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OF ARCHITECTS



Office Building of Farm Bureau Insurance Corp., Columbus—Benham, Richards and Armstrong, Architects
See Article on page seven

IN THIS ISSUE...

Top Honors Go to Buckeye Architects	7
The S.C.R. Insulated Cavity Wall	9
An Architect's European Impressions (Part Two)	10
Highlights at Chicago and Grand Rapids Furniture Shows	15





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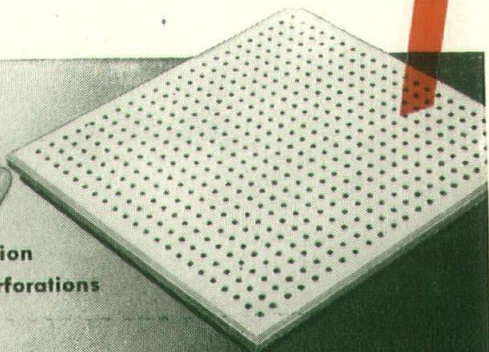
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BEFORE—The F. W. Woolworth Co. Building before remodeling

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Architect John W. Kish of Cleveland was assigned the problem of remodeling the old F. W. Woolworth Building in Youngstown.

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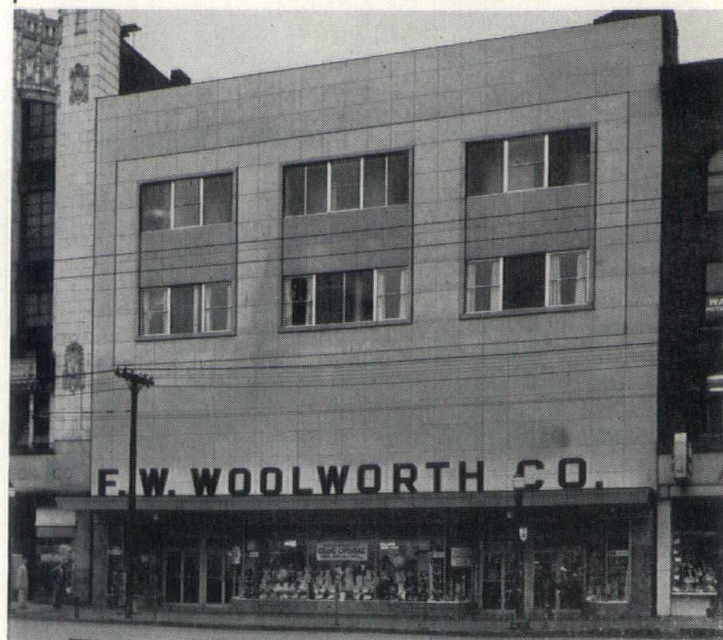
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AFTER—The above F. W. Woolworth Building after remodeling



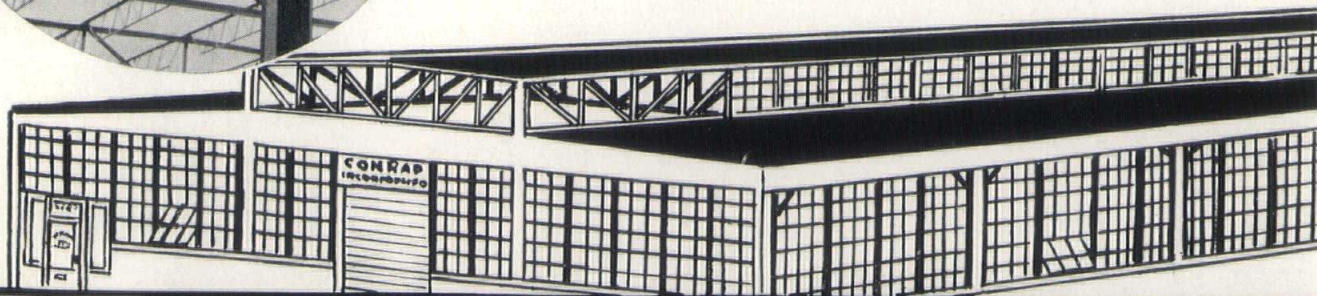
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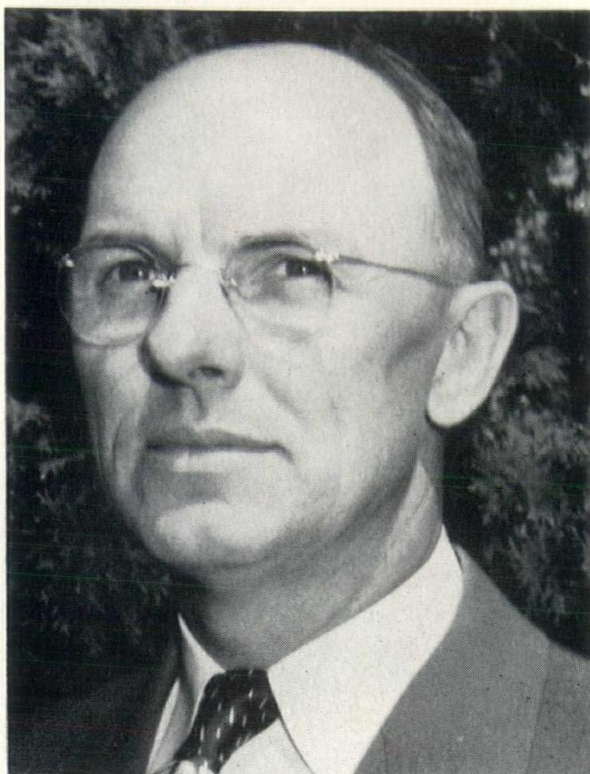
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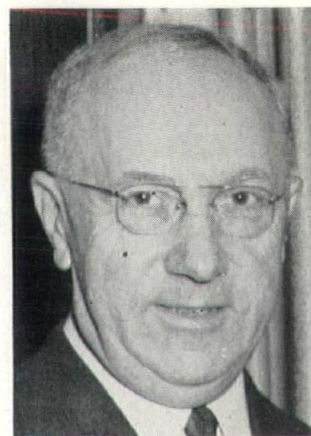
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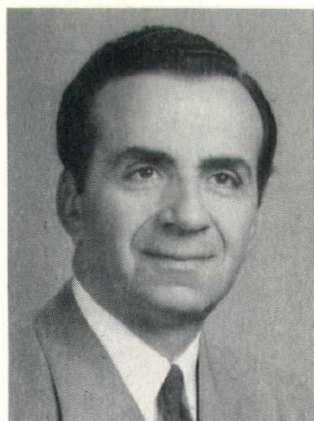
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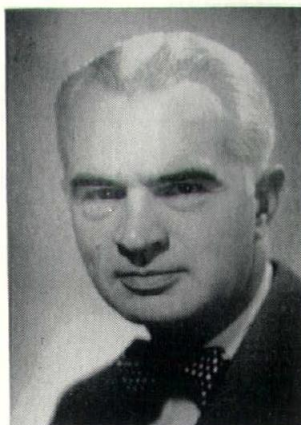
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Top Honors Go to Buckeye Architects

Benham, Richards and Armstrong of Columbus win award on Farm Bureau Building

Top honors among the nation's architects and consulting management engineers given to a Columbus firm in New York for their work as Architects for the new office building for the Farm Bureau Insurance Corporation, in Columbus.

The trip to New York was made by Mr. Eugene T. Benham, representing the firm of Benham, Richards and Armstrong, 1124 West Goodale Blvd., Columbus 8, Ohio. The other members of the firm are Wm. J. Richards, a classmate of Mr. Benham at Carnegie Institute of Technology and Timothy G. Armstrong, who claims Ohio State University as his alma mater. Tim also attended Yale University. The man "on the job" for this firm was Efflo E. Eggert, a registered architect, who also hails from Ohio State.



EUGENE T. BENHAM, A.I.A.

The awards were made at a luncheon at the Waldorf-Astoria Hotel on October 22, 1951.

The award is one of three for the 1951 "Office of the Year" presented by *Office Management and Equipment* a national magazine. First prize was given for the United Nations Headquarters building in New York City, and the Farm Bureau building and Dun & Bradstreet building in New York shared equally in the Honorable Mention awards.

A Nation-wide Selection

In determining the top honors, *Office Management and Equipment* classified the field into buildings in the nation employing more than 500 people and those employing less than 500. It was in the former category that the local firm was honored.

The selection was made after advice and suggestions from members of the American Institute of Architects who specialize in office design and those members of the Association of Consulting Management Engineers most concerned with office methods and planning. The awards for the other category of less 500 employees went to Chicago, Tulsa and Los Angeles buildings.

Murray D. Lincoln, President of the Farm Bureau Insurance Companies, also invited to attend the luncheon received an "Office of the Year" certificate.

