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Vol VII

No. 7

# OHIO ARCHITECT



Banking Room — Central National Bank, Cleveland  
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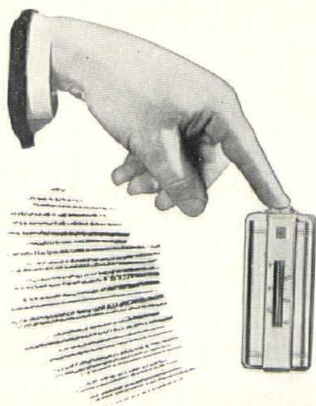
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# OHIO ARCHITECT

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JOHN W. HARGRAVE ..... *Editor*  
Cooper and Montgomery Roads, Montgomery, Ohio

CHARLES L. BURNS ..... *Business Manager*  
Publication Office: 6523 Euclid Ave., Cleveland 3, Ohio  
Telephone EXpress 8700

E. B. STAPLEFORD ..... *Advertising Manager*

ED SELTNER ..... *Assistant Advertising Manager*

## ASSOCIATE EDITORS

COLUMBUS CHAPTER, A.I.A.—Ralph Kempton, Secretary, Ohio State Board of Examiners of Architects, 2150 A.I.U. Bldg., 50 W. Broad St., Columbus 15, Ohio.

CLEVELAND CHAPTER, A.I.A.—David M. Ward, 702 Swetland Bldg., Cleveland 15, Ohio.

DAYTON CHAPTER, A.I.A.—John Sullivan, Jr., 419 Third National Bank Bldg., Dayton 2, Ohio.

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New Home Builders



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Many new home builders we have interviewed are building smaller homes than they had planned. Still, they want telephone wires concealed inside the walls. Telephone outlets make this possible.

It is wise to include telephone outlets in plans now, before construction begins. It may be impossible to conceal telephone wires after a house is completed due to modern methods of construction.

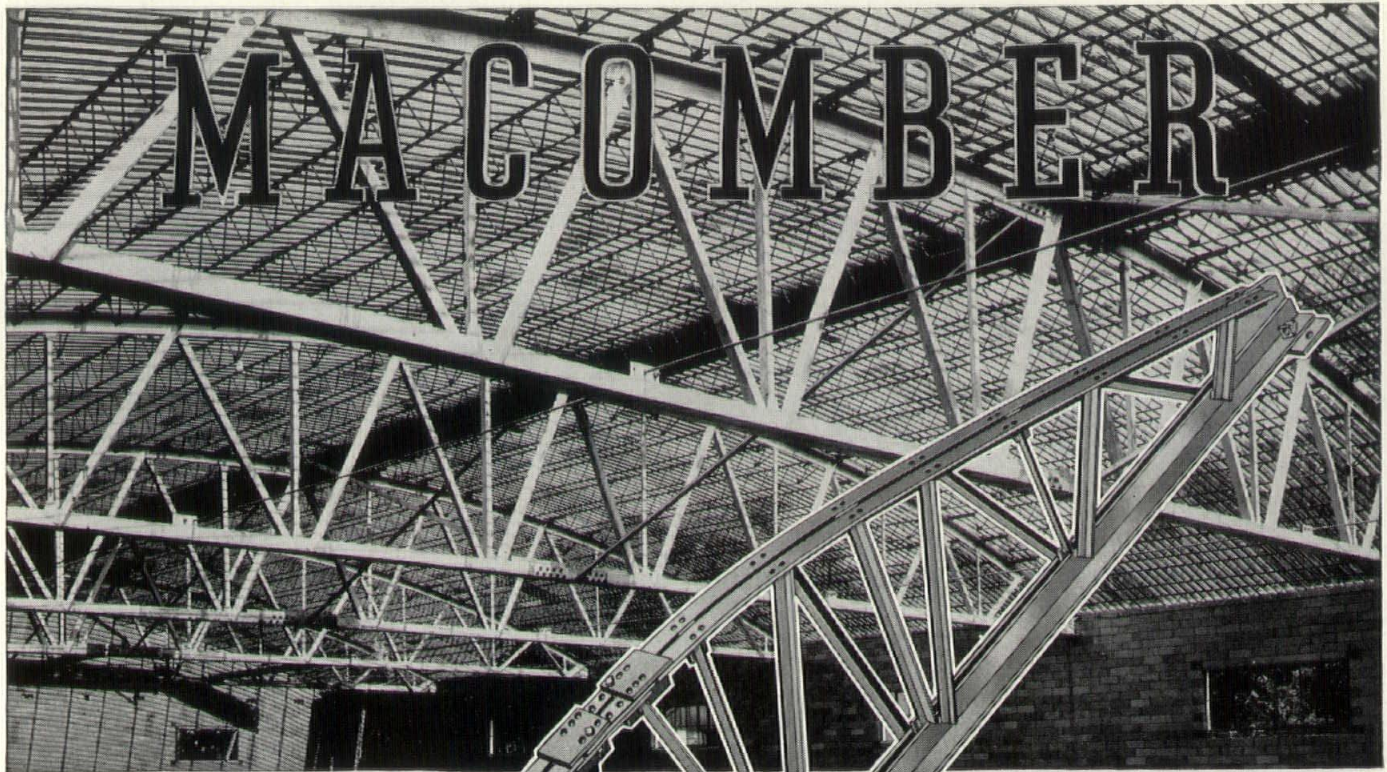
(Call or write today for the free 12-page booklet, "Plan for Phones in Your New Home". It tells how.)

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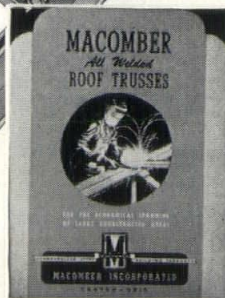
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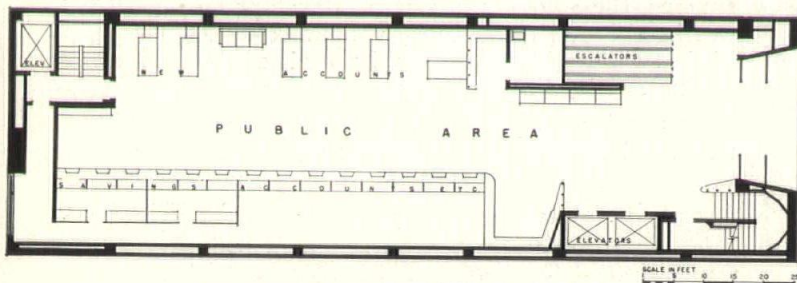




## A NEW BANK FOR CLEVELAND

The recently completed structure in downtown Cleveland, The Euclid Avenue Office of the Central National Bank, was designed and built exclusively for its own use. Significant of what the bank interior presents to visitors is the restrained but smart design of the exterior of the building.

Use of stainless steel and glass against the background of imperial red Swedish granite walls presents a dignified and colorful design in contrast to the usual riot of competing neon advertising signs and fronts which too

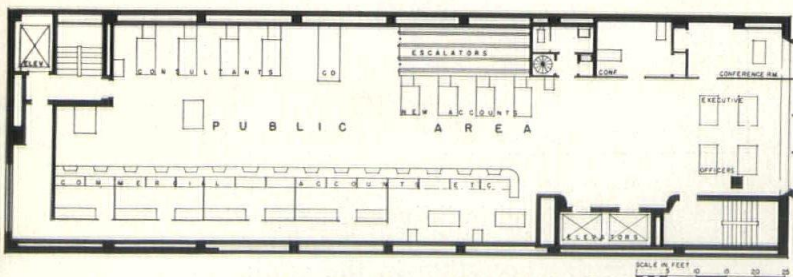


First Floor Plan — Central National Bank

frequently clutter our commercial streets. Glass doors and walls at the sidewalk level permits an unobstructed and inviting view of the interior of the ground floor banking room. Above the entrance the bank name is

See Illustrations on Front Cover and Page 6

fashioned in massive letters of stainless steel projected from the granite wall, above which windows of the upper floors are contained in an over-all installation of stainless steel and glass. In addition, a striking feature of



Second Floor Plan — Central National Bank

the front is a six foot diameter electric clock with plain metal spacers and hands.

Due to the limited ground area, 41 feet by 130 feet, the Bank's program requirements were solved by placing one banking room above the other. The street level contains the entrance lobby and banking room for savings department, travel service and counters for payment of utility bills. Directly upon entering the lobby, electric stairways permit easy access to the second floor banking room which accommodates commercial banking and checking account facilities and the loan department. Below the street level, a safe deposit box department is placed, consisting of a lobby, coupon booths and conference room, vault and ladies' retiring room.

(Continued on page 17)

# 1949

ARCHITECTS SOCIETY OF OHIO OF THE  
AMERICAN INSTITUTE OF ARCHITECTS  
COMPETITION PROGRAM

# 1949

### General

The Competition Committee of The Architects Society of Ohio announces a Competition to be held in connection with the Annual Meeting of the Society to be held this year in Cleveland on Thursday, the 13th and Friday the 14th of October, 1949. Architects residing in Ohio eligible to compete under the rules and regulations of the Competition are invited to submit illustrations of completed work.

All entries will be judged by a jury of three architects not residing in Ohio, the A. S. O. reserving the right to withhold the award in any class which in the opinion of the jury is not represented by an outstanding building.

The classification of entries shall be as follows:

Class No. 1—Single family residences of 30,000 cubic feet or less.

Class No. 2—Single family residences of more than 30,000 cubic feet.

Class No. 3—Multi-residential—hotels, apartment buildings, etc.

Class No. 4—Institutional—hospitals, homes and institutions of detention or correction.

Class No. 5—Ecclesiastical, social and fraternal—churches, clubs, lodges.

Class No. 6—Educational—schools, libraries and museums.

Class No. 7—Commercial—office buildings, stores, bank buildings, theatres, garages, telephone exchanges, etc.

Class No. 8—Industrial—factories, power plants, etc.

Class No. 9—Public buildings—fire houses, police stations, city halls, court houses, etc.

Class No. 10—Farm buildings—farm residences not the rural home of an urban worker, stock and dairy buildings, poultry buildings, etc.

All entries in each class will be judged as a group and one submitted in each class premiated.

Three prizes consisting of medals struck for the occasion will be awarded to the premiated design which in the opinion of the jury is outstanding among the premiated designs in each of the following classification groupings: No. 1, No. 2 and No. 3; No. 4, No. 5, and No. 6; No. 7, No. 8, No. 9 and No. 10.

The awards will be announced following the dinner at Allerton Hotel on the evening of October 14, 1949. Certificates of medal award and class premiation will be presented to the architects of designs receiving such awards or premiations with copies to the building owners.

### Rules and Regulations of the 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 residing in Ohio, and individuals residing in and registered as architects in Ohio, are eligible to compete; the latter classification, including individual registered architects in Ohio employed

(Continued on page 16)

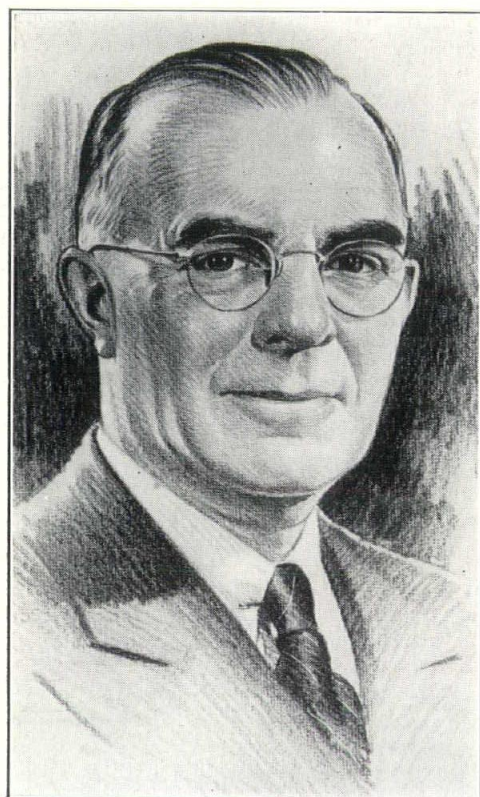


# McComber Fabricates a Web of Steel Across the Land

If you could look into the wall, floor or roof construction of many of the country's outstanding housing developments, public schools and universities, stores, theatres and supermarkets, industrial plants, terminal buildings and hangars, you would find one or more types of Macomber Steel Building Products.

