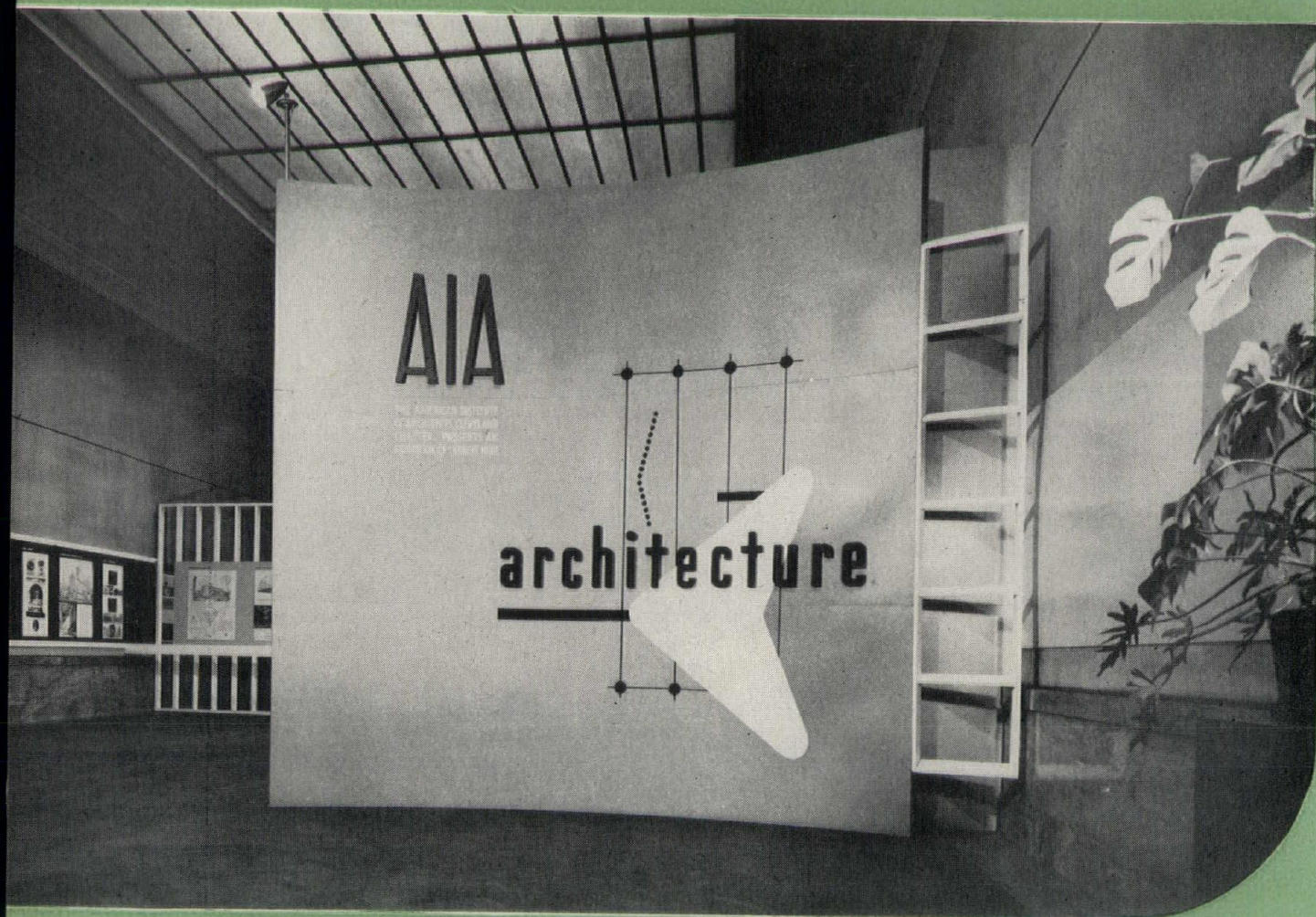


JULY • 1948

# OHIO ARCHITECT



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**TILT-UP**, the fast, modern and economical method of concrete construction was used in building the Luthe Hardware Company warehouse in Des Moines, Iowa—a structure with more than two acres of floor space.

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Engineering and construction work by The Weitz Company, Inc.; Brooks-Borg, architects of Des Moines, consultants on architectural design.

Upper photo shows 5½-ton wall section being tilted into position. Lower photo is a view of the completed building.

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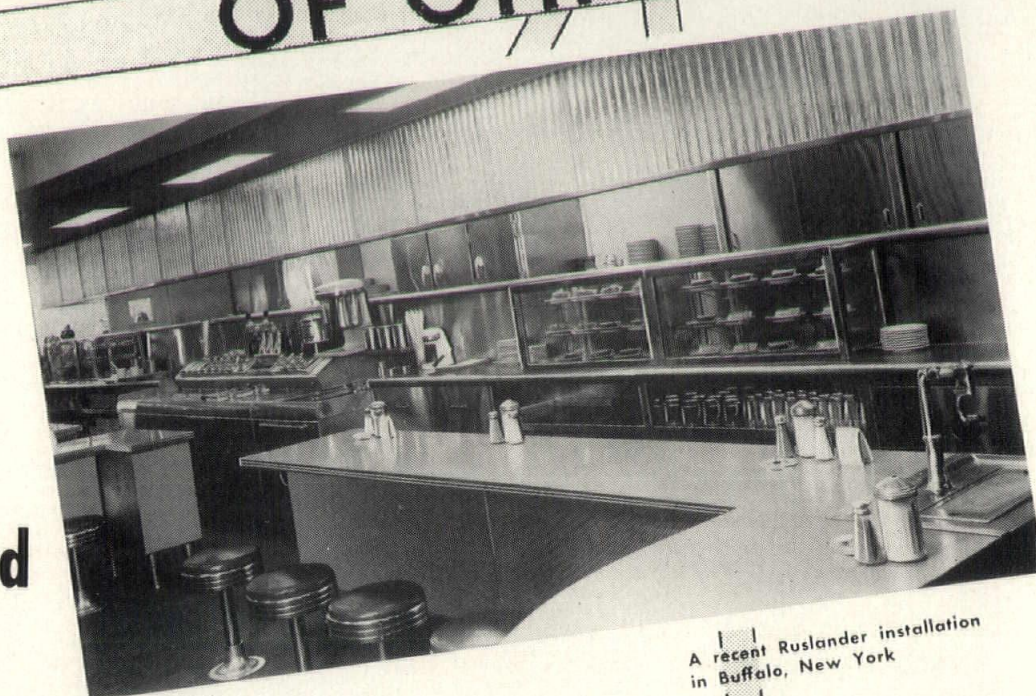
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# OHIO ARCHITECT