The luncheon was attended by the editors of the business press, officials of the various professional associations in the field of office management as well as representatives of the award winners.

Five years of study and planning were behind the winning of the award here, Benham said. The problem was a peculiarly difficult one since the Farm Bureau building was constructed with the old eight-story Pure Oil Building as a nucleus.

Combination of Two Structures

Two-thirds of the structure was new while one-third was the revamped Pure Oil Building. Installation of giant air conditioning ducts, recess lighting, under-floor electric ducts and other details, presented tough problems.

The Farm Bureau building was completed last spring at a cost of approximately five million dollars and was dedicated in April as a part of the Companies' 25th Anniversary celebration. It houses 2500 employees.

The building is almost a cube with dimensions of 188 x 188 x 185 feet. It contains nine office floors with nearly eight acres of floor space.

The north third of the building is steel frame which required considerable research as to its strength today, the original plans having disappeared, which is far too often the case in large buildings, both public and private.

The south two-thirds is a reinforced concrete frame with 5000 lb. concrete columns supporting pan-type concrete rib-slab floors. Considerable steel piling was required as the new part of the building is on the street line on three sides.

The exterior one-story base course is "Deer Island" granite by Swensen Granite Co. The remainder of the facing is Indiana Limestone Veneer, supported at each floor. The side walks outside the building are kept free of ice and snow in winter by hot water pumped through underground pipes.

The spacing of the windows in the old building to conform with the new design was a real problem, but as the cover picture so clearly shows this was accomplished in a very satisfactory manner. The windows are made of extruded aluminum—double hung type with aluminum spandrels.

Built for Utility and Efficiency

The designers of the structure think of it as a machine. The power plant, the air-conditioning system, the soundproofed ceilings, the asphalt-tiled floors and the open office areas, are just so many cogs and bearings in a smooth working productive machine.

The building has its spine in the center, through which run the elevators, the mail conveyor, the air-conditioning pipes, and a maze of intricate wiring. Since office areas spread out from this core, corridors have been virtually eliminated.

The result is that, whereas in old-style office buildings no more than 60 percent of the total space was ever usable, here 77 percent is usable.



At Producers Council Speaker's Table, Left to Right: Charles Jauch, Cleveland Builders Exchange, Larry Gibson, Sec'y., Cleveland Chapter, Lottie Holwick, Cleveland Chapter, A.I.A., W. B. Huff, President, A.S.O., Carl Droppers of W.K.U., Darrell Albrecht, Pres., Cleveland Chapter.

Cleveland Producers' Council "Exhibits Parade"

The December 12th Dinner and "Exhibits Parade" of the Cleveland Chapter of The Producers' Council, an annual affair of the Chapter to which the architects of northeastern Ohio are invited guests was an outstanding success. Over 370 architects and other guests and members of the Cleveland Chapter attended and all pronounced it a very successful and outstanding affair. In voting for the finest display, The U. S. Plywood Corporation and The Zurn Co. were tied for first place and in the Students Architectural Competition, Jack Huddle was 1st, Thomas Cole, 2nd, and Albert Lahm, 3rd. These three student prize winners, from Western Reserve University and Carl Droppers, Asst. Dean of the Architectural School there, were guests of the Cleveland Chapter at their January 14th monthly meeting at the University Club. There were 29 companies who had exhibits in the "Parade" and all of the architectural students at WRU School of Architecture competed in the Student's Architectural Competition.



DARRELL O. ALBRECHT
President, Cleveland Chapter
Producers Council

Restrictions on Stainless Steel Misinterpreted

"There have been many misunderstandings about the use of stainless steel for architectural and building applications," R. M. Nelson, supervisor of distributor programs for Armco Steel Corporation, stated recently in "Specialty Steel News."

"Since the publication of NPA Order M-80, restricting the use of nickel-bearing stainless steels, numerous architects, builders and building contractors have been under the impression that stainless is prohibited. This is not true," he said, "as the restrictions apply only to nickel-bearing stainless. Chromium stainless (Type 430) is not restricted by these orders and is available for building purposes, as well as many other uses formerly em-

ploying 18-8 nickel-bearing stainless."

A representative list includes more than forty applications in building construction for 17 chromium stainless steel.

Nelson also touched on the present NPA restrictions governing use of aluminum and copper. Type 430 stainless steel is being called upon to replace these metals in certain architectural applications, in addition to substituting for 18-8 stainless.

"Homexpo" Display of Perfection Superfex

More than 60,000 persons in 1951 saw this Perfection Superfex Furnace display at the Homexpo in Cleveland, Ohio.

Visitors from 48 states, Canada, South America and Europe toured the Homexpo last year to learn what goes into home building, from the basement up.



Thirty-six manufacturers have permanent displays at the Homexpo, which is maintained by the Cleveland Builders' Exchange to provide home building and home modernization information to Northern Ohio architects, builders, home owners and contractors.

Mr. Ralph Cadwallader, sales promotion manager of Perfection Stove Company's Furnace Sales Division, is pictured with his company's display.



The inner wythe of the SCR Insulated Wall Cavity, which uses pouring-type Fibreglas Cavity Wall Insulation, is built upward, ahead of the exterior wythe by at least 16 inches. This allows for smoothing of the cavity side of the inner wythe and for application of a coat of vapor-resistant water emulsion asphalt paint. The paint may be applied by brush, as shown here, or sprayed. The water-emulsion type coating is used because it can be applied cold to a newly-laid wall.



During construction of this SCR Insulated Cavity Wall, pouring-type Fibreglas Cavity Wall Insulation is poured from paper bags containing enough insulation to fill from 37 to 45 square feet of wall having a cavity of two to two-and-a-half inches wide. The insulation is poured into the cavity when the wall reaches window sill height and, after that, at convenient levels. The inner wythe is built upward, ahead of the exterior wythe by at least 16 inches. This allows for smoothing of the cavity side of the inner wythe.

THE SCR INSULATED CAVITY WALL

The latest achievement of the brick and tile industry was recently announced by the Structural Clay Products Research Foundation—the SCR Insulated Cavity Wall.

This development, after extensive research and testing, is making possible improved masonry wall construction together with actual savings in cost. SCR Insulated Cavity Wall, with all its advantages of heat savings, greater protection and more comfort to occupants, can be less expensive to construct than an uninsulated, furred and lathed masonry wall.

Its success is founded on a new, specially developed Fibreglas insulation.

The new construction, basically the same as the conventional cavity wall which consists of two relatively thin sections or wythes of masonry separated by a continuous air space not less than 2" wide, eliminates costly furring and lathing while adding an inexpensive moisture barrier protection and insulation. Examples of this construction were displayed at the A.S.O. Columbus Convention by the S. C. P. Institute.

The SCR Insulated Cavity Wall has a heat transmission value, of less than one-half that of the uninsulated, furred and lathed wall. For a residential location in F. H. A. Zone 1 having 9000 Degree-Days, this would reflect a saving of about \$25.00 per year in heating costs for each 1000 square feet of exterior wall. Indoor comfort is improved by a 5 to 8 degree increase in inside wall temperatures over the uninsulated construction.

NEW INSULATION DEVELOPED

The Structural Clay Products Research Foundation, in its search for the proper insulation and best techniques for its application in cavity walls, studied many potential materials. In actual construction panels, Fibreglas Cavity Wall Insulation, Pouring Type, designed especially to meet the rigid requirements, was the only material that performed satisfactorily.

EFFICIENT

Because of the limited density and thickness of insulation permissible in a cavity wall, the materials used must present the best possible resistance to the passage of heat. Fibreglas Cavity Wall Insulation, like other Fibreglas insulations, offers the highest insulating efficiency.

MOISTURE SHEDDING

The insulation in the SCR Cavity Wall must not interfere with the function of the weep holes and must keep moisture retention at a minimum. Where some types of insulations retained up to 90% of the water used during the tests, Fibreglas Cavity Wall Insulation held back less than 0.1 percent of the water. No other product came near this performance! Selected size and uniformity of the Fibreglas fibers prevent the movement of any moisture by capillarity from outer to inner wythes.

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The insulation must not be permanently affected by moisture, must not rot or give sustenance to termites and insects, and must not have or develop any odors. The inorganic glass base of Fibreglas Cavity Wall insulation guarantees these properties in addition to providing the further advantage of fire safety.

NON-SETTLING

No uninsulated voids can be tolerated in the cavity wall for the life of the building, therefore the insulation must not have any tendency to settle. Fibreglas Cavity Wall Insulation, composed of tufted nodules of resilient fibers of glass, would actually expand and tend to fill all voids in the construction under any vibration.

