

OHIO ARCHITECT

September
1941

Vol. two

OFFICIAL JOURNAL ARCHITECTS SOCIETY OF OHIO

No. Eight



Aerial View

TOLEDO, OHIO
Pivot City of the Great Lakes

Divided We Go Backward — United We Go Forward

Plan Now to go to the Convention in Toledo, October 2-3-4

Dry Walls can be produced



with Weatherite

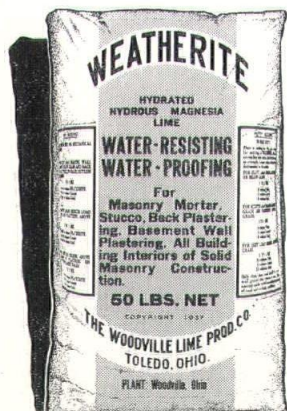
Gesu Chapel, Parkside Boulevard, Toledo, Ohio

Architects: Hahn & Hayes, Toledo, Ohio

*General Contractor: Comte Construction Co.,
Toledo, Ohio*

Mason Contractor: Barton Tattersall, Toledo, Ohio

Detail of corner of front wall showing the smooth perfection of the masonry produced with Weatherite.



The walls of beautiful Gesu Chapel now being completed in Toledo, Ohio, are a fine example of the type of water-tight masonry made possible with mortar made with Weatherite Waterproofing Hydrated Lime.

Weatherite has the property of developing in a cement mortar a bond of great endurance, giving it marked water-resisting properties. It meets all demands for tensile and crushing strength in mixed mortars, and in mixes of specific proportions is adaptable to all types of masonry construction.

Write for descriptive booklet and list of jobs where Weatherite has been used to produce walls that resist the weather.

THE WOODVILLE LIME PRODUCTS COMPANY
Toledo, Ohio

*Manufacturers of Blubag Finishing Hydrated Lime
and a complete line of building lime products.*

OHIO ARCHITECT

Official Journal of the
ARCHITECTS' SOCIETY OF OHIO
RALPH C. KEMPTON, Editor

Volume II Number 8

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The Editor reserves the right to edit any editorial or advertising matter.

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Regular editions 20 cents per copy. Special editions to be sold singly at the price per copy stated thereon.

No Business Can Escape Change . . .

Circumstances and conditions, whether being avoidable or not, are effecting the practice of architecture. Just how far these changes will go and the trend they will take, no man can tell. However, it is of paramount importance that the architect should not stand by while these changes take place, without at least making some effort to save himself through reasonable and sensible channels.

The architect is a planner, and being such, certainly should take some time and put in some effort towards planning for his own future and the future of his profession. The time for planning is now, if the profession is to retain its place in society, to which we all think it is fully and justly entitled.

The post-war problems of every community are going to involve new and remodeled construction to a greater extent than has ever been contemplated before. There is hardly a community in this country that does not show the glaring need of architectural services, and when this emergency is over there will be a harvest for all those who are prepared to take advantage of the opportunities that will be presented. The remuneration will, undoubtedly, be effected by all these changes and may be lower, according to present-day standards than the architects of today deem adequate. This situation can only be met by

careful planning, efficient operation and increased volume. Now, therefore, is the time to unite all our efforts, our energies in a collective effort to the end that the architect's place in our post-emergency world is what it should be.

A Challenge to the Profession . . .

There are today some twelve hundred registered architects in the State of Illinois. They are either buried in their professional practice and endeavoring to make an honest living or retired. The architects of Illinois must become unified for their own preservation. They must finance and maintain a full-time personnel, including an attorney, to guard and defend their business interests.

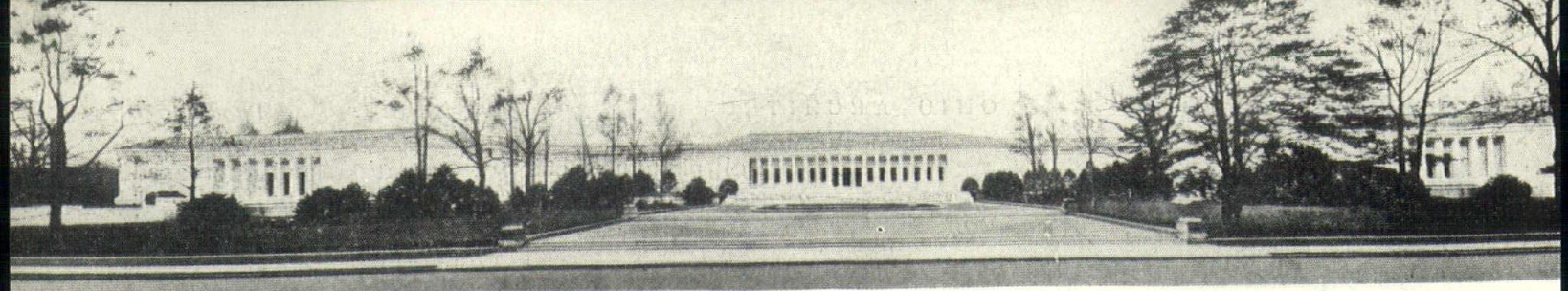
The architects can, and do guard and defend the interests of their clients, but they cannot do it for themselves, and at the same time maintain a successful practice. Their problems are too complex and require specialists in various fields to fight their battles.

The successful enterprises and organizations have a specialized personnel to guard their every interest, from the largest industrial organization to the smallest business, the labor organizations, the medical and legal professions, etc.

The architects' problems are many and varied. These following subjects need continuous attention:

1. The education of the public to the value of architectural services.
2. Legislation favorable to the profession and the public.
3. Legislation detrimental to the profession and the public.
4. Violation of the architectural act; reporting violators, gathering evidence and prosecution of violators.
5. Unification of all architectural organizations.
6. Co-operation with all allied organizations within the building industry.
7. Education of the architect to his responsibility to the public.
8. Education of the architectural student to the practice of architecture.
9. The encroachment of government agencies into the architectural field.
10. The encroachment of contractors, lumber dealers, plan mills, finance companies, real estate dealers, etc.
11. Zoning ordinances, building codes, civic responsibilities, to say nothing of getting business, maintaining a competent personnel, with specialists in the fields of design, study, consultation, structural, mechanical, electrical, specifications and supervision.

Yes, it is a challenge to the profession, every organization of the profession and every member of the profession. We must take the initiative, recognize and solve these problems.—Bulletin, Central Illinois Chapter, A.I.A.



The Toledo Museum of Art

PROGRAM EIGHTH ANNUAL CONVENTION ARCHITECTS SOCIETY OF OHIO

Thursday, Friday, Saturday, October 2, 3, 4, 1941

BALLROOM AND MEZZANINE OF COMMODORE PERRY HOTEL, TOLEDO, OHIO

Wednesday, October 1st

12:30 to 6:30 P. M. Installation of Exhibits and Competition Drawings.

8:00 to 10:00 P. M. Judging of Competition.
Committee Meetings in Mezzanine Parlors 1, 2, 3, 4 for pre-convention conference of Legislative, Auditing, Magazine, Code Practice and Unification Committee.

Thursday, October 2nd

9:00 A. M. Registration opens. Prompt registration of all attending is urged so as to expedite convention work. Every registered architect is eligible to register. Draftsmen and students are welcome.

10:00 A. M. Opening of the Convention:
State President George B. Mayer, presiding. Welcome greeting: Convention Chairman Willis A. Vogel will introduce Charles A. Langdon, President of Toledo Section, Architects Society of Ohio, and Harold Munger, President of Toledo Chapter, A.I.A.
Report of Secretary—Ralph C. Kempton.
Report of Treasurer—Ernest W. Austin.
Report of Magazine Committee—Chas. A. Firestone, Chairman.
Report of Auditing Committee
Report of the Sections.
Address by George B. Mayer, President.

12:15 to 2:00 P. M. Luncheon served in Ballroom for husbands and wives seated together.
Libbey-Owens-Ford Glass Co., Luncheon Hosts.
Harold Munger, Pres. Toledo A.I.A. presiding.
"L.O.F." message of "Our Home."

6:00 to 8:00 P. M. Exhibitors' and Building Industry Banquet in Ballroom, Stag.
Willis A. Vogel, Convention Chairman, presiding, former Toledo Commr. of Bldg. Inspec.
Toastmaster, Judge Harvey G. Straub, Toledo.
Short Talk by Hon. Thomas J. Herbert, Attorney-General, State of Ohio.
Address: Wm. E. Hall, Assistant Editor, *Toledo Blade*.
Roll call of exhibitors and their products.

8:30 to 10:00 P. M. Round table groups in Mezzanine Parlors 1, 2, 3 and 4:
"Unification"—Paul G. Hill, Chairman.
"Building Industry Promotion"—Charles J. Marr, Chairman.
"Code of Practice"—Kyle W. Armstrong, Chairman.
"Radio and Publicity"—Ralph W. Carnahan, Chairman.

8:30 to 10:00 P. M. Meeting of various State Licensing Board members. Alfred A. Hahn, Chairman.
Meeting of Nominating Committee.

Friday, October 3rd

9:00 A. M. Convention Session continues.
Reports of Round Table Sessions by each respective chairman, Paul G. Hill, Charles J. Marr, Kyle W. Armstrong and Ralph W. Carnahan.

Message from State Examiners of Architects, M. Gilbert Miller, President.

Report of Nominating Committee.

Election of Officers.

New Business.

12:00 to 1:30 P. M. Luncheon (for men in Ballroom).

1:30 to 3:00 P. M. Convention Session continues.

Unfinished business.

Report of Special Committees.

3:00 to 5:00 P. M. Trip for men through Toledo Art Museum, New Water Works and other bldgs.

5:30 to 6:00 P. M. Reception in Crystal Room.

6:00 P. M. Architects' Convention Banquet (in Ballroom).
Toastmaster, Roger Allen, Grand Rapids, Mich.
Introduction of distinguished guests, including C. Julian Oberwarth, Regional Director of Great Lakes District of American Institute of Architects.

Clair W. Ditchy (Past Regional Director, A.I.A.)

C. William Palmer, President Michigan Society of Architects.

Talmage C. Hughes, Editor of Michigan Bulletin and booster for 1942 A.I.A. Convention at Detroit.

Matthew W. Del Gaudio, State Association Director, A.I.A.