OFFICIAL PUBLICATION OF THE  
ARCHITECTS SOCIETY OF OHIO

Association Member of the American Institute of Architects

Volume One

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Number Three

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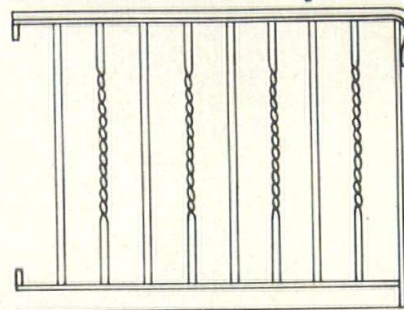
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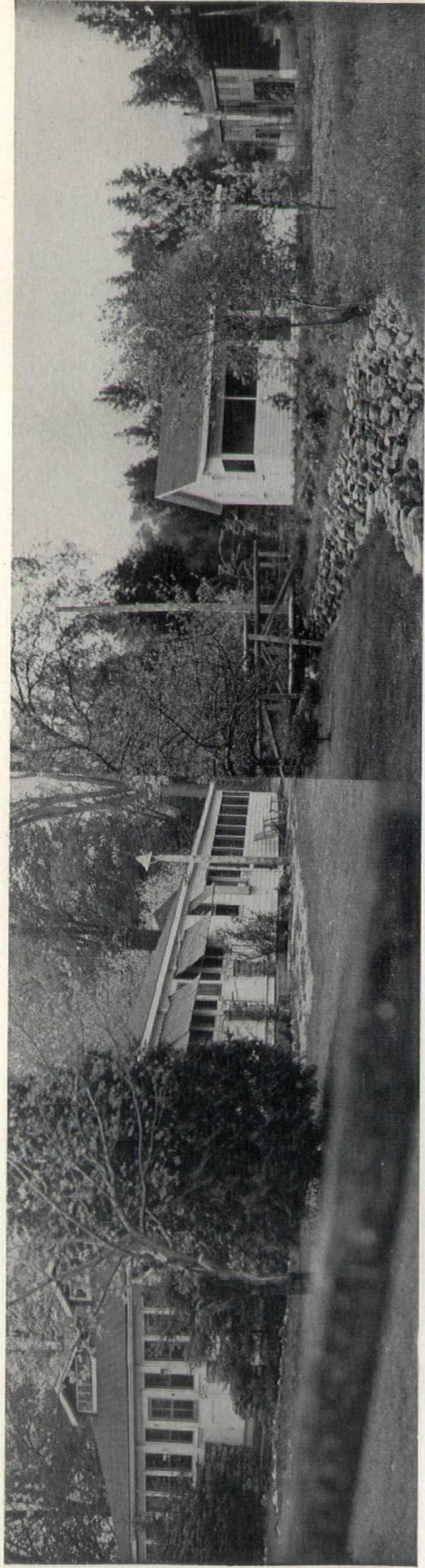
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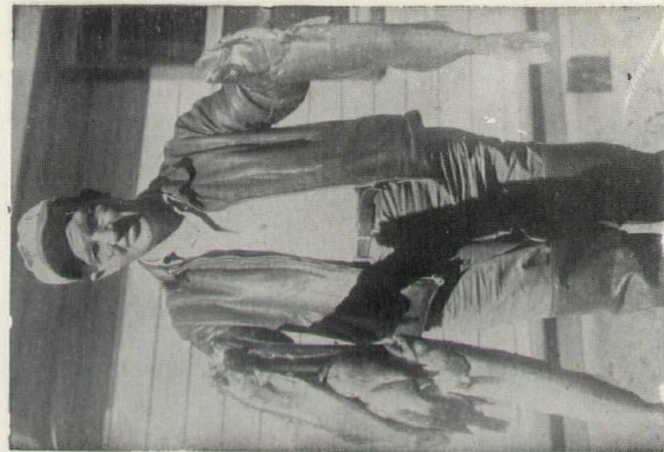
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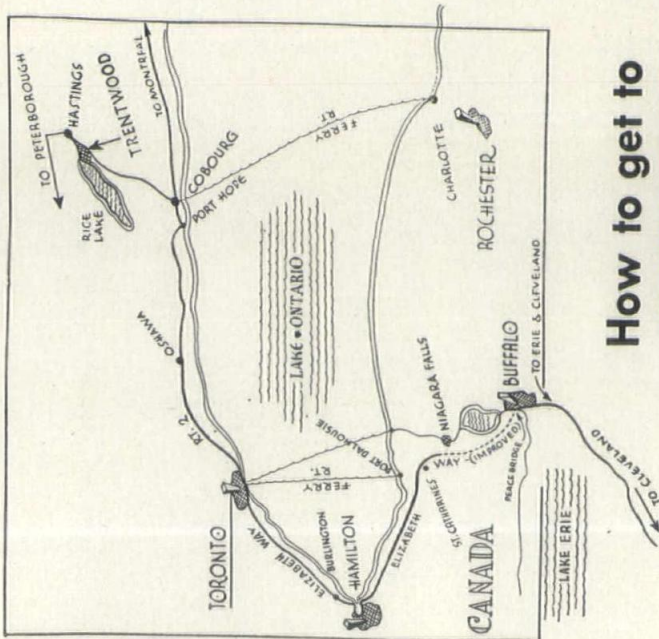
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## CLEVELAND CHAPTER GETS ACQUAINTED WITH PUBLIC

by GEORGE VOINOVICH, Chairman Public Relations Committee

Much has been written and said about lack of proper public relations for the individual Architect and the Architectural profession as a whole but little has been done to correct this situation.

Within the last two years the Cleveland Chapter has endeavored to do something about it and has to a great degree been successful.

One of the major undertakings of the Chapter was the sponsorship of a large Architectural exhibit at the Cleveland Museum of Art from March 12 through April 9, 1947. The Exhibit was primarily new work of non-traditional character and broken down to the following classifications:

- I COMMERCIAL  
and INDUSTRIAL
  - a. Commercial
  - b. Industrial
- II RESIDENTIAL  
and HOUSING
  - a. Residences
  - b. Housing
- III PUBLIC BUILDINGS
  - a. Civic
  - b. Religious
  - c. Education
  - d. Health
  - e. Recreation
- IV CITY PLANNING

Each office in Cleveland which was interested assembled material on their more recent and projected work and it was submitted to a one-man jury, Mr. Morris Ketchum Jr. of Ketchum, Gina & Sharp of New York, who selected some 60 exhibits. Each office prepared their own drawings and models, but they were assembled and mounted in accordance with a carefully designed and built scheme and background in two of the largest galleries at the Museum.

Although the exhibit represented an investment both in time and money, it more than paid for itself since 31,842 people attended the exhibit and it thereby did considerable to put the Architects in a favorable light with these people. Much favorable newspaper publicity in the daily papers and over the radio was also received.

One of the major shows in Cleveland is the Home and Flower show which is held annually in the spring of the year at Cleveland's Public Auditorium.

The Cleveland Chapter decided to take an active part

in the spring 1948 show and from all comments, put on one of the best exhibits in the entire show. It is known that 162,883 attended the show and that at least 130,000 people viewed the Architects exhibit. As a matter of fact, it created enough interest that the Cleveland Press used most of the displayed houses for a featured weekly article on good houses. This led to another series of weekly articles by the Cleveland News illustrating houses designed by Cleveland Architects. Last but not least many of the Architects received Architectural commissions as a result of this publicity program.

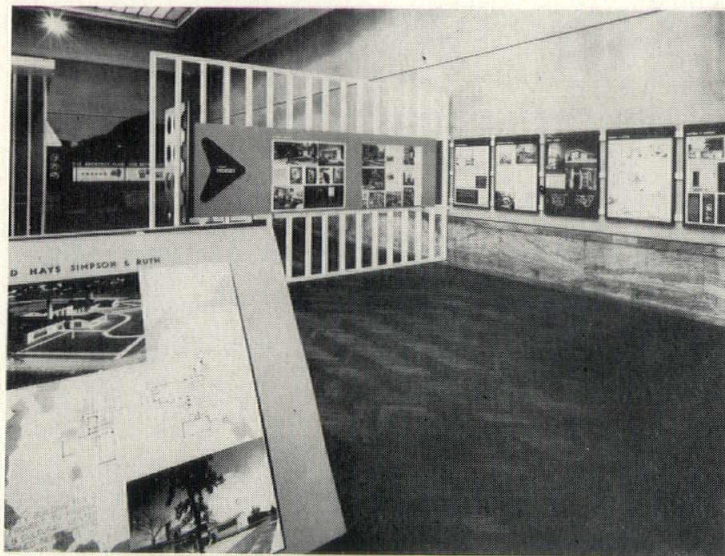
Within the last several months a great deal of time was spent by the Cleveland Chapter committee on Public Relations and Information under the chairmanship of Onnie Manki in preparation of a Publicity Manual. The purpose of the Manual was to provide the membership with uniform information concerning publicity sources and the generally accepted procedure in preparing and submitting publicity material. We believe this manual so well prepared that we are bringing it to the attention of the profession in part;

### PUBLICITY MANUAL FOR ARCHITECTS

Upon reading this you will find that relatively little effort is necessary to procure publicity. However, we should realize that all material reaching the desk of the editor is not published and a selection has to be made. Factors that influence editors are:

1. The Architectural quality of the material presented as judged from the viewpoint of the editors or editorial staff.
2. The newsworthiness of it in respect to time. Promptness of submission of material is important.
3. The manner in which it is presented. Good photographs and well written, clear copy, double spaced, make things much easier for the editors and naturally material so presented will receive preferential consideration.
4. Space available within the magazine in reference

(Continued on page 13)



GENERAL VIEW  
Cleveland Museum of Art Exhibit

### ON THE PAGE OPPOSITE:

Two Views of 1948  
Cleveland Home and Flower Show Exhibit

### FRONT COVER PICTURE

Entrance to Cleveland Art Museum Exhibit



## STATE BOARD MEETS O. S. U. FACULTY

*By Ralph C. Kempton, Associate Editor*

As one of the correlary functions of the Ohio State Board of Examiners of Architects, it has been the policy from the very beginning of the Board for members to keep in touch with the various architectural schools in the state, with the basic thought in mind that the instructions being received by the embryonic architects and the registrations which they are required to pass should be consistent and in keeping with current architectural practice.