## DRIVING NAILS INTO STEEL

One of the recent Macomber achievements is the production of a new type of light steel section into which



nails can be driven. This patented section is produced on especially designed cold forming mills, rated among the largest ever built. The combined output per working day would be equivalent to a continuous formed steel section that would reach from Canton well past Akron and weigh approximately 64 tons.

Strip steel in coils weighing over 9,000 lbs. each are reduced to the proper width on a slit in the Macomber plant which cuts and winds these ribbons of

steel of the proper width for the seven different sizes of steel sections produced. A nail driven into the steel wedge in the center of these sections has many times the holding strength of wood. In this way the last vestige of combustible material has been eliminated from the load-bearing structural units of modern building.

## A NEW INDUSTRY IS BORN

At the very heart of this entire system of modern steel construction is the basic engineering achievement designed in 1923 by Stanley Macomber, president and founder of Macomber Incorporated. It was in this year at the original plant in Massillon, Ohio, that Mr. Macomber designed and put into production the original Open Web Bar Joist.

Here for the first time architects had a steel floor support that was open—floor joists through which service lines could be run without tedious hours of cutting. Pipes could be hidden within the floor system, providing more headroom in basements. Architects took to this new type of floor support immediately. It was the origin of an entirely new industry for, as other steel fabricators went into production of this item, standards

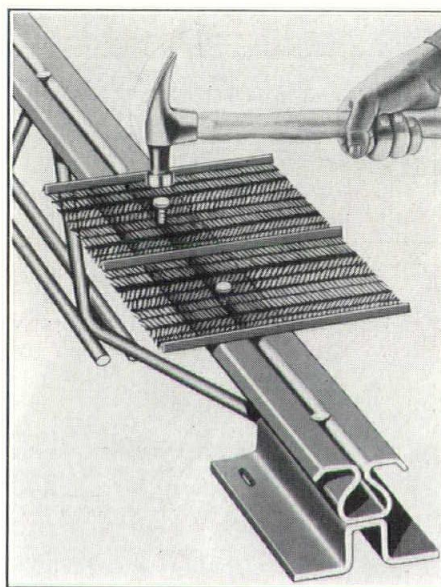
were set up from the original Macomber Safe Loading Table and architects were able to design these units into their buildings from an accepted standard of engineering design.

The Steel Joist Institute which today is a clearing house for engineering data on joist design and specifications, grew out of this original group of joist manufacturers, which in turn had their origin in the Macomber Bar Joist.

## YOUR BUILDING IN FREIGHT CAR

One of the engineering feats that must parallel the production of extremely long structural members, such as Macomber Roof Trusses, is a method of transporting these heavy sections. These large steel trusses are made for spans up to 180 feet. Such a unit would be impossible to truck and too long for flat cars. Methods of splicing these long units were developed so that they can be shipped in ordinary freight cars, quickly assembled at the building site and have all of their accurately engineered loading capacity when erected.

At regular intervals, you can see what amounts to a structural frame large enough to enclose a city block,



neatly arranged in freight cars leaving Canton. Truck cranes swing these heavy sections to the ground where they are bolted together with heavy splice plates and erected by steel workers into a structural unit to house an entire industry, a theatre audience or college basketball game. For smaller spans Macomber produces Long-span Joists used in downtown

stores, supermarkets, garages and buildings of narrower width where heavy loads must be carried without central supports.

An interesting operation in the coating of steel roof deck at the Macomber plant is the application of an electro-static field wherein paint shot from jets flies to the magnetized steel sheets like a needle does to a horseshoe magnet. Defying gravity, paint jumps through the air, evenly coating 12-foot steel plates as they pass on an endless conveyor through this electrostatic field into infra-red drying ovens from which they emerge perfectly dry, ready to stack in trucks or freight cars.

## A. S. O. Convention—Cleveland, October 13 and 14

*Shocked to hear that veal liver was 98 cents a pound, a customer scolded the butcher: "I'd think you would be ashamed of yourself!"*

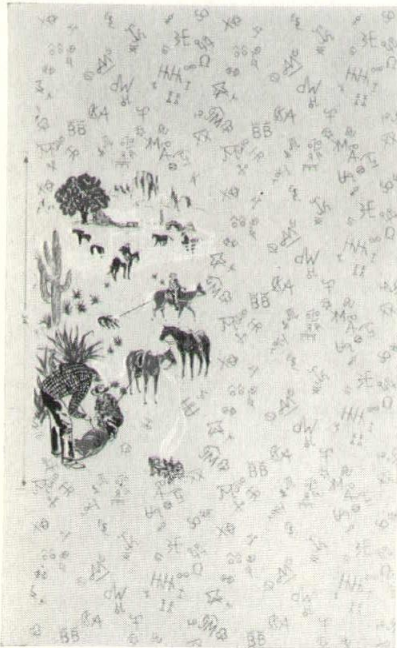
*"I am," he replied. "But I'll bet that calf's mother would be mighty proud!"*



# Working Wonders with Wallpaper

Revolutionary strides have been made in wallpaper design, textures, color-fastness and resistance to destructive agents. That is why architects are working wonders with wallpaper these days, achieving exciting, unusual effects through the use of the proper wallpaper.

In order to cope with the rise in city dust and the increased cost of cleaning help, architects are pointing out to their clients that most American papers today are readily cleanable or washable, and some are even capable of withstanding scrubbing. A handful of the newest wallpapers are even immune to practically any type stain.



**"REMUDA RANCH"**—an original hand printed wallpaper made by the Union Wallpaper and Paint Company of Cleveland. Designed by Binnie Wilson, the main panel is also 54 inches high and features a richly colorful round-up branding scene. The surrounding or companion paper, **"BRANDING IRONS,"** is composed of original and authentic brands of the West and a legend is provided with this paper giving detailed information on each brand shown.

dramatic selling tool that can influence clients to go ahead on important projects.

Wallpaper design today helps establish a harmonious

Ladies Lounge at the Union Savings and Loan Company of Cleveland showing how the use of a large, colorful chrysanthemum pattern from floor to ceiling has resulted in this room appearing to be much larger than it actually is and full of charm and color.

working alliance between a Picasso and the wall on which it is hung. Every day, more and more architects are discovering that the textural beauty of a piece of sculpture or other choice art object or central theme can be complimented by a subtle background paper to a greater degree than the usual flat wall paint or velvet hanging of days gone by.

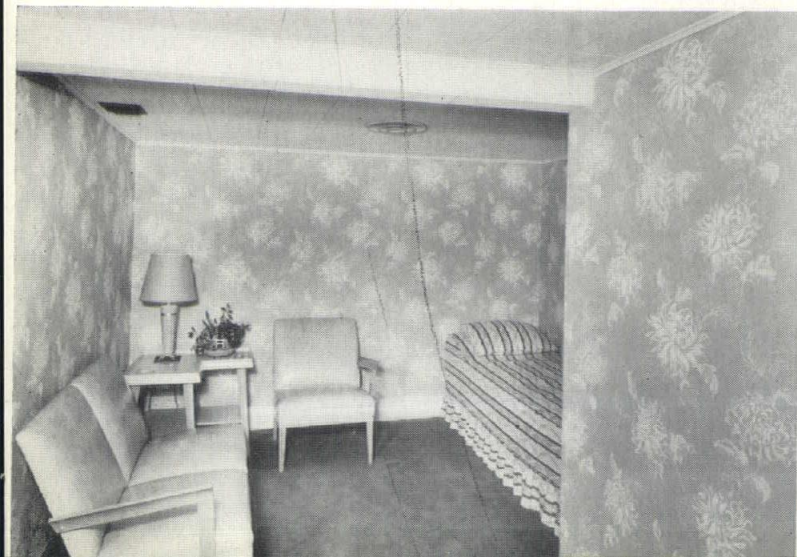
Excellent examples of the "new look" in wallpaper design are **"Holiday"** and **"Remuda Ranch,"** both hand-printed wallpapers manufactured by the Union Wall Paper and Paint Company of Cleveland. In these papers, two Cleveland designers—Mrs. Elsa V. Shaw with **"Holiday"** and Binnie Wilson with **"Remuda Ranch"**—reach new heights of beauty and creative design. Each paper has a main panel 54 inches high featuring a scenic theme and a companion paper that forms an interesting background to complement the main panel.

With the increasing number of business establishments—banks, hotels, clubs, restaurants, business offices, hospitals, retail stores—being architect-planned these days, more and more fine wallpaper is being used in establishing inviting, modern and distinctive interiors. An excellent ex-



**"HOLIDAY"**—an original handprinted wallpaper made by the Union Wallpaper and Paint Company of Cleveland. Designed by Mrs. Elsa V. Shaw, the main panel is 54 inches tall and illustrates a colorful, exciting waterfront scene. The surrounding or companion paper, **"FRONDS,"** provides a most distinctive background paper to complement the sweep and verve of the main panel.

Children's Room at the Community Hospital of Berea (Ohio) where the walls are decorated with **"JOYLAND"**—an original handprinted wallpaper. Each of the three children in the wallpaper design are full life-size, with the baby in the romper suit at the top being a full six-months life size.





ample is the use of fine wallpaper in the business quarters of Union Savings and Loan Company of Cleveland. Here, instead of the walls being cold, drab or even forbidding, the use of wallpaper in the French Provincial style with the dignified floral motif skillfully executed in contrasting panels, achieves a friendly, good-neighbor spirit that invites the customers to come again.

#### SMALL ROOM LOOKS LARGER

On the second floor of this same bank, an artistic lounge for the ladies employs fine wallpaper with good results. Here a relatively small room is made to seem much larger than it really is through the floor-to-ceiling use of a gay pattern of large chrysanthemum design.

Modern usage of wallpaper often blends two or more papers. An interesting example of this technique is seen in the Children's Room at the Berea (Ohio) Community Hospital. In this room, a unique handprinted wallpaper, called "Joyland," forms the decorative theme. This paper features actual life-size figures of children at play, with

the baby being full six-months life size. Not only do these life-size figures of children stimulate a feeling of companionship, but it also provides an outlet for the sick child who can draw or use scissors, colored paper and paste for they can make "clothes" for their wallpaper friends.

#### CHILDREN ARE FASCINATED

Miss Helen B. Ott, Superintendent of the Community Hospital of Berea, explains, "The children and parents are fascinated by these life-size children in the wallpaper design. The very young point and say 'Baby.' It makes the children feel they are really among friends. Aside from its beauty, it is washable and being in a children's ward, it is washed often."

The main panel of "Joyland" featuring the life-size children is 54 inches high and 30 inches wide, while the companion paper of the daisies comes in rolls 30 inches wide. By combining the two, the illusion of the three children playing in a field of daisies is beautifully achieved.

Working in close cooperation with architects, the Union Wall Paper and Paint Company of Cleveland has designed and made special wallpapers for many outstanding modernizations and new construction. In addition, its line of handprinted wallpapers—the UniTec Line—now has approximately 100 original and distinctive designs and patterns in a great number of attractive colors.