Leigh Hunt, Chairman A.I.A. Unification.

Awards of Competition Medals and Mentions, Carl C. Britsch, Chairman.

Address by W. Pope Barney of Philadelphia, Pa., Architect, Lecturer, and Educator.

9:00 P. M. to 1:00 A. M. Dance in Crystal Room, for architects, exhibitors and friends. Myron T. Hill, Chairman; Norman J. Levey, Vice-Chairman.
Admission by ticket. Informal. Good music.

Saturday, October 4th

9:30 A. M. Convention—final session—Mezzanine Parlors 2, 3, and 4 combined.
Action on Resolutions.
Discussion on 1942 objectives and activities.
Golf and other activities available.

PROGRAM
Eighth Annual Convention
Architects Society of Ohio
(Continued)

CONVENTION CHARGES (Registration, one luncheon, Convention Banquet—\$3.50
Exhibitors' and Building Industry Banquet—\$1.25
Dance (per couple)—\$1.50

PROGRAMME FOR THE LADIES

Ladies' Attendance and Hospitality Committee—
Mrs. John N. Richards, Chairman
Cleveland Section—Mrs. Leon M. Worley
Cincinnati Section—Mrs. Paul G. Hill
Columbus Section—Mrs. Wm. F. Breidenbach
Eastern Ohio Section—Mrs. Morris W. Scheibel
Dayton Section—Mrs. Ralph B. Clement

Thursday, October 2nd

9:00 A.M. Registration opens. Prompt registration of attending ladies (wives of architects and exhibitors) is urged so as to expedite the arrangements. Ladies' Registry Badge is her ticket for included meals and events.

9:00 to 11:30 A.M. Shopping time to visit Toledo stores.
12:15 P.M. sharp. Noon luncheon (seated with husband) in Ballroom.

Libbey-Owens-Ford Glass Company are luncheon hosts.

Guest speakers (three minutes each).

"L.O.F." message.

2:30 to 4:30 P.M. Reception and Tea in Hotel Parlor—
Mrs. Willis A. Vogel, Chairman

5:00 to 6:00 P.M. Cocktail Hour in Crystal Room for architects and ladies—guests of Owens-Illinois Glass Co.

6:00 P.M. Ladies to assemble in Hotel Lobby for trip to Toledo's Woman's Club for dinner and evening entertainment.

Mrs. Karl B. Hoke, Chairman

Friday, October 3rd

10:00 A.M. Ladies assemble in Hotel Lobby for tour through Holy Rosary Cathedral, Toledo University, residential section.

Mrs. John Macalwane, Chairman

12:00 noon. Luncheon at Inverness Club.

Mrs. Timothy Y. Hewlett, Chairman

2:30 to 4:30 P.M. Tour Toledo Art Museum.

Mrs. Myron T. Hill, Chairman

6:30 P.M. Architects' Convention Banquet (in Ballroom)
Toastmaster, Roger Allen.

Introduction of distinguished guests (see men's programme).

Competition awards.

Address by W. Pope Barney, of Philadelphia.

9:00 P.M. to 1:00 A.M. Dance in Crystal Room, for architects, exhibitors and friends. Admission by ticket. Informal. Good music.

Saturday, October 4th

9:30 A.M. Shopping time.

Charges for ladies (one luncheon, one dinner, and Convention Banquet)—\$3.50

(Note—"Informal"—dress explanation: Some will dress formal, others informal. Either will be proper.

THE "OHIO ARCHITECT"

*You may not be at the head of things,
Maybe not a genius or an orator,
But if in your voice sincerity rings,
Why, you're all of those and very much more*

BE FAIR—SHOOT SQUARE

As Chairman of the Magazine Committee appointed by President Mayer, Mr. Charles E. Firestone, of 1412 Cleveland Ave., N.W., Canton, Ohio, has sent out a questionnaire with the above heading to a large group of the active architects in each community, in an effort to find out how "loud" the magazine "ticks" and why it does not "tick" louder and better.

He is most anxious to have frank replies from any one, about any phase of the "Ohio Architect's" activities—which of course includes the Editor. Give the Chairman the benefit of your opinion of the past issues that you have received—at once, so that the report of the Committee can be ready for the October Convention.

Facts About Toledo

Toledo is a rare combination; a city of teaming industry and a city of art and culture. The Port of Toledo ranks eighth in total tonnage of all ports in the United States. Toledo has the largest flour mill in the Central States and is the largest consumer of winter wheat in the United States, and has the largest industrial feed mill in the world. Toledo is the world's principal center in the glass industry and has the largest plate-glass plant under one roof—The Libbey-Owens-Ford Glass Co.

Toledo is the headquarters of the Owens-Illinois Co., the largest bottle and glass container company in the world.

Toledo is the home of the Toledo Scale Co., largest in the world.

Toledo builds more presses and dies for the auto industry than any other city in the world. It has the most modern gear-treating plant in the world.

Architect Roger Allen Grand Rapids, Mich.

BIOGRAPHICAL DATA

Roger Allen was born in Grand Rapids after the Revolutionary War. His father was an architect; the rest of his relatives could also go without food for long periods. The matter of Allen's education is shrouded in obscurity; 50 percent of the educational institutions in this country will sue you if you say Allen attended them, and Allen will sue you if you say he attended any of the remaining 50 percent. This is known as a Mexican stand-off, although I do



ROGER ALLEN
Architect, Grand Rapids, Mich.

not know why. (I did pretty well, getting way down here before allowing the pronoun "I" to raise its pretty head.) The fact is that Allen is a self-made man, which proves the folly of using unskilled labor. He was about to enter the Massachusetts Institute of Technology for a special course when came the war. Allen accepted a situation with the United States Navy, a young but growing concern, at the princely wage of \$17.60 per month. He was an apprentice seaman. Before he could locate the seaman he was supposed to be apprenticed, so he was made a Boat-swain's Mate, 2nd Class, then a Chief Yeoman, then an Ensign, and finally a Lieutenant, junior grade. As it was evident that in another couple of years he would be an admiral, at that rate, the Navy in the most underhanded manner arranged to have the war stop, just as Allen was going good, having lost

TO THE BUCKEYE ARCHITECTURAL PROFESSION:

The State Registration Law, by which this Board of Examiners has endeavored to serve the citizens of the State and the profession, is ten year old; the first members of the Board having been appointed as of October 3, 1931. To say that perfection has been accomplished would be an exaggeration. However, during this period we, having been the thirty-third State to adopt such a law, have risen to become recognized as one of the leaders among the forty-one registrations areas now in force in this country.

The recent amendments to our own State law, to provide additional funds for the administration and enforcement of the law no doubt will be of very material help in improving upon past efforts, especially in enforcement. Very little of these additional funds will be available until after January 1, 1942. While the Legislature did pass our amendments, it did not appropriate the amounts requested. No State Department may legally expend, except under extreme emergency, more than the amount appropriated, regardless of the amount taken in by the department.

Beginning with 1942, it will be necessary for us to pay \$1.00 of each annual renewal into the General Revenue Fund of the State, making an annual charge of approximately \$1,000 against our appropriation. On the basis of this limited appropriation the renewal fee for 1942 will very probably be set at \$10 by the Board.

The Board appreciates the confidence these additional funds, sponsored by the Architects Society of Ohio, mean and at the same time recognizes the responsibilities implied. The Board expects to make an earnest effort to use these funds to the best advantage.—However, the best results can be attained only by the united efforts of all individuals (not individualist), Chapters, Sections, and the Board functioning together, not occasionally as the spirits will but the clock around, seven days each week throughout the entire year.

M. GILBERT MILLER, President,

September 16, 1941.

State Board of Examiners of Architects, State of Ohio.

the hearing in his right ear while serving in France with the U.S. Navy Railway Battery, a 14-inch gun on railway mount. This was a blessing in disguise, as a person with only 50 percent of normal hearing hears only 50 percent as much nonsense as would otherwise be the case.

After the war Allen spent two years in the office of Smith, Hinchman & Grylls in Detroit, and then returned to Grand Rapids and entered into partnership with his father, the late Frank P. Allen. Since his father's death he has practiced alone. His recent work includes the new Grand Rapids Public Museum, institutional work for the State of Michigan and a number of theaters.

Since accidentally discovering some years ago that persons will actually pay him money for writing down comical remarks, he has done a large amount of writing, in addition to practicing architecture. He conducts a daily column of humor called "Fired at Ran-

dom" in the *Grand Rapids Press*. He cannot see anything strange about a man having two professions, and at the slightest provocation will tell you that he knows a man in the village of Portland, Mich., who is not only a union plasterer, but also a barber in the village hotel. "At first glance this may seem an incongruous combination," Allen will say, choking back a sob, "but upon analysis you see that he merely goes from lath to lather." His audience then jumps on a bicycle and rides off in all directions.

Allen has a charming wife, two attractive daughters of high school age, a beagle hound named Suzy Q and a cocker spaniel puppy named General Andrew Jackson. He believes in the democratic way of life, three hours for lunch, no taxation without representation, and that women should not stand in the front of elevator cabs. He smokes cigars incessantly; he never has a pencil, and his favorite flower is whole wheat.

ARCHITECTS SOCIETY OF OHIO

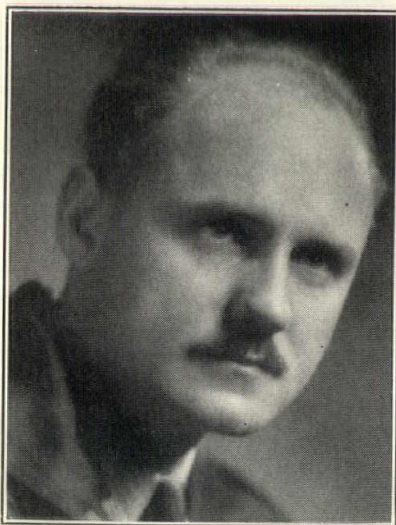
RALPH C. KEMPTON, Secretary, A. I. U. Building
Columbus

An organization of the registered architects of the State, organized for the purpose of promoting, through united action, the best interests of the profession and the construction industry in the State.

GEORGE B. MAYER, President,
1030 Schofield Bldg., Cleveland.
ERNEST W. AUSTIN, Treasurer,
17 South High St., Columbus.
CHAS. E. FIRESTONE, Member Executive Committee,
1412 Cleveland Ave., N.W., Canton.

