing else. Ground estimated to be worth three million dollars located at the very heart of the city is entitled to a tower reaching to the sky. Furthermore, economically speaking, nothing less can possibly hope to "pay its own way" and even in the world of dreams a certain amount of reality is inevitable; at least in mine it is. Lack of parking facilities, proper service access, the congestion of the crowds, particularly at noon and five p.m., can all be winked away in a dream fantasy but not in the stark realism of economics. And be assured that be it an office building, a hotel, or a department store, all these problems will be innate.

At other times in passing, my minds eye conjurs up a different picture. In my imagination the New Court House and the Jail are gone and where they once stood a park and trees take shape. Perhaps there is a fountain and people stroll along the walk and under the trees. The smudge, soot, and dirt of years of neglect are gone from the surface and face of the old building, and now it graces the corner of Third and Main Streets as it once did in years gone by, in a setting suitable to its dignity.

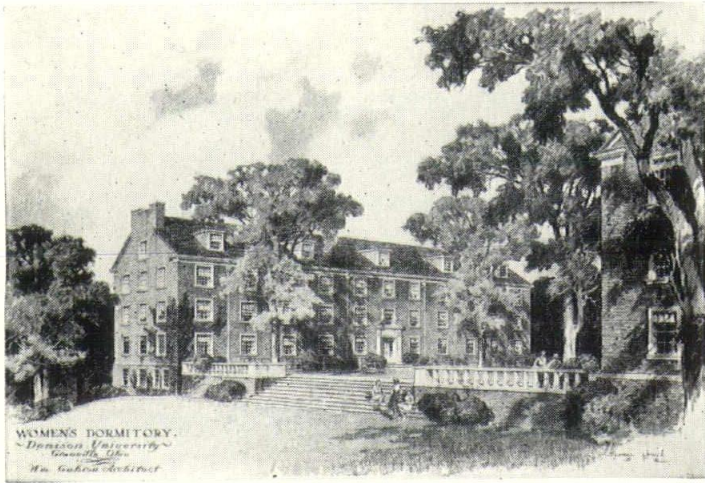
The second image is always more pleasurable to me, and there are many in the City of Dayton, in the State of Ohio, and even in the nation who hope this might someday be realized.

This building, which for so long has been the center of so much storm, controversy, and discussion started out life in 1848 as the new court house in Dayton, Ohio, a small midwest country town, the seat of Montgomery County. It was built on the site

of a three story brick building that was erected in the year 1806, and used for both religious and judicial purposes. The foundations for the present structure were laid in the spring of 1847 and the building was completed in 1848. It was inspired by The Theseum, one of the best preserved of all the Greek Temples in the city of Athens. In place of the Doric columns, Ionic were substituted and pilasters with Doric capitals were employed on the side elevations and on the front wall behind the portico. A tentative design together with sketches were given to Mr. Howard Daniels, a Cincinnati architect, who prepared the working drawings and specifications. Local white limestone was used with walls of masonry throughout. The building was completed at the cost of \$100,000.00, a great sum for those days.

Not withstanding a certain amount of criticism regarding the architectural merits of this building, much of it of recent date, and leveled by those who are simply not qualified to judge, there is no question that it is recognized as an outstanding building not only locally and in the state, but nationally as well. Professor Talbot Hamlin, the noted architectural historian, presently at Columbia University, considered it important enough to refer to it in his book "Greek Revival Architecture in America". I. N. Frary in "Early Homes of Ohio" calls the Old Court House "an excellent example of the reincarnation of Greek Temples into the life of our early Nineteenth Century". The noted architect, the late Ralph Adams Cram, called it the "finest thing in America", and there are many others. Such wide spread acclaim is not to be refuted.

The building is of excellent proportions, and constructed without structural subterfuge; the columns look like stone and they are stone. The circular stairs have no hidden steel supports. The cornice is not sheet metal stamped, bent and painted to simulate stone. On a street not particularly noted for beauty, the serenity of this edifice does much to counteract the false facading that is so much in evidence. The set back, the open space around it and the greenery gives Main Street in down town Dayton its only spot of quiet contrast and sense of relaxation. Very little imagination is needed to realize that the conversion of the New Court

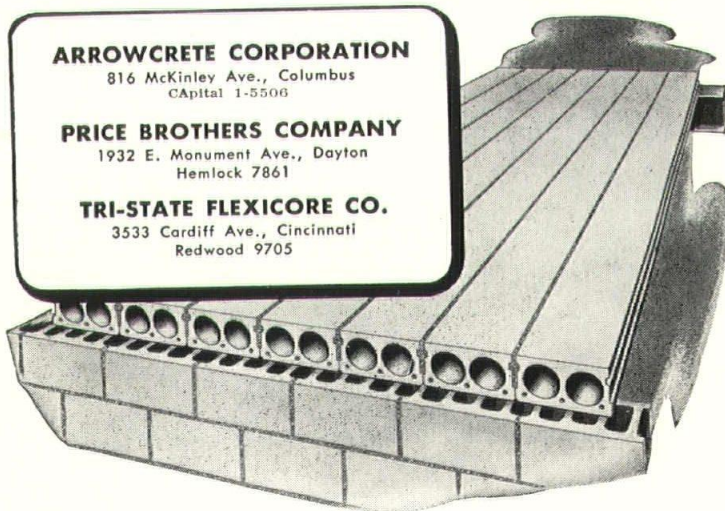


New hall with Flexicore floors matches Georgian facade of older dormitory, right, with poured concrete floors.

Flexicore Floors and Roofs Provide Low-Cost Fire Safety On Denison University Halls

Low cost was high priority when Architect William Gehron planned Denison's two newest dormitories. He designed three fire-resistant floor framing systems, compared estimates on them and then selected Flexicore slabs for the job. Low cost slabs also saved job time and labor, reduced wall height and eliminated ceiling plaster. Painting of exposed slabs formed attractive ceilings.

Factory-produced to order, Flexicore slabs provide structural concrete floors and roofs for all types construction. Hollow-casting increases load capacity by reducing dead load, and provides ducts for heating, cooling, wiring or piping. For full information on cross-section sizes and long spans available, write one of the Ohio Manufacturers listed below.



ARROWCRETE CORPORATION

816 McKinley Ave., Columbus
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FLOOR & ROOF SYSTEMS



Toledo Health Center, Toledo, O.
Architects — Peterson, Hoffman & Assoc., Toledo

Modernfolds Create Flexible Space To Meet Changing Needs

In this modern, newly completed health center, Modernfold doors provide efficiency and flexibility of use in the Field Nurses Work Room.

Actually by using Modernfold, four different room uses are created. Closed, the doors provide three separate smaller rooms where the group supervisors can meet with their own groups without the nurses leaving their desks. Yet, Modernfolds open at a touch to make the whole area available for combined group meetings, daily instructions or classes. All this is done without anyone leaving their desk or shifting of furniture.

Modernfold Doors will create more space . . . more employee efficiency . . . without increasing present area requirements and costly additions.

Modernfold's accordion action makes one room serve as several . . . provides a means of closing off rooms where wall space and floor space are at a premium . . . where ordinary doors or walls cannot be used.

Modernfold — Specified by leading architects since 1936.

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MODERNFOLD DOOR CO.
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Exclusive Installing AKRON
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OHIO

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COLUMBUS
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655 N. Cassidy Ave. FE 5505
Columbus 3

TOLEDO
MODERNFOLD DOOR CO.
OF TOLEDO
Division of Adam Loos Co.
145 So. Erie St., AD 4211, Toledo

DAYTON
MODERNFOLD DOOR SALES
134 Salem Ave., FU 5711, Dayton 6

CINCINNATI
DURBROW-OTTE ASSOCIATES
1426 Clay St., PA 0068, Cincinnati



the doors that fold
like an accordion

modernfold
DOORS

by NEW CASTLE

House and Jail into a small park or plaza would add immeasurably to this desirable quality.

There has been some discussion as to the feasibility of moving it to a less valuable site. This is a completely impractical scheme. The cost would be exorbitant and it is questionable if it could be successfully handled. There are certain parts of the building that definitely cannot be moved such as the brick arches and vaulting in the basement. These would have to be reproduced at great expense. It has even been suggested that, according to some anonymous authority, actually the only part of the edifice of architectural merit is the portico. Therefore that only should be moved and set up in a park somewhere for posterity. This is only one of the more inane suggestions that deserve neither discussion nor consideration.

Historically this building is intimately connected with the exciting history of this country. Here Abraham Lincoln gave a speech on the steps in 1859, he being only one of the many great men. Here Daytonians for generations now have climbed the stairs and entered its portals to transact their daily business. Here within its venerable walls the generations have recorded and are still recording their hopes, their fears and their aspirations, unsuited as it is to today's accelerated tempo of living.

Once again the storm warnings are up and the storm is blowing hot again. Once again this building which has been so praised by many and so vilified by others is the center of the raging. This time a bond issue for \$2,800,000 has been approved and will be offered for referendum this November. The sum, if approved by the voters, along with an amount remaining from a former bond issue together with three million dollars hoped to be realized from the sale of the three properties at Third and Main Streets, will be used to finance the construction of a new court house so acutely needed. Incidentally the property was advertised and offered for sale this spring and at an opening of bids in the office of the Montgomery County Commissioners none was received.

The situation is extremely complicated. If the bond issue passes and the property at Third and Main Streets does not sell for substantially the hoped for \$3,000,000, the new court house will not become a reality. If it can be sold for the desired amount there will be a bitter contest; the preservationists will not surrender easily, and if this bond issue does not pass, the whole question will be back where it started and another quiet will set in until the next storm breaks.

Those who will have a new court house will have it even at the sacrifice of the old one. Those who will save the Old Court House will save it by any means not withstanding the fact they do not deny the need of new quarters. To be against the bond issue because they wish to see the Old Court House preserved in its present location is to deny the need of a new court house it would seem. To want the new building at any cost, it would likewise seem, is to be completely lacking in any sensitivity for or, cultural understanding of, the finer things in life.

Unfortunately the lines cannot be so easily defined. The "letters to the editor" column have been full of charges and counter charges, ideas and suggestions, prognostications and predictions. It has been called everything from that "broken down old pigeon roost" to "the greatest example of Greek Revival Architecture in this country". Naturally neither epithet is strictly true, and if pigeons find in the eaves and on the cornices convenient nesting places the intrinsic value of the building has not changed a particle. This building is part of our heritage just as much as is Mt. Vernon or Monticello, and to sacrifice it for the sake of expediency borders on immorality. Surely the wealthiest nation the world has ever known, noted for ingenuity and know-how, can find a way to work this problem out, unless this mechanical age of gadgets, radio, television, and speed have so dulled our senses and turned us into such materialists that we have lost sight of basic values.

The die is cast. On election day of nineteen hundred and fifty four the citizens of Montgomery County will once again have a chance to declare themselves albeit, because the bond issue alone will not accomplish the desired results, many undoubtedly will be confused. It will be interesting to watch for the results.

Pettibone Assistant Director Dept. Industrial Relations



Charles L. Pettibone

Proposed Building Code for the State of Ohio

Arrangement of Pamphlets and Chapters as Approved
by the Board of Building Standards in Executive Session,
Thursday, August 12, 1954.

Pamphlet No. 1

- Chapter I. Definitions, classification of buildings by construction, classification of buildings by use and occupancy.
- Chapter II. Administration.

Pamphlet No. 2

- Chapter III. General Regulations for fire stopping and fire resistance of buildings, appendages and roof structures.
- Chapter IV. Type I. Fireproof construction.
- Chapter V. Type II. Noncombustible construction.
- Chapter VI. Type III. Heavy timber construction.
- Chapter VII. Type IV. Ordinary construction.
- Chapter VIII. Type V. Wood frame construction.
- Chapter IX. Tests and approval of materials, assemblies and devices.
- Chapter X. Loads and general requirements for structural design.
- Chapter XI. Excavations and foundations.
- Chapter XII. Masonry.
- Chapter XIII. Concrete and reinforced gypsum.
- Chapter XIV. Steel and iron.
- Chapter XV. Wood.
- Chapter XVI. Miscellaneous materials.
- Chapter XVII. Chimneys, flues and vents.
- Chapter XVIII. Lathing and plastering.

Pamphlet No. 3

- Chapter XIX. Exit requirements.

Pamphlet No. 4

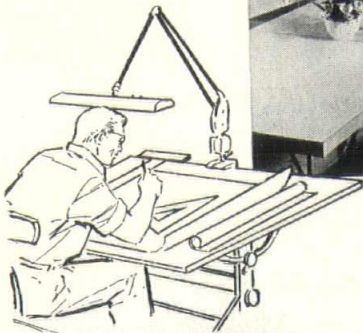
- Chapter XX. Heating equipment.
- Chapter XXI. Electrical equipment.
- Chapter XXII. Light and ventilation.
- Chapter XXIII. Fire extinguishing and fire alarm equipment.

Pamphlet No. 5

- Chapter XXIV. General regulations for additions, alterations, appendages and roof structures.