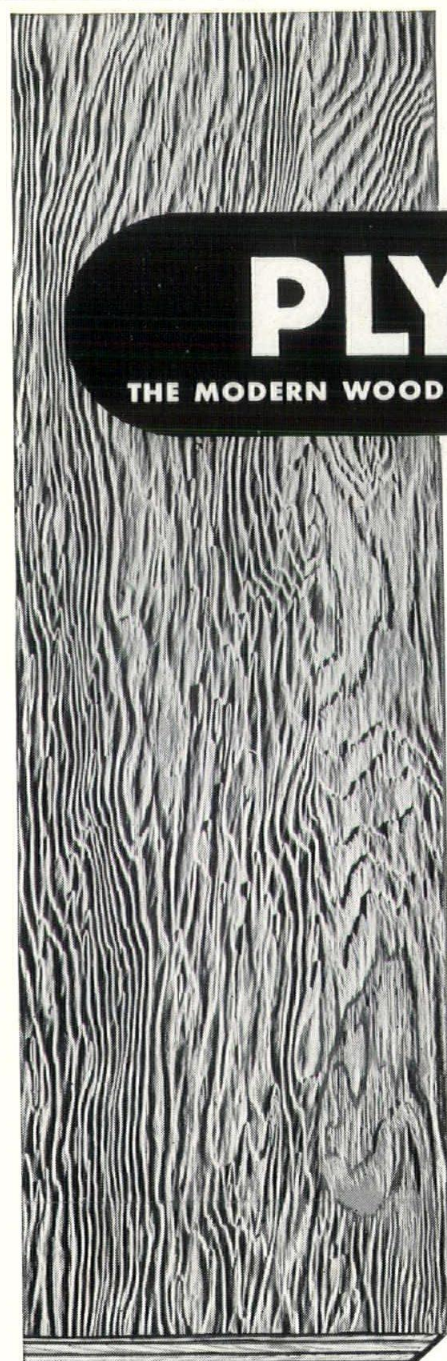
In these days of keener competition and creative selling, the use of fine wallpaper can be an effective tool for the architect to use in clinching an important commission, especially if the wallpaper is designed to please the individual client's taste and desires.

#### RECOGNIZED STANDARDS

If money is to be wisely expended on a building program, it seems that an acquaintanceship with standards in this field would be indispensable, according to H. M. Lawrence of the American Standards Association.

"Progress is being made in harmonizing different requirements of building codes. However, many problems are complex and cannot be solved overnight.

"Modular coordination is a new standardization development for cutting down cost of sawing timber, breaking bricks and blocks, and tinkering with doors and windows before various building components can be fitted together. This coordination between materials is carried out by means of a four-inch unit called a module. The architect makes his designs on the basis of this four-inch unit and multiples of it. Seven hundred manufacturers are now producing building materials on the modular principle, which has saved as high as 25 per cent in man-hours over usual methods of erecting small homes, for instance."



# PLYTEX

THE MODERN WOOD WITH SCULPTURED BEAUTY

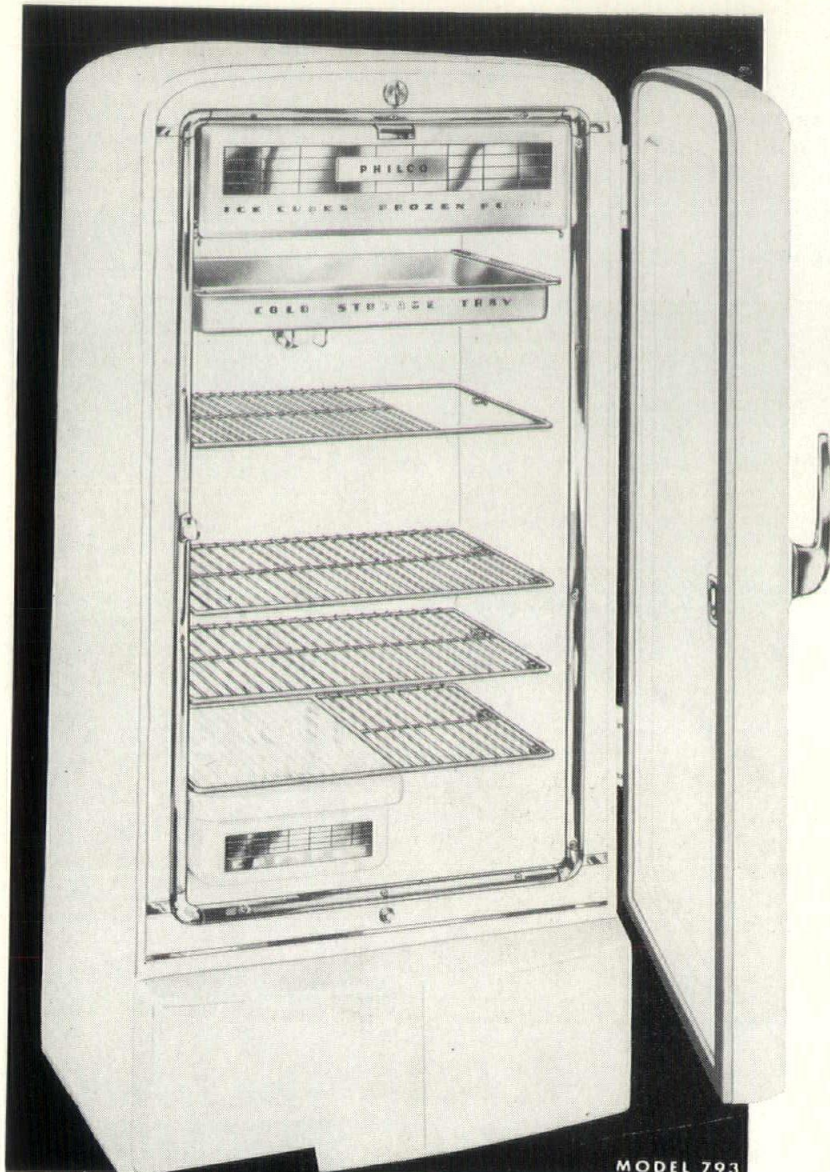
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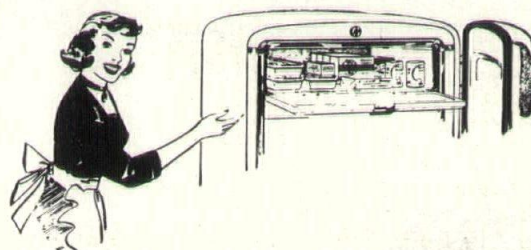


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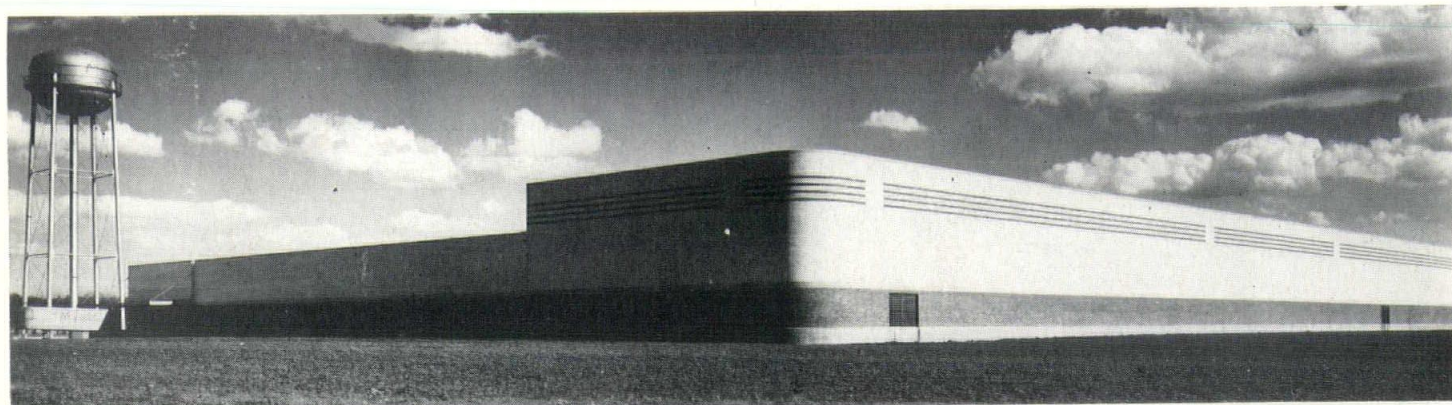
2801 ST. CLAIR AVENUE • CLEVELAND, OHIO • MAin 9165



## A MODERN PAPER MILL STRUCTURE

The new mill of The Moraine Paper Company Division of The American Envelope Company in West Carrollton, Ohio is one of the most modern and unique paper mills in the world today.

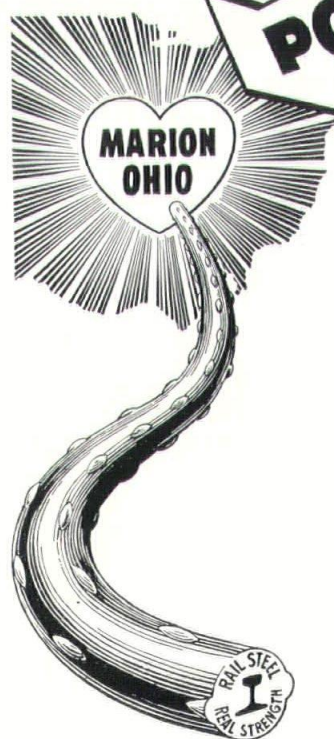
Designed by the offices of W. Ray Yount, Architects and Engineers, of Dayton, Ohio, this project, of approximately 200,000 sq. ft. of floor space, was completed last year at a cost of over \$3,000,000 including equipment.



The site, a large tract of land, some 85 acres in West Carrollton, just outside the City of Dayton, is bounded by the Big Four Railroad on one side and paved highways on two other sides. The project consists of two buildings, the Paper Mill, 330 feet wide by 500 feet long, and a Power House which supplies steam for both heating and processing work. The buildings have been so designed and placed on the property that there is ample room for future expansion.

The main building is windowless and is constructed of brick. The dark base and dark bands showing in the photograph are chocolate brown, the rest being buff. The inside walls have six foot high wainscot of smooth-surfaced tan bricks topped by a single row of dark green glazed tile. Above this, cream colored glazed tile go to the roof line. The mill offices, which are in the center of the building, are reached by a tunnel starting in the Power House. These offices are finished in light green

*(Continued on page 25)*



# POLLAK

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# Cleveland Producers' Council Awards

Harold Bergman, President of the Cleveland Chapter of the Producers' Council and Ohio Representative for the J. A. Zurn Mfg. Co., announces the Producers' Council Awards to this year's winners of The Western Reserve School of Architecture competition at the chapter's last meeting of the current season.