OFFICERS

PAUL G. HILL, First Vice-President,
325 Hammond St., Cincinnati.
RALPH W. CARNAHAN, Second Vice-President,
536 Mutual Home Bldg., Dayton.
E. MILTON MacMILLAN, Third Vice-President,
10006 Carnegie Ave., Cleveland.



PAUL G. HILL
First Vice-President

OFFICERS Architects Society of Ohio

1940 - 1941

EDITOR'S NOTE: The photographs of all officers of the Architects Society of Ohio appear on this page, with the exception of those of George B. Mayer, President, and E. Milton MacMillan, Third Vice-President, both of Cleveland, Ohio. These were not available to the publisher before press time.



→
RALPH W. CARNAHAN
Second Vice-President



E. W. AUSTIN
Treasurer



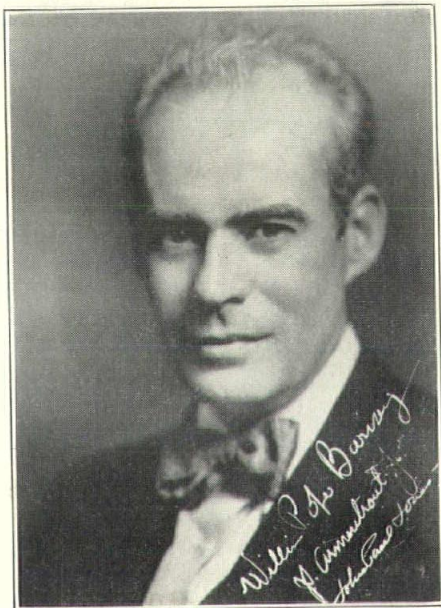
CHARLES E. FIRESTONE
Past President



RALPH C. KEMPTON
Secretary

W. Pope Barney

The speaker for the Friday evening banquet is W. Pope Barney, architect from Philadelphia. He was born in Columbus, Ga., just a half century ago. He is a graduate of Georgia Tech, the University of Pennsylvania, and studied abroad on Woodman Gillette Fellowship. His early training included work in the offices of Paul P. Cret, Zantzinger & Medary and Day & Klauder, serving as head designer in the latter firm, before becoming a member of the firm of Davis, Dunlap & Barney. After being awarded the gold medal of the Architectural League of New York in 1929, he started his own firm, and has since been primarily engaged in institutional work and large-scale housing, and at present is working on the third commission for the Philadelphia Housing Authority, which will cost approximately four million dollars.



W. POPE BARNEY
Architect, Philadelphia

Since graduation, he has kept his connection with education as a design critic, lecturer and advisory committee work at Penn State College, Swarthmore, Princeton, the Beaux Arts Institute of Design and now is chairman of the National Educational Committee of the A.I.A.

From all of the above, it would appear that Mr. Barney should be able to have a message of real value to all architects. However, he further claims to be a trout fisherman, a lover of dogs, and a fatuous possessor of an old farm in the mountains of New Hampshire.

EXHIBITORS

Eighth Annual Convention Architects' Society of Ohio

OCTOBER 2, 3, 4, 1941

COMMODORE PERRY HOTEL, TOLEDO

American Mat Corporation	Toledo, O.
American Rolling Mills	Middletown, O.
Art Mosaic Tile Co.	Toledo, O.
Artyle Industries, Inc.	Cincinnati, O.
Blackburn-Nelles Co.	Toledo, O.
Byers Co.	Detroit, Mich.
The Cleveland Quarries Co.	Cleveland, O.
Davidson Enamel Products, Inc.	Lima, O.
Davis Plywood Co.	Toledo, O.
The Duro Co.	Toledo, O.
Adam Loos Co.	Toledo, O.
The Hinde & Dauch Paper Co.	Sandusky, O.
Insulite-Division of Minnesota & Ontario Paper Co.	Minneapolis
Johns-Manville Co.	Toledo-Cleveland, O.
Kuhlman Builders Supply & Brick Co.	Toledo, O.
Ohio Brick & Tile Institute, Inc.	Canton, O.
Owens Illinois Glass Co.	Toledo, O.
The Perma-Stain Co.	Toledo, O.
Plastic Lights, Inc.	Toledo, O.
J. F. Pugh Heating & Air Conditioning	Cleveland, O.
Reliance Art Metal Co.	Cincinnati, O.
R. O. W. Sales Co.	Royal Oak, Mich.
Toledo Blue Print & Paper Co.	Toledo, O.
The Woodville Lime Products Co.	Toledo, O.
The Union Acoustical Co.	Toledo, O.
Toledo Gas Co.	Toledo, O.

All of which indicate that he is quite human and even more able to be our honored guest and speaker for the crowning event of our convention.

We have it that this year's bathing suits are barely big enough to keep a girl from being tanned where she ought to be!

TURNER - BROOKS, Inc.

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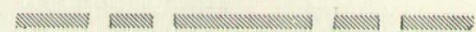
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TENLOX Tile and Threads
Columbia Mills Venetian Blinds



CHARLES R. STRONG
Cincinnati, O.



MEMBERS
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of Architects
1941



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Cleveland, O.



ALFRED A. HAHN
Toledo, O.



M. GILBERT MILLER
Youngstown, O.



Work of Harry Hansen

In Guiding Registration Law Through
Ohio Legislature Not Forgotten
By Architects

Mr. Harry N. Hansen, of Toledo, O., was serving his third term in the House of Representatives, in 1931, when the architects of the State wanted some one able and qualified to present their registration law to the Legislature. Upon the appeal of the architects, supplemented by the progressive co-operation of the Toledo architects, Mr. Hansen accepted this job, which in view of the



Harry N. Hansen

growing attitude towards boards and bureaus was really a big job. Mr. Hansen not only presented the bill, but followed it through its various committees with the result that it was passed by both Houses and was signed by the Governor. Subsequent experiences of

the architects in attempting to secure amendments to this law, further emphasize the real task that was accomplished by Mr. Hansen as a member of the 89th General Assembly.

Code of Practice for Ohio Architects

After three months' study the Architects' Society of Ohio Committee on Code of Practice, in its meeting of September 12th, decided to recommend for adoption by the Society, in its convention in October, a code of practice substantially as adopted by the Columbus Section and reproduced in the OHIO ARCHITECT of June, 1941, on pages 5, 6, 7 and 8.

All architects in Ohio should familiarize themselves with the Columbus Code and come to the convention prepared to consider and act upon the committee's recommendations.

While the code to be presented will be carefully rewritten so as to be adaptable to the entire profession in the State, its provisions are expected to deviate essentially from those of the Columbus Code in only a few particulars. In outlining Normal Architectural Services, the method of establishment of a program in the preliminary stage and making of recommendations in the basic drawing stage will be left to the discretion of the architect, and may be by writing or otherwise, according to his or his client's desire or the exigency of a case at hand. Assistance in securing bids and compensation therefor will become the last part of the working drawing stage instead of the first part of the construction stage. Under special architectural services the clause with

respect to extra services in case of award of separate contracts will be revised so as to be more in keeping with customary practices. The minimum basic fee for ecclesiastical projects will be set up to 8 percent. And the minimum for alterations of any kind will be 10 percent.

It is intended that the Ohio code will be applicable to the practice of those who are not as well as those who are identified with the American Institute of Architects, without prejudice to the obligations of the latter; that it will afford a basis for fair relations among all architects of the State; and that adherence to its provisions will raise the general standards of architectural practice and establish more equitable compensation for services rendered.

KYLE W. ARMSTRONG, Chairman.

I'M AN AMERICAN

I was born in America; I will live an American; I shall die an American; and I intend to perform the duties incumbent upon me in that character to the end of my career. I mean to do this with absolute disregard of personal consequences. What are personal consequences? What is the individual man, with all the good or evil that may betide him, in comparison with the good or evil which may befall a great country in a crisis like this, and in the midst of great transactions which concern that country's fate? Let the consequences be what they will. No man can suffer too much, and no man can fall too soon, if he suffer or if he fall, in defense of the liberties and Constitution of his country.—Daniel Webster.

ORNAMENTAL WROUGHT IRON

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MADE TO SUIT THE INDIVIDUAL REQUIREMENTS

Also manufacture Iron Fence for private or public grounds, Swinging and Folding Gates, Wire and Iron Window Guards, Plain and Ornamental Porch Columns, Pipe Railing, Wall Anchors, etc.

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The Warner Elevator Mfg. Co.

Est. 1860
CINCINNATI

1941 ♦ COMPETITION PROGRAM ♦ 1941

Toledo Convention Architects Society of Ohio ♦ October 2, 3, 4, 1941

ENTRIES TO BE EXHIBITED THREE DAYS

In connection with the eighth annual meeting of the Architects' Society of Ohio, held this year in Toledo, on Thursday, Friday and Saturday, October 2-3-4, the Competition Committee is arranging an Architectural Exhibit. Architects registered in Ohio are invited to show illustrations of recently completed work.

All entries will be judged by a jury of three competent out-of-the-State architects. The entries shall be submitted in the four following classifications:

- (a) Residences of 30,000 cu. ft. or less.
- (b) Residences of more than 30,000 cu. ft. capacity.
- (c) Public buildings (of all types).
- (d) All others, such as commercial, industrial, etc.

The prizes, a medal, struck for the occasion, will be awarded for first place in all entries submitted in the combined groups (a) and (b), and one in the combined groups (c) and (d). In addition, a certificate of first and second mention will be awarded in each of the four classifications. A certificate of honorable mention will also be awarded for the best set of general working drawings covering any particular problems in the combined four classifications.

These awards will be announced following the dinner at the Commodore Perry Hotel on the evening of October 3rd.

RULES AND REGULATIONS OF CONTEST:

1. All entries which comply with the following conditions will be publicly displayed at the meeting.

2. Architectural firms, all members of which are registered architects in Ohio, and individuals registered as architects in Ohio, are eligible to compete; the latter classification, including individual registered architects in Ohio employed on a wage or salary basis by firms or partnerships of registered architects in Ohio.

3. Entries must be confined to photographs of buildings designed by the registered architects or firms submitting and completed since July 1, 1939, and no building shall be submitted to this competition which has received a prize or mention in a previous State Convention competition of this Society.