ADVANTAGES OF THE INSULATED CAVITY WALL CONSTRUCTION

Several distinct advantages of the new SCR Insulated Cavity Wall make it an outstanding improvement over conventional cavity wall construction. These advantages are confirmed by tests conducted by or for the Structural Clay Products Research Foundation, including Heat Loss Tests conducted at the Engineering Experiment Station, Pennsylvania State College, and Moisture Penetration Tests at Armour Research Foundation of Illinois Institute of Technology.

ELIMINATES NEED FOR FURRING AND LATHING

Because of the moisture barrier treatment and use of the low-water-retaining Fibreglas Insulation, the inner wythe is kept dry, permitting direct application of plaster or a painted or natural finish.

(Continued on page 17)

IMPRESSIONS OF AN ARCHITECT ON A BOOTH TRAVELING FELLOWSHIP

Part Two of a Series — Continued from December 1951 issue

By ROBERT C. GAEDE, A.I.A.

A domestic expression which has not yet been completely erased by the persistent efforts of the planners and project architects is the demand for a fenced-off front yard. Preferring the open-ness and continuous lawn of the American street scene, the planners are understandably unsympathetic to the fussy cluster of posts, bird baths and colored tile, common elements of the front plot.

In spite of an impressive exposition of civic plans for future growth shown under tents at Bristol's local performance of the Festival Year (some thirty or more cities had their own series of Festival events), the spirit of rebuilding at Coventry felt much the more active and assured. This midlands city of a quarter million enjoys industrial prospects of being the Detroit of Britain. In addition to housing new industry, rebuilding the city's heart is necessary, for the indiscriminate clearance programs of Hitler's airmen deprived the city of its major commercial buildings. Two highly elegant Gothic steeples soar over the scene of temporary shops and concrete reconstruction. One of these is that of Coventry Cathedral, a gutted shell of red stone, its grassy interior in constant use. My visit coincided closely with the completion of the competition for the new Cathedral body which is to be built at one side, leaving the ruins an effective reminder of the nature of men's ways.

New housing schemes visited in Coventry included the privately sponsored Spon End, a small neighborhood for elderly persons. Four buildings of one or two stories are grouped, in this scheme, next a clubhouse having lounge, kitchen and nurse's quarters. Expressed in a quiet contemporary form, these buildings represent a growing interest, seen in other projects, in special housing provisions (gardens included) for the aged.

Leamington Spa, Warwick, and Durham

Adjacent to Coventry are two thoroughly delightful towns of historic and architectural merit: Leamington Spa and Warwick. The former, rather like our Saratoga Springs, is a well-kept Georgian city established on a grid-iron street pattern, unusual in England. Warwick, on the other hand, is a medieval town, little changed in its central winding areas since, perhaps, 1600. Its immense cliff side castle still in use and its parish church offering an engaging combination of gothic crenelations and Renaissance windows, the town is a well preserved example of the infinitely rich texture of a townscape of delight apparently conceived without

rigid planning principles.

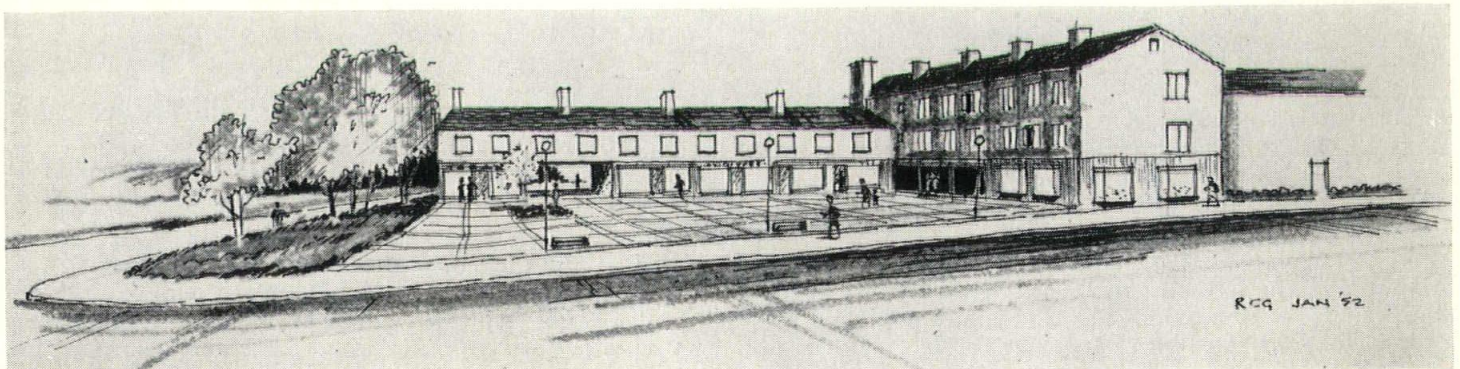
Durham, reached by a tedious cross-country train ride which included passage through great districts of sooty heavy industrial conurbations, was as spectacular an esthetic experience as it has long been held to be. Quite likely the most dramatically situated of Britain's cathedrals towns, Durham raises its magnificent Romanesque and Gothic towers and walls above the curving gorge of the river Wear. Surrounded by the full compliment of cloister and monastic structures, set in lawns and among ancient houses, the wonderfully maintained building is reached by a heiratic approach that would surely please Philip Johnson. From the city's constricted main street, at one point only a single car in width, a cobbled and curved lane of 18th century houses known as "North Bailey," leads uphill to a series of surprise views of the venerable pile. Following the fascinating lane further, a descent is made past rich Georgian doorways until a tall stone bridge is met from which a dramatic view of the gorge and the soaring cathedral towers is encountered. These architectural features recommend Durham highly to the traveler. They are all the more pleasantly remembered when the train worms its way into the mass of barren red-bricked row housing typical of nearby Newcastle from where the brilliant new Norwegian passenger ship, the Blenheim, was to take me to Oslo.

Oslo, Stockholm, Goteborg, The Urban Scene

The prolonged inheritance of the Renaissance has practically set the character of all European city architecture. Oslo is no exception. A few early buildings dating from the years 1000 to 1700 remain—very few. Beyond these there are the numberless blocks of pedimented, pilastered, rusticated, mansarded buildings which make up, with a pleasant sprinkling of green spaces and cobbled plazas, the city's heart and inner belt. Built close upon the street and plastered over with a kind of facial cream of mouldings richly covered with a rouge of pale tan, these nearly identical structures, housing people above and shops below, squeeze together, side-by-side, up and down the many-leveled Oslo streets. Occasionally a portal opens to the sidewalk, and a look within reveals, a world of its own, bathed in added mystery by the momentary revelation to the passerby of a shaft of sunlight playing upon a stone court behind an iron grille.

Chiefly 5, 6 or 7 stories in height, these 19th century walls of pale plastering make apt flesh for the abuse of

(Continued on page 23)



Houses and Shops — Torpa, Goteborg — arranged around a paved square

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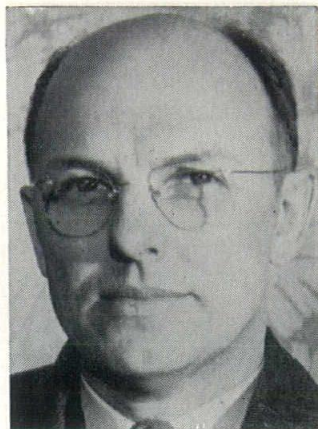
OUR PRESIDENT'S MESSAGE

MEMBERSHIP

Realizing that there are many registered Architects in Ohio who are not members of the Architects Society of Ohio of The American Institute of Architects yet who receive this magazine, and presume many read the contents thereof, we are directing the following message to this group.

We assume that many of you are not familiar with the activities of the Architects Society of Ohio and of the American Institute of Architects else you would be a member of the organization and take an active interest in its affairs. In the brief space allotted to us in these pages we can not cover the field in regard to all that the American Institute of Architects means to our profession. However, we will attempt to give a concise statement of a few of the reasons why you should support and take a part in the activities of the Institute.

The Institute advances the welfare of the architect in private practice, enlarges the scope of his professional activity, strengthens him professionally, makes others better acquainted with the services he renders and the conditions he requires to be of maximum service. In this sphere it opposes the growth



WILLIAM BOYD HUFF
President A.S.O.

of public architectural bureaus and similar measures of Federal, state and local governments which experience has repeatedly shown to be a more expensive as well as a less satisfactory way of securing architectural services.

It is in continual contact with the other elements of the construction industry and works with them on problems of mutual interest.

It represents the architectural profession in relations with general contractors, home builders, and other construction-industry groups; natural associations concerned with hospitals, schoolhouses, housing and other building types; and other professional bodies, holding membership on several joint committees in these fields.