Following this policy, several meetings have been held by one or more members of the Board with the faculties of the architectural departments of the University of Cincinnati, Cincinnati; Ohio State University, Columbus, and Western Reserve University, Cleveland.

A renewal of these conferences was initiated this spring at a meeting in Columbus with the enlarged faculty of fourteen members of the Architectural Department at Ohio State University, represented by Professor W. C. Rowan, Chairman of the Department; History of Architecture and of Decorative design; Professor Herbert Baumer, Architectural Design; Professor Howard Dwight Smith, Professional Practice; Professor Raymond E. Thompson, Construction; Professor Wendell P. Lawson, Architectural Design. Because of illness, Professor Charles St. John Chubb was unable to attend.

For the Board of Examiners, Chairman Edward G. Conrad, Cleveland; Harold H. Munger, Toledo; Charles E. Firestone, Canton; Ralph W. Carnahan, Dayton, and Executive Secretary, Ralph C. Kempton, Columbus, were on hand to take part in the conference.

Since this was the first meeting for quite some time between the two groups, first impressions and contacts were made at a dinner meeting. A general discussion of miscellaneous subjects of mutual interest to each group followed.

As might be surmised, and quite properly so, the Board's examination in Architectural Design was the major item of discussion. In a friendly but nevertheless

pointed question, Professor Baumer asked for an explanation of the "how" and "why" of the grading of design. This query opened the gates for everyone to take part in a very earnest and profitable discussion.

As in many situations of this kind, the differences of opinion, sometimes even critical, could be traced to misunderstanding of the law, the procedure being followed and the objectives being sought. But open and cordial discussion soon obliterated a lot of the uncertain and controversial ideas and conclusions of each group concerning the activities of the other.

Near the end of the meeting, the conferees made a tour of the design drawing problems which the Board had just graded. While there some minor differences of opinion, it is quite fair and proper to say that the thoroughness and sincerity with which the Board approaches this task twice each year assured the teachers that their graduates were getting a fair and impartial rating.

The Board members were particularly interested in what the teachers might have to say regarding certain phases of the design examination which indicated that the college graduates were not assimilating some of their training as well as might be expected. This discussion was enlightening to all present, again showing what can be accomplished by open-minded discussion.

The success of the Board's innovation indicates that the meeting with the O.S.U. faculty will be followed by similar meetings in Cincinnati and Cleveland.

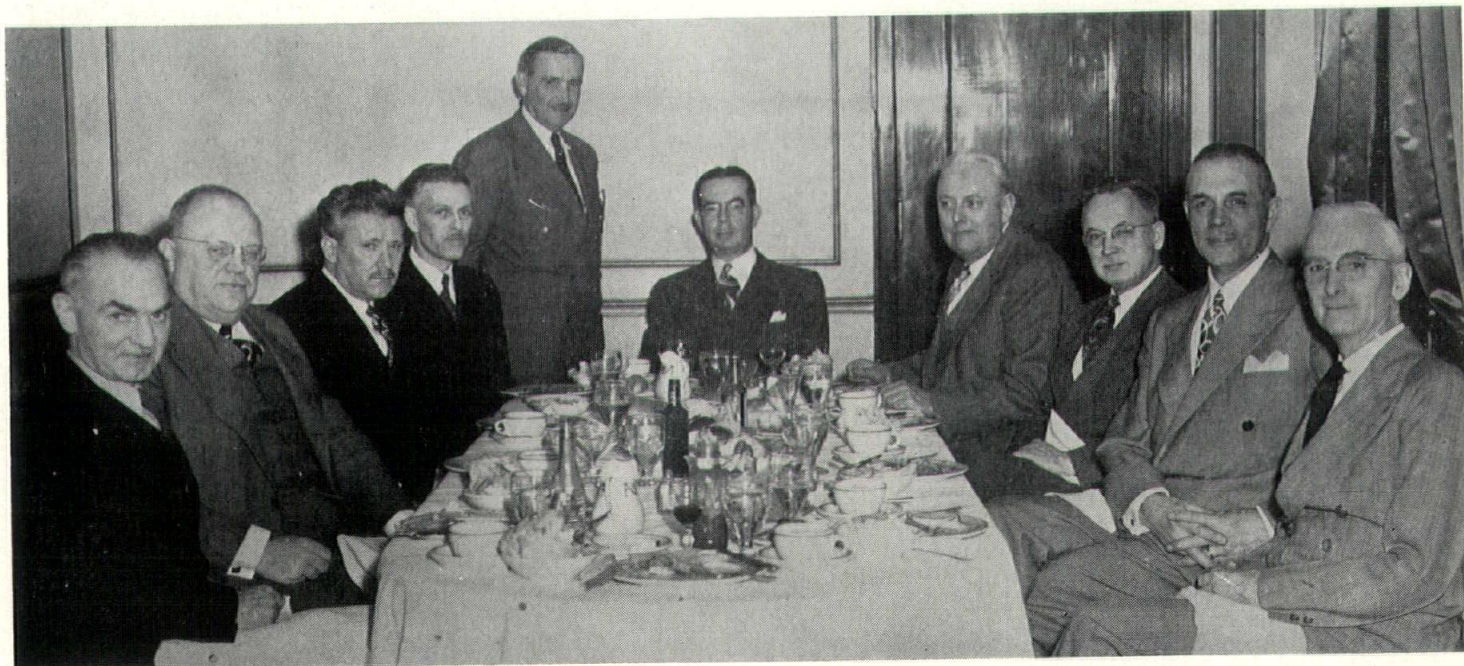
### Notice to all Architects

KEEP SEPT. 23rd TO 25th OPEN  
for the

GREAT LAKES REGIONAL SEMINAR  
and the

A. S. O. CONVENTION

FULL DETAILS WILL BE GIVEN IN THE  
NEXT ISSUE OF "OHIO ARCHITECT"



GROUP PICTURE OF MEETING of State Board of Examiners and Faculty of Ohio State University. Reading left to right: Professor Herbert Baumer, Columbus; Harold H. Munger, Toledo; Professor Wendell P. Lawson, Columbus; Professor Raymond E. Thompson, Columbus; Ralph C. Kempton (standing); Ralph W. Carnahan, Dayton; Charles E. Firestone, Canton; Professor W. C. Rowan, Columbus; Edward G. Conrad, Cleveland; Professor Howard Dwight Smith, Columbus.



# THREE OHIO ARCHITECTS HONORED WITH INSTITUTE FELLOWSHIP

Twenty distinguished architects were made Fellows of The American Institute of Architects eightieth annual meeting in Salt Lake City on June 24, 1948, including three members of the Architects Society of Ohio.

The architects and Fellows were honored for their notable contributions to the advancement of the profession in original design, education and public service.

Douglas W. Orr, President of the A. I. A., announced that the following men had been selected as Fellows: Leon Eugene Arnal, Professor of Architecture at University of Minnesota; Pietro Belluschi, of Portland, Oregon; Francis Vaughan Bulfinch, of Boston, Massachusetts; Cameron Clark, of Southport, Connecticut and New York City.

James Byers Hays, member of the Cleveland Chapter A. I. A., and partner in the firm of Conrad, Hays, Simpson and Ruth, was cited for achievement in the field of architectural design. "His architectural work," according to the citation, "has not only been aesthetically satisfying in a superior degree, but has also shown unusual resourcefulness and ingenuity."