4. Entries are restricted to one in each classification for each individual or firm as mentioned in paragraph 2.

5. Entries will be judged on the basis of originality of conception and general excellence of design; and all competitors agree that the decisions of the judges shall be accepted as final.

6. No entry will be exhibited or considered for judgment unless the competitor submits it in the following manner:

(a) The competitor shall submit not less than two or more than three unmounted 8x10-inch black and white glossy photographs, pertaining to the building illustrated, at least one of which shall show a general exterior view. These photographs shall not be rolled in mailing to Competition Committee.

(b) A blueprint set of general working drawings only; the main plans of which shall show the walls in colored poche. The name of the competitor shall be obliterated on all blueprints.

(c) A description of the architectural problem involved and how it was solved, not exceeding 200 words, on 8x10 sheet of paper.

(d) The cubic footage of entries submitted in classifications (a) and (b) shall be computed according to the A.I.A. standard method of computation of total cubage clearly indicated on the description sheet required under paragraph C.

(e) The competitor shall plainly mark the back of each photograph, each set of blueprints and all descriptive matter with his nom-de-plume or symbol, also the name of the project.

(f) Accompanying each entry there shall be a sealed envelope bearing on its face his nome-de-plume and containing on the inside his typewritten name and address and a repetition of his nom-de-plume or symbol. The competitor shall also indicate on the face of the envelope the name of the project and the classification in which the entry is to be made.

(g) All photographs will be uniformly mounted for exhibition by the competition committee at no cost to the competitor.

7. All entries must be mailed, postage prepaid, or delivered, with the words "Architectural Competition 1941" clearly printed on the package, so as to arrive at the Commodore Perry Hotel, Toledo, not later than 2 p.m. Tuesday, September 30, 1941. Direct all inquiries regarding the competition to C. C. Britsch, Chairman, 1025 Nicholas Bldg., Toledo, Ohio.

8. No risks are assumed in handling the entries at Toledo, except that reasonable care will be exercised. The sponsors, unless otherwise instructed, will pack and return all entries C.O.D. to the respective competitors after the judgment.

CONVENTION COMPETITION COMMITTEE

C. C. Britsch, 1025 Nicholas Bldg., Toledo, O.
Wm. F. Breidenbach, 100 Brown Hall, O.S.U., Columbus, O.
Edward G. Conrad, 345 Hanna Bldg., Cleveland, O.
Frederic H. Kock, 3710 Carew Tower, Cincinnati, O.
L. J. Motter, 1342 Cleveland Ave., N.W., Canton, O.
Ellasson R. Smith, 700 Callahan Bldg., Dayton, O.

A. I. A. DOCUMENT No. 239

CUBIC CONTENTS OF BUILDINGS—A STANDARD METHOD OF CALCULATION AND FORM OF STATEMENT

Definition of "Standard Cubic Contents":

The cubic content (cube or cubage) of a building is the actual cubic space enclosed within the outer surfaces of the outside or enclosing walls and contained between the outer surfaces of the roof and six inches below the finished surfaces* of the lowest floors.

Interpretation:

The above definition requires the cube of dormers, pent houses, vaults, pits, enclosed porches and other enclosed appendages to be included as a part of the cube of the building. It does not include the cube of courts or light shafts, open at the top, or the cube of outside steps, cornices, parapets, or open porches or loggias.

Note: For the purpose of this competition, 50 percent of the cubic content of open porches measured from outside face of wall, outside face of columns, finished floor line and finished roof shall be included as a part of the limits stated for classification (a) and (b).

OHIO STATE BUILDING PROGRAM

With reference to the architectural work in connection with the proposed building program of the State of Ohio, Mr. Robert B. Schildknecht State architect, has advised that the following work has been assigned to the outside architects as indicated:

Columbus State Hospital—Complete hospital unit for 200 patients, \$275,000, Harsh, Ramsey & Sims, Columbus, O.

Longview State Hospital—Remodeling horse barn and annex for 100 women patients, \$65,000, Frederick W. Garber, Cincinnati, Ohio.

Institution for Feeble-minded, Apple Creek, Ohio—Administration building,

\$200,000; two units for 300 patients each, \$500,000; addition to laundry building, \$10,000, Garfield, Harris, Robinson & Schafer, Cleveland, Ohio.

Ohio State Sanatorium, Mt Vernon, Ohio—Building for insane tubercular patients to house 250, \$375,000, Walker, Norwick & Templin, Dayton, Ohio.

Miami University, Oxford, O.—Classroom building, Charles F Cellarius, Cincinnati, Ohio.

Miami University, Oxford, O.—Science building, Frederick W. Garber, Cincinnati, Ohio.

Ohio University, Athens, O.—Science building, Donnie Moore, Columbus, O.; William Davis (associate), Athens, O.

Ohio University, Athens, O.—Armory, State architect and engineer, Columbus; Thomas Larrick (associate), Athens, O.

There are one or two other jobs for which architects have been selected, but because of certain contingencies with regard to these jobs, it is as yet not certain whether they can be turned over to a private firm.

ALADDIN'S LAMP

Lillie: "Just suppose we wives should go on a strike?"

Harry: "Go right ahead. I've got a peach of a strike-breaker in mind."

I have never met a man who has given me as much trouble as myself.—Dwight Moody.

TOLEDO

OCTOBER 2-3-4



ROBERT SCHILDNECHT
Ohio State Architect

N. E. Ohio Architects

Visit Brick Plant

The above picture was taken at a recent meeting of the Eastern Ohio Section at the plant of the Stark Brick Company, Canton, Ohio. The smiling



gentleman with the wavy hair is Architect Marr, of New Philadelphia. The next serious person with the spectacles is Architect Popkins, of Cleveland. The next serious gentleman is Walter Smith, the perennial president of the Cleveland Chapter, AIA. The scowling individual is our third vice-president, E. Milton McMillan, of Cleveland, who just don't like to have his picture taken. The next individual is the robust profile of Mr. William H. Davis, general sales manager of the Stark Brick Company. The man behind the perennial smile and the high forehead is Architect R. A. Curry, "Kallee-Dijon," of Wooster, O.

You cannot prevent the birds of sorrow from flying over your head, but you can prevent them from building a nest in your hair.—Chinese Proverb.

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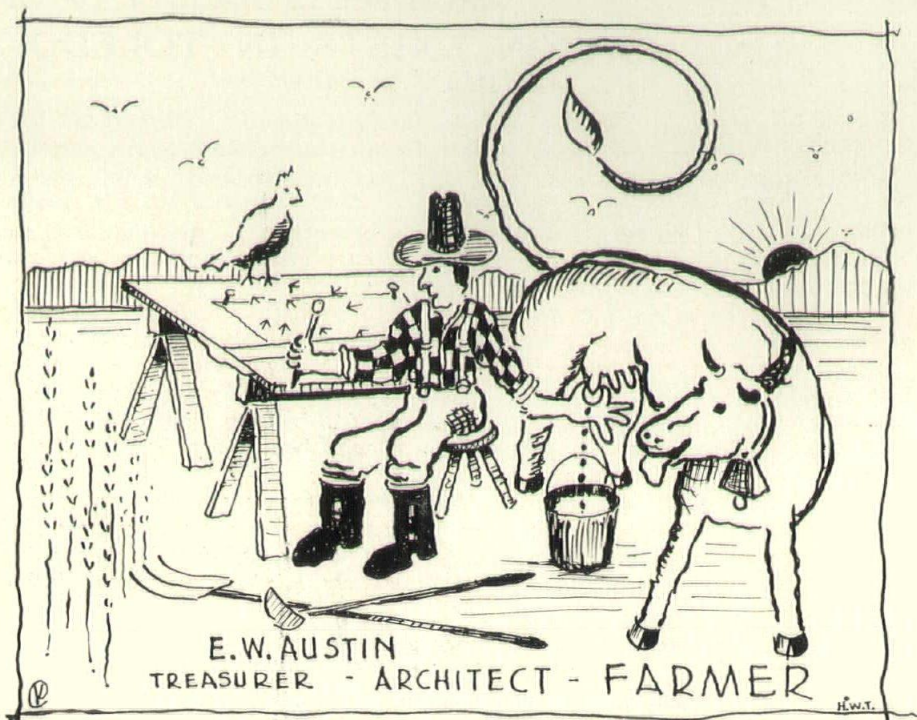
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O. S. TREASURER PURCHASES FARM



In common with the future plans of many other architects, E. W. Austin, our State treasurer, has purchased a farm over in Lincoln County, where he expects to retire from the noise and din of Broad and High and at the same time become a farmer in the true sense of the word.

However, it may not be as quiet as he and Mrs. Austin would hope, as it is not so far away but what Columbus architects can find it when the apples are ripe and during the hunting season, when the rabbits, if any, may be legally chased.

NEW INSTITUTE MEMBERS

Robert B. Schildknecht has been elected to corporate membership in the American Institute of Architects. Mr. Schildknecht is a graduate from the Massachusetts Institute of Technology, in 1930, with a degree of Bachelor of Science and Architecture. He has been an associate member of a Cincinnati chapter and has been assigned to that chapter as an Institute member. He is serving his second year as State architect and engineer with offices in Columbus.

Substitutions

The present emergency will undoubtedly extend to the utmost the architect ingenuity and resourcefulness and perhaps his patience as well, in working out satisfactory substitutions for the materials which Uncle Sam is taking, and no doubt will continue to take for quite some time. In order that satisfactory substitutions and equivalent schemes that may be used or derived, may be made available to the profession, we are asking that each architect, who finds that he has successfully met some of the problems, to furnish the OHIO ARCHITECT with the pertinent facts, so that they may be reprinted for all to see and profit therefrom.

While the OHIO ARCHITECT can not assume or presume to answer all questions that priorities and such similar regulations may bring about, all questions that are sent in will be published in an effort to find some one who may know the answer.

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AN INVITATION ...

to visit Booth 18 at the Convention. See the actual demonstration of how vapor travel and condensation is controlled by the Insulite Approved Wall of Protection.