School of Architecture, announce the following awards:

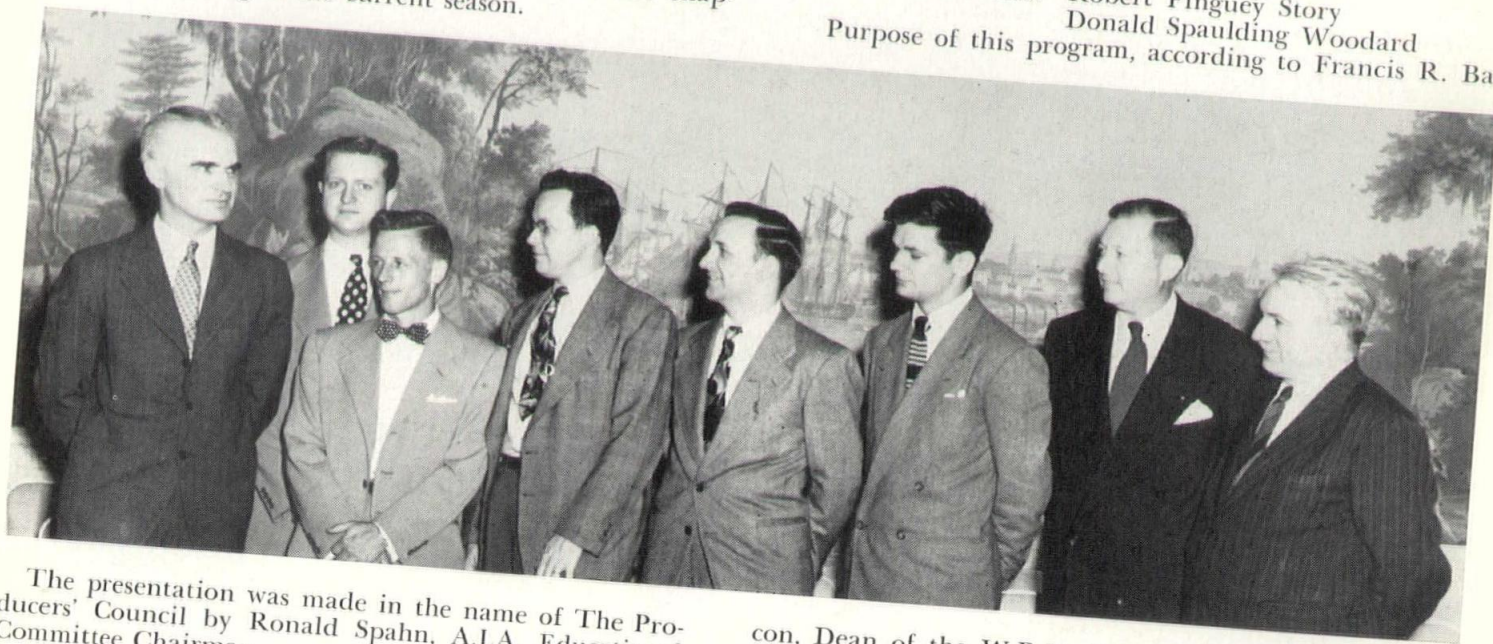
1st Prize: Alexander Oley, Jr.

2nd Prize: Robert Earl Warner

3rd Prizes: Robert Pinguey Story

Donald Spaulding Woodard

Purpose of this program, according to Francis R. Ba-



The presentation was made in the name of The Producers' Council by Ronald Spahn, A.I.A. Educational Committee Chairman.

The Producers' Council, in conjunction with the American Institute of Architects, through The W.R.U.

con, Dean of the W.R.U. School of Architecture, is to acquaint the students with the activities of the Producers' Council and it's association with the A.I.A. This year's awards go to the writers of the best research

(Continued on page 14)

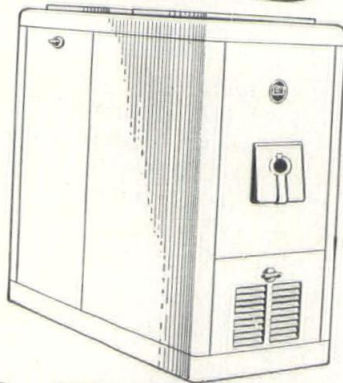
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ARCHITECT



papers in the course, "Materials and Methods."

Among those attending the meeting were: Emil Szendy, Code Authority; Carl Droppers, Acting Dean, Western Reserve University, School of Architecture, the four Student Award Winners: Wally Teare, President Cleveland A.I.A.; and Ronald Spahn, A.I.A. Educational Committee Chairman.

Following the presentation, the following new officers were elected for 1949-50: Mr. Leroy (Roy) Ross, President, Branch Manager of Chamberlin Co. of America, 4019 Prospect Ave.

## CLEVELAND CHAPTER NEWS

What turned out to be the best attended picnic ever sponsored by the Cleveland Chapter was held June 25, 1949 at the country home of Mr. and Mrs. Frank Draz.

A ball game between the practising Architects and the Architectural students of Western Reserve was played. No one seems to know the final score so the championship award will have to wait till next year's picnic. Mr. and Mrs. Al Harris prepared the shrimp which were disposed of in a hurry, again attesting that the Harris's are tops in this field. According to reports



Mr. R. H. Mansfield, Vice President Sales Representative, H. H. Robertson Co., 1526 Hanna Building.

Mr. R. V. Bain, Secretary, Manager, Electric Home Bureau, Cleveland Electric Illuminating Co., 75 Public Square.

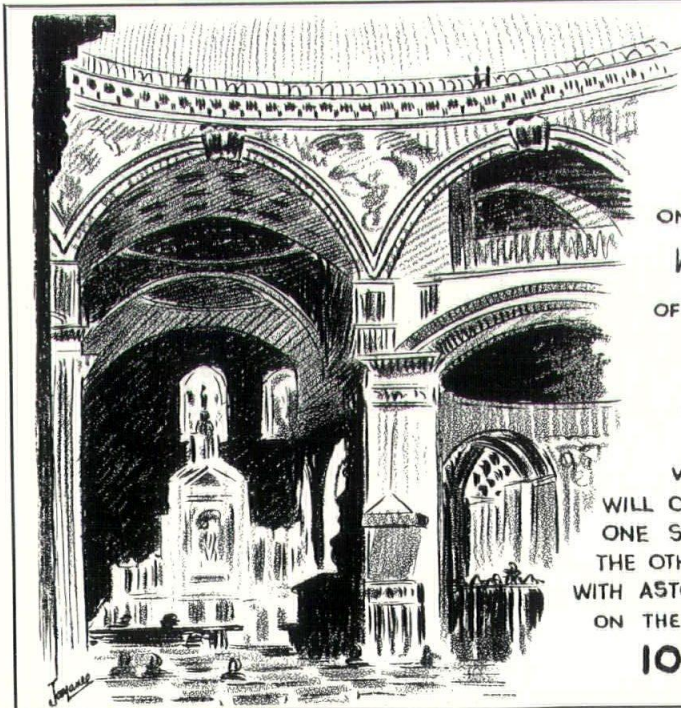
Mr. F. W. Huffman, Treasurer, Sales Representative, Armstrong Cork Co., Hanna Building.

The Producers' Council has declared that it will make every effort to provide helpful information to the users of building products again during the 1949-50 term.

Alec Robinson did an exceptional job of broiling the steaks. Orchids to Mr. and Mrs. Frank Draz for being such perfect hosts.

The election of officers was held in the Old Barn with candles furnishing the illumination for the meeting. Officers elected were as follows: Paul C. Ruth, President; Carl F. Guenther, Vice President; Lottie Helwick, Secretary; Morton Leavitt, Treasurer.

Executive Committee: Robert A. Little, Joseph Ceruti, Edward A. Flynn, Wallace G. Teare; A.S.O. Director Charles C. Colman.



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## THE SECRETARY'S COLUMN

As the summer season approaches, and architects concentrate on their own work and means of keeping cool, activities of the Society's six chapters are infrequent. A picnic of the Cleveland Chapter, and a golf party of the Eastern Ohio Chapter are the only summer programs noted. Cleveland architects have elected new officers who will use the summer months to organize their program, always one of the best in the state.



John W. Hargrave

Officers of the Architects Society of Ohio were guests of the Eastern Ohio Chapter at its July meeting at the Shady Hollow Country Club near Massillon and Canton. Architects and their wives from the many cities in the Chapter gathered for an afternoon of recreation followed by a fine dinner. While the ladies were entertained on the terrace, the architects discussed A.I.A. problems with John R. White, Jr., Field Secretary of the Institute. The arrangement

was a splendid one, and is to be recommended to the other chapters.

Most architects have heard that the proposed amendments to the Ohio Architects Registration Law were approved and passed by the Ohio Senate. However, when the bill came up for hearing in the House of Representatives, very few architects were notified, and vociferous

opposition to certain sections of the amendment was presented by organizations representing home builders, building and loan associations, and lumber dealers. The day of general acceptance by the citizens of Ohio of the conviction that any residence is worthy of an architect's services seems far away. By the time this magazine is published, the General Assembly will have adjourned, and it is highly doubtful that any amendments to the registration laws will have been passed. There remains to the Society one course of action which it is taking: incorporation as a non-profit corporation which will act as agent for the architects of Ohio in prosecuting willful violations of the present law, and of investigation of all building failures caused by a lack of trained services in design and supervision of construction, giving to the public press its professional statements regarding the dangers to public health and safety under existing laws.

The Cleveland Convention of the A.S.O. is going to be one to attend and to remember. The entire program and the seminars and exhibits at the Hotel Allerton will present factual information which every architect and architectural student will want to have. The ladies will be entertained splendidly, too, so that no architect be entertained splendidly, too, so that no architect should consider this an opportunity to display his work, fellow. So start now to prepare exhibits for display in Cleveland on October 13 and 14.

JOHN W. HARGRAVE, *Secretary.*

### A. S. O. Convention—Cleveland, October 13 and 14

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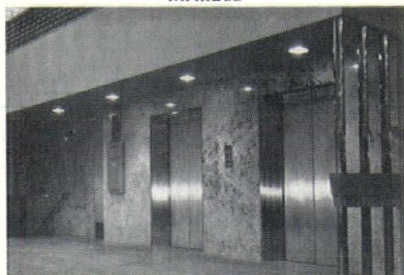
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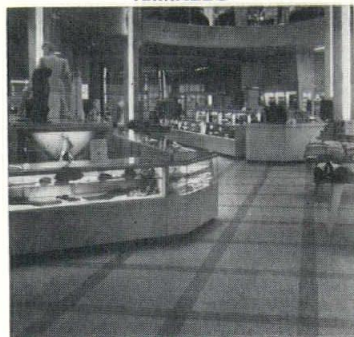


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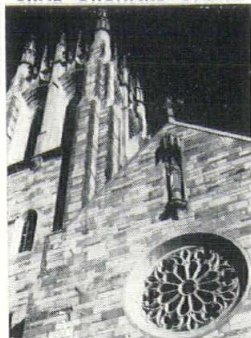


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# 1949

ARCHITECTS SOCIETY OF OHIO OF THE  
AMERICAN INSTITUTE OF ARCHITECTS  
**COMPETITION PROGRAM**

# 1949

(Continued from page 7)

- 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 1939 and no building shall be submitted to this competition which has received a prize or mention in a previous State Convention competition, conducted by this Society.
  4. Entries are restricted to one in each classification for each individual or firm as described 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 a sufficient number of mounted photographs to adequately explain the project illustrated. At least one 8" x 10" photograph shall show a general view. The size and number of other photographs are left to the discretion of exhibitors except that no photograph shall be larger than 8" x 10". All prints shall be glossy.
    - (b) Black line drawings on white paper, photostat or black line prints may be used to illustrate floor plans, each of which shall bear a graphic scale.
    - (c) The cubic footage of entries submitted in classifications (1) and (2) shall be computed according to the A. I. A. standard method of computation of total cubage clearly indicated by diagram.
    - (d) Competitors are requested to submit photographs and floor plans mounted in vertical composition on one 20" x 30" mount.
    - (e) The competitor shall plainly mark the front of the mount with the nom-de-plume or symbol.
    - (f) Accompanying each entry there shall be a sealed envelope bearing on its face his nom-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 classification in which the entry is to be made.
  7. All entries must be mailed, postage prepaid, or delivered, with the words "Architectural Competition 1949" clearly printed on the package, so as to arrive at the Allerton Hotel, not later than Tuesday, October 11th, directed to Ernst Payer in care of the Hotel.
  8. No risks are assumed in handling the entries at Cleveland 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

JOSEPH CERUTI, *Chairman*.....Cleveland  
FREDERICK WILLIAM BERTSCH.....Cincinnati  
PAUL D. MORRILI.....Columbus  
JOHN N. RICHARDS.....Toledo  
JAMES A. REED.....Dayton  
JOHN F. SUPPES.....Eastern Ohio (Akron)

(Continued on page 17)

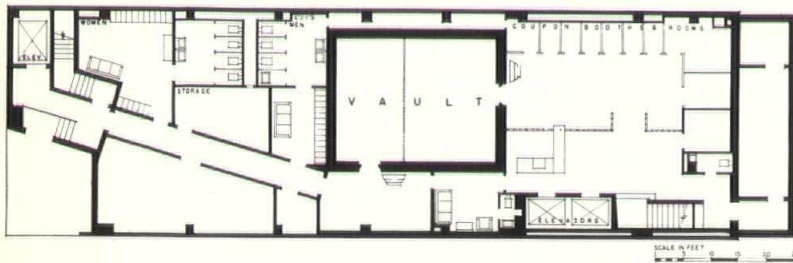
**A. S. O. Convention—Cleveland, October 13 and 14**



## New Bank for Cleveland *(Continued from page 7)*

In place of the traditional wickets and windows for handling banking transactions, the tellers' counters are free of obstruction between the teller and customer, sloping fronts at about elbow height to permit easy standing. Check writing tables for customers harmonize with straight grained oak panelling and other walls painted in pastel green. The design and finish of all other furniture, including desks of the latest design, were selected from the viewpoint of extraordinary comfort for visitors.