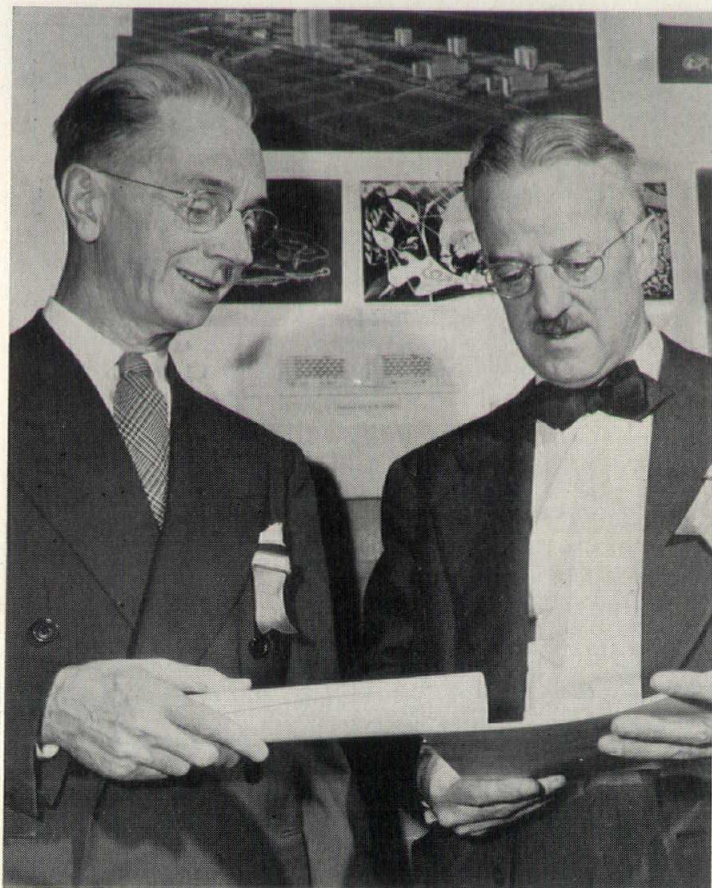
Mr. Hays was co-designer of winning designs for the Indiana War Memorial and the 37th Ohio Division Memorial Bridge Competition in Belgium. He helped design the Cleveland Zoological Park, Great Lakes Exposition, a church, several banks and private residences. He won a General Electric Company Grand Prize and first prizes in two other national competitions. Mr. Hays was the architect for "Ohio's Solar House."

George Marshall Martin, member of the Cincinnati Chapter, A.I.A., and partner in the firm of Potter, Tyler and Martin, of Cincinnati, was commended for his contribution to architectural design. Said the citation: "A serious student of architecture and a very capable designer, he has always maintained a high standard in his architectural practice."

Mr. Martin designed the Laurel Homes Housing Project, an early Federal low-rental undertaking; Skyway Park, Civilian Housing Project near Dayton, Ohio, to serve personnel of Wright and Patterson Fields, the vertical parachute wind tunnel for Wright Field, and a parking garage which accommodates one thousand cars. Mr. Martin has been chairman of the Committee on Professional Practice of

the Architects Society of Ohio, whose report of Recommended Minimum Fees and Statement of Architectural Service was published in the May issue of this magazine.

Philip Lindsley Small, member of the Cleveland Chapter, A. I. A., partner in the architectural firm of Small, Smith and Reed, was cited for "Achievement in design and for public service" by the Jury of Fellows."

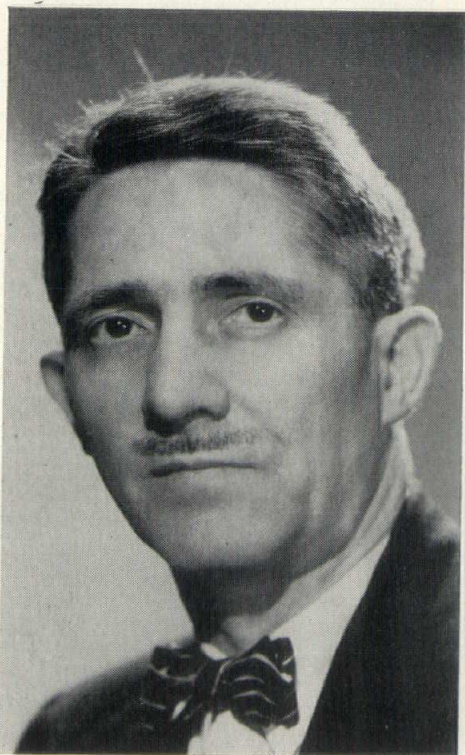


J. BYERS HAYS and PHILIP L. SMALL

Mr. Small designed the Greenbrier Hotel in White Sulphur Springs, West Virginia. In Cleveland he has been responsible for the Shaker Square Development, the Cleveland Country Club, the U. S. Post Office, Cleveland Easterly Sewage Plant, John Carroll University, and the Van Sweringen residence and town house. At Washington and Lee University he built a new law building, library and dormitories. He designed the Glenn Martin airplane plant in Baltimore, the Dodge Boat Works in Newport News, Virginia, the Cleveland City Hospital, and the Roanoke Hotel at Roanoke, Va.

George Bain Cummings, of Binghampton, New York; Gardner Acton Dailey, of San Francisco, California; Paul Gerhardt, Jr., of Chicago, Illinois; James Byers Hays, of Cleveland, Ohio; Alexander Edward Hoyle, of Boston, Massachusetts; Francis Keally, of New York City; Edwin H. Lundie, of St. Paul, Minnesota; George Marshall Martin, of Cincinnati, Ohio.

Edward Fairfax Neild, of Shreveport, Louisiana; Robert Bernard O'Connor, of New York City; Edward Livingston Palmer, Jr., of Baltimore, Maryland; Leonard Schultze, of New York City; Fitzhugh Scott, of Milwaukee, Wisconsin; Philip Lindsley Small, of Cleveland, Ohio; Joe Frazer Smith, of Memphis, Tennessee; and Hart Wood, of Honolulu, Hawaiian Islands.



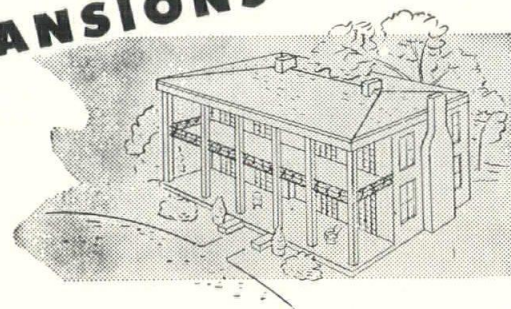
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On Thursday evening, June 10, the Dayton Chapter held a regular meeting at the Seville restaurant. Harry Schenk, the president, presided. This pre-convention meeting was held purposely at this time to discuss the convention, to determine the number of members going to Salt Lake City, and to give any instructions to the delegate or delegates representing the chapter.

After the reading of the minutes, business meeting, and discussion, the chapter was treated to one of the most enjoyable programs of the season. Rollin Rosser entertained the chapter with examples of his extensive collection of color slides. The first part of the program consisted of various views and structures in and about Dayton, and Southern California taken on a trip last summer. The contrast between the architecture in Ohio and California was extremely apparent and interesting when viewed on the screen. The second part of the program was a quiz, consisting of thirty slides showing familiar Dayton buildings and residences taken from tricky angles and unusual points of view. Some of the most familiar structures were extremely difficult to identify and baffled most of us. George Siebenthaler won first prize and Gene Betz was next best.

#### NCARB ALTERS REQUIREMENT FOR NATIONAL REGISTRATION

At its twenty-seventh annual convention in Salt Lake City, Utah, the National Council of Architectural Registration Boards accepted the recommendation of its committee on the "Junior NCARB Syllabus" to reduce the required number of examination hours in History of Architecture from four to two, and creating a new subdivision entitled "Miscellaneous" by which an equivalent examination period in a subject assigned by a state board of examiners would be accepted as fulfilling the requirements for a Junior Certificate of Registration from the NCARB.

In the past, architects having previously taken the written Ohio examination have been required to take a supplementary examination of four hours, two in History of Architecture, and two in Architectural Composition, in order to conform to the NCARB requirements, even though the Ohio examinations have exceeded the national requirements in the engineering branches. This means that under the new ruling, the supplementary examination has been reduced to two hours.

Mr. Ralph Kempton, Executive Secretary of the Ohio State Board of Examiners of Architects, introduced a motion to reduce the required time for "Architectural Composition" from four hours to two hours in the NCARB syllabus, and accepting equivalent examination time in other subjects, but his motion was tabled and referred to committee for action in 1949.

Those who obtain NCARB certificates can be registered in other states with full credit for the examinations which they have taken in obtaining their original state registration. This is of increasing importance to those whose practice is not confined to one state. To date, approximately one thousand architects have obtained national registration.