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1941 TOLEDO CONVENTION

ARCHITECTS' SOCIETY OF OHIO, C

UNIFICATION EXISTS IN TOLEDO

By PAUL G. HILL



WILLIS A. VOGEL
General Convention Chairman



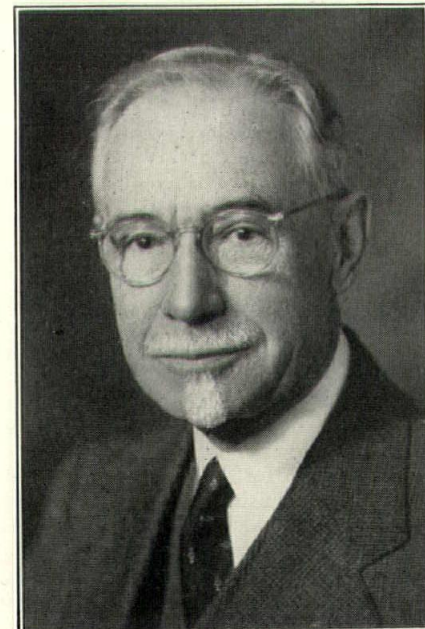
CARL C. BRITSCH
Competitive Committee



MYRON T. HILL
Dance Committee



HAROLD H. MUNGER
Presidents Committee



CHARLES A. LANGDON
A. S. of O. Presidents Committee

Next to National Defense and its problems—architects are faced with a defense problem all their own.

The lack of unity within the profession has been a malignant sore, growing steadily through the years, that have been blighted by talk and no action in the direction of a national professional unity.

No architect can deny that he poses as an individualist, forgivable in matters of design, desirable in some instances, but certain death to the profession as a whole, if exercised in matters governing laws, codes of practice, consumer education and the like.

We are justly proud of our personal achievements and jealous of our competitor's, but what is the average man's attitude towards the national welfare of the profession? Is he interested, or does he give a hoot, does he pay dues to the organization fighting to save him, whether the going is relatively smooth, or does he gloss over it with the "let George do it" attitude of complacency?"

Now it's different! We are faced with a problem of the "do or die" sort. Are we to unify the profession or let the outside interests complete the kill?

No half measures—no talking it over and sleeping it off is going to do. We have isolationists—we have those with the "Holier than thou" complex, but fortunately we also have, I am sure, a predominance of level headed, educated, qualified men who can see the wisdom and necessity of unification.

A rare example of unification exists

in Toledo, O. This group, though small in the national sense, are an example of professional unity that deserve study, analysis and first-hand observation to determine just how they have secured united action among themselves.

Perhaps they can give us clues or even the key we are searching for. Certainly every architect who will spend the effort and enjoy the privilege of attending the convention in Toledo will benefit by helping the movement along.

There any of us can talk with such men as Harold Munger, president Toledo Chapter, A.I.A.; Mark Stophlet, secretary A.I.A. and Horace Wachter, treasurer, A.I.A.; all of the Toledo Chapter and Architects' Society of Ohio members; then to Charles Langdon, president of the Toledo Section; Willis Vogel, who is secretary of the Architects Society of Ohio, and others such as John Richards, active in the A.I.A., and past president of the Chapter.

When we see men such as these performing a united function in organization work, arranging for us a top notch convention, we would do well to see their methods out and emulate them.

We need national unification for the benefit of every architect. We can sacrifice a little and achieve it. Are you willing? Then be there and help.

BOARD OF GOVERNORS

ODORE PERRY HOTEL, TOLEDO, O



Toledo architects, both A.I.A. and A.S.O. members, are working unitedly together for the good of their profession. Shown herewith are the officers of both organizations; reading from left to right, seated, are: Charles A. Langdon, President O.S.O.; Willis A. Vogel, General Convention Chairman and Secretary O.S.O.; Harold H. Munger, President A.I.A.; Standing: Horace W. Wachter, Convention Treasurer and Secretary A.I.A.; John N. Richards, Past President A.I.A.; Carl C. Britsch, Chairman of the Convention Competitive Committee and member A.I.A.; Mark B. Stophlet, Convention Recorder and Secretary A.I.A.

EDITOR'S NOTE—*Alfred A. Hahn was Chairman of License Board Committee. His photo appears with members of the Ohio Architects Board of Examiners.*



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Convention Recorder



HORACE W. WACHTER
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WILLIAM M. FERNALD
Publicity Committee

GOVERNOR BRICKER AND DEMOCRACY

MR. BROWN DIDN'T GET
WHAT HE DESERVED

Delivering a stirring appeal for "unity and clarity of purpose, thought and action," Governor John W. Bricker emphatically called for the "complete co-operation of every citizen of the United States for the preservation and safeguarding of democracy."

"The demands on this country in the days ahead are going to be tremendous. We're going to have to give more to our Government than we have ever given before. We are going to have to pay more taxes. We are going to have to spend more hours a day working for the Government. We are going to have to submit to restrictions that we have not experienced before. We have heard the orders of priority that have been given.

"And yet, with all that trial, with all of that demand that is made upon the American citizen, there are certain inherent rights that must not be violated. There are certain principles of government which we must preserve against all odds. Those principles which were written into a form of government so people might read and might know what their rights were. No power of the majority, no power of the government today dare prevent our inherent rights under the Constitution. It gives to you and me the right of free speech. We can say what we think here as American citizens as long as that thought is our own expression, and as long as it is not destructive in its purposes.

"We have the right to the freedom of the press in this country—the right to write what we feel even to the point of criticizing public officials and the government—and sometimes I feel that they are very free about this criticism of public officials—but it is one of the things that preserves American liberty, and I don't want to live in this country when the press doesn't have the right to criticize public officials and what they do.

"It also gives us the right to worship God according to the dictates of our own consciences—any way that we want to—doesn't matter what a man's religion is—he's got the right to follow that religion and that belief, and I don't care what it might be as long as

one's religion is based upon a foundation of morals; as long as it has a spiritual power in it and a belief in an Almighty God.

"That citizen—I don't care what religion he has—that citizen is a better citizen by living true to his religion. He's going to be able to do more for his community. The fact that 65,000,000 of the people of this country have a professed religious belief is the most encouraging thing for the future of America today.

"In certain places there is evidence today that maybe the radio is giving out propaganda. I want to say that here is a responsibility on us as citizens, there is a responsibility upon every editor and every publisher, there is a responsibility upon every broadcasting station and system in this country at this hour—a graver responsibility than they have ever had before—to speak the truth, to write the truth, to speak and write it patriotically, so that the rights of free speech and the rights of freedom of the press shall deserve the protection of the Constitution of the United States.

"And only in that way—so speaking, and so writing and so living, that we deserve the protection of the fundamental law of the land, can we hope that it will ultimately survive.

"So at the time of crisis there is a duty incumbent upon every one, particularly there is a responsibility upon public officials, to see that those freedoms and those liberties are preserved here in America, because they are gone every place else in the world," he concluded.—"The State Employee."

Mr. Brown, a builder friend of ours, wasn't getting the business he deserved. He employed honest workmen; he bought only quality materials; he was conscientious in all his dealings. If we were to believe Elbert Hubbard the world should beat a path to his door, because he was building a better mousetrap. But things weren't working out that way.

Mr. Brown saw people who should know better, going over to Mr. Green and Mr. Smith and Mr. Jones to have their house built. It was difficult to understand. These neophytes in the building business had none too many scruples. Their work looked flashy; they underbid, and for a reason—certain short cuts would not show up for years.

Then it began to dawn on Mr. Brown that he might not be able to wait until all those unsound short cuts showed up years hence. The cream of the business was slipping past his door. Why? Why wasn't he getting the consideration he deserved?

Simply because Mr. Brown wasn't getting over the story of his quality and workmanship and permanence.

Unless you tell the influential people of your community year after year the reasons why you merit business, don't be surprised if they follow the crowd to the competitor down the street who is making a big noise from his seat on top of his mushroom.—From "The Perfect Home."

An Albany court official, after explaining the history of the American Flag to a group of aliens seeking citizenship papers, asked one of them:

"Tell me what flies over the city hall"

The alien blinked a minute and replied: "Peejins."

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THIS BUSINESS OF ARCHITECTURE

By ROYAL BARRY WILLS, Architect

Disclaiming whatsoever any egotism or presumptuousness, direct or implied, that the following statement might convey, I wish to state that I found the first chapter of Architect Royal Barry Wills' new book "This Business of Architecture" so much in accord with my own views that I could have written it myself, providing, of course, I had the initiative, experience and ability to have said so much so well in such an understanding manner.

Starting out with the first paragraph, page one, which reads as follows:

"The earlier practice of architecture in this country was very frequently shaped by men whose independent wealth allowed them to indulge in a fashionable occupation, without much regard for profit. Their highly inefficient technique in office management and the production of work first engendered many of the deplorable habits that harrow the less affluent practitioners of today."

Architect Wills has placed in black and white so much that is pertinent and applicable to the profession, past and present, that the future of the profession would be highly benefited, if every practitioner, young and old, would carefully read this first chapter, which closes on page 12 with the following paragraphs:

"My opinion is that 90 percent of the architects who have entered the profession via a university, have previously accepted the "professional" viewpoint; that most men who work up from office boy to boss come to accept it, although their youthful entry into the field preceded any definite opinion in that re-

gard, and may originally have been through mere chance."

"The attitude of joy in work should persist throughout a lifetime's practice, to the envy of your businessmen friends, but do not forget that this priceless quality is very definitely enhanced by the cultivation of the realistic and practical point of view held by your more material acquaintances."

The book continues with eleven more chapters, each one containing sufficient information for a story all its own. And it is my hope that each chapter may be reviewed in the future pages of the OHIO ARCHITECT.

Having read the entire volume, I can not but help mention five words: sacrosanct," "bucolic," animadvert," "exoterics," "desiderata," which Architect Wills used, which made it necessary for me to dust off my Websters New International Dictionary. These words are mentioned, not to imply that Architect Wills used lots of big words, which he did not do, but to emphasize the fact that the entire volume has been carefully prepared, and that the author left no stone unturned to express the exact meaning he desired.

ATTENTION, DELEGATES!

In connection with the State Convention at Toledo on October 2, 3 and 4, the following publishers and authors have graciously co-operated in providing new and very much worth-while books to be used as awards at the various scheduled meetings of the conven-

tion. It will pay you to be on hand. John Wiley & Sons, Inc.

"Architectural Design," Prof. Ernest Pickering, University of Cincinnati. McGraw-Hill Book Co., Inc.

"House Planning," Wooster Bard Field, Columbus, Ohio State Univ. Reinhold Publishing Corp.