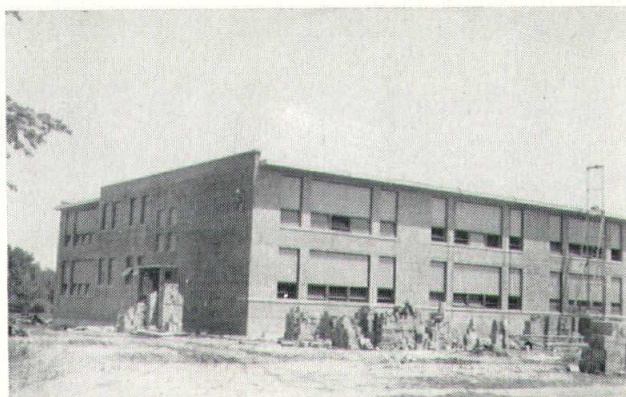
It prepares exhibitions to be shown in this country and abroad; secures the participation of representatives of the architectural profession in conferences and meetings of many kinds; responds in an authoritative and representative fashion to information requests of all sorts made by editors, legislators, the general public, educators and many others.

It maintains a national professional society, organizing and directing the annual Convention, the establishment and guidance of some forty national committees, and all routine business and transactions necessary to the operation and functioning of an organization of 8,700 members.

It regulates, advises, and directs the holding of competitions for the selection of architects.

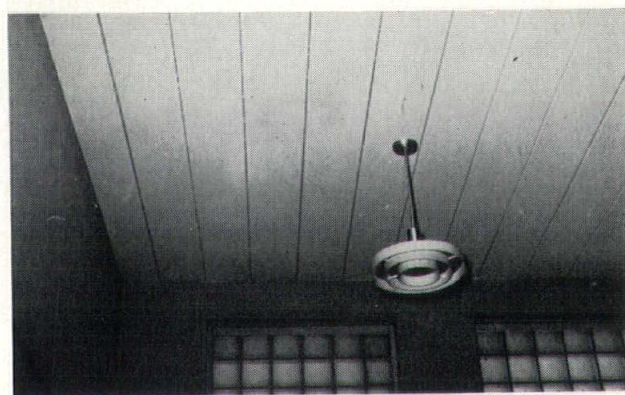
It publishes the JOURNAL, a monthly magazine of established reputation of scholarship interest. It publishes the BULLETIN every other month, including technical information, legal notices and other information. It publishes every other week the MEMO from The Octagon, a news letter for architects on the profes-

(Continued on page 22)



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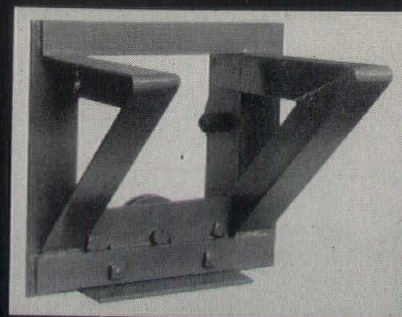
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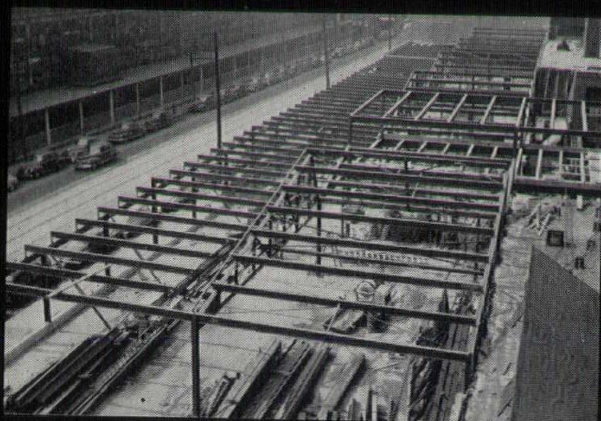
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In more recent years "Josam Family" has taken on still more potent meaning . . . the hand-in-hand partnerships of father-and-son teams becoming tremendously active in the development and growth of Josam.

"Ed" and "Bob" Gardner comprise one of the newer combinations, although Ed is one of the oldest members (in years of service) in the Josam Family. Ed joined Josam in 1922, bringing along a wealth of practical experience as an architect and plumbing supply jobber. Since he joined forces with Josam, Ed has served in the capacity of district representative, and in addition has been identified with national sales promotion.

Bob Gardner has just rounded out his third year as an "active" member of the Josam Family, working with Ed as a district representative covering the State of Ohio. Bob attended Ohio State University where he majored in Business Administration. He became active in industrial sales work prior to World War II, and after a five-year stint in the army, resumed his sales activities in Louisville, Kentucky.

Now with his roots firmly replanted in Cleveland, Bob states his biggest problem is "trying to keep pace with Dad," adding, "It's a tremendous legacy when, throughout the territory I repeatedly hear Dad enthusiastically greeted with: Welcome MR. JOSAM!"

Semi-Annual Examination

The State Board of Examiners of Architects announces the dates of March 17 to 21 as the time for the first of the two 1952 state examinations for all those who desire to qualify for the practice of architecture in the State of Ohio. These examinations are conducted in Brown Hall, Ohio State University in Columbus, when the drafting room facilities of the School of Architecture are made available for this purpose during the spring recess. Inquiries pertaining to this examination should be directed to the board, 2750 LeVeque-Lincoln Tower, Columbus 15, Ohio.

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Highlights from Present Furniture Market in Grand Rapids and Chicago

by JANE HANSON

Design is the big news of the market—there are more new designs—more evidence of a basic change in furniture than at any other market, showing a concentrated effort on the part of the industry to answer today's living problems.



JANE HANSON

It is impossible to mention all of the new things, for this improved trend is exhibited in furniture, textiles, wallpapers, floor coverings—all branches of the Home Furnishing field. We shall try to give a few of the most outstanding lines and an indication of the delivery date.

In the higher price bracket of furniture, we found the new group completed by Finn Juhl (the Danish Architect and Designer who won

many new friends here in the last year with his outstanding display for the "Good Design" exhibit) for Baker Furniture Co. It is one of the most interesting and beautiful from a craftsmanship standpoint as well as a fine transitional blend of the "softer look" for contemporary living. The wood is sycamore and walnut, and the lines show a sculptured quality. All fabrics used bore the signature of his country, and we especially liked the clean sharp yellow used on the dining room group. As if Mr. Juhl were making a gesture to craft, a profile of the footboard of the bed bears the resemblance of the tools which craftsmen use. Each piece avoids unnecessary embellishment yet gives play to those details of form and craftsmanship which have characterized good design throughout the ages. The case good pieces are especially attractive in the storage wall units which cover a complete wall (wood handles throughout).

A low coffee table by Edward Wormley for Dunbar makes a number of points—it's low, it's elliptical, and recalls the shape of a surfboard. In a warm shade of mahogany—has a gentle curving lip edge—measures about 80 inches by 14 inches.

From a noteworthy collection of the four Italian Architect-designers, Gio Ponti, Carlo di Carli, Ico Parisi, and Carlo Mollino, are two distinguished and restrained pieces—Gio Ponti's side chair with cellophane seat and back and Bertha Schaefer's nest of tables. Under a rectangular side table she uses four circular nesting tables with drop leaves compactly stowed away. She also uses Italian marble with an exciting result in several cocktail tables and upholsters several chairs in Peruvian linen and pure silk from Siam.

A new sectional group designed by Harold Schwartz for Romweber has design interest in frames carved to resemble strapping and in the wood panel back. Delivery—five weeks.

Charles Eames, whose molded plywood and plastic chairs are nationally known, has designed a series in upholstered wire. His idea was to build up an upholstered chair in which the structure supporting the upholstery is as economical and efficient as possible, and he chose wire. The upholstery is shredded foam rubber, covered with fabric or leather. The result, very comfortable and almost delicate in scale. There are two variations, one

(Continued on page 18)



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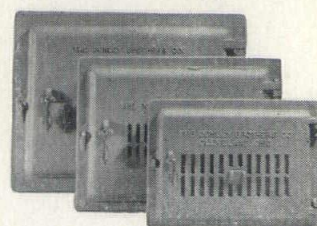
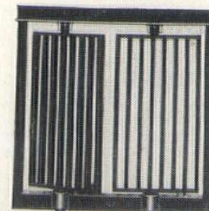
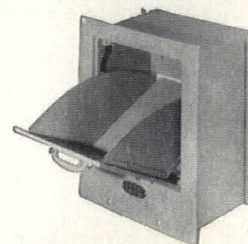
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The 1952 Architects Society of Ohio Convention will be held in Cincinnati, Ohio on October 1st, 2nd and 3rd. Be sure to read the *Ohio Architect* each month for specific details, especially the Competition Program which will be out very soon.

HAVE YOU READ THE LAW?

Every architect registered in Ohio received a copy of the combined annual reports, which included in full, the General Code of Ohio relating to the practice of architecture. The evidence at hand seems to indicate that very few architects are as familiar with the provisions of these statutes as they should be. Early and careful reading is recommended.



