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Cutting of the ribbon to officially open the newly acquired quarters in Brown Hall Annex on May 10, 1952. From left to right are Elliot Whitaker, Director, Carl Steeb, Secretary of the Board of Trustees, President Bevis, Marion Ross and Parker Garwick of Haig Boyajohns and Jacob B. Taylor, V.P. of O.S.U. See Story on Page 8

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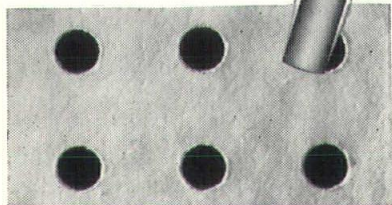
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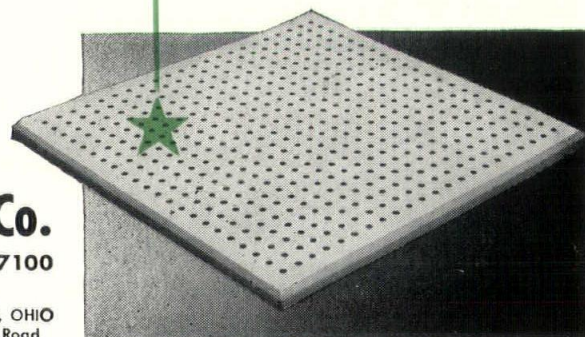
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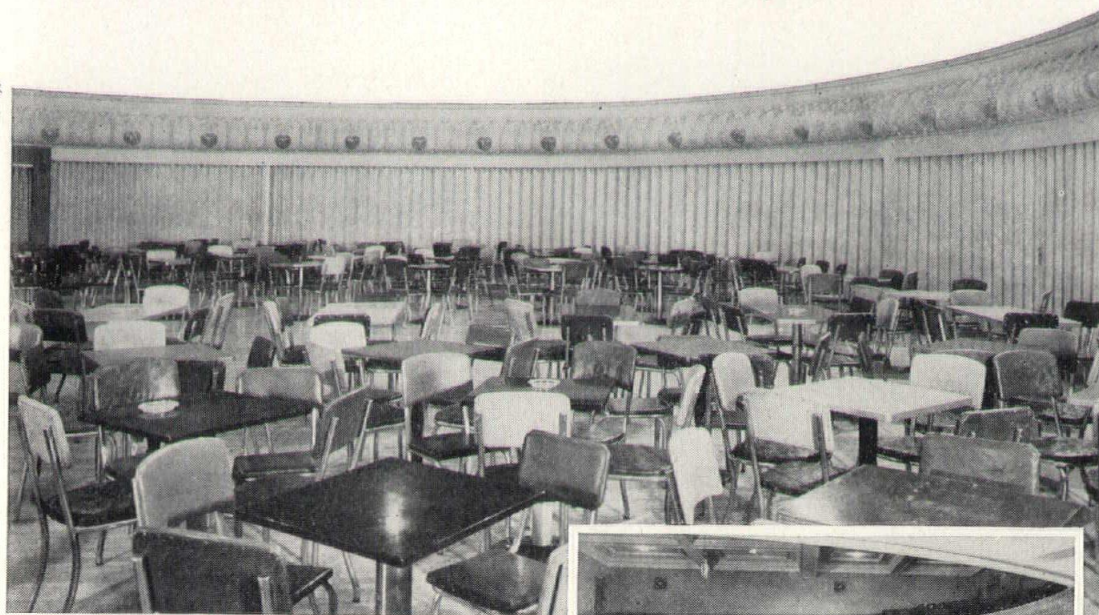
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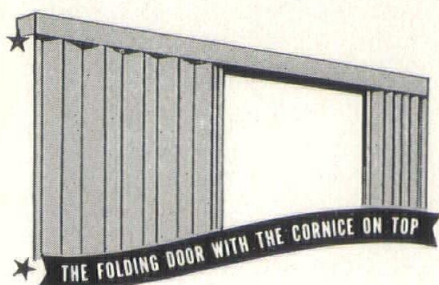
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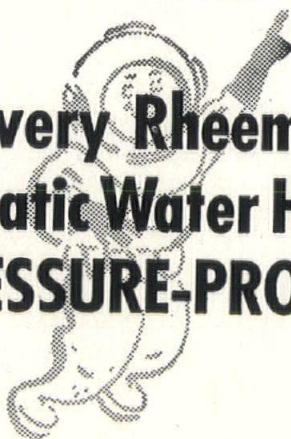
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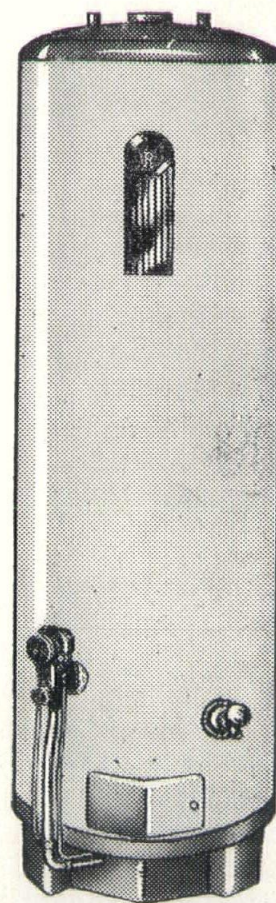
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1952 ANNUAL CONVENTION