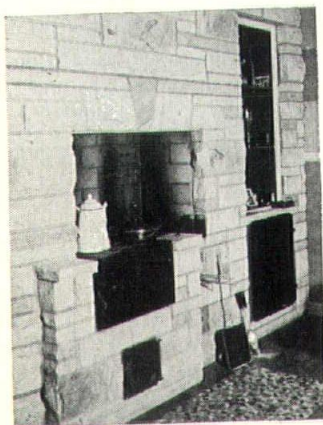
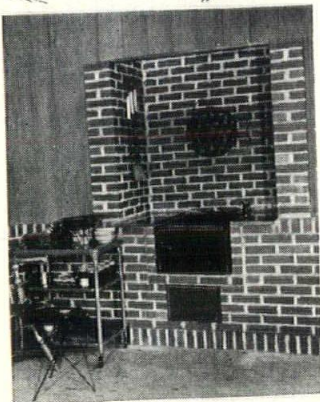
Pamphlet No. 6

- Chapter XXV. Residential occupancies. (Except one and two family dwellings)



Alfred W. Harris, Architect

A new blueprint for *Gracious Living!*



1948-DB

Now . . . architects planning homes can include year-around barbecue facilities. Recreation rooms, kitchens and porches featuring a DONLEY grill will be the focal point for all who are looking for a new concept in gracious living.

DONLEY offers you a complete range of fireplaces engineered to conform with modular construction.

The pleasure of an indoor range for open fire cooking will be waiting for the prospective home owner when "the barbecue" is included in specifications. Plans and drawings will be furnished upon request.

FREE! to architects only . . . a copy of this 50¢ booklet telling all about fireplaces.

Donley



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18 THE OCTOBER 1954 OHIO ARCHITECT



Before



After

The office of D. L. Millham, General Electric Vice President and General Manager of The Lamp Division at Nela Park.

Need we say more!

Another typical example of our complete interior design and decorating service.

IRVIN and COMPANY
INCORPORATED
INTERIOR DECORATIONS
Shaker Square

- Pamphlet No. 7**
Chapter XXVI. Institutional occupancies.
- Pamphlet No. 8**
Chapter XXVII. School occupancies.
- Pamphlet No. 9**
Chapter XXVIII. Assembly occupancies.
- Pamphlet No. 10**
Chapter XXIX. Business occupancies.
- Pamphlet No. 11**
Chapter XXX. Storage occupancies.
- Pamphlet No. 12**
Chapter XXXI. Industrial occupancies.
- Pamphlet No. 13**
Chapter XXXII. Special occupancies.

Ohio Architect
1367 East 6th Street
Cleveland, Ohio

Attention: E. B. Stapleford

Dear Mr. Stapleford:

We are attaching a copy of the format and arrangement of the new Ohio Building Code as approved by the Board of Building Standards. Please review very carefully and submit any recommendations or suggestions that you may have.

We would appreciate it if you would include this format and chapter arrangement in your official publication, THE OHIO ARCHITECT, requesting that suggestions and recommendations be mailed direct to you, who will then clarify them with the writer.

It is our desire to keep you fully informed and to work closely with you. We know this is creating an extra burden on you but in view of the fact that we do not have the finances or the time to work with so many individuals, it will assist us greatly and we feel it will keep the code writing in an informative phase so that all will know the full content and meaning.

Very truly yours,

Charles L. Pettibone
Assistant Director
Dept. of Industrial Relations
State of Ohio
Columbus 15, Ohio

Upon receiving Mr. Pettibone's letter with format and arrangement of the new Ohio Building Code we contacted Architect Michael B. O'Shea AIA of Toledo chairman of the Code committee ASO.

He will handle all suggestions and recommendations made. His address is 518 Jefferson Ave., Toledo 4. With Bellman, Gillett & Richards. Please write him direct.

"The Ohio Home"

Architectural Competition



An architectural competition for the design of "THE OHIO HOME" has just been announced by the Home Builders Association of Greater Cleveland and the Cleveland Home and Flower Show, co-sponsors.

This competition has been approved by the National Committee of Competitions of the American Institute of Architects and the winning house will be built as a feature of the 1955 Cleveland Home and Flower Show in Public Auditorium February 26 through March 6. "THE OHIO HOME" is to be designed for a family consisting of a husband and wife and a boy and one girl, a 3-bedroom house to be set back 50 feet from the street and having a side yard 15 feet wide and an overall foundation not to exceed 60 feet by 60 feet on a lot 75 feet by 150 feet in dimension. This single-family, one-floor, basementless house is to have an area not to exceed 1,300 square feet exclusive of a 2-car garage or carport and porch. The areas of the garage and porches are not to exceed 550 square feet and all appliances and equipment are to be shown on the plan.

Those eligible for "THE OHIO HOME" architectural competition will include all classes of membership in the Cleveland Chapter of the American Institute of Architects, all architects and architectural draftsmen, all fourth and fifth year architectural students who are residents in or attending schools within the 6-county area: Cuyahoga, Lake, Geauga, Ashtabula, Lorain and Medina counties.

Professional advisor on "THE OHIO HOME" competition is architect Anthony S. Ciresi, 7113 Euclid Avenue, Cleveland 3, Ohio. Judges are Howard B. Cain, Joseph Ceruti and Franklin J. Scott, representing the Cleveland Chapter of the AIA; Melvin F. Freeland and George N. Seltzer, representing the Home Builders Association of Greater Cleveland; Ralph P. Stoddard, Cleveland Home and Flower Show and Carl Koch of Cambridge, Massachusetts, nationally recognized architect known for his contributions in the house design field.

First prize in "THE OHIO HOME" architectural competition will be \$1,500 in cash with the winner providing working plans for the erection of the house at the Home and Flower Show, second prize will be \$250 in cash, third prize \$125, and honorable mention prizes will be \$25 each to all judged worthy of this honor.

"THE OHIO HOME" architectural competition closes at Noon on November 27 and the judging of entries will begin November 30, 1954.

Application to enter the Competition may be made by registering by mail with the Professional Advisor who in turn will forward the program.

An Idea That Grew

to

Forty Million Square Feet

Back in 1938, Price Brothers Company (Dayton, O.) perfected an idea.

The idea was a factory-produced concrete floor and roof slab, precast with hollow cores to lighten its dead load by about half. This increases its load carrying capacity.

Price christened its idea "Flexicore", because of its flexibility in application and because its pre-formed "ducts" turned out to be so handy for heating and utility systems.

Today, over 40 million square feet of these slabs have been installed, and 1954 placements will run approximately eight million square feet. Across the country, twenty concrete fabricators are manufacturing the slabs in modern Flexicore plants.

Growth of the Flexicore system parallels the general increase of precast concrete construction. Architects looking for ways to cut on-the-job time and labor costs find mass-produced structural units easy to use and efficient.

Not only does precasting eliminate practically all job formwork and pouring; it usually produces better concrete with the cost-savings of production line methods. And moving precasting operations to a factory production line eliminates problems that make job site precasting impractical for most single projects.

However, mass-production economies don't mean that design flexibility is lost. Flexicore slabs are cast-to-order for individual projects. They're produced in inch variations of length, and reinforcement is placed as needed for specific job requirements. Controlled factory-engineering insures careful mixing and dimensioning.

Air-conditioned Dayton residence (see story) uses linoleum, oak, cedar, terrazo, vinyl plastic and ceramic tile floor finishes on Flexicore slabs.



Insurance premiums cost the owner of this Columbus motel \$861 a year less on his block and Flexicore slab structures than wood and block construction would have cost. Arrowcrete Corporation furnished Flexicore slabs for the job.

Erections are fast and simple, too. Slabs are delivered to the job when needed. Often they can be hoisted directly from delivery truck to place, because slabs are marked and stacked in the order of placement. Kiln-cured slabs can be placed in almost any weather.

High-speed erection is one of the reasons Flexicore floors and roof saved \$40,000 on original estimates for Emerson School (Parkersburg, W. Va.). November and December placements on the school provided immediate working decks for bricklayers and other trades, who proceeded without loss of a single working day.

Average erection speed is 2500 square feet a day for a five-man crew with good working conditions. This is the equivalent of building a 50' x 50' slab, placing reinforcement, pouring concrete and curing . . . all in eight hours.



In addition, since the slab manufacturer generally installs and grouts the floors and roof, there is no problem of providing heavy hoisting equipment for smaller jobs.

This sort of production and erection makes concrete competitive, cost-wise, with other types of construction. Denison University (Granville, O.) used Flexicore on its two newest dormitories, after comparing estimates on three types of fire-resistant floor framing. Lower wall heights helped reduce the estimate for slabs on this project. Because slabs are only 6" or 8" deep, wall height can often be reduced two to eight inches per floor.

Newest Use For Slabs Is In Summer Cooling Systems

Concrete slabs do furnish inherent benefits of fire-resistance, protection from rot and vermin, permanency, reduced sound transmission and freedom from warping, squeaking, etc. But success of the Price "idea" is due to more than concrete's natural advantages.

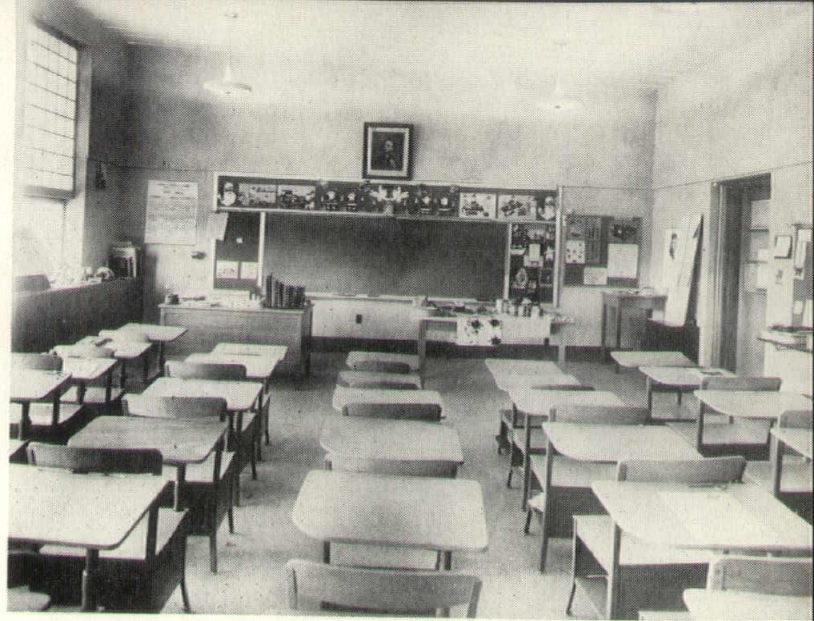
One big reason for Flexicore's popularity is a smoothly finished undersurface. Exposed slabs need only caulking and painting to form an attractive paneled ceiling. Along with wide commercial use, this feature has a tremendous appeal to home-owners. They like the idea of a joist-free ceiling that helps make *livable space* out of basement rooms. And the elimination of ceiling plaster keeps future maintenance low. The maintenance engineer of Good Samaritan Hospital (Dayton, O.) reports that exposed slab ceilings in his care need repainting only once in six years.

Development of the Flexicore Split-System of Heating and Cooling has increased the usefulness of slabs. Although many heating installations have been made, it is only in the last two years that engineering details have been worked out for using the slabs in panel cooling.

Newest application of its cooling availability is in a completely air-conditioned Dayton residence designed by Rollin L. Rosser, AIA. The house is stuccoed block with a Flexicore slab floor. Rosser's system is unusual because he introduced conditioned air through ceiling diffusers. Room air is collected by continuous baseboard grills for return, and the return air travels through the floor slab cores before reaching the central unit. Naturally, this cools the floor in summer and warms it in winter.

This installation is just the reverse of most systems using Flexicore. Conditioned supply air usually circulates through the slab cores first. Then it is released into rooms through baseboard grills, and collected for return at a central ceiling-level grill. J. Raymond Carroll, air conditioning consultant of Urbana, Ill., states that, when properly engineered, this system combines all the good points of circulating air and panel heating, while it eliminates the disadvantages each system has when used individually.

Ohio is served by two Flexicore manufacturers. The Arrowcrete Corporation (Columbus) handled the school and dormitory jobs mentioned above, and Price Brothers Company (Dayton) made the hospital and residential installations mentioned. Between them, Flexicore slabs have been placed on approximately 4000 projects in Ohio alone.

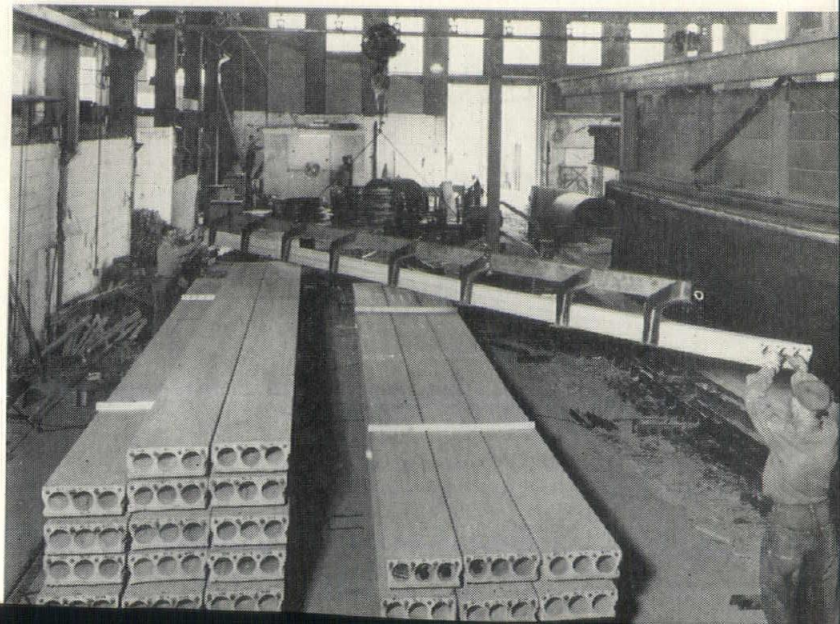


Exposed Flexicore slabs form pleasing ceilings for schoolrooms on Parkersburg School. The \$40,000 Flexicore saved on this job paid for two additional classrooms.