"This Business of Architecture," Royal Barry Wells, Boston, Mass. Architectural Book Publishing Co.

"Better Houses for Budgeteers," Royal Barry Wells, Boston, Mass.

As an interesting comment on our accepted way of doing things, it will be noted that, while all the authors of these books are architects, this fact is not set forth in any manner, in connection with their names, which appear on the outside of both the protective covering and the books themselves. It would seem that a book on architecture, prepared by an architect, would have just a little more appeal than a book prepared by John Jones, who might be just a layman.

Is this just another instance where custom is depriving the architect of possible professional recognition and publicity, or is it just an oversight that might be easily corrected? Should the publishers or the authors have any comments to make on these observations which, by the way, are in no sense to be considered other than as an attempt at constructive criticisms, they would be most welcome, and, if so desired, accorded ample space in future issues of the OHIO ARCHITECT.

TOLEDO

OCTOBER 2-3-4

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Valuable Information On Airports

AIRPORTS. By John Walter Wood. Illustrated with Historical Drawings by Jean Charlot. 364 pp. Illustrated. Coward-McCann, Inc., New York. \$12.50.

Airport development has never caught up with airplane design, and as aircraft have grown in size, performance and use the landing areas provided for them have very rapidly become inadequate. One reason is that the responsibility for constructing and maintaining airports has never been fixed. It is still an open question whether they should be paid for by the operating companies who use them or by the city, the State or the nation. The other reason is that no man could foresee the rapid progress of airplane design, and many of those concerned with airport construction did not concern themselves with the requirements of the future flying ships that were on the drawing boards or in the minds of their designers.

In his travels around the world the author has seen with monotonous frequency the old, old story of an airport outgrown, expansion planned and buildings being moved out of the center of the new area. The wastefulness of it all, combined with the confidence that longer-range planning may be applied to airport design, has prompted him to write this book. We hope that he is right, but as we look out on the broad expanse of New York's \$45,000,000 La Guardia Airport and realize that it was outgrown long before it was completed, we cannot refrain from wondering if any human being can predict the aircraft landing needs of even the immediate future.

"Airports" is a beautifully illustra-

ted and printed study of forty-eight airports in sixteen countries of the world, with a short section on airport requirements and another devoted to an explanation of a plan for traffic control and airport expansion by stages. A wealth of valuable information is compressed into thirty-five pages of appendixes.

The treatment of individual airports is particularly thorough, and includes in each case a brief history; figures on the population growth of the community; a summary of the airport approaches, facilities and construction details; runway and apron construction, type and materials; lighting, buildings and other pertinent facts of interest not only to airport engineers and students, but also to pilots. Diagrams showing runway layouts, building locations and aerial photographs of each airport are included, as well as photographs of administration buildings, hangars and other characteristic features, such as retaining walls, wind direction indicators and lighting equipment.

In the discussion of airport requirements, emphasis is placed on the importance of developing a comprehensive master plan before any work is performed on the project. The four stages of the airport program are financing, selection of site, planning of layout and construction; but the first three must be settled before the fourth begins. Finally the program must be co-ordinated with the local needs of the

city, State and national defense, and with the present and future surface transportation facilities in the area.

The step-by-step expansion program developed by the author to fulfill these and other requirements involves the use of his lateral plane conveyor. This device is a combination of tracks and trucks which moves the planes sidewise to their loading positions, thereby saving some of the time lost in maneuvering on the ground.

Full details of the conveyors are included in the appendixes which constitute a sort of omnibus of factual information.

"Airports" is a valuable collection of information derived from much travel and study. Despite the rapid growth of aviation, it will remain a useful reference book for some time to come. It will be particularly helpful to that increasing group of people who will be charged with the responsibility of designing and constructing the many airports for which we now have need. And it should be read particularly by civic leaders who are approaching the problems of airport construction or expansion of existing facilities.—Leslie E. Neville.

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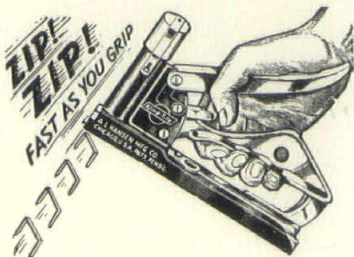
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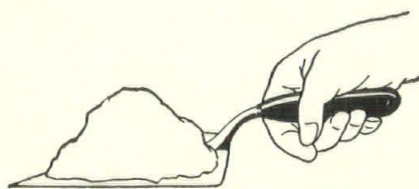
❖ WATER-TIGHT MASONRY ❖

By C. R. REX,

*Director of Manufacture of
The Woodville Lime Products Co.,
Toledo, Ohio*

When one considers that the average brick masonry structure is made up of from 70 percent to 75 percent brick and from 20 percent to 25 percent mortar, it becomes quite apparent that the mortar is a very essential part of the construction, and in view of this fact it should be given more careful consideration than most specification writers have given it in the past. This conclusion is drawn from observation and studies by this department on completed jobs, both old and new.

By these empirical methods, which we consider to be more scientific than the accelerated test methods of the laboratory, we have attempted to measure those



Workability, the first property of a mortar

properties of mortar and their materials of composition which observation and experience have shown to have an influence on the durability of the structure.

As our studies and observations were being made, many architects throughout the country asked what we considered the first property of a mortar to be considered in a specification. The answer is **WORKABILITY**—under the trowel and over the masonry unit.

It can be said and established that a mortar so designed as to have the maximum workability for the specific job at hand will, if properly prepared from proper materials, possess all of the other properties required to produce a structure of durability in all its phases.

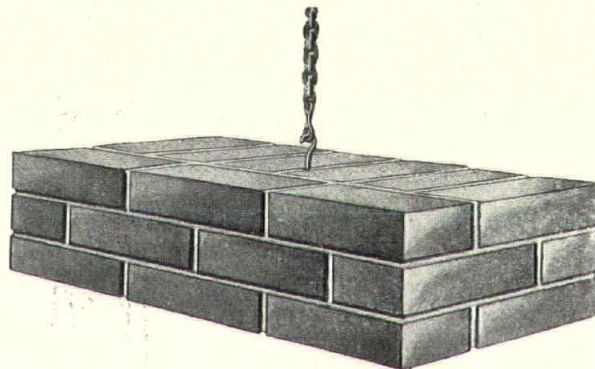
It can further be said and established that a mortar designed to possess all of the properties required for the specific job at hand, except workability, will be defective in its durability, simply because you have placed in the hands of the mason a material which is beyond his ability to use, and you will produce a structure with such defects as leaking walls. If a structure presents leaking walls, it matters very little what other qualities it has, and it is classed as a failure, and its durability and safety are questionable factors.



Especially developed for producing water-tight masonry

The question of proper materials now confronts the specification writer. Again employing the empirical method, the materials best fitted to perform and produce a mortar that will result in a durable permanent structure are lime and cement properly proportioned with the proper additions of the proper type of sand for the specific job at hand.

The selection of adaptable materials for mortar such as lime, which is the constituent in mortar which furnished the workability and adhesiveness is important. Heretofore it has been thought that lime sacrificed masonry strength, and this fact has led to the development of such lime products as Weatherite, a special processed lime for masonry mortar that does not decrease masonry strength and at the same time retains all of the other values of lime, such as workability, bond between brick and mortar, smaller volume changes due to moisture and temperature



Bond strength in all directions can be produced with Weatherite

changes, greater adaptability to changes in condition of stress, whether produced by volume changes, load or other conditions, and increased water-tightness which results in dry walls.

For all ordinary work above grade, the masonry strength obtained with a mortar made with two volumes of Weatherite Hydrated Lime to one volume of Portland Cement and nine volumes of sand is eminently satisfactory. If greater masonry strength is desired, it is preferable to reduce the amount of sand from 9 volumes to 7 or 8 volumes, retaining the two-to-one volume proportion of lime and cement. A preferable mixture for below grade work is 1-1-6.

Hundreds of buildings now stand throughout the United States as evidence of the increased lime content of mortars and the benefits derived from such increase.

PERMA-STAIN SHINGLES



EXHIBIT BOOTH 8
Architects Society of Ohio
1941 Convention

MR. E. E. (GENE) KURTZ IN ATTENDANCE

THE PERMA STAIN CO.
CLEVELAND, OHIO

Compliments
of
The HENRY J. SPIEKER CO.
BUILDERS
GENERAL CONTRACTORS

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Henry K. Davies

is Heart Attack Victim

Henry K. Davies, 54, of 1413 Lincoln Road, partner in the firm of Harsh & Davies, architects, with offices at 145 N. High Street, died Saturday, August 2nd, in University Hospital after a brief illness of heart disease.

Mr. Davies was very active in the civic affairs of Grandview Heights, where he resided, and was a member of the Board of Trustees of Kenyon College of which he was a graduate. He was active in Masonry as a Past Master of Kinsman Lodge, and held membership in the Mt. Vernon Commandery and Aladdin Temple Shrine.

He was survived by his wife and a brother, Edgar Davies, of New York.

distinctly an oversight, and we do have a little alibi, we do wish to state that Mr. Morris W. Scheibel, architect of Youngstown, is entitled to the professional credit for this project.

We, of course, must extend our thanks to Architect M. P. Lauer, of Akron, for calling this so mildly to our attention, and ask Mr. Scheibel's indulgence in accepting this explanation. Without attempting to seek a way out of this situation, we might suggest that it would be very desirable that individuals preparing articles for publicity for projects, even in their own office, should include the name or names of the architects and the location of the project, which procedure, if followed, will assure proper location of, and architectural credit for, the project.

who strives valiantly, who errs and comes short again and again, because there is no effort without error and shortcoming; who does actually strive to do the deed; who knows the great enthusiasm, the great devotions, spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.

THANKS TO FLOYD PARSONS

"Where can we find a pump as perfect as the human heart? If the boss treats it right, it stays on the job for more than 600,000 hours, making 4,320 strokes and pumping 15 gallons an hour. We have no telegraphic mechanism equal to our nervous system; no radio so efficient as the voice and the ear; no camera as perfect as the human eye; no ventilating plant as wonderful as the nose, lungs and skin, and no electrical switchboard can compare with the spinal cord."—K. Mans.