\* \* \*

Those who live to get, live to regret.

\* \* \*

Non-Taxable Income—"Untold wealth."

THE OHIO



## EASTERN OHIO NEWS

By Russell Roller, Associate Editor

Eastern Ohio Architects met at the Twin Lakes Country Club for their June tenth meeting. Architect Vance Florence made the arrangements and to him we are indebted for a pleasant and instructive evening. Vance presented the speaker for the evening, Mr. L. B. Hiebel, head of city planning for the city of Akron, Ohio. Mr. Hiebel's subject was "The Architect in the Field of City Planning." He outlined the works of Vitruvius, Christopher Wren, Haussman and Burnham as planners of their day. Mr. Hiebel emphasized the need for increased interest on the part of Architects in the work of city planning and we probably all feel guilty for not participating more than we do in a cause that is so closely allied with our work. Thanks Mr. Hiebel for the prod we need and thanks Vance, you did a fine job even if the easy chairs were missing. Our appreciation to Mrs. Florence and Mrs. Huff for the arrangements for the ladies. If we remiss in giving credit where credit is due for another good evening we beg your forgiveness.

We missed our good and venerable Architect friend, LeRoy Henry and his charming and usually present wife. We sincerely hope they will be in fine fettle for the next meeting. You know Mr. Henry is thereabouts eighty years and if we all attended as regularly as the Henry's we would have a good record for attendance.

Under unfinished business:

In the June issue of "*The Ohio Architect*"—shame on somebody—my copy as submitted to the Editors ran in part thus: "Ken (Ken Black) proved to be a very interesting speaker, what with his recounting some of his experiences of our *confreres* interspersed with the more matter of fact data that is Ken's job to *dispense*. Now as published, "*confreres*" was *conferees* and "*dispense*" was *disperse*. I believe we owe our good Regional Director an apology for so gross an error. According to my dictionary to *disperse* is to scatter promiscuously. Now Ken wasn't doing any such thing. According to the article as published one might be led to believe that Mr. Black is a loose sort of person. I don't believe the Editors harbor any such notions; if they do, they should restrain themselves, particularly when the new publication is just getting under way. According to the same dictionary the word "*dispense*" means to deal out in portions; that is just what Mr. Black did—just the amount the boys would stand for, no more, and a good job he did of it too.

This Associate Editor, so it says up there under my name, got along pretty well in school except in spelling and grammar was not so hot either (the *ei* in *either* is pronounced the same as the *eider* as in *eider duck* or *get hit*) or else he wouldn't be writing this here letter since he needs the practice; and since he couldn't spell or express himself like normal he took to drawing pictures so people would know what he was thinking. Excuse me for digressing, but that is how he got his start as an Architect. I have not learned to spell as yet and that is why I am still an Architect and do we get burned up when I read all this stuff about altruism, dynamic emotions, ulterior motives, genius, etc., being the reason why Architects are Architects. And when I see that simulated love light glimmer coming into the eye of some of my *confreres* (not *conferees*) at Eastern Ohio meetings as they embark upon some pet subject upon which they hold themselves to be an authority I just wish they like myself could express themselves orally as well as they can on paper, graphically of course.

(Continued on page 12)

ARCHITECT



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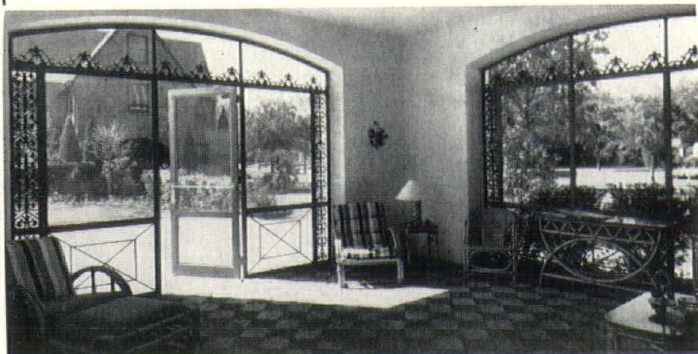
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## EASTERN OHIO NEWS

(Continued from page 11)

For the Record:

Editor John Hargrave wrote me a letter just before he left for Salt Lake City, commending me on the fine job I am doing. I like John too. John said he would edit my contributions when he returned if I would be so kind as to send the same to Mr. Burns, "and thanks again for your (splendid) cooperation." I don't know whether he meant spend or splendid, but I will probably find out. If Mr. Hargrave thinks I am so hot I don't know why he has to hurry home to edit my stuff, particularly after the way he messed up the last batch, at least he was in charge, and if his subordinates can't interpret the news as submitted they should be replaced or at least given a good talking to, which no doubt has already been done. Besides congratulating me, John said in his very nice letter that he was enclosing some news clippings gathered here and there "of interest to Architects" meaning of course who has been awarded what job and who is in trouble. Well, John didn't enclose the clippings or maybe somebody took them out of the envelope, in which case Mr. Harfirave (or Mr. Burns, the Business Manager) had better talk to the postal authorities or somebody so that it doesn't happen again. Personally, I don't care whether John forgot to enclose the clippings or whether some light fingered individual pilfered them; in fact, I just don't care. I have a sheet to fill and it might just as well be this sort of drivel as making mention of some job that someone got that you didn't want anyway and making you dislike me and *The Ohio Architect* for calling it to your attention. I always say we have enough headaches as it is and anyway if your so d— interested you can subscribe for "Dodge Reports." I really get mad when I think how we are imposed upon sometimes. Well, I didn't get the clippings and I am glad of it. Now I have said it and if they want to get a new associate editor, well, this job does have it's compensations—you come home full of inhibitions because you didn't unload on Mrs. Whosis—why — because you respect her husband and he has to put up with the questionable lady all the time and moreover you sent him a statement a couple days ago—you can really unload and send it to the editors and they don't have to publish it and if they do you consider yourself something more than just an Architect. Try it some time and send it to yours truly and after I have taken out any insinuating and prejudiced opinions I will forward the same to Mr. Hargrave and let him trim it down and distort (as someone did to poor Mr. Black) as he sees fit and then if you can recognize your article when and if it appears, write to the editors and tell them how pleased you are, they need it. To date, I have received one contribution (Mr. Walter Damon) from Eastern Ohio. Moral: if you don't like what you read—try writing something yourself and see how we like it. Don't expect to be paid for it, however. And if we edit your contribution, don't worry about that either.

P. S. Having read the foregoing to Mrs. R. and asking for her comments: Mrs. R.: I think you are a bit acid, aren't you?

\* Retort: Well I was trying to be humorous in my own inimitable way; but if that is the way you feel about it, all I can say is—I would rather be all acid than just half acid.

\* The same dictionary says that a "retort" is a vessel with a bent tube, usually used for experimental purposes in a laboratory.



## CLEVELAND CHAPTER GETS ACQUAINTED

(Continued from page 7)

to amount of material presented.

To enable each Architect to get the maximum amount of publicity for his accomplishments, the Public Relations Committee recommends the following procedure:

1. Establish a definite routine procedure for securing publicity on projects that are under way. The facts are fresher in your mind at this time.
2. Try to outline a case history of the project:
  - (a) Building and location.
  - (b) Principals involved.
  - (c) Specific problems encountered.
  - (d) How these problems were solved.
3. Photostat pertinent preliminary sketches of plans, elevations and diagrams. Maintain these in the file.
4. Write a news release of the project based on the Case History. This should be:
  - (a) "NEWS RELEASE" from the office of (John Doe), A.I.A., Architect. (address) (date) RELEASE (date of release or caption IMMEDIATELY).
  - (b) Double or preferably triple space. This affords the editor an opportunity for rewording parts of it.
  - (c) On plain paper.
  - (d) Supplemented by photostats and photographs referred to.
5. Mail copies of this news release and accompanying material to each of the selected sources.

A properly organized and executed Publicity Program can be more dignified and far more effective than paid advertising.

For the past several years the Cleveland Chapter has conducted the A.I.A. Speaker's Bureau which is pre-

pared to send Architects out on speaking engagements covering 28 different talks ranging from "So You're Going to Build a House" to "Static Monuments or Living Memorials." These talks have been given to many diversified audiences numbering hundreds of people and given the Chapter considerable good-will.

Everything considered the Cleveland Chapter is doing a fair job of getting acquainted with the public but is striving for still better relationship and understanding in the future.