Note: Architects for projects mentioned in this article are:

School: Charles J. Ross, Parkersburg.
Hospital: Schenck and Williams, Dayton.
Dormitories: William Gehron, New York.
Air-Conditioned Residence: Rollin L. Rosser, Dayton.
Motel: William Kremer, Columbus.

Price Brothers newest Flexicore slab is 6" x 16" with three cores instead of the standard two. It is available in lengths up to 32' 0" for projects which don't require the extra strength of the popular 8" x 16" size.



See It at the Convention...



Glidden Duo-Tex Fire Retardant Paint

Protects Against Fire by Insulating

—Listed by Underwriters' Laboratories, Inc.—

When fire strikes a surface painted with Duo-Tex, the paint film expands to form a heavy char blanket which forms a layer of non-burning insulation between the surface and the heat of the flame. Duo-Tex is also a top quality alkyd flat wall paint with a modern range of colors. It meets Federal Government fire resistance test: Specification SSA-118A.

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See You There—

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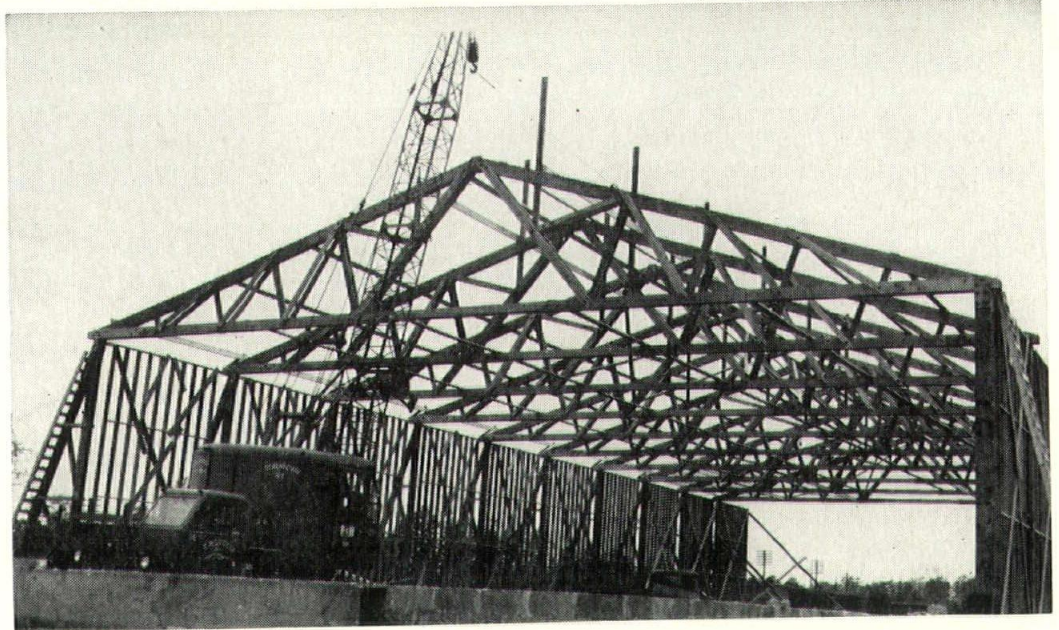
COLUMBUS
342 E. LONG STREET
ADams 8183



TOLEDO
235 SUMMIT STREET
GARfield 4994

ROOF TRUSSES

by
CARTWRIGHT
and
MORRISON, Inc.
Holcomb, N. Y.



Typical timber-connector roof trusses and columns for low-cost warehouse construction near Schenectady, N. Y. Note provisions for wind loads by use of A-frame columns on one side of building. This frees

interior for crane operations. Entire roof structure and wall framing furnished and erected by Cartwright & Morrison, Inc.

Northeastern Ohio Representatives

CARTWRIGHT & MORRISON, Inc.

18609 St. Clair Ave.

Cleveland 10, Ohio

Phone KEnmore 1-7443



Schenck & Williams

Architects—Dayton

Pages 23-30

Main Entrance of Service Building—Service Building
80' x 800'—two stories.

Fully air conditioned.

Contains Cafeteria, First Aid, Office for this plant,
Executive's Garage, all accessories for this plant.

Structural steel framing, brick exterior with stone
trim, aluminum windows, basement under south
half only.



**APPLIANCE PLANT FOR
FRIGIDAIRE DIVISION OF GENERAL MOTORS CORPORATION
MORAINÉ CITY, DAYTON**

Airplane Photo of plant

Structural Steel Framing, H columns, girders and beams of heavy I beam sections, no light steel trusses:

Eight toilet and locker sections, each for men and for women, elevated above first floor to provide continuous stream line production underneath, with access stairs from main aisles.



Three fireproof stops across the 600 feet widths to divide the roof into four sections. Suspended unit heaters provide the heating and tempered fresh air supply into the plant.

Materials received at north end, flow thru production to south end, where finished products on conveyors are taken thru tunnels to warehouse.

Main Plant—1 story—600' wide x 1600' long.
25' high under girders.
40' x 50' column spacing.

Interior—Main Entrance Lobby Service Building (See page 23)





Planned for the Future

Dayton Main Bldg., The Ohio Bell Telephone Co., Dayton.

Occupied 1931.

Can have addition of 60 ft. at rear and ten more stories on the top (with set backs) when desired.

Ohio Bell Telephone Co.

Main Bldg., Dayton.

Architects perspective drawing of the eventual bldg., when and if the additional ten stories is added to the height. Not immediately contemplated, but the building is designed to receive it when wanted.



**Miami Valley Hos-
pital, Dayton.**
Perspective view
of rear, and en-
trance to emer-
gency dept.

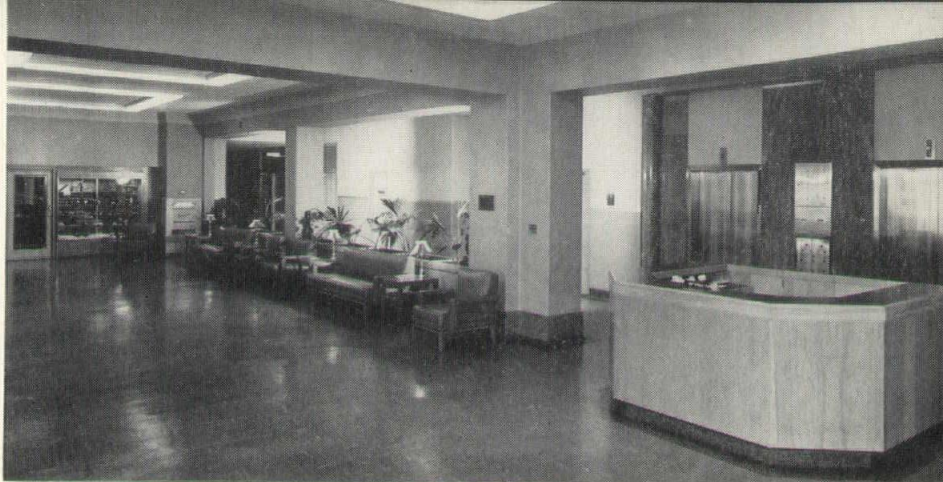


Front View—North Elevation Miami Hospital, Dayton.
Approximately 524 beds. Occupied January 1, 1954.



Miami Valley Hospital, Dayton.

Interior view—Main entrance lobby showing receptionists desk and gift shop at far end of lobby.



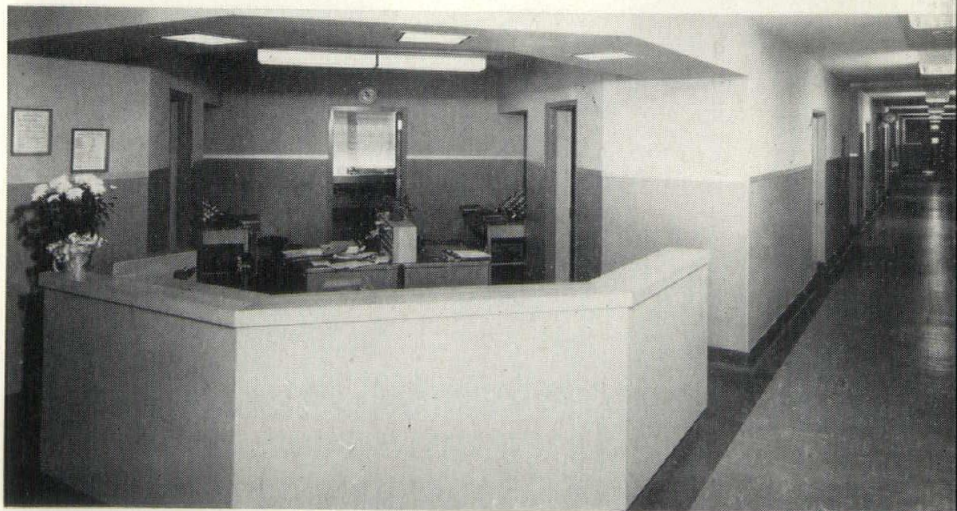
Miami Valley Hospital, Dayton.

Interior view of typical visitors waiting room, one on each bedroom floor.



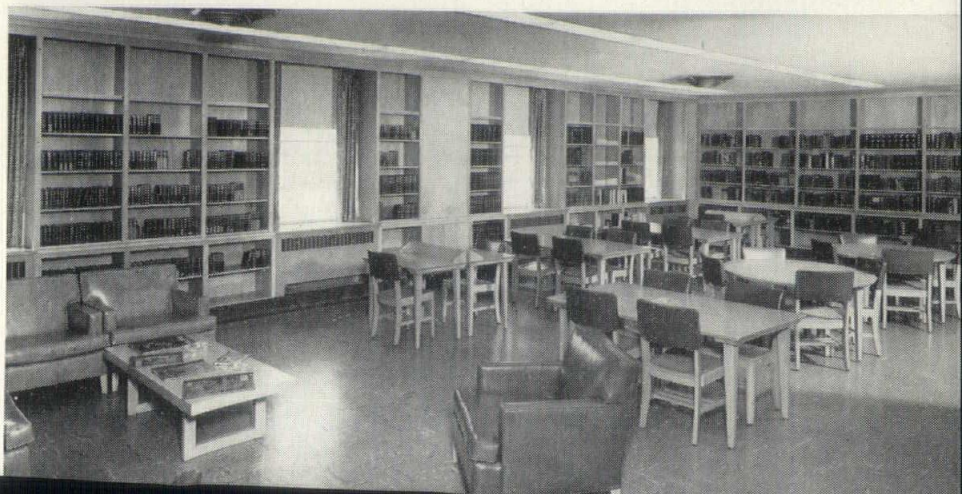
Miami Valley Hospital, Dayton.

Typical nurses station—2 on each bedroom floor.