Floors in general are a dark gray-green terrazzo with aluminum spacers. Areas at officers' platform are covered with a special designed carpet made for the bank's exclusive use. Walls adjacent to the elevators, at the rear of the main banking rooms and on main stairway leading to the safe deposit lobby are covered with Italian Loreda Chiaro marble.



Basement Plan — Central National Bank

Lighting is accomplished with a combination of fluorescent and incandescent. On the first and second floors a system of parallel rows of fluorescent tubes 2 feet apart for the entire length of the main banking rooms with "egg-crate" aluminum fins suspended below the tubes eliminates glare and diffuses the light source, creating an effect of a ceiling of light. Recessed spot lights are above officers' desks and tellers' counters, the entire combination producing 50 foot candle over the entire public area, lobby and working area. Ceilings are acoustically treated throughout.

Heating and ventilating consists of an installation which cleans, heats, cools, humidifies or de-humidifies the air throughout the entire building as required. Individual control of needs on various floors is accomplished by strategically placed thermostats. All glazing

of windows is heat-absorbing plate glass.

The building is serviced by two passenger elevators at the front and one combination passenger-freight elevator at the rear in addition to the electric stairway between the first and second floors.

Completion of construction was accomplished 12 months from the date of first steel erection at an approximate total cost of one million dollars.

## 1949 ARCHITECTS SOCIETY OF OHIO OF THE AMERICAN INSTITUTE OF ARCHITECTS COMPETITION PROGRAM 1949

*(Continued from page 16)*

### CONVENTION EXHIBIT COMMITTEE

*(In charge of Hanging)*

ERNST PAYER, <i>Chairman</i> .....	Cleveland
GEORGE HOWARD BURROWS.....	Cleveland
JOHN E. MILLER.....	Cleveland
PAUL J. OCKERT.....	Cleveland
ALEXANDER OLEY JR.....	Cleveland

### A.I.A. DOCUMENT NO. 239

*(Excerpt from)*

#### 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 surface of the outside or enclosing walls and continued 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 per cent 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 (1) and (2).

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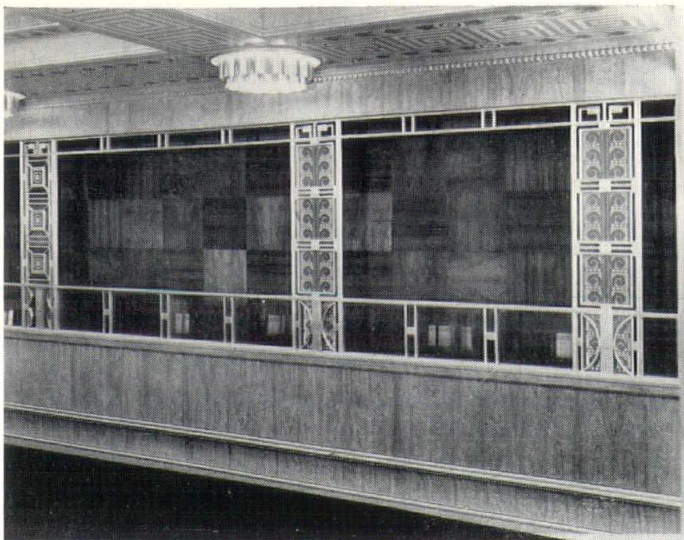
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## EASTERN OHIO CHAPTER NEWS

In spite of the draught, humidity and torrid temperatures, the architectural practitioners of Eastern Ohio turned out for the meeting at Sleepy Hollow Country Club, north of Massillon, for what proved to be one of the biggest if not the biggest attendance we have had at any meeting, fifty four ladies and gentlemen. And a fine dinner and decorations too, almost as pretty as the gals what fixed 'em, in case your interested. Those Canton Architects shore know something pretty when they see it, and smart too. Had representatives from Akron, Cleveland, Warren, Youngstown, Kent, Dover, New Philadelphia, East Liverpool, Cincinnati, Cuyahoga Falls, Alliance; was almost as good as a convention. Had a speaker from A.I.A. headquarters, Washington, D. C. He talked for quite awhile and the boys asked a lot of questions and he didn't know the answers to some of them and neither does anybody else. For instance someone asked how soon were they going to do something about fixing up the "Octagon" (the Octagon is the National home of the A.I.A.; not soap), well he didn't seem to have a very satisfactory answer for that either except that someone thought it might cost maybe a hundred thousand or so. That doesn't sound so bad as the amount they are spending down the street a block or so and for only one family too, and for only a few years, but one never knows these days, it may be for longer than would seem in good taste, but then taste is a changing thing too, for instance we had chicken last night and it was probably as good as you ever ate but I didn't want chicken tonight. You know if the boys down there in Washington can't figure out any other way to repair the National Home of the Architects maybe that Octagon soap idea wouldn't be too far fetched after all. I read the other day where some bayou folks down Louisiana way wanted to build a church and they were kind of poor like, they couldn't just up the ante like they are talkin' about between Architects, that is, the raise in dues I mean, well they were poor and honest folks and they had to build the church so they all decided to wash oftener than they had been and lo, they paid for the church with soap wrappers. Another idea would be to sell the Octagon Soap people the idea of fixing up the building if they could put up an "Octagon" neon sign on top and maybe one on each side of the building, that's another reason for not building eight sided buildings they cost too much for signs. Well, Mr. White, he was the speaker I was telling you about before. He is the Field Secretary of the A.I.A. Did better than could be expected considering who he had to talk to, and all in all it was pretty good and if the boys didn't learn something they didn't know before it is because they were asleep or wasn't there and if those that wasn't there missed something, I'm not going to repeat it here—That's the reason we have meetings and if you miss the meeting it is just too bad. Something else happened beside Mr. White speaking. There were a couple fellows there too, they were officers of the A.S.O., executive officers too and they held a meeting and I don't know what they talked about but maybe someone else will tell you about it somewhere else in this magazine if they can find room, but anyway Eastern Ohio was mighty happy to have had Messrs. White of the A.I.A., George Voinovich, of the Cleveland Chapter, and John Hargrave of the Cincinnati chapter with us. Both John and George gave us interesting talks regarding codes, conventions, etc., and George claims, Cleveland is really going to put on a show this Fall, so better get ready, George usually comes through. Well,

(Continued on page 19)



## A.S.O. CONVENTION PREVIEW

By George S. Voinovich — Convention Chairman

Architects and their wives who attend the 15th annual convention of the Architects Society of Ohio in Cleveland on October 13 and 14 will find every detail of the program and arrangements completely cared for by an energetic committee of Cleveland Chapter members.

The convention Committee is composed of Joseph Ceruti, J. Byers Hays, E. M. MacMillin, George B. Mayer, Edward Flynn, P. C. Ruth, Wallace G. Teare, Leon M. Worley, Joseph L. Weinberg and George S. Voinovich.

The Ladies committee is being headed by co-chairmen Mrs. Byers Hays, and Mrs. Frank Draz.

The Convention will be held in the beautiful, spacious and air conditioned Allerton Hotel. One of the features of the convention will be a large exhibit of building materials. This exhibit is largely being put on by the members of the Producers Council under the auspices of the Cleveland Chapter.

Highlighting the first day of activity will be the seminar and dinner which will be held at the famed "Nela Park", recognized as the center of lighting research in the United States. According to Wilbur D. Riddle chairman of this seminar nothing will be spared to give all the Architects and their wives a very "illuminating" and enjoyable time.

The morning of the second day will be given over to a seminar on some phase of planning that will tie in with the National Planning Conference being held in Cleveland, October 10, 11, and 12.

At noon of the second day a luncheon is being planned which will be addressed by an outstanding speaker. Meanwhile an interesting time and luncheon is being scheduled for the ladies.

The afternoon meeting of the second day will be taken up with the annual A.S.O. business and Election of officers.

A cocktail party for the guests is being sponsored by the Cleveland Chapter before the annual dinner which will be held at the Hotel.

A national figure of note in the architectural profession has been asked to give the main address at the banquet.

In another part of this issue are complete details on the Architectural Competition held in connection with the Convention.

It is hoped that the architects of Ohio will avail themselves of the opportunity to compete in the various classifications. A special architectural competition display room has been arranged so we anticipate a large group of entries.

Watch the ensuing issues of the "Ohio Architect" for more detailed information. In the meantime mark your calendar for October 13 and 14 and plan to come to the convention in Cleveland.

### Eastern Ohio Chapter News

(Continued from page 18)

I'm tired like Frank Lloyd Wright did when he walked off the stage over in Akron and said good night or was he so polite as to say good night, no I don't think he said good night, he just said he had had enough and walked off the stage. Well, good night.

P. S. I guess Franky boy really told them hardware boys off about their hardware. Well maybe it was cheaper than hiring one of them industrial designers.

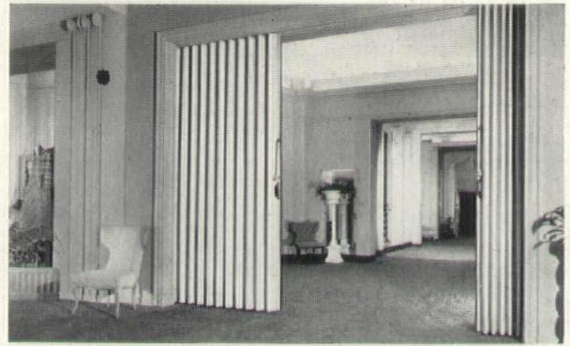
Thanks Canton and friends it was a swell party.