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Avery Announces New Appointments

Lester T. Avery, President of the Avery Engineering Co. of Cleveland announces the appointment of Dennis Boggs formerly Chief Engineer as District Manager in Akron.

Boggs has been with the Avery Engineering Company since 1941 and has been Chief Engineer in the Main Office in Cleveland since 1946. He is a graduate of the University of Kentucky in engineering and is a member of the American Society of Heating & Ventilating Engineers and the American Society of Refrigerating Engineers. The Akron office address is 225 West Exchange Street.



DENNIS BOGGS

CHARLES W. PRESSLER

Mr. Avery also announced the appointment of Charles W. Pressler as Chief Engineer for the Avery Engineering Company working in the Main Office in Cleveland. Pressler has been Assistant Chief Engineer for several years and now assumes full duties of the handling of engineering contracting.

Pressler served in the United States Navy during the recent world war and is a Reserve Officer, Lieutenant in the Submarine Branch. He is a graduate of Cornell University and came with the Avery Engineering organization in 1946. He is a member of the American Society of Heating & Ventilating Engineers.

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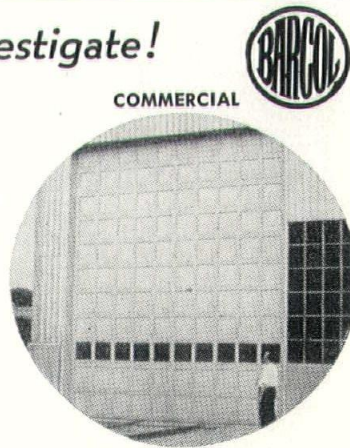
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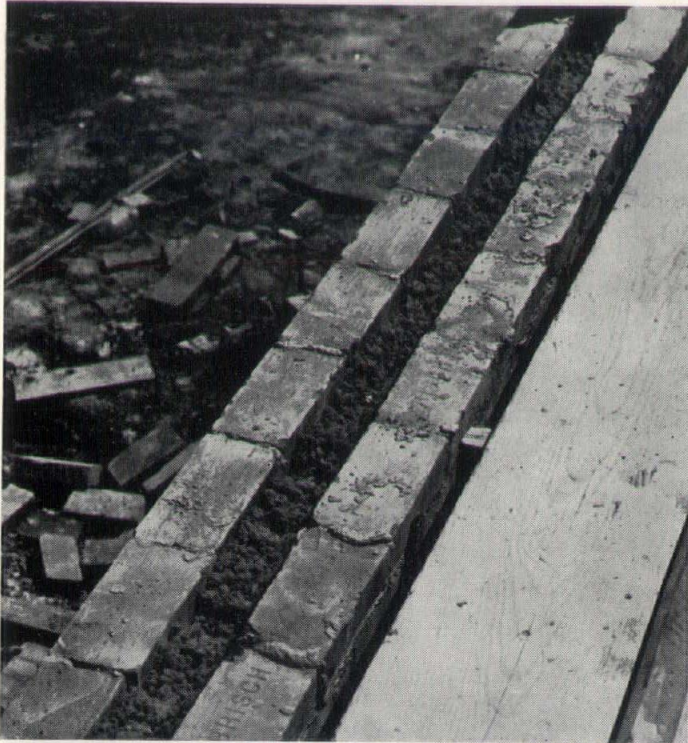


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(Continued from page 9)

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Buckeye Architects Honored

(Continued from page 7)

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(Continued on page 19)



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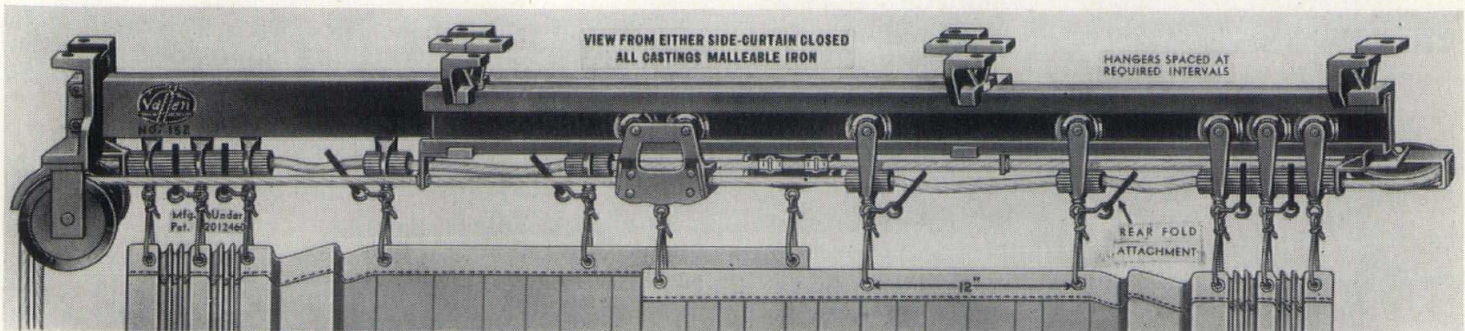
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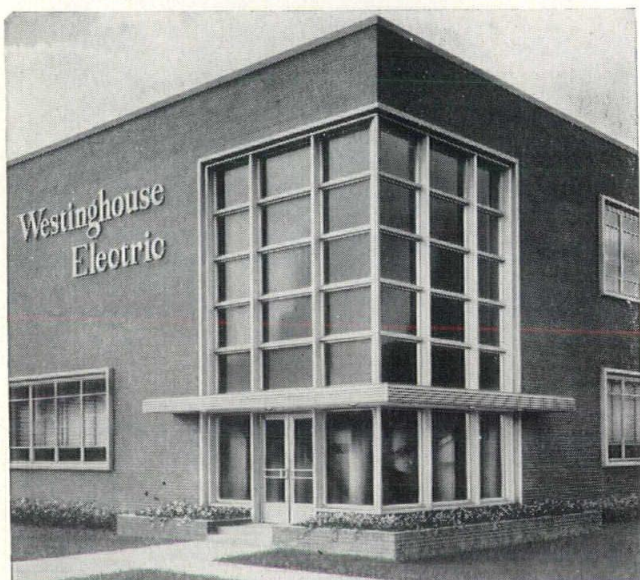
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The most modern company cafeteria in Ohio is located on the eighth floor. About 2,000 persons eat lunch here every day. They eat cheaply, because meals are served at cost, and they eat comfortably; the ceiling is sound-proofed, quiet background music is piped in during lunch hours, and the walls are papered and painted in pastels.

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Highlights of the Furniture Shows

(Continued from page 15)

with a single cushion completely covering the wire shell, the other with separate seat and back cushions. Eames designed six styles—for reading, writing, dining and relaxing, including a pivot desk chair and rocker.

For a bit of unusually good news concerning our good friends—The Herman Miller Company. They have expanded with a new factory and have the plastic group and the molded plywood group for immediate delivery—also, an enthusiastic applause for his new group of “mobile tables”—micarta shelves. And speaking of practical tops, Sterling who makes a whole group with Formica Realwood has five or six new, well styled numbers as well as a new color way of their “Hospitality Ensemble”—a table and four seats webbed in white.

Paul McCobb has come out with 18 new contemporary pieces comprising his Predictor Group in two exciting new colors—chicory and nutmeg,—made of New England hard-rock maple, each piece especially scaled for today's medium sized or small scaled rooms—upholstered sections come in plain or printed textures, and very noteworthy are his lamps—delivery, March and April.

But before our space is exhausted, let us add a line report on other important notes picked for the beautiful new “Good Design” exhibit installed by Paul Rudolph, a 33-year-old Harvard School of Design graduate, who did a beautiful job of providing psychological contrasts by arranging constricted spaces with distant vistas. In addition, brightly illuminated areas penetrate into fields less lightly lighted—somewhat the same experience of seeing the sun disappear behind a cloud only to shine brightly again, which makes us feel exhilarated.

Fabrics: Among some fifty, there are three from American hand weaves and sixteen woven in the Orient—a dozen other sheer weaves and casements in various weaves and patterns.

Accessories: Interesting range of glass—one in particular designed by Frieda Diamond and selling for a very modest amount. Ingenious table accessories in enamel and plastic, hand thrown pottery and many interesting lamps—the majority on black iron bases.

Floor Coverings: Here there are two special emphases: One on the extreme of elegance, the other informality. Elegance being achieved by mixing cotton with the new plastic Fibre E, creating a rich contrast of dull and glossy areas. Informality is shown in fibre rugs, made of plastic impregnated paper, creating a rich contrast of dull and glossy tones.

Next month we'll pick up with the balance in furniture and include the smart rattan lines for terrace and indoor living.