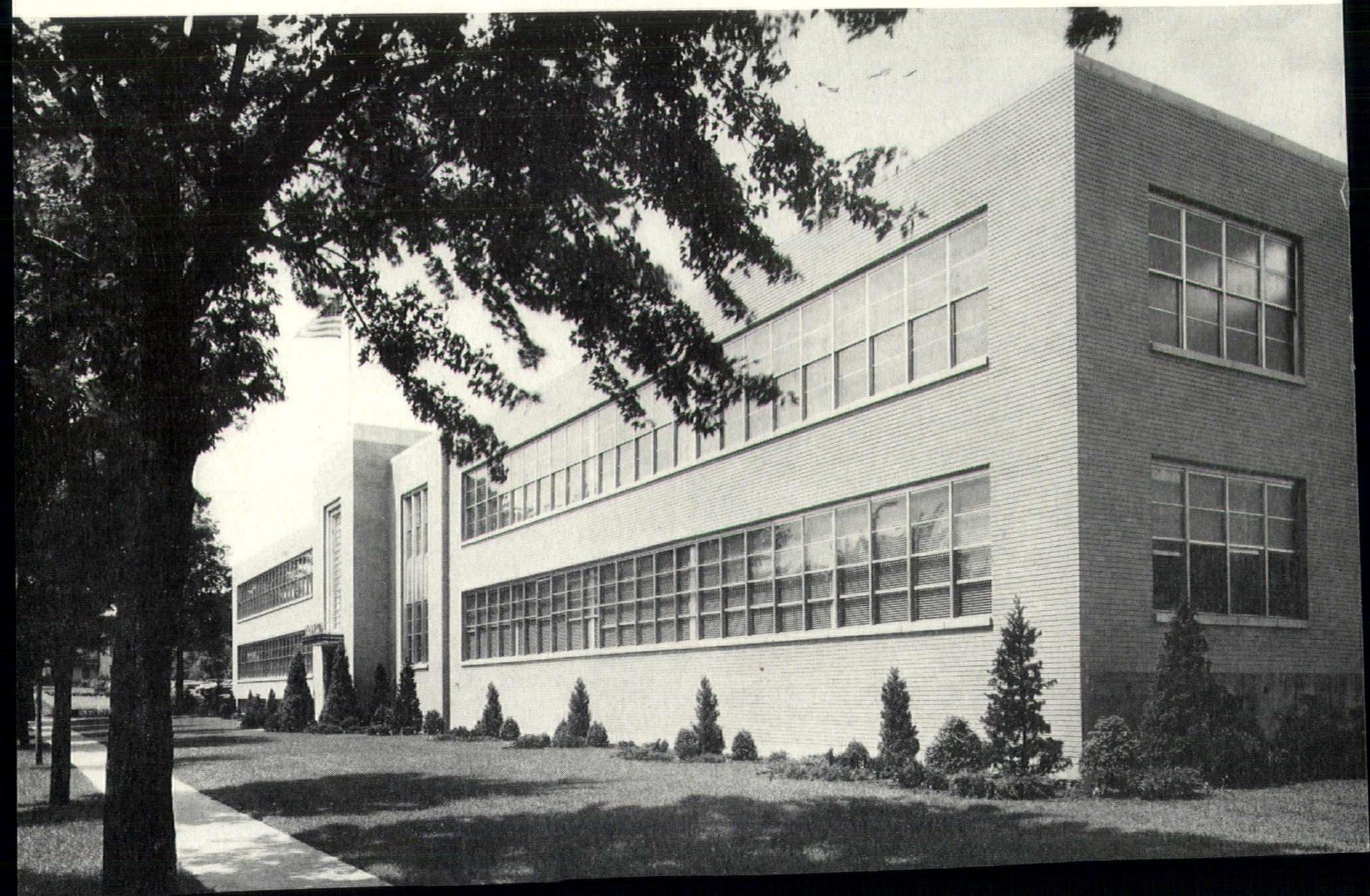
Miami Valley Hospital, Dayton.

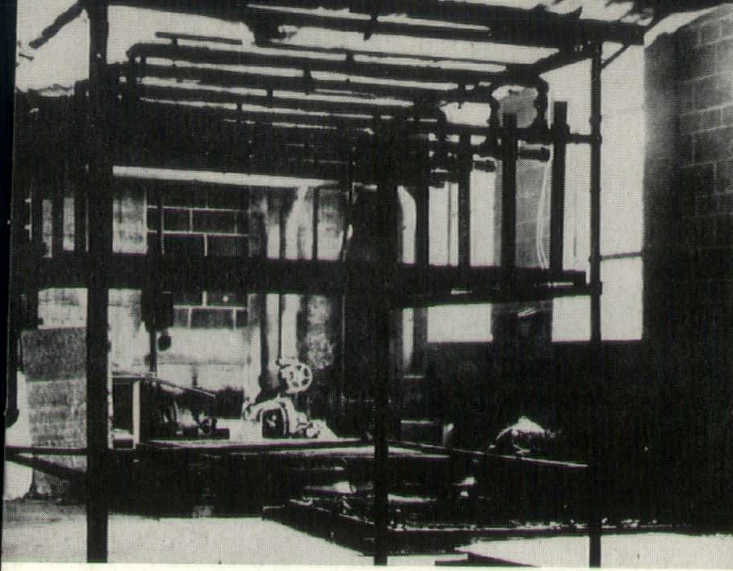
Interior view of medical library—chiefly for nurses and doctors.



Office Building of Monarch Machine Tool Co., Sidney.

Built in 1939 plant has since been extended on both north and south ends.





Fire test of Carey roof with Fire-Chex vapor barrier over steel deck, showing the complete absence of any dripping material and only slight burning of gases. Practically no fuel is contributed to the fire by vapor barrier.

Fire Resistant Vapor Barrier

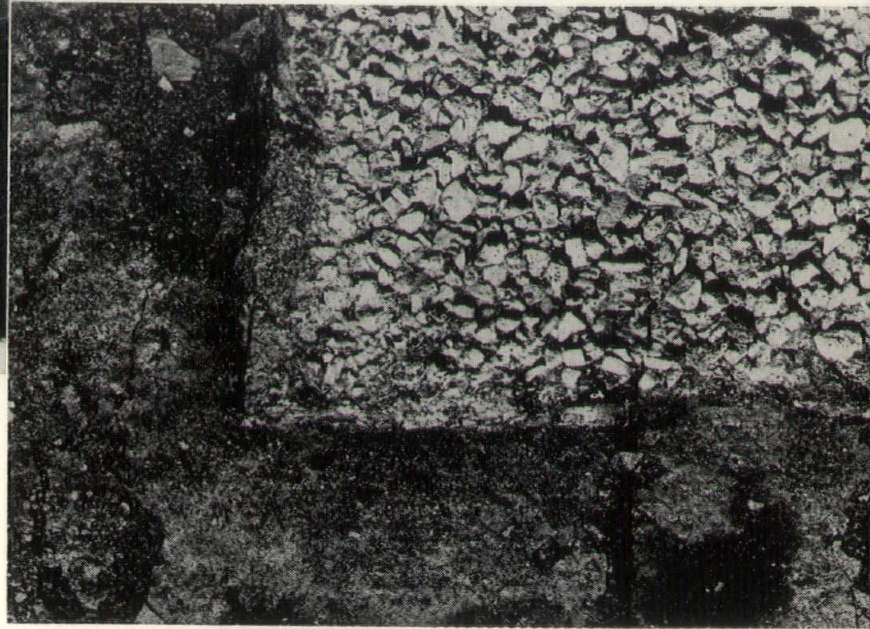
Many months before General Motors' automatic transmission plant at Livonia, Mich., was destroyed by fire, research engineers and technicians of the Philip Carey Manufacturing Company, Cincinnati, were at work on the development of a fire-resistant asbestos-plastic vapor barrier for built-up roof construction. And when a report by the National Fire Protective Association revealed that, among the factors contributing to GM's \$40 million dollar loss was the type of roof construction, work on the Carey project was given top priority by Carey officials.

Recent Tests

Recent tests of the new Carey fire-resistant vapor barrier, known as Fire-Chex, indicate that the work is now complete. Using the same basic fire-resistant ingredients developed for their Carey Fire-Chex Shingles, claimed to be a favorite among architects, engineers and builders in the residential and light construction fields, Carey research has brought to industry a fire-resistant vapor barrier that effectively prevents the spread of fire.

National Fire Protective Association

According to the report made by the National Fire Protective Association, after a complete investigation of the Livonia disaster, asphalt used in the vapor barrier melted and was forced through the joints in the steel deck by the volatile gases. Melting, dripping asphalt released volatile gases, contributed to the spread of flames, and helped create the dense, choking clouds of smoke that hampered fire-fighting operations.



Cut away of Fire-Chex type roof after fire test, shows that although some of the felt is burned away, the vapor barrier is still essentially intact. Deck is still protected by the asbestos-plastic coating of Fire-Chex.

Checks Melting, Flowing Asphalt

Tests of the new Carey Fire-Chex vapor barrier, conducted at the Carey Research Laboratories and witnessed by architects, engineers, insurance companies' representatives and steel deck and automotive manufacturers indicate that the new Carey fire-resistant vapor barrier for built-up roof construction checks the melting and flowing of asphalt through joints in the steel roof deck when exposed to intense fire from the underside.

Do Not Melt and Flow

The materials used in the manufacture of the new vapor barrier do not melt and flow under heat, but instead form a skeletal mat that remains in place, and so blocks melted asphalt from the roof itself from flowing through joints. A conventional, Livonia-type vapor barrier, tested at the same time, burned completely away, leaving only charred felt and bare metal.

Officials of the company pointed out that their new Fire-Chex asbestos-plastic vapor barrier is only slightly higher in total applied cost than the conventional asphalt-and-felt type vapor barriers. It can be specified for use with any type of built-up roof over steel, including 10, 15 and 20-year bonded roofs. Approval for use over decks other than steel is expected by the Company.

This new asbestos-plastic vapor barrier weighs 60 lbs. per square, is made in rolls 38 feet long and 36 inches wide. Carey Fire-Chex Adhesive is required for application. Complete specifications and performance data are now available.

Sketch of Latest Architectural Products

SEE THEM AT THE CONVENTION

Ed Stapleford

We regret our inability to give descriptions of products as shown by other Exhibitors. Their material reached us too late for closing date.

BARCOL OVERDOORS OF DAYTON

Members of the four distributor firms for Barcol Overdoors in Ohio—G. J. Newlin Co. of Cleveland, Howard S. Sterner of Columbus, G. J. Stover of Cincinnati, and Barcol Overdoors of Dayton, will explain the operating mechanism of the new Barcol Wardrobedoor. This door, which opens upward, is an all vertical arrangement that takes no floor space in the room. This door is becoming increasingly popular in new schools throughout the state.

(Featured in OHIO ARCHITECT)

DAVIDSON ENAMEL PRODUCTS, INC.

New Architectural Porcelain Double-Wall Panel Construction which is just being introduced to the market will be featured for the first time publicly. It will be used as a curtain wall construction in conjunction with various kinds of framework such as aluminum, steel sash, and wood frames. The panel will be insulated and have the added features of VITROCK as a flattening agent for the Porcelain Enamel surface.

(Featured in OHIO ARCHITECT)

DAYTON SASH & DOOR CO.

Not seen by too many architects, Dayton Sash & Door's display will be devoted exclusively to the new Andersen Windowwall—the Flexiview with the ½" Fused Glass. An actual model of the Flexiview will be on display.

(Featured in OHIO ARCHITECT)

DE WEES & ROPER CO.

All new—Linoleum made in Holland and brought directly to Ohio through the Great Lakes. "Corkment"—a new technical product for the control of sound transmission through hard surface flooring. Genuine leather Pig-Skin tile made by Kiefer Tanneries. (One-hundred square feet of this tile will be offered as a door prize. Drawing limited to ASO members.) And U. S. Plywood's Flexwood and Kalistron with new Randomwood, Kalitex and Kaligrain will be shown.

(Featured in OHIO ARCHITECT)

FRIGIDAIRE SALES CORP.

The latest in electric refrigerators, electric ranges, air conditioning equipment, and Frigidaire's new washer and dryer line will be displayed. The new washer and dryer line has received a great deal of attention due to its modern trend. The top-line Imperial dryer model requires no venting or plumbing which has a filtrator which removes lint,

excess moisture, etc. The homemaker can select correct drying temperature for any fabric. The Imperial model washer can wash, rinse, and spin dry in about 22 minutes.

(Featured in OHIO ARCHITECT)

GENERAL DREDGING CO.

Lith-I-Bar precast, reinforced concrete joists will be featured. Various methods of using this product will also be shown such as Independent Beams with slab poured over Corruform or Steeltex, or for roof construction with Tectum or Inselrock placed over the joists as decking. JoisTile Joists and Filler Blocks floor and roof system material will be shown.

(Featured in OHIO ARCHITECT)

GLIDDEN COMPANY

Four products, all advertised within the last year in the OHIO ARCHITECT, will be featured. Neva-Rust, the paint that protects metal surfaces from rust and corrosion; Glide-On, the new exterior latex paint for masonry surfaces; Duo-Tex, a new fire retardant paint which is demonstrated with a blow torch; and new ultra flat latex paint which is being used throughout the country in homes, institutions, and factories of all types.

(Featured in OHIO ARCHITECT)

INTERNATIONAL BUSINESS MACHINES

Displays their new IBM Electronic clock system with the 12 hours correction and the new utility control equipment. All of special interest to school architects.

IRON FIREMAN MFG. CO.

A combination furnace and air conditioner, known as the SelecTemp System, will be featured. The designers of the SelecTemp System took into account that people, depending upon age, require different room temperature. Each room is considered a "zone" and has its own individual thermostat. Each thermostat may be set at any temperature from 40° to 90°. The thermostat detects any change in temperature and regulates both the speed of the circulating fan and the steam supply to meet heating requirements.

JALOUSIES OF OHIO

Are displaying their wool-tile weather strip for jalousies. Manufactured by them in Dayton. Proven to be one of the tightest jalousies on the market. Used in Better Homes and Gardens "Homes for all America" built in Dayton by Paul Lapp.

JANSON INDUSTRIES

Modern hand printed fabrics by America's more eminent contemporary designers will be on exhibit. The Jansons, manufacturers and contractors of stage equipment, will also feature their newly developed ceiling mounted classroom drapery track, which is used for both diffusion and darkening drapes.

(Featured in OHIO ARCHITECT)

JOSAM MFG. COMPANY

Will demonstrate the new Josam shock absorber providing permanent protection against annoyance and destructive action of water hammer. Also will be shown their grease interceptors and new type drains.

(Featured in OHIO ARCHITECT)

LEXSUICO

Lexsuko-type roof construction will be featured. This roof construction is designed to be fire-retardant; it does not contribute combustible materials to feed or spread a flash fire which may occur in the plant below. This type of roof construction was recently used on the new Ford Motor Co.'s engine plant in Cleveland.

MARSH WALL PRODUCTS

Marsh Wall Products, Inc., will display its complete line of prefinished wall and ceiling paneling and featuring their newest products, Korelock and Marlite Planks and Blocks.