The following national magazines are interested in securing material for publication.

### HOUSE BEAUTIFUL

572 Madison Avenue, New York 22, New York  
Louise O'Connor, Executive Editor

### INTERIORS

Whitney Publications Inc., 11 East 49th Street,  
New York, New York  
Olga Gueft, Managing Editor

### HOUSE & GARDEN

The Conde Nast Publications, Inc.  
420 Lexington Ave., New York  
Don Graf, Building Editor.

### BETTER HOMES AND GARDENS

Meredith Publishing Co., Des Moines, Iowa  
John Normile, A.I.A., Building Editor

### PROGRESSIVE ARCHITECTURE

Reinhold Publishing Co., 330 West 42nd St.  
New York 18, New York

### ARCHITECTURAL FORUM

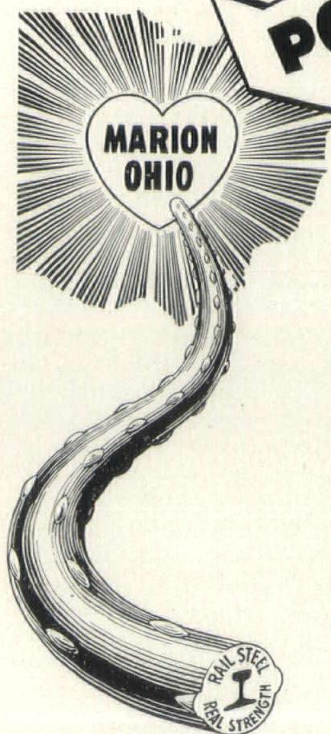
350 Fifth Avenue, New York City  
Henry Wright, Managing Editor

### ARCHITECTURAL RECORD

119 W. 40th Street, New York City  
Kenneth Kingsley Stowell, A.I.A., Editor

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## An Answer to Associate Editor Roller

Editor's Note: Associate Editor Russell Roller has your editor's nose in the dictionary and the poor proof reader searching for his spectacles. We are keeping our fingers crossed that this month's copy of Architect Roller's contributions will be printed correctly. And blushing we admit that those clippings we mentioned are still in the editor's file with the copy of the letter to Mr. Roller

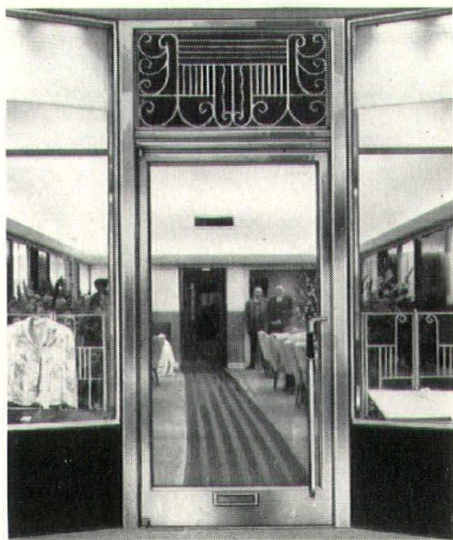
But we do agree wholeheartedly with the spirit Russ has put into his dissertation, and we want to assure him as well as every other Ohio Architect that this magazine is for members of the profession—for the publication of their views personal and professional. We need each month the equivalent of fifteen hundred column lines of copy, or approximately 15,000 words if you fellows don't send in photographs or drawings of your work for publication. And just for your information, to date no one has received a cent for postage, telephone calls, or any other expense from the A. S. O. treasury. So don't expect any compensation other than the satisfaction of seeing your own ideas in print where the rest of us can join Roller in the chorus. J.W.H.

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## THE PHYSIOLOGY OF SHELTER

By Dr. C. E. A. Winslow

*Editor's Note: The following are excerpts from an address delivered in the first of the seminars held at the 80th Annual Convention of the American Institute of Architects, Salt Lake City, June 22, 1948. Dr. Charles Edward A. Winslow is Anna M. R. Lauder Professor-Emeritus of Public Health at Yale University, and has been Director of the John B. Pierce Laboratory of Hygiene in New Haven since 1932. He is at present serving as Chairman of the Committee on Hygiene and Housing of the American Public Health Association.)*

I have long been convinced that shelter is one of the most fundamental problems of the public health of the future, and for the last decade I have been Chairman of the Committee on Hygiene and Housing whose primary objective is to formulate the human needs on which sound shelter must be based. It is our conviction that the home is in essence fundamentally an instrument of health, considering that term in the wide sense of emotional and social as well as physical well-being. The student of health, then, has the right to establish the basic human objectives to be attained, objectives which you translate into physical forms of wood or brick or stone or steel, and into spiritual terms of that beauty which is the expression of function.

The last edition of Webster defines "shelter" as "That which covers or defends from injury, exposure, observation, annoyance or the like; a protection or place of protection; a screen, a refuge." It defines "physiology" as "The branch of biology dealing with the processes, activities and phenomena incidental and characteristic of life."

One of the simplest and most obvious relations between housing and health is concerned with the provisions of conditions of thermal comfort. The human organism has marvelous adaptive powers in regulating the dissipation of the excess of heat formed in its metabolic processes so as to keep its tissues at the constant temperature necessary for life; but these powers have definite limits at extremes of temperature on either side of the norm. A distinguished meteorologist has pointed out that the great civilizations of ancient times (Egypt, Palestine, Assyria) all developed where the annual mean temperature was about 70 degrees. Only with the invention of the Roman hypocaust for heating the home were the civilizations of Athens (mean temperature, 65 degrees) and of Rome (mean temperature, 60 degrees) made possible. Today, with the development of practical methods of summer air-conditioning, it is conceivable that great civilizations may arise even in tropical areas.

In cold climates it is your task to provide methods of keeping warm in winter. This involves many factors of design. Correct orientation of the structures may increase solar heat absorption in winter four-fold over that received with a different orientation. Insulation must be considered more scientifically than in the past. Finally, heating must be provided, and as an absolute minimum, every room in the dwelling must have its own source of heat, from stove or radiator or duct, subject to independent control; and it is important that distribution of heat should be such as to minimize temperature differentials between floor and ceiling. Where economic conditions permit, low temperature panel heating will produce the most ideal results from this standpoint.

In warm climates, it is of equal importance that

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## THE PHYSIOLOGY OF SHELTER

(Continued from page 14)

"shelter" should protect against excessive heat. The comfort zone for the human body varies enormously with physical activity. For a normally clothed adult at rest, 70 degrees is optimal; but if that same individual is doing physical work at a rate corresponding to rapid walking, the optimum may be 28 degrees. Above the limit where heat production and heat loss balance, there is discomfort and loss of efficiency, and ultimately, serious physiological derangement. Here, again, orientation is of prime importance. A correct orientation may reduce need for summer insulation by 80%. Provision for thorough ventilation is of great significance, and the installation of an exhaust fan in the attic to be turned on at night is a major convenience. Cooling by use of small humidifiers in hot, dry climates has been used with success, even in low-rent housing projects.

The control of light, like that of temperature, is a second fundamental physiological objective in housing, affecting window design in the day-time and design of artificial lighting equipment at night.

So far as daylight illumination is concerned, the task of the architect begins, in an urban area, with consideration of the distance between buildings and their height. It involves the design of the window itself, its size and shape in relation to floor area. Doubling the height of a window trebles the illumination at the middle and rear of the room, while doubling the width does not even increase such illumination by 100 per cent. The use of moderately reflecting interior wall surfaces greatly increases the effectiveness of any form of lighting.

Here, as in the case of temperature, the happy mean must be your objective. Too much light may be physiologically more trying than too little; and again, freedom in control by the individual is important. In one mood, we seek, the "bright lights." In another we desire the shadowed gloom of the forest, or of the medieval cathedral which crystallizes a forest in stone. The venetian blind is an ideal instrument of light control, and it is hoped that the industry can cheapen its production so as to bring it into wider use.