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An Architect's European Impressions

(Continued from page 10)

advertiser or store owner. Signs are everywhere, often at every spandrel and even across some of the windows. In general, the signs are of more tasteful lettering than those common to us in the States and they are brief in message: "Kontor," "Apoteke," "Mobler." The entries to these multi-use buildings generally bear the names of the upstairs tenants on bright metal plaques set one over the other at the sides of the portal.

Roof water runs down an outside leader which, simply in turn, empties into a cupped brick gutter crossing the sidewalk at right angles. The street, then, carries it all away. And, speaking of the street, it truly enjoys the quality of texture, being composed of small cubes of granite in a pattern of interwoven fans. This gives the pedestrian both the variety of "feel" to the foot and of appearance—qualities not always remembered in macadamized countries. Sidewalks and open spaces also enjoy a pattern that poured concrete has dispensed with—that of precast blocks. More over, cobbles, slabs, gravel and granite blocks run the full gamut of floorscopes.

Some variety within the Victorian-Renaissance theme is afforded by buildings created during the period 1900-1930, which, somewhat seasoned with the Art Nouveau, carried out their purposes in garments of boldly cut stone, frequently of new details or a caricature of the old. Oslo's post office is an example. The real break, however, about 1930, shows up in the assured brashness of the new International style expressed by quite a number of the city's office buildings and countless apartment houses, liable to have no other difference from past types and appearances. Post-war building continues to reflect the sharp geometry of the contemporary idiom, but pitched roofs and other details declare a return to traditional forms—especially in new housing—all part of a "Romantic revival" characteristic of new European architecture, exclusive, perhaps, of Italy.

Oslo's Town Hall is a controversial building. On one hand it is very eclectic, swarming with heavy masonry detailing and traditional themes. On the other hand it is bold, richly conceived in color and decorative material and integrated with care, if with a rather cold symmetry, into its adjacent areas commanding the approach from the bay. Within the base of its two office towers, suggestive of an ancient cathedral, are vast public rooms, bathed in murals and fine stone finishes and richly furnished. Guides take groups of visitors by the dozens through the colorful smooth-surfaced rooms having dramatic views of the bay. One leaves the building, however, feeling it an expression of the transition from the age of heavy masonry, the romantic era of baronial halls and vast monuments into the age of the steel cage

and glass wall, an era owing allegiance to function and directness. With a foot in each period, the Town Hall seems rather uncertain and confused.

New buildings spill out into the foothills and rocky places surrounding the basin of the older city. A number of new housing projects are underway on the higher ground to the east. These have, fortunately, replaced an earlier recipe of block-long, 9 story units having expressionless plastered surfaces, dully tinted. Now shorter structures of 3, 4 and 5 stories are interspersed with 10 story towers and seasoned with 2 story row housing in informal patterns. The same trend is seen in Stockholm and elsewhere. There appears to be a larger proportion of single-family houses serving Oslo's 435,000 population than is seen in most European cities. Many of these of recent construction are characterized by vertical wood siding painted in deep, dull red, by large glazed panels and simple low-pitched roofs—all in all very remindful

(Continued on page 23)

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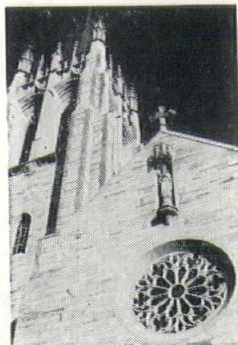
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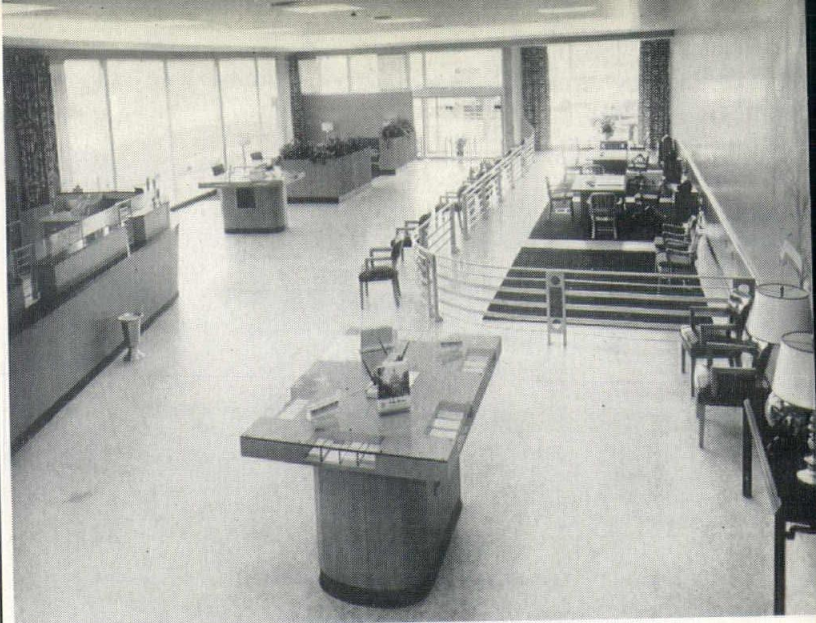


Fig. 1 Overall view of the new Ohio Savings and Loan Company office in Cleveland, Ohio. All interior furnishings were designed and custom built for this company by Irvin and Company, Cleveland. Joseph Helling, Irvin interior designer, who supervised this project, used as his color scheme copper and deep green. The walls are a deep copper color, with floors a deeper tone. The rugs are deep green. All railing work is aluminum, with wood furniture all blonde.

Ohio Savings and Loan Company's New Office Outstandingly Designed

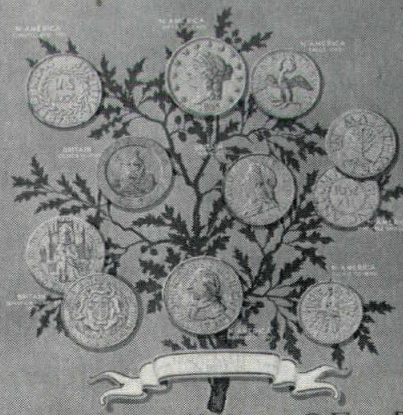
The Ohio Savings and Loan Company was founded in 1889 and has been providing continuous service to Ohioans ever since.

When Irvin and Company, Inc., Cleveland interior designers, were assigned the job of designing and decorating their new West Side office, the theme of "customer service" was the one used.

All furnishings were custom built in Irvin's shops, the murals and draperies were designed by Irvin employees. Everything done was around the theme of Ohio Savings and Loan Company's long service to customers in this State.

One of the outstanding features of this project, supervised for Irvin and Company, Inc. by Joseph Helling, is the mural decorating the left wall of the new office. Each of the three sections of the mural depicts the coins of a civilization. Mr. Owen Coghlan designed and painted this mural, called "Money—The Medium of Ex-

Fig. 2 One of the outstanding features of this project are the wall murals designed and drawn by Owen Coghlan, Irvin designer. Three individual murals decorate the left wall of the room. The one picture here shows the evolution of money in North America and Britain. It traces money used by the English speaking peoples from the 16th century. Mr. Coghlan did all the original research and designing for these murals. Other murals cover the coins of Greece and Rome and the Orient.



MONEY - THE MEDIUM OF EXCHANGE



Fig. 3 This corner of the new Ohio Savings and Loan Company offices was designed as a comfortable, informal seating section. The blonde wood furniture was designed to stand constant and hard wear.

change." Shown are the Coins of Greece and Rome, North America and Britain and The Orient.

Another highlight of this project is the design of the draperies. The Great Seal of Ohio is used as a pattern and repeated on the fabric.

Irvin and Company was established in 1934 by Ray W. Irvin and since that time has completed many of the country's outstanding decorating assignments.

The company's growth has been so steady that it is now one of the leading decorating firms in the country.

Its scope of operations includes the origination and creation of decorating schemes, as well as the actual design and fabrication of wallpaper, draperies, furniture and floor coverings, all custom made to the individual requirements of each assignment.

Joe Helling, who supervised this project for Irvin and Company, was formerly furniture buyer for Lord and Taylor, New York. He heads the staff of decorators and is in charge of all furniture buying. Owen Coghlan, who painted the murals, is a nationally known designer whose paintings have been exhibited throughout the United States, and is head of the Designing Department.

Fig. 4 This view shows the three murals on the office's left wall. The officer's desks were placed in the open so as to be available to customers at all times.



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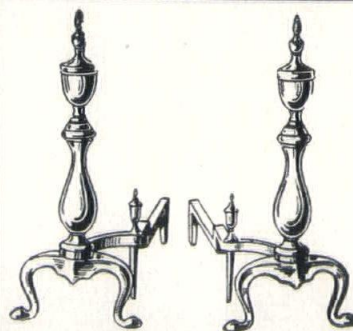


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Our President's Message

(Continued from page 12)

sion and on national affairs as they affect the profession.