The new paneling features a special tongue and groove joint which eliminates divisional mouldings and speeds installation over new or existing walls. All three products are available in four distinctive wood patterns and ten "companion colors" designed by Raymond Loewy Associates.

Prefinished Korelock is a rigid hollow-core paneling. Unique tongue and groove joint makes installation fast and easy. The baked finish of Korelock and all Marlite panels resists dirt, grease, acids, moisture and stains. An occasional wiping with a damp cloth keeps the paneling like new for years. No finishing is required.

MODERN KITCHENS

A display kitchen will show the new Revco built-in refrigerator and freezer. Other items will include Coppes Napanee wood cabinets, Thermador Built-in Range and Oven, and Tradewind ventilating fan and stainless steel hood. This is an excellent opportunity to see the new built-in equipment for the modern kitchen of today.

MODERNFOLD DOOR SALES OF DAYTON

Every type of folding door and tracks will be shown. Demonstrations will show the durability of the doors due to experience, workmanship, and quality of materials used. Space problems are at a minimum when these doors are used. Although built for durability, the doors operate smoothly due to the excellent designs.

(Featured in OHIO ARCHITECT)

PERMACRETE PRODUCTS CORP.

Corflor—a centrifugally cast concrete roof and floor slab unit with prestressed steel reinforcing, 8" x 8" section, of longer, stronger spans than similar products. Permacrete Crossing Slabs—For rail, highway and industrial crossings, assuring safer, smoother riding and durable surfaces with a minimum amount of maintenance. Permacrete Tri-Crib Units—light weight, integrally cast headers and stretchers for low cost retaining wall construction.

PRICE BROS. CO.

Sponsor of the "Ice Breaker" on Thursday, Oct. 14, Price Bros. Co. will feature their Flexicore exhibit and a complete full scale model showing Conduflor and Flexicore combined. Conduflor is the newest underfloor electrical system. This exhibit is being shown for the first time.

(Featured in OHIO ARCHITECT)

PRODUCERS' COUNCIL

Now having four chapters in Ohio (Cleveland, Columbus, Cincinnati, Toledo). Their use of a booth is to show their interest in the Architects Society of Ohio of the American Institute of Architects in convention assembled.

RELIANCE ART METAL CO.

Photographs of the various projects in Ohio on which they have furnished the architectural metal work will be exhibited. This should be an exceedingly interesting exhibit due to their quality workmanship.

WESTINGHOUSE ELECTRIC & SUPPLY CO.

Will show their major household appliances.

WILLIAMS PIVOT SASH CO.

A double hung wood window with reversible window equipment will be displayed. These windows have been used in many schools and hospitals throughout the state and country. Although not a new product, these windows have proven to be still outstanding in competition with new type windows.

(Featured in OHIO ARCHITECT)

ZONOLITE CO.

In addition to plaster fireproofing, accoustical plastic and lightweight insulating concrete, short span insulating concrete roof deck showing how bulb tees, form board and Zonolite concrete will provide a permanent lightweight, insulated deck will be featured. Zonolite's three foot precast roof tile will also be on display.

(Featured in OHIO ARCHITECT)

ZURN MFG. CO.

The American Radiator and Standard Sanitary Sanistan of the wall type mounted on a Zurn System Carrier will be featured.

(Featured in OHIO ARCHITECT)

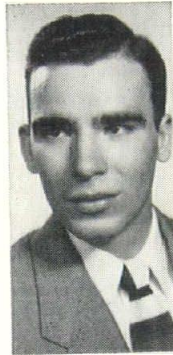
Six Points of Interest

Cleveland • Cincinnati • Columbus • Toledo • Dayton • North East Ohio

Associate Editors AIA Chapters

Cleveland Chapter

Arlyn C. Neiswander
19209 Wickfield Avenue



Getting Started

With committees appointed and chairmen named, the business organization of the chapter is off to a roaring beginning. The kick-off social event of the year turns out to be a joint golf and dinner meeting with the Pittsburgh Chapter at the Shady Hollow Country Club in Canton. The Kemper Brick Company and the Stark Ceramic Company are doing the honors . . . except for the dinner tab, which comes to an unusual \$3.39 per. Unfortunately the whole deal is scheduled too late for press time . . .

A New Competition . . .

is probably the biggest architectural news in Cleveland at the moment. Just announced jointly by the Home Builders Association of Greater Cleveland and the Cleveland Home and Flower Show is a plan to let the architects design the Home Builders feature house for the annual Home and Flower Show, held each Spring in Cleveland's Public Auditorium. To be called "The Ohio Home", the house is to meet the requirements for a family of four, must be built on a lot 75 feet by 150 feet with a foundation not to exceed 60 feet by 60 feet. One story and basementless, the total area for living must be no greater than 1300 square feet.

The attraction of a \$1500 first prize should make for a lively competition, with eligibility including all classes of membership in the Cleveland Chapter of the AIA, all architects and architectural draftsmen, all fourth and fifth year architectural students who are residents in or are attending school within a six county area: Cuyahoga, Lake, Geauga, Ashtabula, Lorain, Medina.

The competition closes at Noon on November 27th, with judging slated to begin on the 30th. Any inquiries or applications to enter should be made to the professional advisor, Mr. Anthony S. Ciresi, 7311 Euclid Avenue, Cleveland. See particulars given elsewhere in this issue.

Recent Achievements . . .

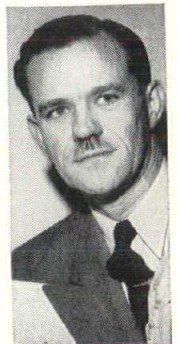
by local architects include the excellent showing of J. Byers Hays and his team in the Chicago Competition For The Re-Design of The Loop. The local group placed in the top eleven out of a total of 170 entries, and snared a commendable Honorable Mention. Congratulations.

The Last Word . . .

on how to get around on supervision trips comes from Berea, where Franklin Scott has reportedly borrowed his son's MG and competes with air traffic in disturbing the tranquility of the neighborhood.

Cincinnati Chapter

Frederic H. Kock AIA
1824 Carew Tower



September Chapter Meeting

The first fall meeting of the Cincinnati Chapter, held September 21, opened the year's activities in impressive manner. After discussing the agenda's unfinished and new business, members were shown a motion picture entitled "The Living City". The film illustrated slum clearance activities in this area.

C. H. Stamm, assistant to the City Manager, outlined Cincinnati's progress in urban redevelopment and slum clearance. Stamm has been vitally interested in this phase of the city's planning for several years and has achieved outstanding success.

Ramsey Findlater, corporate chapter member and director of Cincinnati's Metropolitan Housing Authority, explained the authority's position and cooperation in providing dwelling units for families affected by urban redevelopment and expressway projects now in progress locally.

Benjamin R. Groves, acting secretary of the Better Housing League, was guest of honor. A feature of the program was the formal introduction and welcoming of new chapter members.

Producers' Council Outing

Chapter members were guests of the Producers' Council on September 23 at the Hartwell Country Club.

An afternoon of games and sporting events was followed by a barbecued dinner of roast lamb, steer and pork.

Richard D. Idler, Council president, acted as congenial host to architects and other guests. Bob Upchurch headed the Council's committee on arrangements.

N.B.F.U. Scholarship Award

The Cincinnati Chapter received word from C. Storrs Barrows, chairman, AIA Committee on Awards and Scholarships, that Lawrence C. Gerckens, local University of Cincinnati student had won a \$750 scholarship.

Funds for such scholarships in the amount of \$4,500 were donated by the National Board of Fire Underwriters, through the American Architectural Foundation. The intent of the grants is to encourage students in need of financial assistance to continue their study of architecture.

Gerckens is one of seven successful candidates named as recipients of this year's awards. Twenty-one applicants were considered.

Plans are being made jointly by the Chapter and U.C. for an honoring ceremony, when Dean Ernest Pickering will make the formal presentation. The N.B.F.U. will be represented at the occasion by a local officer, yet to be designated.

New Office Opened

George F. Schatz, corporate chapter member, has opened attractive offices at 309 Ludlow Ave., Cincinnati. The firm, known as Schatz and Associates, includes B. M. Schwenger, U.C. graduate with degree of B.S. in Architecture.

Schatz, a former M.I.T. honor student, has designed an impressive list of industrial and institutional buildings. He is a member of the chapter's Committee on Student Competitions.

Public Relations in Cincinnati

Local newspapers recently carried a news item concerning a street brawl which involved a local builder and his client. The papers, in describing the incident, called the builder an "architect", getting such information from the police court blotter.

The chapter immediately wrote to the respective editors, indicating that the builder, not being registered, could not be correctly termed an architect. It was further requested that a corrective statement, in view of the unfavorable publicity created by the article, be published.

One editor, in reply, asked for definite references in the Architects' License Law which could substantiate the chapter's stand. Sections of the law pertaining to the illegal use of the title "architect" were, in turn, forwarded.

The editor was surprised to learn of such qualifying terms and conditions within the law. He has since obligingly posted them in the editorial rooms for guidance of reporters when preparing future news stories.

The chapter's original letter has also appeared in print. Consequently, it is felt that some degree of public relations and an understanding of the architect's status by the public has been accomplished locally.

Columbus Chapter

Col. David A. Pierce AIA
4501 North High Street



A highlight of the 62-year history of the Columbus Builders Exchange will take place on September 28th when they have a big "BONDfire" to celebrate the redemption of all outstanding Bonds of the New Headquarters Building constructed in 1950. Mr. C. Curtis Incho, AIA won a design competition and was awarded the commission for Architecting the building. Congratulations to the Builders exchange and best wishes for the next 62 years.

Speaking of "Curt", his \$5,000,000.00 housing project at Lockbourne Air Base officially started construction with a ground breaking ceremony the other day. The Architect participated in this program.

We saw Paul Morrell of the Ohio State University Architects office the other day and he told us he was just back from Cape Cod and the hurricane weather. He still looked a bit "wind-blown."

Robert "Bob" Karlsberger, son of Louis Karlsberger, AIA graduated cum laude last June with a Bachelor of Architecture Degree from the University of Notre Dame at South Bend, Indiana. This summer he worked with his father at the new office at 24 East Weber Road. He left September 19th for Cornell University where he has a scholarship in Landscape Architecture.

The Columbus Chapter is considering a more intensive public relations program but the exact form is not yet drafted.

National Home Week got off to a booming start September 19th with the Parade of Homes getting the most attention. Some isolated houses in other locations were publicized. Incidentally none of the homes in the "Parade" carry the name of an Architect as designer. Is there no merit to the Architect for this type of practice?

Architect Ed Ramsey, A.I.A. and his wife left Columbus on the official fall A.I.A. trek through Spain, Italy, Greece, Egypt, and France under the able leadership of Edmund R. Purves, F.A.I.A. They will return to Columbus shortly after the trek ends October 7th. Mr. Ramsey is a partner in the firm, Ramsey, Croce and Abbott, who do a lot of Catholic church and school work in Central Ohio.

Architect, Dan Carmichael, Jr. A.I.A. has been too busy to play much golf this summer but he shot a 67, 5 under par, at Columbus Country Club recently to set the pace on the Walnut Cliffs. Dan is not only an Architect Golfer but also one of the Best Golfers in Central Ohio.

Toledo Chapter

Harold C. Munger
531 Nicholas Building



The first meeting this Fall of the Toledo Chapter, A.I.A. was held Tuesday night, September 14th, in the English Room of the Commodore Perry Hotel at 8:00 o'clock P.M. There were several very important items of business discussed. Mr. Rollin Rosser and other officers of the State organization were guests. They presented plans for the Fall Convention at Dayton. Before the meeting, the Executive Committee and Officers had dinner with Mr. Rosser and his group at the Commodore Perry Hotel.

On September 13th, the Executive Committee and Officers met at luncheon in the Maumee Room of the same hotel, and discussed the forthcoming business of the year. Among the high points of the discussion was talk of an exhibit that the architects will take part in at Macomber High School in connection with the Toledo Foremen's Club, on "Modern Methods and Materials of Manufacture". We understand that we can expect an attendance of 1600 Foremen Club members at this exhibit. The exhibit will take place sometime in December. The architects will be expected to enter exhibits of their work, working drawings, presentations, etc. Building suppliers will display their products, and a complete drafting room, with drafting room tables and equipment, will be on display. The purpose of the exhibit is to be of educational value to men of a supervisory nature. The Committee is also considering conducting a competition among its members, with prizes awarded, for the design of a new Toledo Chapter letterhead.

Mr. Horace Coy who attended the last executive meeting of the A.S.O., and who represented our Chapter for Mr. Horace Wachter, read the minutes from that meeting. Generally, the meeting covered arrangements for the forthcoming Dayton Convention, October 14, 15 and 16. He noted that a very sizeable turn out on the part of the manufacturers for display at the Convention should make a most enlightening convention.

The Toledo newspapers have been conducting research for a column on Social Security. In the research they feel that approximately 30 to 40 architects will be effected by the new Social Security Act—that is the principals who to date have not been covered by Social Security.

Our Program Committee announces the following tentative schedule. October 12th is the date set for our first dinner meeting. The sponsor will be Owens-Corning Fiberglas Corporation. The place has not yet been determined. The second dinner meeting of the year will be handled by the Toledo Edison Company. The

annual Christmas Party of the Chapter, given for the members, their wives and best girls, will be sponsored by Kuhlman Builders Supply & Brick Company. This is one of the high points of the social calendar for the Toledo Chapter. It usually consists of a cocktail party, dinner and then dancing. January will be the second regularly scheduled business meeting of the Chapter, with many other dinner meetings and small group meetings to be conducted for this present term.