Correcting An Oversight

It seems that in the process of attempting to give publicity to the Westlake Housing Project in Youngstown, in the July-August issue of the OHIO ARCHITECT that we failed to give due architectural credit. While this is very

SAID TEDDY ROOSEVELT

It is not the critic who counts; not the man who points out how the strong man stumbled, or where the roer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood;

SMITH & BOWEN FIREPROOFING CO., Inc.

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See Booth 14

SOMETHING FOR ARCHITECTS TO THINK ABOUT

"Wise market analysts, looking behind the old arguments against trying to sell small towns, find such places are now our No. 2 market, and growing rapidly"

By DICKSON HARTWELL

One of the most important markets in America, one in which nearly one-third of all the retail sales in the United States are made, has been almost completely neglected by sales managers and advertising executives whose one object in life is to find new markets to conquer. This neglected bonanza is the great American Littletown: the community of 10,000 population or less, which has nearly one-half the retail stores in America, and where, with its surrounding rural area, more than one-half of America lives.

* * *

Today American small towns are enjoying a renaissance which makes a noise very much like a boom. Little towns all over the country are waking up, not only because they are attracting people away from the big cities, but because small town merchants have recently concluded that it is the hustler who gets the trade, and some of these Littletowners can hustle plenty.

This revival of Littletown is not a defense contract "mushroom," even though small communities are getting a larger proportion of the defense business than smart market analysts apparently realize. The first indication of the upswing appeared ten years ago when a few tentative and pioneering surveys showed that the homespun lads and calico gals were actually buying some nationally advertised, branded merchandise which

did not come out of a catalog. These early sign-posts joined the accumulating data in the files of a few statisticians and have constantly increased in number ever since. In fact, they have completely outgrown the available statistician's indices, and today are sitting right on top of the file cabinet where anybody who takes the trouble to look can see them.

* * *

You can also buy, and many people in the community do, a complete line of frozen meats and vegetables, just about every breakfast food that has been thought up, nationally famous Scotch or beer and a line of other nationally advertised products that would reach from here to Christmas. And, believe me, the thrifty New Englander who runs this store doesn't stock these products because he likes the sound of their names. His customers demand them.

* * *

Both the manufacturers of consumer goods and the manufacturers of industrial goods are likely to suffer serious losses because they are either ignoring or are ignorant of the tremendous possibilities of this vast market. They should go after that market today because tomorrow, when the defense bubble breaks in their faces, they are going to need a place to sell, and need it badly.

This cash is available for advertised products and is being spent for them. Take automobiles, for example. When sales began to go up after the depression hit bottom, in one year the increase in towns under 10,000 was 38 per cent, while the increase in large cities was only 18 per cent.

* * *

But it is pretty difficult to get around the fact that, in 1939, sales in retail stores in towns under 10,000 totaled almost \$13,000,000,000. That's still a lot of money, and somebody is getting that business.

* * *

The two principal catalog-selling organizations do a combined annual mail order business of less than \$600,000,000. That is not large when compared with the total annual small town retail sales of \$13,000,000,000, but, if it proves anything, it shows that small town people do have money to spend.

* * *

A lot of fuzzy cogitation has gone into developing the erroneous shibboleths about the small town market. For example, sales and advertising executives have burned much midnight oil analyzing markets through the study of their factory shipment records. These records seem to indicate that sales are being made primarily in the big cities. This certainly can be true of **factory sales**, because factories usually sell distributors. But a further breakdown of sales records would reveal that the wholesaler in turn often sells the smaller jobber, that the jobber sells the retailer, who finally sells the consumer. The consumer, 52 per cent of him, at any rate, is found in small cities. A. C. Nielsen has investigated this question, and the results of his analysis, expressed in exact, adding-machine English, are:

(Continued on page 24)

AMHERST GRAY SANDSTONE

(BEREA FORMATION)

is a product of

THE CLEVELAND QUARRIES CO.

Builders Exchange Building - Cleveland, O.

THE DURO COMPANY

Dayton, Ohio

and

SYD FRANTZ

Toledo Distributor

WELCOMES

The Ohio Architects to the Toledo Convention

Visit our display and let us show you the latest improvements in our line of pumps, softeners, and heaters for all water conditioning.

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Raymond Dale Gollar has been elected as a corporate member of the Institute and assigned to the Columbus Chapter, with which he has been connected for many years as an active associate member. Mr. Gollar is a graduate of Ohio State University, with a degree of Architectural Engineering, in 1924. Mr. Gollar has practiced in New York and Florida, and is at present connected with the Columbus Board of Education, doing architectural work. Mr. Gollar went abroad at the expense of Uncle Sam in the first World War as a member of the A.E.F.

Mr. William F. Breidenbach has been elected to corporate membership in the American Institute of Architects and assigned to the Columbus Chapter, with which he has been affiliated as a very active associate member for a number of years. Mr. Breidenbach is a graduate of Ohio State in 1922, with a degree of Bachelor of Architectural Engineering and has a degree of Bachelor of Architecture from Columbus in 1930. "Bill" worked in New York and has been abroad as a student. He is at present one of the chief architects in the State N.Y.A. office in Columbus.

First Lieutenant Larry Alcox has been in the army long enough to have earned a ten-day leave, and honored this office recently with a short call.

First Lieutenant Hollie Shupe of the Field Artillery was also home on a furlough, and found time to return to this office, where he had spent so many happy (?) and industrious (?) hours.

Another recent visitor to the office was Architect Marley Lethley, of Springfield, O., who advises that he came to Columbus to check into some prospective business. Just why a Springfield architect would have to come to Columbus, or would have the nerve to come to Columbus for work, Mr. Lethley did not explain. He did, however, advise that his prospective client was a well-known furnace manufacturing concern, who advised him that they did their own architectural work and also their own contracting. When asked if they felt that they were qualified to do all these things, they replied in the affirmative. But when asked whether they thought that the architects were qualified to go into the manufacturing business they became quite effusive, stating that they did not think that such an arrangement was either practical nor possible.

There are many similar situations existing in every community, and it would seem to be quite reasonable for the architects and contractors to do a little co-operating in their own best interests.

P.S.—It's OK, M.L., come over and come up any time.

We were a long time finding out about Mr. William Mills of William Mills & Son, architects of Nelsonville, having had quite a sojourn in Mt. Carmel Hospital in Columbus. Senior Mills is again traveling through the hills of southern Ohio, convincing the boards, occasionally at least, that he is still the best architect in that neck of the woods.

Mr. Thomas Mills, the son in the above firm, seems to have found it desirable to get on Uncle Sam's payroll, and is now connected with the N.Y.A. State organization.

A. W. Hutchings, of Nashville, Ill., wrote that he planted 150 acres of wheat:

"I did not participate in the Government crop program. I felt that a citizen should not take a dole from the Government."

Omitting the mathematical hieroglyphics of the transaction, Mr. Hutchings was then fined \$530.67 for planting wheat on his own land.

"If the bill is not paid within 60 days the U. S. District Attorney will enter suit even if I store the wheat in my own granary. And I cannot sell the wheat until I have paid the fine."
—"Nation's Business."

The joy of meeting an old friend is doubled when you discover he is not broke.

Blonde: "Is he a nice boy?"

Red Head: "No, dear, you'll like him."

He just had an operation. He really didn't need it though; you know how doctors are. It's awful, isn't it? I'll say, it's abdominal.

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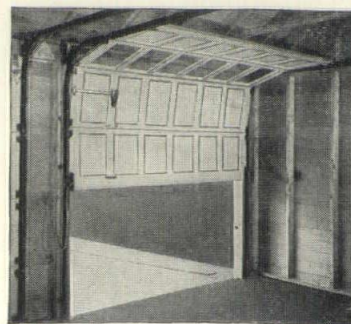
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Wide variety of designs to harmonize with any style of architecture



ADAM LOOS CO.

145 South Erie St
TOLEDO, OHIO

AD 4211

ELECTRIC
OPERATORS

(Continued from page 22)

Sales by City Sizes

City Size	Fac'ty Sh'pm'ts	Final Cons'r Sales
a. Over 1,000,000.....	41%	17%
b. 100,000 to 1,000,000....	45%	23%
c. 10,000 to 100,000.....	10%	28%
d. Under 10,000.....	4%	32%

Obviously, the advertising executive looking over the figures in the last column should think a long time before spending 86 per cent of his budget in cities of more than 100,000, which his factory shipment figures indicate he might well do.

* * *

To anyone who takes the question of the small town market seriously, some statistics will have particular significance. Probably few people realize that 60 per cent of all Cadillac automobile dealers are in towns of less than 25,000. Cadillacs have not usually been considered a product which would appeal to the small town market.

During 1939 retail sales in small towns increased over 1938 anywhere from two per cent to 12 per cent more every month than retail sales in big cities. The monthly average for the year was seven per cent more than the large urban areas.

* * *

In 1940 new dwelling units in communities under 10,000 were ahead of 1939 by some 22 per cent. In cities of 500,000 and more, 1940 was behind 1939 by three per cent!

As this article goes to press, the index of sales of general merchandise in small towns is close to 150, the highest point in history. This does not compare with any measly 1926 average of 100. The comparison average of 100 is based on the former all-time-high years of 1929-31.

* * *

The important thing about this market, however, is not what it has accomplished through the stimulus of defense orders. If it were not for its steady development under peace-time conditions, there would be less reason for the

business man to sit up nights thinking about it. But obviously the small town is going to be an increasingly important market regardless of war conditions.

There is gold in the pockets of the local boys, and if the business man doesn't get it, the Government will.

Department of Commerce says income payments to individuals are estimated at \$85,000,000,000 for 1941. Of this the Federal Government will spend \$22,500,000,000.

If this is simply taking \$22,500,000,000 out of one pocket and putting it in another, then the net national income would seem to be \$62,500,000,000. But if \$13,000,000,000 of the Government's money is borrowed, then is it proper to deduct that sum from the \$62,500,000,000 net, leaving a net of only \$49,500,000,000? Or is it better not to worry?—Herbert Cory in "Nation's Business."

TOLEDO
OCTOBER 2-3-4

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Toledo, Ohio

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Oil-Gas-Coal Heating Equipment

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*and other nationally leading materials
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HIXON

PETERSON LUMBER CO.