It publishes the Handbook, Specification Work Sheets, and a Standardized Accounting System, and it safeguards your interest through the publication, maintenance and preservation of standard contract documents and thirty other helpful documents relating to the profession.

It maintains an up-to-date file of legislative information of interest to the profession and actively represents the profession at public hearings and before administrative bodies on matters of public policy and architectural interest.

It is active in the field of education and has been, and still is, instrumental in the advancement of architectural education in this country. It administers scholarships and fellowships.

Its staff assists Regional Directors, State Organizations and Chapters in the planning and conduct of technical and educational programs.

It provides a clinic service for investigation of failures or misapplications of building materials reported by members.

Some of The Institute's Building Type and Technical Reference Guides are reprinted and distributed by other organizations, such as the American Hotel Association, the American Library Association, Inter-Society Color Council, thus aiding practising architects through better understanding of the architects' functions and problems on the part of the clients.

Its advice is sought by book publishers in the planning and selection of authors for new text and reference books.

The Institute, through representation, cooperates with more than 100 of the technical committees engaged in the formulation of material standards, test procedures, and building code requirements under the sponsorship of the American Standards Association, the American Society for Testing Materials, the National Fire Protection Association, the National Safety Council, and the U. S. Department of Commerce through the National Bureau of Standards.

It continually furnishes up-to-date information and technical data of considerable value, cooperating with The Producers' Council, to improve the quality of product literature and manufactured products, and with the Associated General Contractors of America and the National Association of Home Builders in the study and solution of problems of mutual interest.

The Institute is engaged in a Survey of Education and Registration. This is a unique effort never before attempted by this profession. The Survey Commission is

(Continued on page 24)

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of some of our contemporary houses here in the States. As is common to Europe, however, heavy, lush and rather formalized landscaping surrounds each dwelling. The Norwegians seem very much like Americans—at least to judge by the life of Oslo. This should not be surprising considering the close cultural ties, the similarity of climate and the parallels of economic development. Quite possibly the ubiquitous American movie has some responsibility for this. Arriving in Oslo from England, one is virtually captivated by the pronounced improvement in shops and goods and the presence of many striking and well-dressed persons upon the streets.

The urban society in Oslo has produced a decidedly urbane manner of life. The panoply of modern buildings, cultural institutions, sports palaces and multi-family housing attests to an active city life. The business day, commencing at 8:30, advances through lunch until 4:00, a short tea being taken in the office at noon. Urbanites dash home at 4:00 although a more serious tea may keep them at an open-air cafe for awhile in the downtown area. A real dinner is scheduled for 7:00 or 8:00 and the city's many restaurants are heavily patronized despite the earlier afternoon office closing time. An excellent meal inclusive of liquid refreshment and the usual 15% tip (added to the bill) may come to \$1.25.

The visitor notices at once the numerous passersby bearing great conglomerate packs strapped to their backs, presumably the entire melange necessary for a several-week holiday in the northern forests. With apparent fanatic zeal, the bearers thereof, generally bare-legged and bronzed, make their way through the crowded sidewalk of business-suited persons and move on to places unknown. This sight is common to all of Europe. Although the streets are well traveled by cars, many of which are American makes or models since forgotten at home, the bicycle comes forth as a competitive mode of transport and the irksome motorcycle as well. There are more of these small vehicles in Norway, it appears, than Britain, but not so many as render Stockholm's streets both decidedly threatening of limb and offending of ear. The Norwegian taxi, often a new model Chevrolet, bears the sign "Drodje." It is said that the roads away from Oslo are poor, and inspection from the train window revealed little evidence of paved roads anywhere—only a few hard gravel surfaces. Oslo's trams, like Stockholm's are painted a fine, light blue and placarded with advertisements inside and out. Route numbers in bright red, black and white add a strong visual punch. (Continued with "Stockholm's" in next month's issue)

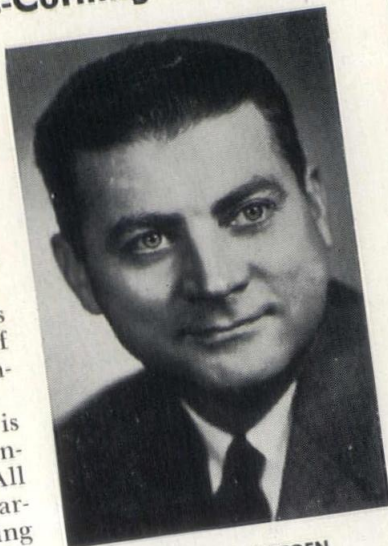
Promotions at Owens-Corning Fiberglas

A new sales manager for its General Products Division and other rearrangements are announced by Owens-Corning Fiberglas Corporation.

Ben S. Wright is vice president in charge of purchasing and trade relations.

E. W. (Pat) Smith is vice president in charge of sales branches and training programs.

Edward J. Detgen is sales manager of the General Products Division. All will make their headquarters in the Owens-Corning general offices in the Nicholas Building, Toledo.



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OUR PRESIDENT'S MESSAGE

(Continued from page 22)

making a thorough study of the profession—what it is, what it does, and how it is governed in the various states. The results of this Survey will uncover many interesting facts about the profession and its operations.

The rapidly growing Student Chapter program insures early contact with and understanding of the profession and The Institute, and encourages the steady flow of young men into Institute membership.

It conducts public information programs to inform both the general public and specialized segments of it, concerning the activities of architects and The Institute. This activity includes the issuing of news releases to press, periodicals, radio and other news channels and speaking engagements by officers and staff.

It has assisted in establishing annual exhibitions of completed buildings at national conventions of the American Association of School Administrators and American Hospital Association.

It assists in securing architect-speakers for programs of other organizations, thereby promoting understanding of the architect's function and approach; e. g. American Association of School Administrators, National Council of Churches, Association of Deans of Women, and others.

It collaborates with other organizations in the preservation of historic buildings.

It recognizes and encourages meritorious accomplishment in architectural design by the Program of Honor Awards for Current Work. It recognizes by Medal Awards superior work in related Fine Arts and Craftsmanship.

It publishes reviews of books of interest to the profession, and in collaboration with the construction industry, it supports and directs the Modular Coordination Program.

The Architects Society of Ohio serves to coordinate the activities of the six A.I.A. chapters within the state in carrying forward the work of the Institute at the local level and in representing the profession in the state in matters of legislation and cooperation with other professions. Your society has accomplished much in the past two years through the work of the Inter-Society Committee with the Ohio Society of Professional Engineers in bringing about closer cooperation, friendliness, and mutual understanding between the organizations.

There is much to be gained by the individual architect in attending the meetings of the chapters as well as the annual meetings of the Ohio Society by fellowship with your fellow architects. True, you will not find clients for yourself among this group, however, in getting to know your fellow practitioners in a personal way, better relations are bound to ensue, saying nothing about the friendships built up through these relations and the resulting spirit of cooperation and mutual aid.

If there was a time in which the solidarity of the profession was essential, that time is now. The Institute and your society are stronger today than they have ever before been yet greater accomplishments can be achieved if a greater percent of registered architects will give of their substance and some of their time in support of that organization which means most to the profession from which they expect to gain their livelihood.

Don't wait to again be urged by some member to enroll yourself with the ranks of those who have fought the battle thus far, but contact someone whom you know to be a member, and tell them that you are ready to support your professional organization in every way you can by applying for membership.

—W. B. HUFF

BUCKEYE BRIEFS

The Modernfold Door Co. of Columbus announce their removal to their new offices and warehouse at 655 North Cassidy Avenue.

Russell Peck, Cleveland Architect announces the severance of his connection with Copper, Wade and Peck and his new association with Richard Hawley Cutting and Associates at 2074 East 36th St., Cleveland.

Ray G. Latimer and Edwin F. Brogini have formed a partnership as Latimer and Brogini, Architects, 4517 Brookpark Rd., Parma 29, Ohio.

Requiem High Mass was held for John P. Striker, 96, a retired architect of Cincinnati, on Thursday, Dec. 27th. The passing of this old timer on Sunday, the 23rd at St. Francis Hospital, resulted from a fall at his home on Dec. 10th.

The Architectural firm of Benham, Richards & Armstrong announces the removal of their offices to 1124 West Goodale Blvd., Columbus 8, Ohio.

The partnership of Conrad, Hays, Simpson & Ruth, Architects, has been dissolved.

Conrad & Simpson will continue to practice in the present offices at 1110 Hanna Building, Cleveland 15, Ohio. The telephone number is MAin 1-4626.

The Hays and Ruth announcement appeared in last month's issue.