A meeting concerning only the principals of the various offices in the Chapter will be called soon regarding the new insurance discussions on contractor's liability and revision of the Code, in an effort to complete a report to our Chapter on this matter.

Thursday, September 16th, at the Women's Club of Toledo, 8:00 o'clock P.M., Westinghouse presented a show titled "Chain Reaction"—its theme: "When Should an Industry or Commercial System be Modernized". The show contained colored movies and slides and presented a challenging story on electrical modernization, its men and their mental attitudes toward modernization.

It has been announced that Mr. Carl C. Britsch has been appointed Chairman of the A.I.A. Research Drive by the Board of Trustees of the American Architectural Foundation, Inc., for the State of Ohio. Mr. Britsch and his committee are responsible for raising a portion of the national goal of \$750,000.00 capital fund money. The object and purpose of this drive is to raise money for the creation of an A.I.A. sponsored laboratory for testing and investigating all new materials used in the building industry. This capital fund of \$750,000.00, when raised, will remain intact and the income from it will be used for research purposes. In the next month, Mr. Britsch will name the chairman of each Chapter in the State.

John N. Richards of Bellman, Gillett & Richards, was one of three architects selected to be on a Jury for the American Institute of Steel Construction, Inc. The judging was done in New York City on September 15th. This Jury's duty was to select the outstanding steel bridges erected in the United States in 1953.



Dayton Chapter

Craighead Cowden AIA
310 Keith Building



By now most of you will have received some of the advance notices describing the ASO Convention which the Dayton Chapter has been planning for the coming month. Nearly all of the details are worked out by now and it's going to be a good series of meetings which all of you will enjoy. We hope you will be able to arrange your work so that the middle of October isn't

so hectic that you cannot attend the convention meetings. Also, don't forget your wives — they're just as welcome as the men — and the program has been set up to interest everyone.

The past several meetings of the chapter have been devoted to the Convention. Every summer the chapter has a picnic meeting at Siebenthaler's cabin at one of this companies large nurseries south of the city. The program consisted of cold beer, good food, antique movies, and a lot of convention talk. Rollin Rosser, Convention Chairman, outlined the convention program, asking for suggestions from the membership.

Thursday evening, Rollin called a meeting of all Committee Chairmen at the Biltmore Hotel, where the Convention will be held. This meeting constituted the final organization and approval of the convention schedule and program, so that from here on the work should run smoothly. John Hargrave and several other ASO officers were there with their enthusiastic support.

There's no point in my plugging this Convention any further — the "Ohio Architect" and your personal convention mail will give you all the details. However, the members of the Dayton Chapter wish to extend to all of you a most sincere invitation to attend these meetings. We can guarantee that it will be worth your time, whether you are able to come for the whole program or only part of it. We're looking forward to seeing you in just a few weeks.



Eastern Ohio Chapter

Richard N. Zuber AIA
255 East State Street, Alliance

The Eastern Ohio Chapter held its August meeting at the Shady Hollow Country Club, Canton, with Mr. and Mrs. Charles E. Firestone, and Mr. and Mrs. Charles Firestone, II as our host and hostesses.

Golf was enjoyed in the afternoon with a Cocktail hour before dinner. The Stark Ceramic's of Canton, Ohio as our gracious hosts. They were represented by Mr. and Mrs. Williams and Mr. and Mrs. Carl Dimling.

Our evening's honored guests were Ralph C. Kempton, and Mr. Potter. Mr. Kempton brought design problems from the State Architectural Examination and gave a brief talk on the trends in Architectural Education as shown by examinations.

Frank Smith, Past President, East Ohio Chapter gave a brief report on his trip to Boston and the National Convention with emphasis on his impressions and activities rather than a report on transactions which are printed.

The ladies were entertained with the showing of slides and a commentary by Charles Firestone, Sr., FAIA of his trip to Europe.

The next meeting of the Chapter will be held in Youngstown after the State Convention.

We are Sorry—See Page 13

Upon reading the September, 1954 issue of the Ohio Architects, we saw an article titled "Architecture Department at Miami "U". Being Miami "U" Alumni of the Architecture Department, we read the article immediately.

We are astounded. In our opinion, a great injustice was made in compiling a brief history of the Department. We feel that the most important name was omitted from the roll call of Departmental Heads, a man who was most instrumental in the furtherance of the Department to its present status. This man, Mr. William McLeish Dunbar, Departmental Head 1947-1950, (deceased), engineered the Department to the brink of acceptance by the N.A.A.B.

We feel that through the organization and efforts of Mr. Dunbar, the Architecture Department is now recognized by the National Architectural Accrediting Board, and that it is only fair to pay homage to him when mentioning the "Architecture Department at Miami "U".

Very truly yours,

Miami "U" Architectural Alumni

| | |
|--------------------------|------------------------|
| Robert Wilkinson Jr. '50 | Edward S. Crider '50 |
| Glenn M. Williamson '51 | James A. Dickson '51 |
| John E. Barnes '51 | William F. Kinkoph '52 |
| Harold L. Williams '52 | Kermit C. Parsons '51 |
| Ralph W. Zauu '49-'52 | Edward J. Heine '50 |



Cleveland Chapter

Producers' Council holds first meeting of season

The Annual Fall "kick-off" meeting for the Cleveland Chapter of the Producers' Council was held Sept. 27th.

Fred W. Huffman, of the Armstrong Cork Company former President of the Cleveland Chapter, was guest speaker. He traced the history of the Producers' Council showing why the Council was formed and of importance to the architect; and its responsibility to the architect. The Producers' Council now 33 years old was founded and incorporated at the request of the American Institute of Architects, so architects could have a reliable source of supply of materials from which to specify.

The Council has grown tremendously with firms of the highest reputation as members. It has grown in Ohio, too. Ohio is the only state with four (4) Chapters. Cleveland, Columbus, Cincinnati and Toledo (just formed). (See article on Toledo Chapter elsewhere in this issue.)

T. J. Henry, National Maintenance Sales Manager of The Glidden Company, Cleveland, and on the Board of Directors of the Producer' Council nationally as well as a member of their important Finance Committee, made these brief remarks.

"We of The Glidden Company and other members of the Producers' Council, fully appreciate the market as influenced by the architect. We realize the tremendous responsibility the architect has, and we in turn will strive to make ourselves worthy of the trust placed in the Council members by the American Institute of Architects."

It was announced that R. W. (Dick) Glatthar (The Art Metal Co. Cleveland) has been appointed as the chairman of the National Committee to route the Caravan.

At the annual election Harris Gillespie known to his many friends as "Gil" was elected president. E. R. (Ed) Crick, Jr., Pittsburgh Plate Glass, Vice President; A. E. (Bob) Gray, Sargent & Co., Treasurer, and G. S. (George) Trimble, H. H. Robertson Co., secretary. W. K. (Woody) Barket Modernfold Doors Program director.



It Was Said

Ed Stapleford

The sure way to miss success is to miss the opportunity.
—“Chasles”

THE NATIONAL ARCHITECTURAL ACCREDITING BOARD ANNUAL REPORT, 1954.

By Richard Koch, F.A.I.A. New Orleans

RETIRING PRESIDENT, N.A.A.B.

(This report abbreviated)

The Board has realized that the former method of reporting appeared to give undue emphasis to factual considerations. A new procedure developed this year attempts to place greater emphasis on those essential

qualitative characteristics of a school which best interpret its objective and performance.

This year's evaluation program involved visiting one new school and re-evaluations of eight accredited schools. The number of schools on the 1954-55 "List of Accredited Schools of Architecture" will be 46.

It is recognized that the contribution of the professional architects who are invited to serve, because of their familiarity with the problems in the community and state, is of tremendous value in developing a true understanding of the institution.

In recognition of Recommendation No. 28 of the Commission to Survey Architectural Education and Registration, this Board plans to schedule its evaluation visits for the next calendar year before the end of January 1955. This scheduling will permit reports to be received by the schools early in the spring term and will give an opportunity to an institution that wishes to assure the implementing of these recommendations during the current term.

This Board would note at this time some problems that should have the continuing consideration of the schools:

1. It is apparent that there exists at the present time a tendency to overload teachers, due to increased enrollments and to budget limitations.

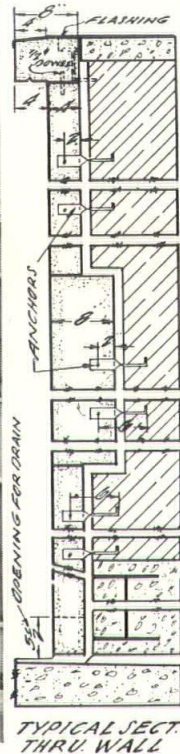
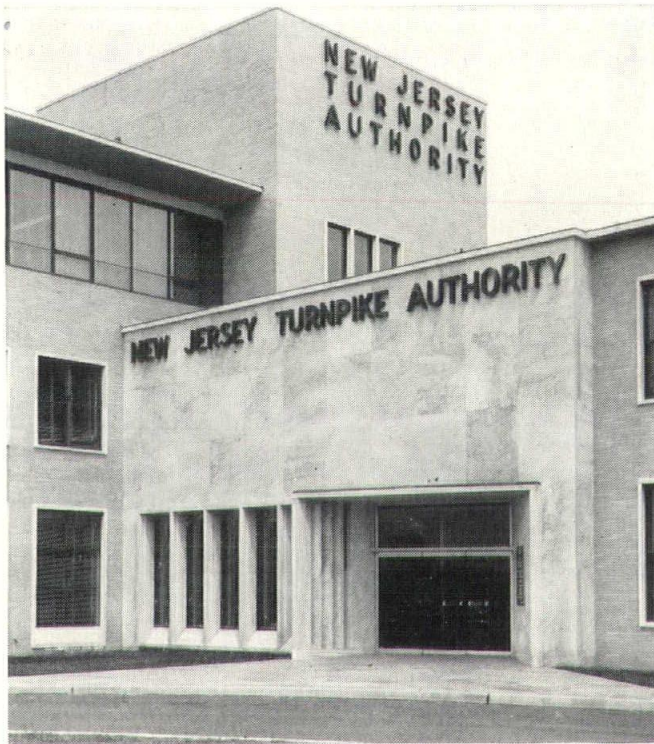
2. Part of this problem of increased enrollments may be alleviated by the introduction of adequate pre-admission screening procedures to determine potential professional competence.

3. As we all recognize, teaching salaries have not kept abreast of either living costs or professional earning capacity in architectural practice. Each year one notes men with valuable educational experience who leave teaching for this reason."

*Editors Note—The Department of Architecture of Miami University, Oxford, O., is now an accredited school and appears among these 46.

Dean Ernest Pickering

Ernest Pickering, Dean of the College of Applied Arts at University of Cincinnati, has been awarded the honorary degree of Doctor of Fine Arts by the Moore Institute of Arts, Science and Industry, in recognition of his service in the field of art school accreditation. He led a movement to place art schools on an accredited basis similar to other professional schools.



Architects—Alfred Fellheimer and S. Wagoner. General Contractor—A. A. LaFountain, Inc.

The coloration of Vermont Pearl marble lends interest and distinction to the main entrance of this building, which is located at New Brunswick, New Jersey. Above win-

dows and doorway, two courses of 4" marble are separated by one course of 8" thickness as shown by detail. Window frames are accentuated by use of the same marble.

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Kent State

Architecture Students Meet

Sixty-five Kent State university architecture students and alumni attended a dinner meeting Thursday night, Sept. 2nd, at Iacomini's restaurant, Akron.

Trefon Sagadencky, Cuyahoga Falls architect, was the speaker, outlining the program of the American Institute of Architecture. Students hope to organize a KSU chapter of the A. M. I. this fall.

Joseph F. Morbito, professor of industrial arts and architecture at the university, attended the affair.

Plastics in Building Conference To be Held in Washington

The first of its kind, a "Plastics in Building" conference will be held in Washington, D.C., October 27 and 28 at the National Academy of Sciences.

A comprehensive examination of plastic products—their structural utility and decorative uses and their increasing role in the light and heavy construction will be highlighted.

The sessions will view plastics in building from four major aspects: An introduction to the general subject; specific applications; standards and codes; and future uses.

The conference will feature seven technical sessions and is sponsored by the Society of the Plastics Industry, Inc., the Manufacturing Chemists' Association, and the Building Research Advisory Board.

Dayton Biltmore Hotel

Although not an old hotel, the Dayton Biltmore has contributed immensely to Dayton's history. It was opened in 1929 as one of the newest and finest hotels in the entire Midwest.

During World War II, the Biltmore contributed to the comfort of the many airmen who visited Dayton from Wright-Patterson Air Force Base. It was also a favorite place for airmen's families to stay while visiting them.

In 1944, Conrad N. Hilton, who operates the largest group of upperstrata hotels on an international scale, assumed control of the Biltmore. In some nine years, they have spent \$1,500,000 on improvements to keep the hotel in perfect condition.