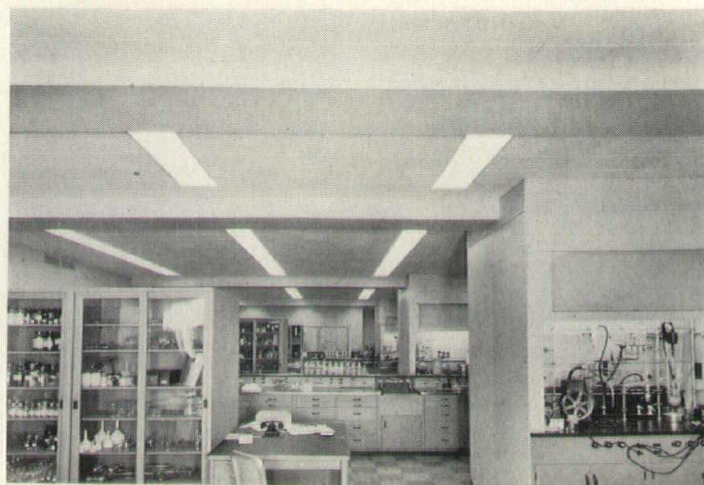
The window is an excellent illustration of the two-fold function of shelter: to protect man from the unfavorable influences in his environment and at the same time, to provide for that contact with the favorable influences of the environment which is equally essential for health. The window provides a mechanism for admitting to the home the light which is essential not only for eye hygiene but, for maintenance of sanitary cleanliness and protection against accident hazards as well. In good environment, it opens vistas of space and brings the dwelling into harmony with the natural beauty which surrounds it. When open, the window lets in the life-giving ultra-violet rays; and it helps to keep cool and to remove objectionable fumes and odors in the air, particularly if the window is of the casement type, so superior to the double-hung type from a practical standpoint.

On the other hand, the window with proper shading makes it possible to shut out the world when privacy is our desire. It excludes glare and cold and noise and insects.

Artificial illumination involves some of the same problems of design which are important in natural lighting, but perhaps the most essential factor in this field is that of glare. Visibility does not depend on degree of illu-

(Continued on page 16)

ARCHITECT



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William Macy Stanton, Architect



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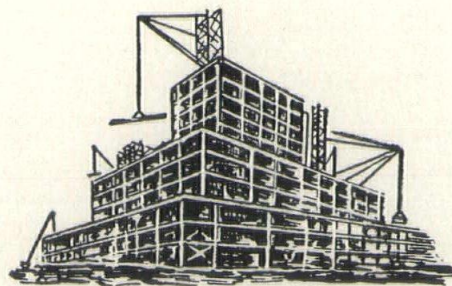
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## THE PHYSIOLOGY OF SHELTER

(Continued from page 15)

mination nearly as much as it does on contrast, and the unshaded wall fixture is an inexcusably unhygienic feature of much modern housing.

A third, less vital problem of a general nature is that of sound control. Industrial studies have shown the harmful effect of noise upon efficiency. The control of exterior noises is difficult unless windows are double-glazed, and our best recourse lies in the selection of sites free from excessive outside noise sources and the placing of sleeping rooms on the quieter exposures.

The problems of control of noises arising within a structure itself are of even greater difficulty. It must be remembered that structure-borne noises, carried by floors or walls, by pipes or ducts, are commonly more disturbing than air-borne noises. Faulty construction methods may easily vitiate theoretically adequate sound insulation.

Along with the basic physiological problems of temperatures and light and sound, the architect must consider those essentials of sanitation necessary for protection against the spread of germ disease. So far as the design of the dwelling itself is concerned, the essentials are well understood. From the standpoint of site selection for new developments, however, the architect has responsibilities which are sometimes ignored. It would perhaps astonish such a group as is here represented to realize how often state health authorities are faced with a *fait accompli* in the construction of a development where sanitation is impossible. I recall one instance in Connecticut where a group of houses was erected on a steep slope bordering on a lake extensively used for bathing with no sewers and about six inches of soil over

the underlying rock available for sewage disposal. One of the first inquiries of the architect with regard to a proposed site should be as to the existence of a public water supply of approved sanitary quality, of an adequate sewerage and sewage disposal system, and of satisfactory provision for the removal and disposition of garbage and refuse. If such public facilities are not provided, it is an essential part of his task to make sure that they can be provided and at a reasonable cost, and state health authorities will always be ready to advise on the adequacy and safety of proposed plans. In any case, the designer must make provision outside the dwelling for the temporary storage of solid wastes. Incidentally, it is my personal conviction that the kitchen garbage grinder, with discharge of the ground waste into the sewer will some day become general practice. The garbage can is, to my mind, essentially as archaic as the outdoor privy.

A consideration of the problem of home safety is another essential factor in the planning of shelter for health. Accidents constitute one of our major causes for death in the United States, ranking above any other cause except diseases of the heart and arteries, cancer and diseases of the nervous system. Among the 90,000 deaths a year from accidental causes, more than one-third occur in the home. There is, of course, a catch in this. One reason why so many fatal accidents occur in the home is that there are so many young children and old people in the home; and accidents constitute special hazards of early childhood and old age. Nevertheless, the fact remains that over 30,000 accidental deaths and nearly 5 million accidental injuries do occur in dwellings, so that the phrase "safe at home" acquires a certain ironic significance.

Of course it is obvious that a dwelling should be so constructed that it will not fall down or burn up; these points are well cared for by existing Building and Fire Codes. The problem, however, is much more subtle than this. About one-half of the 30,000 fatal accidents in the home are due to falls. Their control demands serious attention to the design of stairways, to the proper relation between treads and risers, the avoidance, so far as possible, of winders and angle treads, adequate head-room, adequate lighting and provision of hand rails. Terraces and porches should be safeguarded by railings, windows designed to be cleaned safely from the inside. The bathtub is a very common cause of minor, and sometimes serious accidents and should be designed with a flat bottom and equipped with convenient grab bars. Adequate storage space for bicycles, garden tools, house-cleaning equipment, toys and games, and the like is a basic factor of home safety.

(Continued on page 17)

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## THE PHYSIOLOGY OF SHELTER

(Continued from page 16)

The design and placement of heating and cooking equipment and the safeguarding of electrical appliances, of course, come into the picture, since burns and scalds rank next to falls, accounting for one-fifth of all home accidents.

The design of the bathroom and its equipment is in many respects archaic, and this is the field in which prefabrication can play a major role, if it is an imaginative attempt to solve a problem and not a mechanical repetition of past haphazard practice.

Of major importance is the need for design of a dwelling which will provide for the performance of the tasks of the household with a minimum of physiological and psychological fatigue. The house is not merely a dwelling; for the housewife, it is a workplace as well. Recent studies show that some 60 person-hours of home-making activities per week are required in the average American home. This is an industrial hygiene problem of considerable magnitude. From this standpoint, the home should be designed with the same care you would apply to the problems of a factory. Directness of circulation, cleanability of surfaces, adequate facilities for cooking and laundering, good illumination and many other factors enter into the picture. Storage spaces, sufficiently ample and placed so as to be conveniently used are of primary importance.

If the height of any work surface is not reasonably adapted to the worker and to the task to be performed there may be serious strain. Such an improper adjustment, if continued, may result in sagging abdominal muscles and organs, spinal curvatures, round shoulders and crowded lungs, as well as mental and emotional fatigue. I happen to be Chairman of the New Haven Housing Authority, and the thing I am proudest of in our projects is the height of the kitchen sink. In a careful study made by the Home Economists, the height best adapted for dishwashing by an average American woman was established, and it appeared that no sink on the market was high enough for this normal value. So we had sinks made up with legs about 1½ inches longer than those ordinarily available. When our tenants first come into the kitchens, they say, "Oh, that sink's too high," and after a week they report "That's the first sink I ever used that didn't break my back." Now that is no small matter. If you can visualize the cumulative fatigue and frustration in the performance of household tasks, it is a basic contribution to healthful housing.

Planning the field of home equipment should involve an analysis of long-range trends in the function of the home. Will cooking and eating and laundering gradually pass out of the urban home to public restaurants and laundries, or will improvements in domestic equipment cause the pendulum to swing the other way? Will the radio and television and sound planning of the home itself restore recreation and leisure time activities to the domestic scene? Above all, what is the function of the rural dwelling? Is it a home alone, or a combination of home and factory?