"Pick of the Trees" materials

U.S. NEEDS HOUSING MANAGERS

Washington.—An examination for housing management supervisors has been announced by the Civil Service Commission to provide executives to take charge of the management of public housing projects. Salaries range from \$2,600 to \$6,500 a year. Application must be filed with the Civil Service Commission in Washington not later than August 14.

Superintendents of building maintenance are also needed by the Government.

(Editor's Note.—While the date of this examination has passed, the article is reprinted as something for architects to think about. Certainly it would seem to be difficult to find a class of trained individuals better qualified for these positions than the hundreds of practical practicing architects all over this country.

Any one interested in such employment should write direct to the Civil Service Commission in Washington, or contact the Commission office in their own State as, no doubt, similar examinations will be held in the future.)

The Pittsburgh Corning Corporation is finding that its glass banks are finding a ready market through the dime stores. Maybe people are saving for Defense Bonds; maybe they are just saving.

(Editor's Note.—Here is a fine opportunity for our Scotch friends to thoroughly enjoy saving their pennies, as they can not only hear them jingle but see and count their precious savings over and over without the trouble of shaking the coins out one by one or breaking the bank.

Such a transparent bank might not

be so good for little Susie or Willie, as the sight of the money might very easily bring about a sudden desire for an ice-cream cone or a trip to the neighborhood picture show.)

HALF A CENTURY OF PROGRESS

Products of the Pittsburgh Plate Glass Company have been manufactured, used, or sold by Ohioans for nearly half a century. Starting with a small distributing warehouse in Cincinnati in 1897, the Pittsburgh Plate Glass Company contributed to the rapid industrial and building growth of this State.

In subsequent years additional warehouse units were established at Cleveland, Columbus, Youngstown, Akron and Toledo. As a further means of facilitating distribution and providing still better service to customers, stores were opened at Mansfield, Zanesville, Fostoria, Findlay, Tiffin and Springfield. These outlets, together with hundreds of individual dealers and jobbers,

have provided ample stocks of glass and paints for the building industry.

Along with the growth of its distribution facilities in Ohio, Pittsburgh Plate Glass Company has become one of the State's important manufacturers and employers of labor. At Mt. Vernon, near Columbus, a modern plant manufacturing Pennvern Window Glass was opened in 1908. Eight years earlier, in 1900, the company's Columbia Chemical Division was established at Barberton, near Akron, with the building of a large alkali plant. Subsequently, a cement plant was erected at Fultonham, near Zanesville.

Pittsburgh Plate Glass naturally has played an important part in the affairs of the State of Ohio. Its products have been used on many of its residential and commercial buildings. Its thousands of employees, engaged in manufacturing and distribution, are important consumers of Ohio products.

With this vital interest, the Pittsburgh Plate Glass Company naturally has devoted much attention to merchandising methods in the Buckeye State. Available State-wide, through architectural relations' representatives, the Company provides free co-operative service exclusively to architects desiring information on specific application of company products.

This service is not confined to the State of Ohio. It is available throughout the country where architects are encouraged to submit their problems to experts of the Pittsburgh Plate Glass Co.

The greatest argument in the world for advertising is the eternal fact that to the man who does not know about you, you do not exist.

CEMCO ELEVATORS

320 Brant Bldg., Canton, O.
Ludlow Arcade, Dayton, O.
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134 Main St., Zanesville, O.

CAPITAL ELEVATOR & MFG. CO.

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Read the Advertisements in the pages of this Directory

Thoroughly familiarize yourself with the best firms in the field. See what they have to offer you. Know that the firms that advertise are the alert and most dependable firms in the industry.

Patronize Them . . They Deserve It

You can recommend

Weatherseal Windows

for installation on new or old homes to reduce heat loss, lower fuel bills and eliminate soot and dirt infiltration.

WEATHERSEAL, Inc.

24 Huston Street

BARBERTON, OHIO

- PERSONALS -

Mr. M. Gilbert Miller, president of the State Board of Examiners of Architects, sustained an injury which laid him up for a few days. But he is up again and about, with the fingers of the left hand and a rib or two to remind him of his recent unpleasantness.

President George Mayer has appointed this editor, R. C. Kempton, as the representative of the Architects' Society of Ohio on the Institute's Committee on Public Information.

Saturday, August 16th, was a big day for the Freshwaters', as on that eventful week-end a new son, which they have named, Paul, was born at the Doctor's Hospital in Columbus to Mr. and Mrs. Fayne F. Freshwater.

Congratulations to Mr. and Mrs. F. F. F. and greetings to little Paul, for whom I expect to help prepare the questions when he takes his State examination about 1965.

We note from recent news items that Mr. Thomas F. Bentley, of Toledo, is returning to his private contracting business from an assignment with the fifth zone construction quarter master to which he had been drafted last January. Mr. Bentley's firm was the contractors for the cantonment at Camp Sherman, where the Ohio soldiers trained for World War No. 1. He has been succeeded by Major Frank F. Taylor, Jr., a graduate of the Army Quartermaster School, as chief of the zone operations division.

In his new assignment Major Taylor will direct the largest division within the zone offices, embracing the work of the safety, labor relations, priorities, tool and equipment sections which are concerned with expediting construction of more than \$275,000,000 worth of defense plants and troop housing facilities in Ohio, Indiana, West Virginia and Kentucky.

While opening my morning's mail recently I had a very pleasant surprise in finding that an architect had been

talking about me, and had apparently remembered out loud, some of the good things that I am supposed to have done, instead of the mistakes.

Unfortunately, this is a very unusual circumstance, and for that reason it seems to be of sufficient importance to be mentioned publicly. Thanks, fellow-editor and architect, Tal Hughs.

With the exception of the nine ash trays and two mirrors, mentioned in the *Weekly Bulletin of the M.S.A.*, there is certainly a lot of truth in the sentiment expressed.

Says E. V. Durling in a syndicated article in the *Detroit Times*: "Many women view the term 'housewife' with bitterness. They feel it lacks glamour. That it smacks too much of servile domesticity. They prefer 'home manager.' In view of this I suggest all architects in future include in their plans a room called 'Home Manager's Office.' This room should be furnished same as a woman business executive's office, i.e., telephone, desk, typewriter, eight ash trays, three mirrors, six flower pots, etc. The home manager should be on salary. The assistant home manager would, of course, be the oldest daughter. The rest of the children could be on the staff. I haven't the details of this noble experiment thoroughly worked out, but foregoing is the general idea. What I am having trouble figuring out is, how many hours a week should a home manager work?"

While reading the August issue of the "Nation's Business," I became very much interested in the following headline, "WORKING THE STICKS DOES PAY," by Dickson Hartwell, and the article that followed. So much was said that had so many latent possibilities for the future of many architects that a limited number of outstanding excerpts are repeated herewith in the hope and with the recommendation that sufficient interest will be aroused to inspire the purchase of this issue of the "Nation's Business," and a very careful reading of the entire article.

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Kentucky Architects

To Meet October 24-25th

Again the Convention of the Association of Kentucky Architects will be held October 24th and 25th in Lexington at the Phoenix Hotel. In his convention announcement John L. McDermot, secretary, Louisville, Kv., states that a real program of helpful activities can be adopted if the architects will devote some thought to a solution of the issue facing the profession. Mr. McDermot urges all the members to attend and bring along their wives.

Why You Get Greater Value When You Build With Ohio Quality Face Brick!

Nature has bestowed upon Ohio the finest deposits of shales and clays. Brick made from these materials are harder, less porous, more indestructible than other types of brick. They have a wide variety of charming, natural, permanent colors, outstanding style and superior workmanship. This explains their wide popularity with architects, contractors and home owners.

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LOOK OVER
ARCHITECTURAL
PORCELAIN ENAMEL
DISPLAY
Booth 17

Architects Society of Ohio
Convention, Toledo

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FRANK ORAM AND ART FOX

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THE UNION ACOUSTICAL CO.

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WELCOME!

True to the Finest Traditions
COMMODORE PERRY
Hotel

(Home of the Famous El Dorado Room)

500 Rooms Servidor Service

DANIEL J. O'BRIEN, President

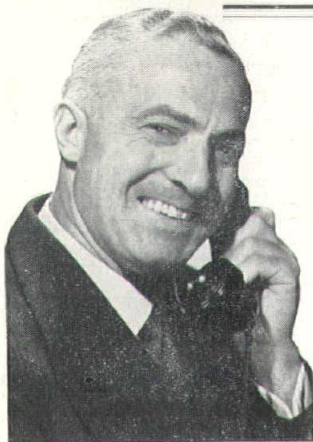
Toledo, Ohio



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EVERY IMPORTANT!

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Malta 'Topco' for
Jones' New Home--**



The Mark of
Top Quality
Frames—
Since 1901

And I'll do it every time
a client leaves it to me to
choose the kind of frames
that give more and cost less
per year of service."

Knowing that a home cannot
be any better than its win-
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increasing numbers, are spec-
ifying Malta "TOPCO" or
"SUPREME"—to avoid a
lifetime mistake.

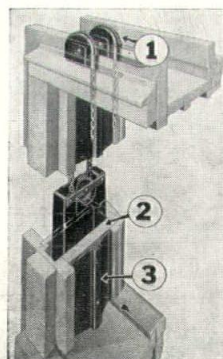
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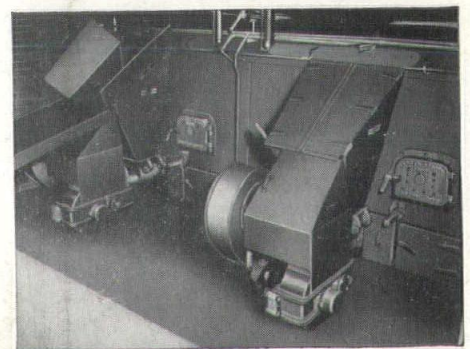
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ing from the daily record, that fuel consumption in the first
year was 30 percent less than previous year and 35 percent
less than the year before.

The Canton Stokers, which included the improved Side Ash
Dumps, Zoned Windbox and replacement of Steam with
Electric Drive, together with correct engineering, were re-
sponsible chiefly for this saving.

With proper fuel distribution, reduction in smoke and fly-
ash, long life, and definite economy, the Canton Stoker is
the right Stoker to solve YOUR heat control problem. Write
for Bulletins 203 and 400 for fuller information.

Canton Stoker Corporation

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Canton, Ohio