R. C. Mahon Company Expands

The R. C. Mahon Company, Detroit, has now completed another expansion program to meet the space demands of some of its rapidly growing Divisions. The latest program added some 130,000 sq. ft. of factory space and 20,000 sq. ft. of office space. The Company's modern plant, all of which has been constructed since 1942, now provides a total of 1,300,000 sq. ft. of manufacturing, fabricating and storage space, and 132,000 sq. ft. of office space. In addition to this, the Company maintains a sales-engineering office in Chicago and lists sales representatives in ninety-five principal cities throughout the country.



Ken Lyttle
Ohio Architect

May we introduce Ken Lyttle to the readers of the OHIO ARCHITECT. He has affiliated himself (part time) as a special feature writer, a publicist and public relation consultant.

Many of you have already appraised his writings. He can report, write serious as well as humorous articles. He wrote the convention news in the September issue also has written the same for October. Perhaps and we hope, you got a chuckle when reading his articles on "Down to the last squeal" and "Pip-Pip anyone for golf" in the September issue.

He is with us at the convention, loaned by the Glidden Company, paint manufacturers of Cleveland, for the week. At Glidden holds a responsible position in the Advertising and Publicity Department. (Here we want to express our thanks to the Glidden Company for this favor.)

At the convention he will not only cover it editorially for the OHIO ARCHITECT but will maintain close contact with the Dayton Press endeavoring to keep the convention well publicized.

Architects like OHIO ARCHITECT

We have heard from 551 or 45% of the resident registered architects in the state since August.

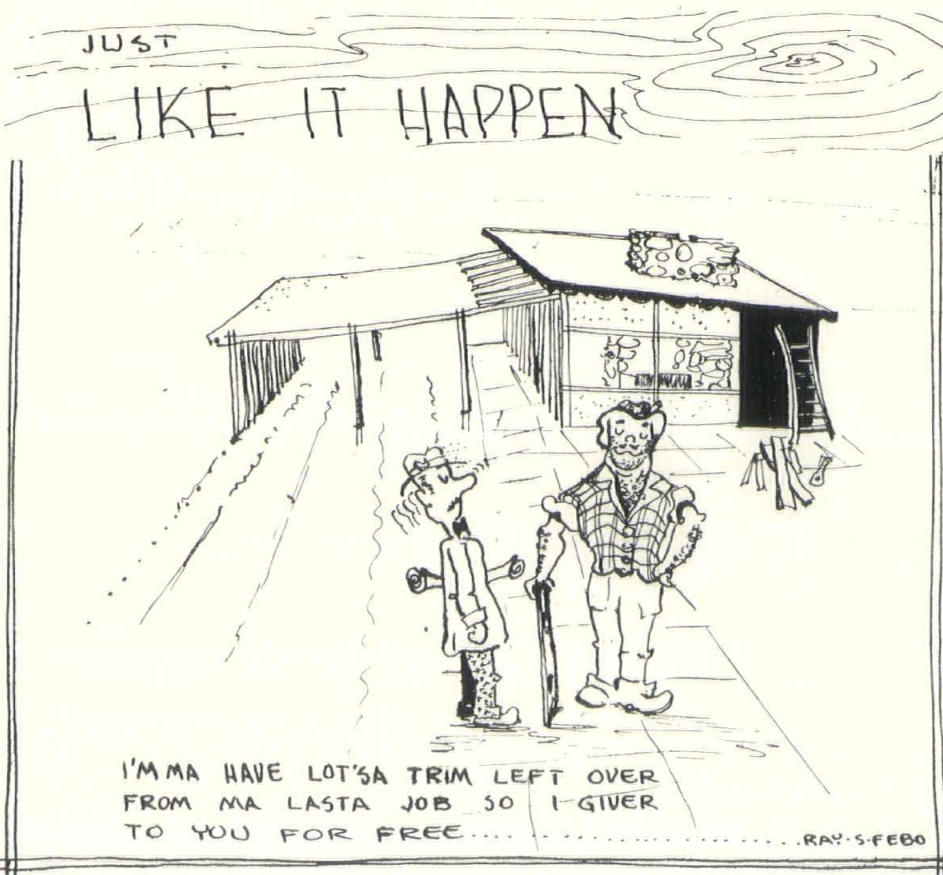
513—92% told us they LIKED and READ the OHIO ARCHITECT.

38—8% either did not like it or did not read it.

33—made good suggestions as to how they felt we could improve it.

State Legislators also like OHIO ARCHITECT

75% of these have been heard from. All read it and like it.



Drawn for OHIO ARCHITECT
by Architect Ray Febo, Cleveland.



**Steven Markovics
Pekoc Hdw.**

Mr. Robert J. Pekoc of Pekoc Hardware and Supply Co., Cleveland, announces the appointment of Steven Markovics as Mana-

ger of their Builders Hardware Department. Mr. Markovics succeeds the late Mr. Henry J. Hoffman.

Mr. Markovic's experience (over 30 years in the hardware business) admirably fits him for his new responsibilities.

Many architects, friends of this well-known and reliable hardware house, will find Mr. Markovic's services of value to them.

Draftsmen

Our offer to send you OHIO ARCHITECT gratis—is still open. Many have already availed themselves of this opportunity.

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COLUMBUS LIBRARY EXHIBITS HOMES' SKETCHES

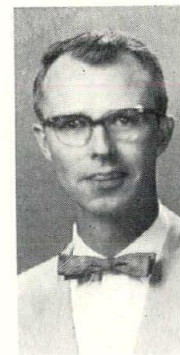
The main library of the Columbus Public Library has opened a display of 25 entries in The Chicago Tribune "Prize Homes" competition and has added to the display two model homes designed by Columbus architects.

Each of the prize entries is shown on a panel and includes the architect's drawing, the floor plans, one-elevation pen-and-ink renderings and in some instances the entries are finished in water colors.

Most are of the cottage or ranch type home and examples in various price ranges are shown. They are displayed on the second floor corridor. The display will close Sept. 28.

Also shown are models done by Frederick Stritzel of 4400 Dublin Rd., and David A. Pierce of 4501 N. High St., the latter's exhibit being a cutaway display with the roof removed, providing an overhead view into the interior. Both men are members of the American Institute of Architects, Columbus Chapter.

Editor's Note:—David A. Pierce AIA is the Columbus and Central Ohio Editor of the OHIO ARCHITECT.



**Architect
Bruce M. Schwenger
Cincinnati**

Mr. George F. Schatz announces the appointment of Mr. Bruce Merrill Schwenger as Associate Architect in the firm of George F. Schatz & Associates, Architects, 309 Ludlow Ave., Cincinnati, Ohio.

Mr. Schwenger, a native Cincinnati, is a graduate of Western Hills High School and received his B.S. Degree in Architecture from the University of Cincinnati, Class '43.

During World War II he served as Liaison Officer for the 11th Airborne Division designing and supervising the construction of the Division Camp, Camp Crawford, Sapporo, Japan, reputed to be one of the finest divisional camps for our overseas troops, and is now a Reserve Officer with the 974th Engineer Battalion, a Cincinnati Reserve Unit.

For the past eight years Mr. Schwenger was connected with Mr. Schatz who, until recently, was a partner in the firm of Schatz, Elliston, Hall, McAllister & Stockwell. Mr. Schwenger will maintain his offices with Mr. Schatz at their new location at 309 Ludlow Avenue.

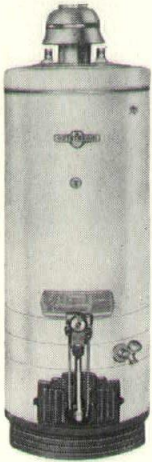
Mr. Schwenger who is active in church and civic affairs in the Western Hills area is also a member of Pi Kappa Alpha Fraternity. He resides at 3961 Janet Ave., with his wife, the former Grace Groth, and son.

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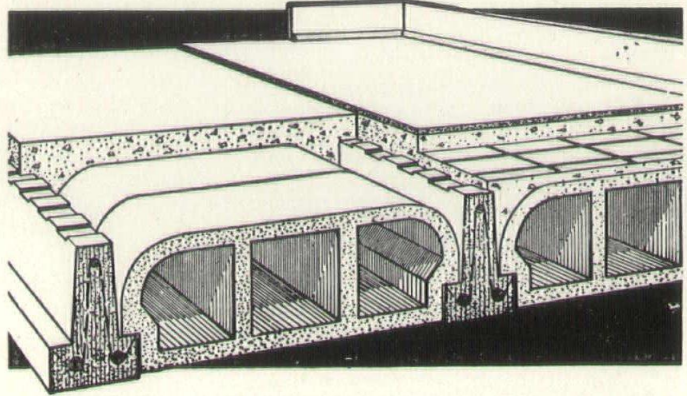
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Toledo Producers' Group Gets Charter

The charter of the new Toledo chapter of the Producers' Council, Inc., was presented by Elliott C. (Jack) Spratt, president of the national organization.

Mr. Spratt, who is vice president of the Hillyard Chemical Co., St. Joseph, Mo., was accompanied by John Haynes, managing director of the national organization with headquarters in Washington, D.C.

Guests at the dinner included city officials dealing with building operations, officials of various building organizations, *American Institute of Architects*, Society of Professional Engineers, and the Toledo Technical Council.

President Spratt gave them a national pic-

ture of the construction industry and outlook for the rest of 1954.

James M. Ashley, Libbey-Owens-Ford Glass Co., and Tyler S. Rogers, Owens-Corning Fiberglas Corp., both directors of the national organization and past presidents, attended the charter presentation meeting.

Officers of the new Toledo chapter are L. James Schenck, Libbey-Owens-Ford Glass Co., president; Walter Mehlow, Johns-Manville Corp., vice president; Ira C. Crumley, Pittsburgh Plate Glass Co., secretary, and George J. Haase, distributor for Overly Manufacturing Co. and Ceco Steel Products Co., treasurer.

The new Toledo chapter now has 28 members, all representing well-known firms in the building industry.

Sales Appeal of a New Home

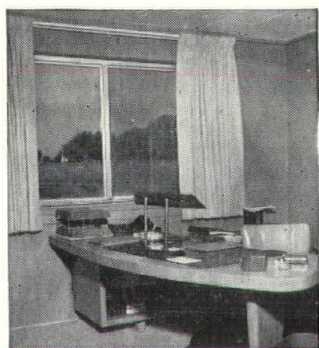
(In an address before the 86th Convention, A.I.A., June 18, 1954)

The force that will do more than any other to expand the American economy in the next ten years is the emerging sales appeal of a new home that will be more irresistible than the legendary sales appeal of the new American automobile. We are just on the threshold of this development . . . The American people are really just beginning to realize that there is more fun and more satisfaction in having a new home with all of its advances, than there is in having a new car parked in front of the old home.

Editor's Note:—This might well be called "The pride of accomplishment".

Cheerful, Comfortable INTERIORS! Beautiful, Modern EXTERIORS!

GIVE YOUR CLIENTS
BOTH WITH



Peterson HORIZONTAL SLIDING Aluminum Windows

Check These Outstanding Features

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Easy horizontal operation, precision bearing rollers.

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Requires no paint. Won't rust, swell, warp, stick or rot.

WEATHERPROOF

Hi-pile, water and wear resistant weatherstripping cuts heating costs.

SMART STYLING

Enhances all motifs.

EASILY CLEANED

Sliding sash removes into room for easy washing.

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Positive locking in closed, one, two and three inch open positions.

ADVANCED DESIGN

Eliminates putty, sash balances, cranks, hinges.

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50 STANDARD SIZES

All designs and sizes popularly specified for residential, commercial and monumental buildings supplied promptly. Standard windows up to 6' in height and 10' in width are available. Special sizes can be obtained at slightly higher cost. Constructed of sturdy aluminum extrusions—63S-T5 Alloy, minimum thickness .062"—engineered for maximum strength.

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Art Criticism

Aline B. Louchheim—Mrs. Eero Saarinen to you—in one of her keen criticisms of art in the *New York Times* once told a story that should not be forgotten. An intimidated mother of a progressive school four-year-old found herself one day congratulating the little girl for removing her shoes before kicking her baby brother. Likewise in art criticism, Miss Louchheim said, in certain situations one finds oneself so accustomed to the bad that one falls into the trap of praising merely the better.

Editor's Note:—Credit to Journal of AIA September.



John Alden
Malta

John Alden has been named director of advertising and public relations for The Malta (Ohio) Manufacturing Company.

Alden came to his new post after 11 years in the advertising and editorial departments of the Ziff-Davis Publishing Company of New York City, publishers. Prior to that he was in the advertising department of the Cleveland (Ohio) Plain Dealer.

The Malta firm manufactures premium quality wood window sash-and-frame units. Alden will coordinate advertising, promotion, public relations and dealer-jobber convention programs from the company's main office in Athens, Ohio.

Should Architects Advertise?

By James H. Mitchell, F.A.I.A.
FORMERLY REGIONAL DIRECTOR,
SIERRA NEVADA DISTRICT

The *Bulletin* of the Northern California Chapter, A.I.A., in publishing views of members on the question of personal advertising published this emphatic "No" by Mr. Mitchell.

Advertising by architects has been a heated item of debate in the Conventions of The Institute as far back as any of us remember. Most of the heat has been applied by the opponents, it seems, and invariably, the issue has been battened down for another year.

Advertising has many facets. Commonly, it is considered a medium to promote the sale of material things wherein quality or superiority over competitive wares, as well as price, is stressed to attract attention.