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**A. S. O. Convention—Cleveland, October 13 and 14**

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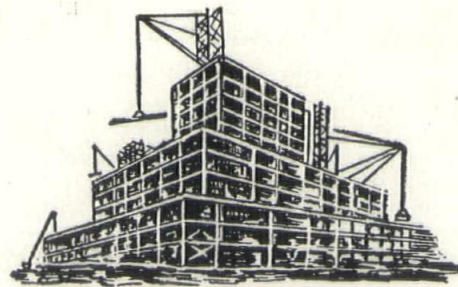
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## PUBLIC RELATIONS AND THE ARCHITECT

*By Robert J. McAndrews, Promotion Manager of Young & Rubican Advertising Agency and Vice-President of the Advertisers' Association; an Address presented before the Pasadena Chapter, A.I.A.*

Ladies and Gentleman—I was asked to brief in 10 or 15 minutes some of the high points of the few things we went over at Yosemite on the subject of Public Relations. I know it is like carrying coals to Newcastle to talk about Public Relations to people in Pasadena after that terrific promotion that you put on New Year's day. That is the acme of community publicity and I know you all have a part of it because I have yet to meet a Pasadena native who is not on one of those Tournament of Roses Committees—my compliments to you and my apologies for trying to tell you anything about Public Relations.

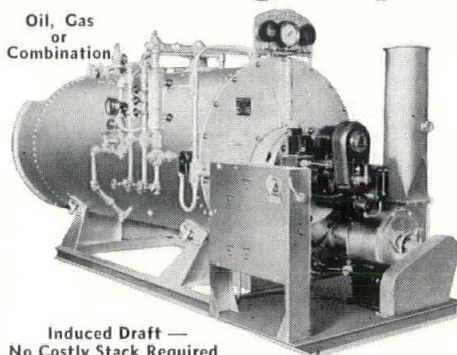
Now for this matter of Public Relations, Ladies and Gentlemen—and I say *Ladies* and Gentlemen because that is one place where all of you wives of architects can help your husbands every hour of the day and every day of the year without knowing a thing about architecture—that's one place where you are a part of the business—in fact you probably know that in some communities it has gone so far (such as in Oakland) that the wives have their own auxiliary, and they are out there promoting and publicizing all the time on behalf of architecture as a profession and their husbands as an integral part of that profession.

Going over it now very briefly and touching the high spots, we first of all, to treat the thing academically, should have a definition. The definition of the Council's Public Relations Committee occupies a whole page; I won't repeat it, but it is an excellent one. To brief it: I think we might say that Public Relations consists of just two things: first of all, conducting your business and your profession in a way that the public as well as you get profit out of it, and secondly, not being content with sitting back and assuming that the public is going to know that, but telling the public at every possible step what is going on in your profession that is good, what is going on that helps them. That requires a consistent, continuous campaign on two levels; on the personal level with all of you as individuals, and on the corporate level, as we might call it, with your activities as a chapter.

Now, Mr. Ainsworth has given you a whole talk on Public Relations tonight—all of those things that he mentioned are part of the business, the political angle, the joining together with the other professions, the exhibiting of your work in The Institute Convention. Without hurting anyone's feelings or insulting you, I believe that it is safe to say that the majority of architects are inclined to be on the introvertish side—you like to work with your hands and your mind—I think most of you get more of a kick out of working at your drawing board and your desk than you do going out and meeting people. It is all right to do that if you have someone who is going out and meeting the people for you, if you have a salesman or an advertising agency which you can't have, or a publicity man which very few of you can afford or feel the need of, so it all ends up that you pretty much have to be your own salesman, and there is a long way to go.

Now, the things that I am saying are just what we would say to a new client who came into the office and didn't know a thing about advertising and publicity and some of the elementary considerations to be borne in mind. You may wonder why it is necessary. . . . Well, per-

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haps in boom times it isn't necessary; perhaps in the war years that we have gone through and these current years when Southern California is expanding so tremendously, there probably is a pretty good living for almost everybody in the profession. It is still not too overcrowded, there is still a great amount of building, you haven't caught up with demand, but I think that it is safe to say that that is not going to be the picture of the indefinite future. Every index that we have been able to uncover in our business shows not a slump but a gradual leveling off—perhaps in a few years what we would call a recession. You can see it in your own everyday contacts; you know the Christmas business was off in the stores and that the cost-of-living index of the U. S. Department of Labor has been down for the last three months in a row; you see the huge ads for the department stores and the Christmas clearances; all things that we didn't have previously. As you may know, the number of bankruptcies per month for instance, is about quintuple what it was a year ago at this time in Los Angeles County, and all those things point to the fact that we aren't going to keep on living at a terrifically increasing income for all of us. And naturally anything that affects the general economy is going to affect you as a profession.

Irrespective of what kind of economic temperature we head into, it is essential that you have some kind of public relations, good, bad or neutral. After all, you never sign up a client, you never make a sale, you don't get one dollar coming in until someone on the outside has, first of all, knowledge of you and about architecture as a profession, and secondly a favorable opinion about you; and that, after all, is Public Relations. So every dollar that you make is the result of some kind of Public Relations—people got the information and the opinion somewhere about you, and they come to you. In addition to that, your public relations has the objective of ministering to your self-respect, your self-repute—man doesn't live by bread alone, and all of us like to be well thought of by our fellows both in the profession and outside of it: When we say we are an architect, we like people to pay us a compliment or say something nice about the profession or at least think it, and all that is a part of Public Relations. It is a continuing job to do.

Now, that is on the personal level. On the, shall we say, corporate level, there are still many, many objectives to be won. First of all, there is this whole objective of the retention of free enterprise in America which is definitely a public relations problem for you, for all business, and for all professions. It's not 'something-that-can't happen here': I'll wager that if you asked any doctor in England, three, five, or ten years ago to make a prediction whether England would have State Medicine in 1948, that nine out of ten would have said no; and yet it happened, they have it; they probably will have State-Something-Else. The latest we read about is that they are probably going to get State Law—and State Architecture is not so far beyond that in logic; you can conceive it.

You certainly have had competition from governmental bureaus in the counties and in the state; most of you will agree that many of the counties and our own State of California have had in the past bureaus of architecture doing work that should be done by private architects. That is just another manifestation of bureaucracy which has intruded into many, many fields which were formerly fields of free enterprise. Now, I know that architects as a group are doing a lot to combat that; I know that many of the jobs that formerly were done by

(Continued on page 22)



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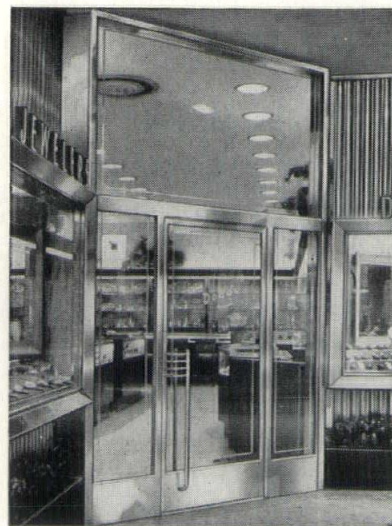
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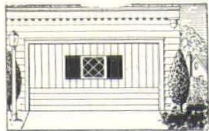
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**Public Relation and the Architect**

*(Continued from page 21)*

State architects in Sacramento are being parcelled out, maybe grudgingly, to private architects. I know that in Los Angeles and Kern Counties the office of County Architect has either been abolished or the jobs and responsibilities have been cut down to size, and they have been put in the position of being an umpire and not players in the game. But even in those counties and those states and in the country as a whole where you don't have complete state architecture, you have the constant threat, so it requires continuous vigilance on the political level. And that is one facet of this whole larger problem: a free enterprise and its retention for all American business. You have a much more favorable climate to work in on that aspect of public relations than you have had in the past because the American people, I believe, are more in sympathy with the opponents of bureaucracy today than they ever have been before. There is more editorial disfavor for the encroachment of government, and there is more of a vocal group fighting it in Congress and in Washington, and you have there a tide which you as members of a profession can swim with, both as architects and as members of these over-all professions.

I might point out that yours is practically the only one of these professions that does not regard this problem seriously enough to have your own full-time paid public relations counsel—press agents in many respects. Believe me, the dentists, doctors, lawyers, teachers, are all out there working this publicity business on a professional basis, paying for it, and getting results. The convention of the State Bar Association at Santa Barbara had from three to five columns every day in the Los Angeles paper; I haven't seen that from your architectural conventions. When the American Medical Association meets, they are on page one every day of the convention—there is a real job that has been done on that.

Now, getting into the small, everyday, local personal field. Let's go over a few of the kindergarten aspects of this business. First of all, be proud of that A. I. A.; you have something there which represents a tremendous amount of your time, money and energy, and it should have a lot more public recognition than it has. You should make that, by constant effort, by constant public relations activity, as well known as M.D., D.D.S., and the rest of them that are your friendly rivals in the professional field. Use it all the time, and I would suggest that, since it is not well known yet, whenever you use it, somewhere spell it out:—don't just say A.I.A.; say American Institute of Architects, so that the great unwashed public that you are always dealing with will know what you are talking about. Every time two doctors get in the elevator in the morning going up to their offices, they shake hands, and one says, "How do you do, Doctor?"; the other says, "How do you do, Doctor?; how are you this morning, Doctor?" A dentist does the same thing. But get two architects together,—“Hi, Joe!”

The point is that Public Relations, after all, is not just hiring Steve Hanigan to do as he does with Florida or Las Vegas or Sun Valley; Public Relations is like building a building, it is a succession of little impressions on the human mind by lots of people, day after day. Just the spread of the word “architect” in a constructive way, just publicizing it, is a job that everybody can do. Talk about architecture and let other people overhear you. Get more into government, get to be a part of it, try to make extroverts out of yourselves.

You have an architect on the Los Angeles and the Pasadena City Planning Commissions; you should have



a lot more architects on all the other commissions, especially on those like the School Board, the Library Commission, and the Park Commission, where you are not only going to be spreading your public relations but you are going to be out making valuable business contacts that will mean money in your pocket. Get into clubs more, you have to get out and talk to the public; there are many ways you can do it. There are your school alumni associations, your church, your service clubs—you will find that you can do a job in Rotary or Kiwanis and Exchange and all the rest by getting them to open up the memberships to more categories of architecture and get more of your fellow architects into it. Look at your doctors; they have memberships in Rotary now for stomach specialists, eye specialists, nose specialists, chiropractors, and right on down the line—you could have a whole Rotary Club anywhere with just doctors. Well, why shouldn't you have your school specialists, your church specialists, your house specialists, and so on. When you get into these organizations, don't be content with just sitting back; get active, get on the committees, give them a program. A least once a year, they will be glad to get a program which has an architectural slant.

In addition to speaking when you can, I would suggest that you write when you can, on the popular level. There is a huge field in the Sunday newspapers, the magazines, and so on, and this will all add up to a greater interpretation of the architect to the public. The other professionals are doing it; think of the tremendous number of popularized medicine articles that are always in print; you can hardly pick up the Readers' Digest without something on that score, and the A.M.A. is just plugged to a fair-thee-well in those articles. There is no reason why A.I.A. shouldn't be the same way, and certainly the subject is interesting enough.

In summary, you and I know that you have a wonderful product. You know that you have spent your lives in getting prepared to manufacture that product; you know that you have something which is not only good for you but something that is good for the public. The only thing that is lacking is the method of transmission to get across to that public the fact that here is something that is good for them. You can do it with Public Relations. It would be a shame to have this tremendously fine product of your own professional attainments and let it wither away just because of lack of interest, because of lethargy, because of a misguided sense of dignity or because of professional ethics which often, I think, extend too far in the conservative direction.

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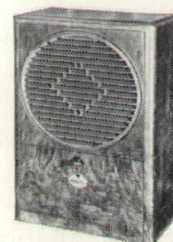
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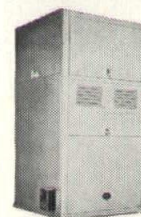


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Nelson-Harkins Industries raised letters are available in cast aluminum alloy and bronze, porcelain enamel steel and stainless steel.

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minimum charge is made when special patterns are required. The letters can be aluminated which will prevent tarnishing and corrosion and which causes a satin-sheen finish. A durable procelain-like enamel can be applied in any color or shade and is furnished at no additional cost.