All in all, the influence of the home on the emotional well-being of the family is probably more important than any specific hazards in the fields of safety and sanitation. Overcrowding and dreary surroundings may not kill as many people as unsafe stairs or polluted water supplies, but they may rob life of the values which make it worth living, which is perhaps worse. Our committee pointed out in its first report that "Under

(Continued on page 18)

ARCHITECT

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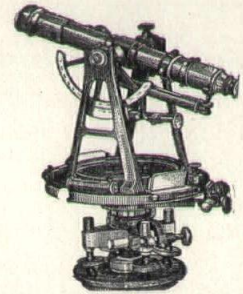
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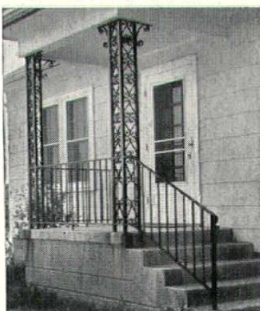
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**THE PHYSIOLOGY OF SHELTER**

(Continued from page 17)

modern conditions of American living, a sense of inferiority due to living in a substandard home may often be a more serious health menace than any unsanitary conditions associated with housing." Planning the home for occupancy is therefore a primary challenge to the architect.

Four of our Basic Principles of Healthful Housing bear directly on this point.

The first of these principles is "adequate privacy for the individual." Opposite the need for privacy is the "opportunity for normal family life." We must plan even the smallest home so that guests may be entertained, adolescent youth may meet with the opposite sex under wholesome conditions, and various age groups of the family pursue their diverse interests without undue frustration.

A third of our basic requirements is "The provision of possibilities for esthetic satisfaction in the home." The desire for beauty is a fundamental urge whose satisfaction is essential to healthy living in the full sense of the term.

Finally, we have suggested as one psychological need in housing "concordance with prevailing social standards of the community." "Keeping up with the Joneses?" you may ask. Yes, if you wish to put it that way. It is certain that the sense of inferiority developed in a home notably below the standards of friends and neighbors may, and often does, produce emotional reactions, particularly in children, which are fundamentally incompatible with mental health.

Our analysis has made it clear that total space allotments in housing built in recent years has fallen far short of any reasonable minimum. Even the generally excellent projects constructed under the National Housing Act of 1937 are, in this respect, some times less adequate than the slum tenements from which these tenants came; and during the past two years speculative builders have been finding a market at \$10,000 to \$15,000 for doll's houses which out-slum the slummiest of our pre-war slums.

If, and when, the vast possibilities of economical mass-prefabrication are actually realized, the problem of planning will become of even more pressing urgency than it is today. If anyone could purchase a dwelling from a mail-order house and set it up where he liked, we should create the equivalent of trailer-camp slums, worse than we have known before. A home is not an isolated unit. It must be situated on a nexus of water lines and sewer lines and transportation lines. It must be integrated socially into a neighborhood.

Have I asked too much of design, in suggesting that the architect must be a creative artist in human living, as well as in concrete and steel?

Louis Sullivan was right when he said, nearly half a century ago, that the architect "is and imperatively shall be an interpreter of the national life of his time.

What I would like to emphasize, however, is that this is a two-way, not a one-way process. The trend of civilization influences architecture; but architecture also helps to control the course of civilization.

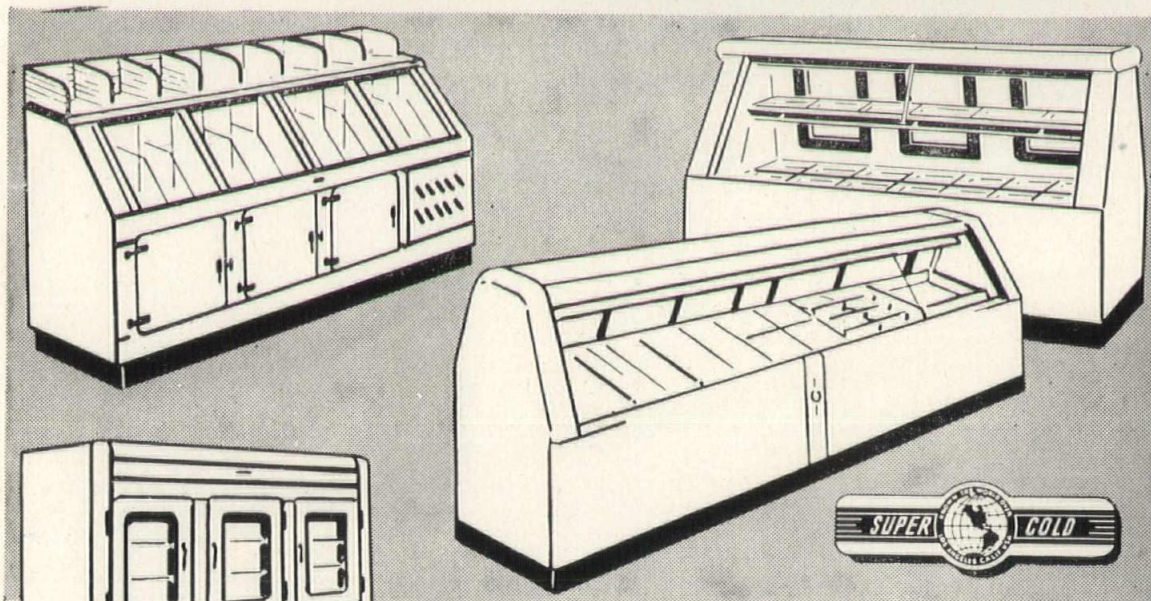
The small dwellings of today are in part a reflection of the small families of today, as well as of high building costs; but dwellings which are *too* small may well have the unfortunate effect of re-enforcing the trend toward still smaller families in the future.

The architect reflects our culture. He helps to transmit the ideals of our culture. He may also be a major agent in the formulation of the culture of the future.



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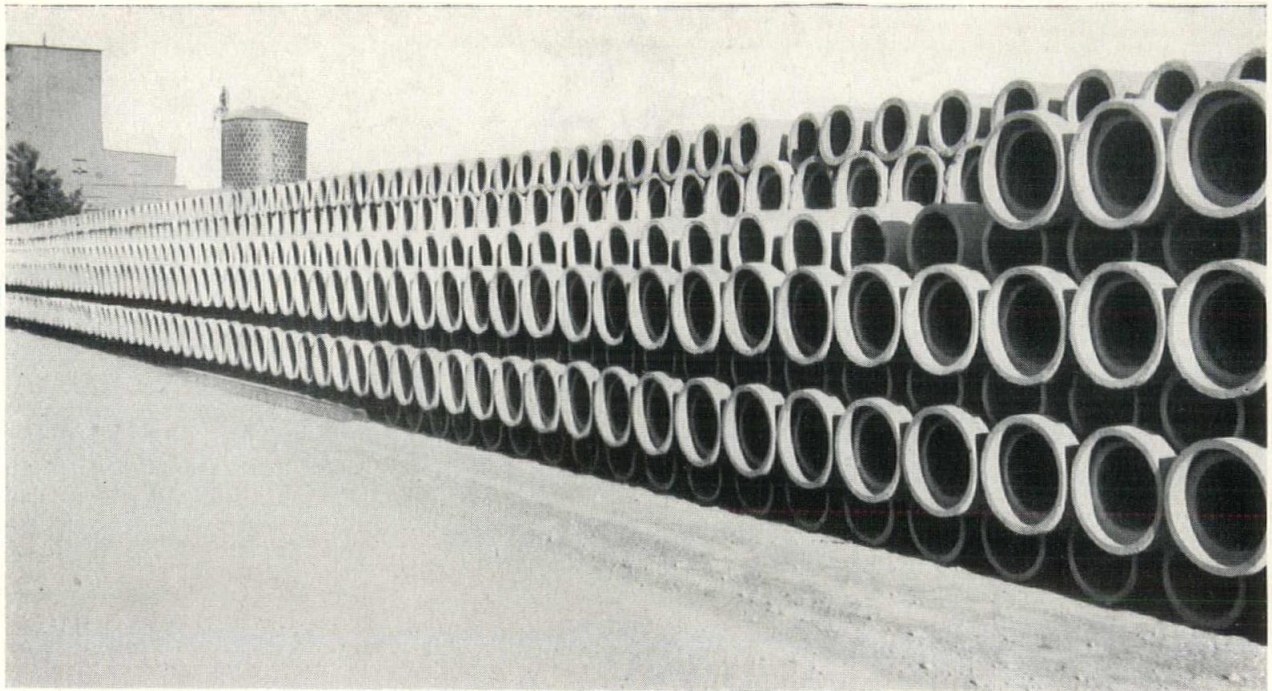
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