To subject personal professional services to advertising would couple the standards of the profession, at least by implication, with any form in which advertising may be used. In the last analysis, profit is the root of all advertising. To be gainful at the individual professional level it can be considered only a self-laudatory expression to arouse an emotional response from the reader.

Concepts often become warped in distinguishing the various forms of advertising. Those who are in accord with a questionable kind say that it is not advertising, while those who will have no part in it, define it conversely. Into one fold fall the architects who permit their pictures to be used in advertisements paid for by a contractor or manufacturer, wherein the text is not self-laudatory nor do they endorse a product. In another fold lie the architects who claim, and I believe rightly, that this is advertising, as much as by more clearly cut methods. At least, the architect so pictured is getting something for nothing, which may restrain his freedom of action, and, further, if not by text, in some disguise, selling himself on his face.

In a past generation, let's say pre-telephone, it was an accepted custom among all professions for their members to run "business cards" in the press and journals of the day. This was necessary as a public convenience in locating them. Today, with a telephone directory in every home and office, there is no reason to continue the practice.

Nonetheless, we are currently struggling against a hold-over "business card," "space from a friend" and, in plain common English, "shake-down" form of advertising which does no good except as a fancied retention of good-will. The Institute seeks to discourage participation in such squeeze-play advertising yet recognizes that an architect, at times, is powerless to resist the pressure which is placed upon him. To some extent The Institute may appear to condone the practice, as the only media of advertising it will shut its eyes to with due reluctance.

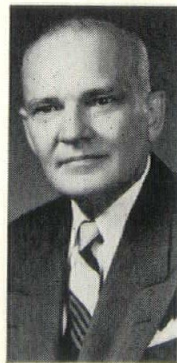
Similar ratholes into which the architect pours his money without benefit are the

special editions attendant the christening of many new buildings. Few readers will even notice the issue; of these, but few will scan it closely enough to observe the architect's name among the conglomeration of congratulatory contractors and subs who participated in the construction. What good does this do except to reap a knock-down harvest by the press, and why should the architect be congratulating the owner on the outcome of his professional service except as a self-laudatory emanation?

Fortunately, it is not a large percentage of Institute members who can be charged with outright advertising inconsistent with the high principles they once swore to uphold.

It would be better by far were these to join with the large majority who by group effort do engage in paid advertising through newspapers, magazines, radio and television in an effective and ethical program of public relations to acquaint and stimulate the general public with the value of the architect's services. A less tangible form of advertising centers among those who participate in public service and express themselves in matters where their training or engagements will be of benefit to the community.

By individual questionable measures, the values inherent to the profession are depreciated. By ethical group measures, these values will be enhanced many times beyond returns less worthy.



Homer L. Andrews
National Radiator

Homer L. Andrews has joined the Johnstown, Pa. general office staff of The National Radiator Company as market analyst and sales promotion consultant.

Among his past assignments have been manager of research and media for Ketchum, MacLeod & Grove, Inc. Advertising Agency of Pittsburgh; district sales manager for *Architectural Record* and for *Newsweek Magazine*, both in Cleveland; and manager of field merchandising for Master Builders Co., Cleveland.

Mr. Andrews is known to architects and engineers for his conducting of the "Cavalcade of Concrete" promotion before dinner meetings of professional groups in more than 100 cities, including AIA Chapters, Producers' Councils and contractors' association.

Producers' Council Head Hails New Housing Bill

"The American dream of good homes for everyone is much closer to becoming a reality," was the comment of the president of the nation's largest association of building materials manufacturers after President Eisenhower signed the new housing bill.

Producers' Council President Elliott C. "Jack" Spratt added, "The biggest job facing all of us in the construction industry is selling the American people on using facilities provided in the bill, not only for the purchase of new homes, but for home modernization, slum clearance and the prevention of urban blight."

In pointing to the opportunities the bill afforded Spratt said, "Through hard work and hard selling the construction industry has become not only the largest segment of our economy but the most active. The impetus the bill will give to the home building activities will help guarantee construction prosperity for many years to come, providing the leaders of the industry continue to plan and sell in an aggressive manner. The benefits to the material of the Producers' Council are incalculable.

Thanks Colonel Adams

Commanding Officer at Lockbourne Air Force Base, Columbus, for allowing us to use the picture of the Lift Slab erection as done at your base. We are using it on page 8 of this issue for the architects attending the 21st annual convention of ASO Dayton, October 14-15-16 will witness a lifting of these slabs at the men's dormitory Antioch College, Yellow Springs, Friday, afternoon of the convention.

Of course it being impossible to use a picture taken over there, we asked the Colonel would he allow us to use a picture of the slab being lifted at Lockbourne Air Base. This job is finished, and we understand is satisfactory. License for the use of this process was also recently given to the Central Lift Slab Company, Cleveland. The process is known as the Youpz-Lift Slab Process.

We quote from the letter from Lockbourne Air Base

"OHIO ARCHITECT
1367 East 6th St.
Cleveland 14, O.

Your long distant phone call and letter of September 7th addressed to Colonel Adams was referred to this office.

There is no reason why the enclosed photograph cannot be used for reproduction in civilian news media, since it does not involve violation of military security.

Best wishes for the success of your forthcoming convention in Dayton.

Signed (Talbot A. Love) 2/Lt USAF
INFORMATION SERVICE OFFICE
Lockbourne Air Force Base, Columbus 17

Editor's Note:-The same photo was released to 25 Ohio newspapers for publicity in connection with the convention. As were three other releases. Rollin L. Rosser AIA General Chairman; Harry I. Schenck FAIA Honorary Chairman; Roger Allen FAIA, Grand Rapids, Michigan, banquet speaker.

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Cleveland 13

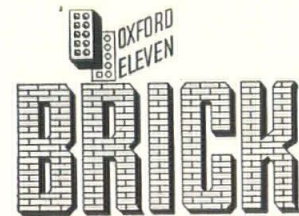
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- PHILIPPINE MAHOGANY
PLYWOOD DOORS AND TRIM
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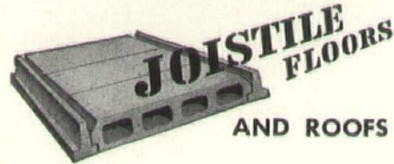
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| COLUMBUS, OHIO 391 W. Spring St. (13) Capital 8-2681 | TOLLEDO, OHIO 202 Duane St. (1) GARfield 3071 | CANTON, OHIO 1412 Inverness Ave. W. (2) Phone 5-0181 | ROCHESTER, N. Y. 222 So. Clinton St. (7) BAker 6750 | SYRACUSE, N. Y. 157 Richmond Avenue (18) Phone: 2-8242 |
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Our Welcome is Sincere



During these changing times in our business we know one axiom remains constant. It is that "to truly and humbly serve gives appreciation."

Our loyal family of employees exemplify this.

We are proud to have had the opportunity to have served many visitors to Dayton. Perhaps, have helped Dayton become known as the "friendly" city.

Welcome to you architects to your 21st annual Ohio Convention. May you rest, relax and enjoy yourselves.



THE DAYTON BILTMORE

FLETCHER BRUMIT, MANAGER.

Ludowici Tile . . .

**THE BEST IN ROOFING
has been--always will be**



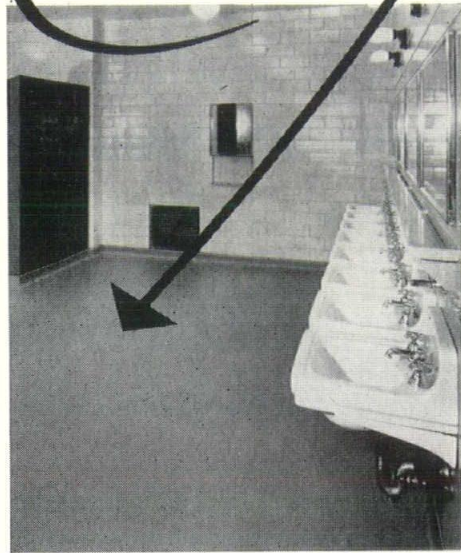
*Ludowici-Celadon
Company*

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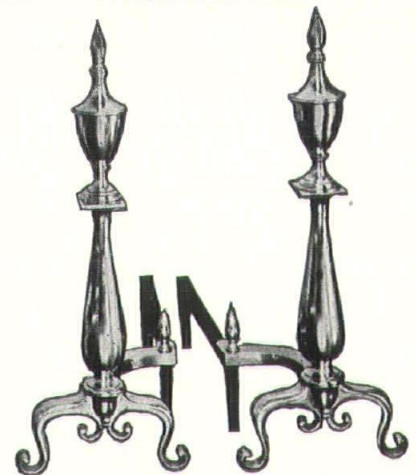
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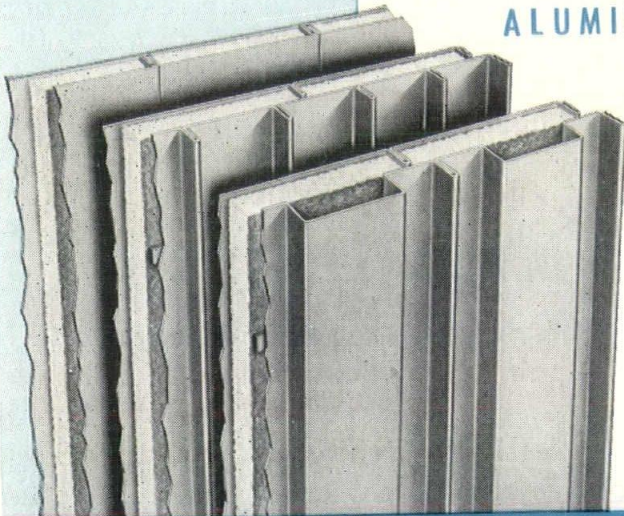
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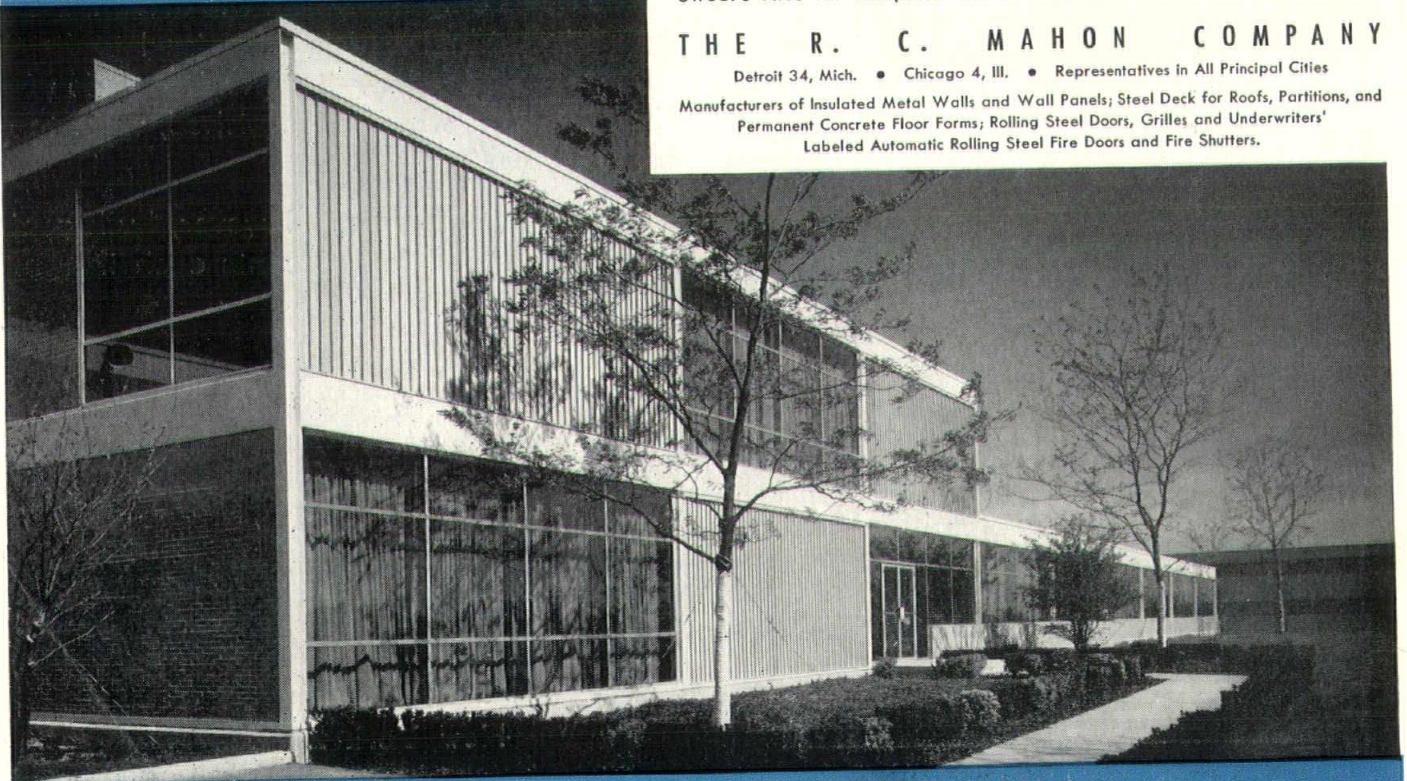
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