The procelain enamel letters need little or no maintenance throughout the years, the company claims. They are handcrafted to any size or style, as it is customary to follow the architects full size drawings which insures positive accuracy in assembly and fabrication. They are weather resistant and can be furnished in most any color which will give outstanding identification to the structure.

A company statement gives the following additional information: The stainless steel or bronze fabricated letters are available in their natural finishes and are impervious to the elements. The same general features apply to these letters as those listed above.

All letters can be mounted as free standing, projected, or set flush on the face of the building and can be easily illuminated, either directly or indirectly. This means that the architect will usually be able to find the size and style of lettering of his choice in standard lines.

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## A Modern Paper Mill *(Continued from page 12)*

the storage of finishing paper, and shipping. The other section which measures 500 feet by 90 feet consists of a 14 foot basement and first floor. This is the Machine and Stock preparation rooms.

The Power House is constructed of the same color brick and the interior is glazed tile.



Mr. Frederick C. Clark, pulp and paper mill consulting engineer, of New York City handled all the mill layout and process work for the project; James E. Branson, consulting engineer, of Cincinnati, the Power Plant layout, and John Sullivan, Jr. and Robert P. Buettner, architects of W. Ray Yount's office were closely connected with Mr. Yount, in the design and supervision of construction of the buildings.

## PLENTY OF POTENTIAL NEED FOR ARCHITECTS

Speaking before the annual meeting of the Association of Collegiate Schools of Architecture at its annual convention in Houston, Texas, Dean Bannister of the University of Illinois presented statistics which he has gathered from the United States Censuses for 1900 to 1940. These indicate that there will be continued need for more architects due to the shift of American population from the rural to urban communities.

In 1900 the recorded ratio of architects to urban population was 34.8 architects per 100,000 population throughout the nation. In Ohio, the figure was 25.1. In 1910, on the same basis of comparison, the number of architects had increased to a national average of 39.4, while Ohio's lagged at 29.7, and the decline continued each decade until the 1940 ratio in Ohio was 23.3 architects per 100,000 city dwellers.

Ohio's present urban population exceeds five million, while the number of registered architects resident in Ohio is approximately 900, a ratio of less than eighteen per hundred thousand people. Of this number, many registered men are in related industry and do not practice professionally. It is little wonder, then, that so few people have business with architects, and that the profession is not understood by the public generally.

Dean Bannister has calculated the chances that we architects have for survival. The 1940 census showed 7073 architects 34 years or younger, while 14,903 were over that age. By 1960, according to statistics, 9,741 Joe Triangles will have died, and 16,536 new men will have taken their places to keep abreast of the changing population. Which is all very interesting information, if only the census will also please prove that John Q. Public will not only need an architect in 1960, but that also he will want better living and working conditions and will be able to pay for the new construction and the incidental professional services.

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## ORIENTAL BAMBOO PARQUETRY FOR FLOORS AND WALL PANELING

A new type of flooring and wall paneling made of bamboo and imported from Japan is now being marketed.

This material comes in four types—bamboo parquet flooring, bamboo parquet blocks, bamboo parquet blocks on a veneerwood base and bamboo plywood tiles. Two of these types can be used interchangeably for flooring and paneling, and for a variety of uses in the paneling, and for a variety of uses in the manufacture of modern furniture.

The designs of the parquet flooring and paneling are made with seven hand-cut strips of bamboo  $\frac{7}{8}$ " wide and  $\frac{1}{8}$ " thick cemented together by hand with urea resin, a waterproof glue, to form a  $\frac{7}{8}$ " square, approximately three feet in length.

These squares are then cemented together with the grain of each strip at right angles to each other to form a block approximately  $12\frac{3}{4}$ " square and 3' long. The log, or block of bamboo is then cut across the grain in the desired thickness ranging from  $\frac{1}{8}$ " to  $\frac{3}{4}$ ", according to the ultimate use. Thus, the end-grain bamboo becomes the surface forming a parquet pattern of squares  $\frac{7}{8}$ " in each direction. The cross-grain of the bamboo is delicately colored in its natural and varying shades of brown, giving the parquet a harmonious effect that makes it amenable to almost any staining, according to the producer.

### PARQUET FLOORING

The type of parquet used in flooring is  $\frac{1}{8}$ " thick and is applied to a backing  $\frac{3}{4}$ " thick which is tongued and grooved, ready for laying and is obtainable in  $2\frac{1}{2}$ " widths and up to 3' in length. The backing is available in either soft or hardwood. The under-edge of the grooving is cut back  $\frac{1}{32}$ " and rounded to permit the mastic to rise between each piece; as a result a tighter surface joint is obtained and the lower edges are bound together.

The second type is bamboo parquetry blocks, in contrast to the tongue and groove flooring lengths. These blocks are identical in design to the surface flooring, but are available in any size blocks up to 12" square, varying in thickness from  $\frac{1}{8}$ " to  $\frac{3}{4}$ ". For specified purposes greater thicknesses are obtainable. These blocks are suitable for flooring on either concrete or a wood sub-flooring.

### BAMBOO PLYWOOD

The third type of material is bamboo plywood which presents a bolder pattern since the bamboo has been split lengthwise and appears similar to domestic woods. There is one major difference the bamboo has been cut to show the knuckle growth of the wood and thus relieves the monotony of plain strips. The knuckles appear as darker shaded areas in the wood at irregular intervals. This plywood, cut in exact reverse to the parquet, is available in squares up to 3'x3' or cut to specifications.

Like the parquet blocks, this plywood can be used either for flooring or paneling, as well as in the manufacturing of furniture. By reason of the 20"x20" size



which is obtainable, for an example, this plywood is especially suitable for large floor surfaces, in living rooms of considerable size, executive offices, club rooms, auditoriums and gymnasiums.

The fourth type of bamboo, manufactured by a process of applying the cross-grain parquetry, as a veneer, to a plywood backing has also been perfected and is available in any size to a maximum of 3'x5'. In this form the parquet is especially suitable for paneling, walls, ceilings, doors, screens or other furniture.

#### GLOSSY SURFACE

Where architectural specifications require a glossy surface, the lacquering is completed by the Japanese who are century-old masters in the application of such surfaces. Otherwise, all parquetry woods are shipped to the United States covered with only a light sealing coat so that the surface can be finished by the client. All orders for this product are manufactured to the client's specifications and thus require approximately a 90-day period to complete.

The United States distributor states that the manufacture of all four types of this bamboo parquetry requires a great amount of skilled handwork and patient workmanship. Only in a country like Japan where labor is both plentiful and cheap is it economically possible to manufacture this product at such a high degree of excellence, the distributor believes.

#### GAIN IN PRODUCTION OF REDWOOD PLYWOOD

Redwood takes on new desirable qualities when made into plywood according to Thomas B. Malarkey, vice-president of M and M Wood Working Company, one of the world's largest makers of softwood plywood and fir doors. Announcing that 40 per cent of the production of its new \$2,000,000 Eureka, California plant is being turned to redwood plywood, Malarkey explained its new advantages. "The desirable characteristics of redwood, which ranks highest among western woods, are enhanced by the practical advantages of plywood," said Malarkey. "Already durable, this wood becomes split-proof due to cross-ply construction."

Other advantages of redwood plywood listed by the producer include; lightness, (it is 15 to 20 per cent lighter than fir plywood), less shrinkage than in other woods, natural durability and resistance to decay and insects plus superior weathering and painting properties.

#### SCHOOL COSTS CAN BE CUT 10 PER CENT SAYS PRODUCERS COUNCIL

School building costs can be reduced 10 per cent and possibly more if the structures are designed on the modular basis and built with modular materials, Charles M. Mortensen, executive secretary of the Producers' Council, points out.

"Recent surveys by Federal educational officials estimate that \$8 to \$10 billion is needed for new school construction in the next 10 years and, if the estimates are correct, the cost to the public can be reduced by \$800 million to \$1 billion, through the adoption of modular coordination," Mortensen says.

Modular building products save money because the materials are dimensioned to fit together with a minimum of waste from cutting, fitting, and patching. Further savings also are realized when the modular basis is used because design is simplified, layout time is reduced on the construction site, and manufacturing and distribution costs are lower.

A number of veterans' hospitals are being designed and built on the modular basis.

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During the past three years, more than seven billion dollars have been spent by oil companies for modernization and extensive expansion of production, transportation, refining, marketing and research facilities, for the sole purpose of increasing the supply of petroleum products to meet the increasing demands of motorists and home owners.

By this expenditure, the industry has turned a shortage into ample supply.

The industry's expansion program is by no means completed. The Standard Oil Company (Ohio), for example, is now engaged in a hundred-million-dollar expansion program for the years 1949, 1950 and 1951.

Such a vigorous growth has been stimulated by the ever-increasing demand for gasoline and fuel oil and the expanding use of all petroleum products.

Consumption of oil in the United States was 26 per cent greater in 1948 than in 1944, the highest war year; and 42 per cent above 1941, the highest pre-war year.

This growth has been a benefit to everyone.

In the last five years, Sohio has spent 170 million dollars, much of it supplied by long-term borrowings, some by new stock issues and profits from properties sold, and some from the large part of the earnings each year which have been re-invested, to expand the service of the company to its customers in Ohio.

To assure its supply of crude oil, Sohio has joined with Sun Oil to build a 56-million-dollar, 22-inch pipe line from Long View, Texas, to Lima, Ohio, with a spur to Sohio's refinery at Latonia, Kentucky. Other Sohio refineries are in Toledo and Cleveland.

By the expenditure of millions, the petroleum industry has more than

caught up with the demands of Ohioans and has assured the adequacy of supply for the No. 1 convenience of the American home—automatic oil heat.

Better living can be a part of every homemaking budget. The home, center of family life, is clean, comfortable for everyone with automatic oil heat. Home owners everywhere are turning to oil heat for their convenience.

Increased comfort with automatic oil heat means increased value in property. Renting or selling a home with automatic oil heat offers greater inducement to good prospects.

There are three general types of oil burners. Each is available in a wide range of sizes and is usable in all sizes of homes and in all types of heating systems—gravity warm air, forced warm air, hot water, steam, etc. Each is likewise available in complete package form . . . or for converting present furnaces, except vaporizing burners which are not usually used for conversions.

The vaporizing burner consists of a pot containing a pool of oil and a control which regulates the oil flow. Heat from the burning process vaporizes the oil. Air necessary for burning is admitted into the vapor above the pool by natural draft or by a very small fan. There are few moving parts and the burner operates quietly. The fire is started manually after which a low pilot flame keeps it burning. No. 1 Sohio-Heat is used for this type of equipment.

The rotary burner consists of a horizontally spinning cup (or a set of tubes) which sprays the oil by centrifugal force. The oil spray is further broken up and mixed with air by a fan attached to the underside of the spinner. This mixture is ignited by an electric spark. The burner is not operated continuously but is turned on or off in accordance with the demand of a room thermostat. Sohio-Heat No. 1 burns efficiently in

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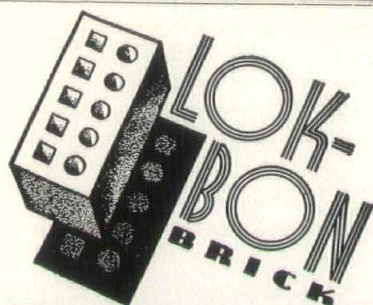


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this unit.

The pressure burner consists of a pump and a nozzle which sprays the oil into a fine mist, and a fan which mixes it with air. This mixture of oil and air is ignited by an electric spark. The burner is not operated continuously, but is turned on or off in accordance with the demand of a room thermostat. The installation of the refractory fire pot should be made by an experienced installer and as specified by the manufacturer. Sohio-Heat No. 1, No. 2, No. 3, burn efficiently in this unit.