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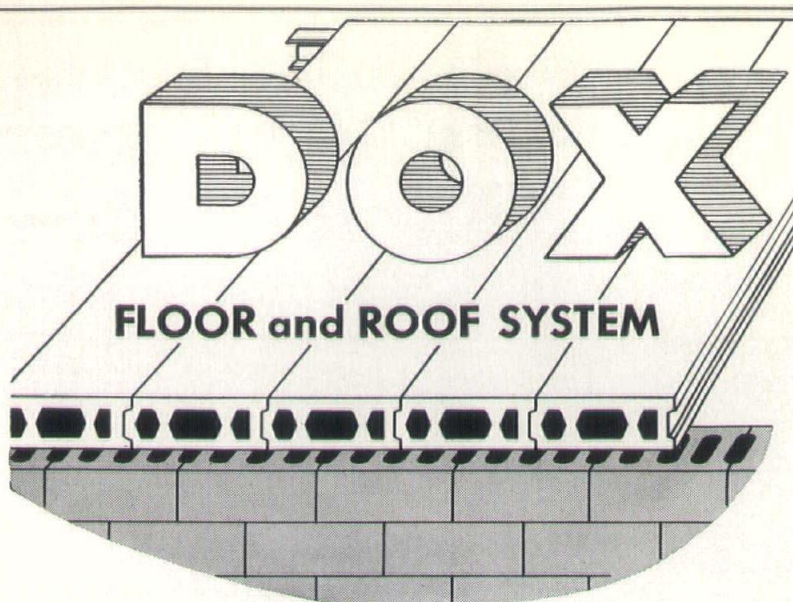
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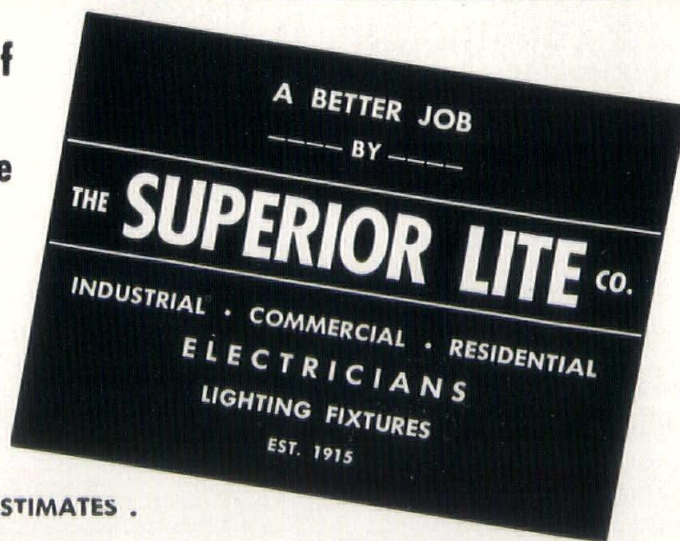
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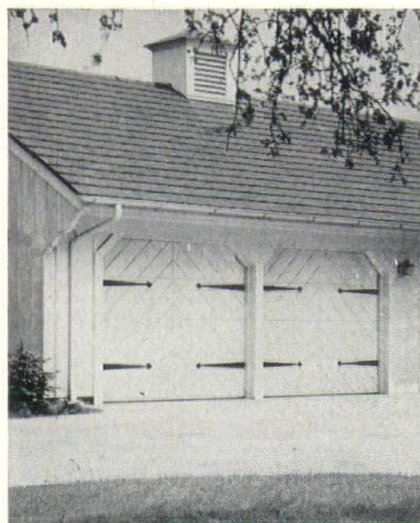
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INDEX OF ADVERTISERS

Allied Oil Co., Inc.	25
Arrowcrete Corporation	12
Art Metal Co.	11
Art Metal Fire Escape Co.	24
Avery Engineering Co.	26
Becker-Seidel-Clark, Inc.	26
Bergman Co., The Harold	21
Builders' Structural Steel Corp.	25
Cadillac Glass Co.	23
Cinder Products, Inc.	22
City Blue	23
Cleveland Builders Supply Co., The	25
Conditionaire, Inc.	23
Crawford Door Co., The	19
Donley Bros. Co.	15
Federal Screen & Weatherstrip Mfg. Co.	26
Goodman, Joseph	21
Graham Co., The	26
Hamilton Automatic Clothes Dryers	14
Hanson Jane, Interiors	15
Hart Edward R. Co., The	25
Ideal Builders Supply & Fuel Co., The	26
Infra Insulation	18
Interior Marble & Tile Co., The	24
Kahn Company	26
Keeney, D. M. Co.	21
Kemper Ulery Brick Co., The	24
Kennedy Company, The	26
Kuhlman Builders Supply & Brick Co., The	22
Liberty Printcraft Co.	24
Lieb-Jackson Co.	26
Little, Geo. P., Inc., The	16
Macomber, Inc.	5
Medal Brick & Tile Co., The	22
Mid-West Acoustical & Supply Co., The	20
Milmar, Inc.	27
Mooney Iron Works Co., The	13
Newlin, G. J. Co.	16
Ohio Clay Company, The	26
Parker Electric Co., The	26
Pelkey, Robert H., Inc.	22
Peters, John M. Construction Co.	26
Rackle, Geo. & Sons Co., The	26
Rankin, D. W., Inc.	26
Reliance Art Metal Co., The	18
Reliance Htg. & Air Conditioning Co.	26
Rorimer-Brooks, Inc.	21
Sack, D. J.	26
Simpson Logging Co.	2
Superior Lite Co., The	25
Surveying Instrument Co.	25
U. S. Plywood Corp.	3
Vallen, Inc.	17
Vanderhoof, A. L., Inc.	19
Western Waterproofing Co.	22
Williams Pivot Sash Co.	24
Wilson, W. R., Building Specialist	23
Wurz, R. L. Co., The	4
Wyo-Lite Insulating Products	17
Yardly Venetian Blind Co.	22
Zannoth Agencies	28

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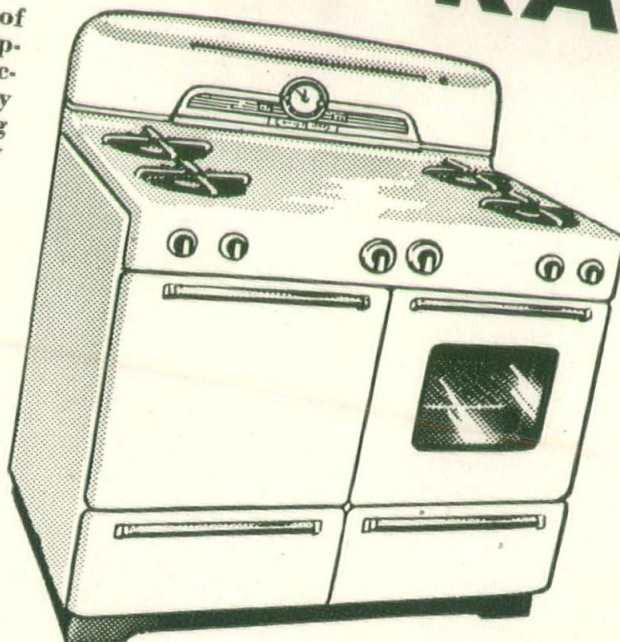
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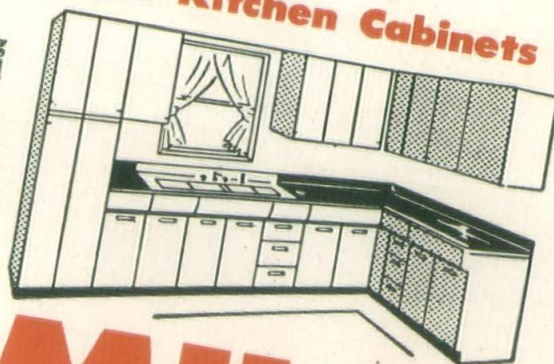


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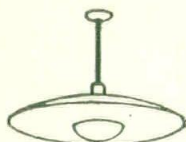
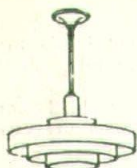
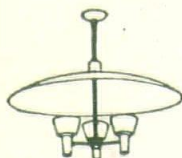
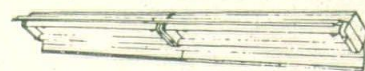
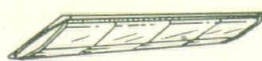
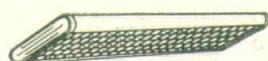
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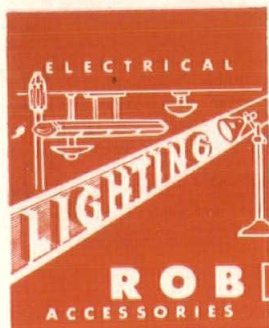
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