Every type of heating system—warm air, steam, vapor, or hot water in any of their many applications—can use oil heat efficiently. This includes the newer Winter Air Conditioning installations and the many recently developed forms of Radiant Heating.

Automatic heating appliances for home use may be broken down into six classifications:

1. Boiler Units. Complete heating plants with boiler and oil burner in attractive cabinet. Made for hot water, steam or vapor in radiator or radiant panel heating systems. Built-in coil supplies year round hot water—automatically with oil.

2. Winter Air Conditioning Furnace is available with a modern oil heating plant with moving warm air. Air is cleaned with replaceable filters and moisture is added by built-in humidifier. Ducts convey warm air to rooms, other ducts return cool air to heating plant for filtering, mixing with fresh air and humidifying. In summer air circulation may be obtained using fan or blower alone.

3. Space Heaters. Oil-burning warm air units for direct heating of room and adjacent space. No duct work required.

4. Floor Furnace. Small, complete, central heating plant with oil—no duct work. Usually suspended from first floor of house and warm air circulates to rooms through a floor grille.

5. Water Heaters. Oil burning Water Heaters are completely automatic. Abundant supply of hot water the year round. Where home is already heated with No. 1 fuel oil, the water heater can draw fuel from the same fuel storage tank as the heating system.

6. An Oil Burner in Present Heating Plant. An Oil Burner can be completely installed to make the present heating plan completely automatic in just a few hours—in winter or summer—and without muss or inconvenience.

For driving diesels or toasting tooties, fuel oil is best.

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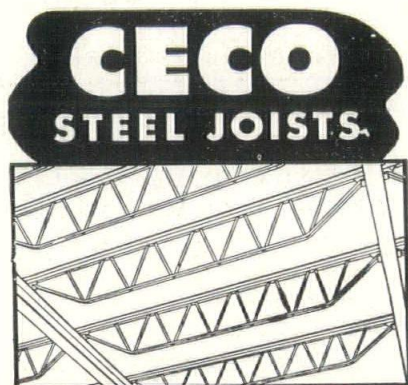
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## NEO SALES, INC., MOVES OFFICES

In order to take care of expanding business Neo Sales, Inc., distributors and installers of MODERNFOLD doors and walls also distributors of Goodyear Rubber and Vinyl flooring announce a removal of their offices from 2424 Euclid Ave., Cleveland, O., to 781 The Arcade. They also have a new telephone number which is MAin 0902.

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## ADVANCE W. M. BREWER AT REFRIGERATION SALES

The Board of Directors of Refrigeration Sales Corporation, 1127 Carnegie Avenue, Cleveland, has named Chief Engineer Wm. M. Brewer as Vice President in charge of Engineering, according to Warren W. Farr, President of the refrigeration and air conditioning firm.



W. M. Brewer

While assuming broader responsibilities and authority, Brewer, a native Cleveland and Case Tech grad ('41), will continue to direct all engineering for the nationally-known refrigeration and air conditioning systems handled by his company. Refrigeration Sales Corporation is authorized representative in Cleveland for Carrier, self-contained air conditioning, and Servel, commercial refrigeration equipment.

Vice President Brewer is one of the younger, key executives of his fast growing organization, and has achieved this distinction since his return from the armed forces. He was with Warner & Swasey Company for 2 years before the war.

Active in professional circles, "Bill" Brewer was recently elected Treasurer for the Cleveland Chapter of the American Society of Refrigeration Engineers, is President of the Case "C" Club, and is also a member of the Refrigeration Contractors' Association of Cleveland.

### A.S.O. Convention—Cleveland October 13 and 14

William Murdock, a British engineer, lighted his home with gas he produced by heating coal in an iron retort and conducting it through 70 feet of pipe in Cornwall in 1792. More than 150 years later, the gas industry, through intensive research still finds better and cheaper ways of manufacturing gas. In the past two years, as a result of coordinated research activities on the part of the American Gas Association, the gas utility companies and the manufacturers of gas appliances, new processes for manufacturing gas have been developed that decrease costs of basic gas making fuels by more than 30 per cent and increase thermal capacity of existing gas manufacturing apparatus by as much as 35 per cent.

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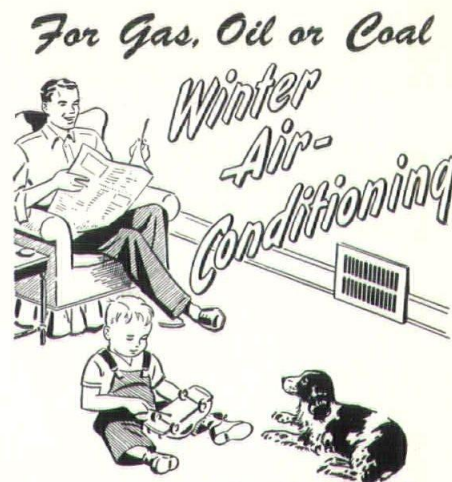
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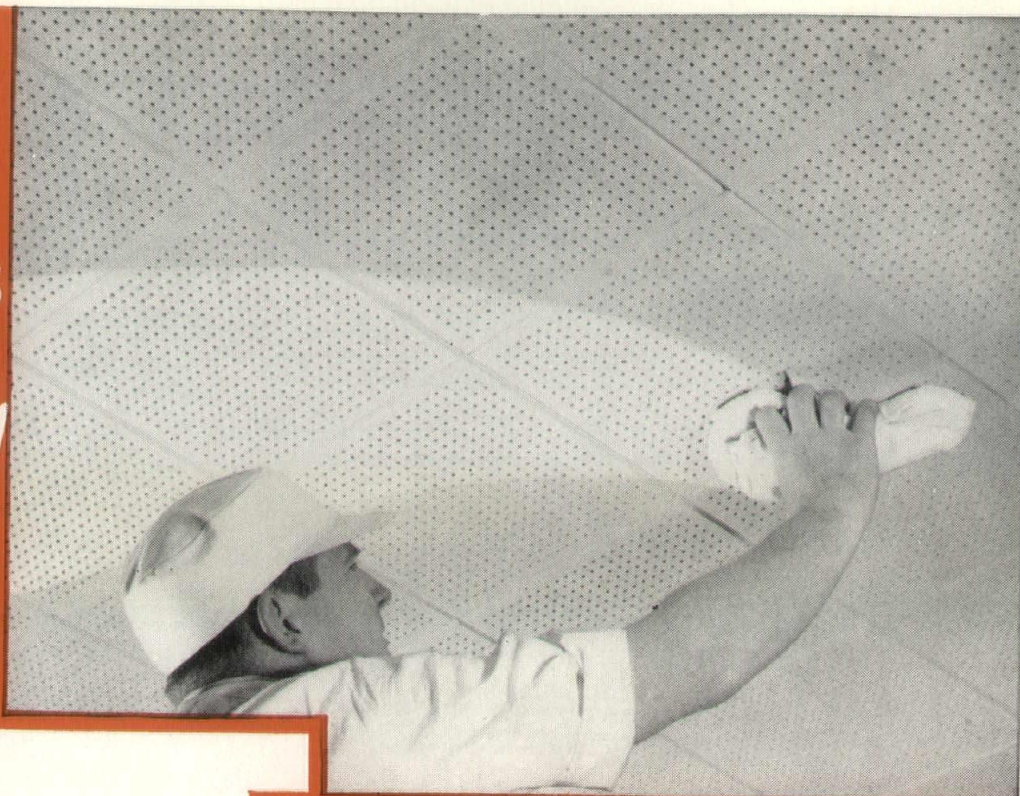
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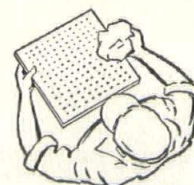
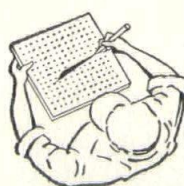
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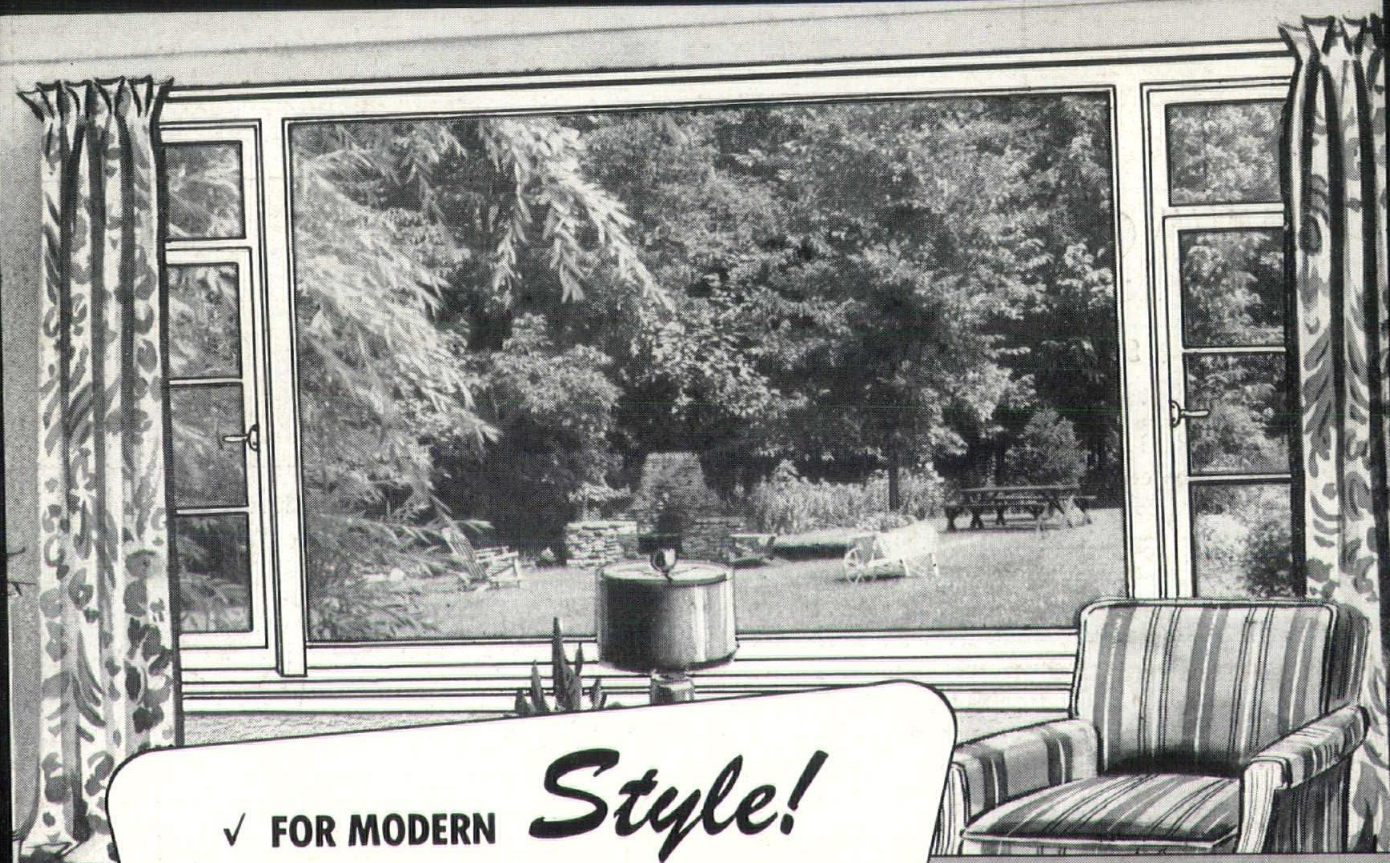
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