THE AMERICAN INSTITUTE OF ARCHITECTS

WALDORF-ASTORIA HOTEL • NEW YORK CITY

June 23rd to June 27th, 1952

MONDAY, JUNE 23—

MORNING

- 9:00 Registration
- 9:30 Special Committee Meetings
- 10:00 Joint AIA and Producer's Council Meeting—PALM ROOM

AFTERNOON

- 1:30 Boat trip around Manhattan Island
- 3:30 Trip to Jones Beach
- 4:00 Tour of Port Authority Building
- 4:00 Visit to Morgan Library
- 4:00 "Behind the Scenes" Tour at Rockefeller Center, followed by Cocktail Parties

EVENING

- 6:00 Dutch treat suppers at the Architectural League and local restaurants

TUESDAY, JUNE 24th—

MORNING

- 8:00 Committee Breakfasts
- 9:00 Registration Continues (Registration for delegates closes at 12:30)
- 10:00 Opening Session—BALLROOM

AFTERNOON

- 1:00 Opening Luncheon—BALLROOM
- 3:00 Reception at Exhibit "Re-Union of Architecture and Engineering"—LEVER HOUSE
- 5:00 President's Reception at "The Cloisters"—FORT TRYON PARK
- Presentation of Fine Arts and Craftsmanship Medals

EVENING

- 8:00 Informal Dinners
- Students Party—ARCHITECTURAL LEAGUE
- 8:30 Symposium—MUSEUM OF MODERN ART
- 8:30 Chapter Affairs Meeting—SERT ROOM
- 8:30 Joint AIA and Construction Specifications Institute meeting—ASSEMBLY SUITE

WEDNESDAY, JUNE 25th—

MORNING

- 8:00 Committee Breakfasts
- 9:00 Registration Continues
- 9:30 Business Session—BALLROOM
- 9:30 Student Organization Meeting—WEST FOYER
- 10:00 Ladies' Meeting—PEACOCK LOUNGE
- 11:45 Presentation of Gold Medal

AFTERNOON

- 12:30 Luncheon—Chapter Editors—JANSEN SUITE
- 2:00 Visit to Public Housing Projects
- 2:30 Seminar on Structural Design PEACOCK LOUNGE
- 4:00 Visit to United Nations Headquarters

EVENING

- 7:00 Informal Dinners
- 8:30 American Architectural Foundation Theatre Party "The King and I"—ST. JAMES Theatre

THURSDAY, JUNE 26th—

MORNING

- 8:00 Committee Breakfasts
- 9:00 Registration Continues
- 9:30 Polls Open
- 9:30 Business Session—BALLROOM
- 9:30 Students' Meeting—PERROQUET SUITE
- 10:45 Seminar—Structural Design—WEST FOYER
- 10:45 Seminar—Reducing Cost of Construction—GRAND BALLROOM

AFTERNOON

- 12:30 Building Industry Luncheon—BALLROOM
- 2:00 Visit to Memorial and New York Hospitals
- 2:00 Tour of Historic Buildings
- 4:00 Polls Close

EVENING

- 7:00 Annual Dinner preceded by Cocktail Party—EAST FOYER
- 8:00 Dinner Served—BALLROOM

FRIDAY, JUNE 27th—

MORNING

- 8:00 Committee Breakfasts
- 9:00 Registration
- 9:30 Business Session—BALLROOM

AFTERNOON

- 1:00 Fellows' Luncheon—THE UNIVERSITY CLUB
- 4:00 Boat trip around Staten Island followed by Dutch Treat Dinners, Staten Island Restaurants

EVENING

- 7:00 Dinner for Board Members—UNIVERSITY CLUB

Western Reserve University To Broaden Its School of Architecture

Establishment of a division of visual arts incorporating the present university programs in architecture and art has been approved by the Board of Trustees at Western Reserve University.

Implementation of the new plan by University officials is expected in the near future, according to President John S. Millis.

First step in implementing the new program was the recent appointment of an interim committee consisting of Ransom R. Patrick, chairman of the department of art, as chairman; Francis R. Bacon, present dean of the School of Architecture; Carl H. Droppers, assistant professor of architecture; Edmund H. Chapman, associate professor of art; Joseph Ceruti, a member of the advisory committee, lecturer in architecture at the school and President of the Cleveland Chapter A.I.A.

While this committee will plan and administer the initial phase of the work, there is no change in the programs of architecture and art at the present time. It is believed that the necessary plans and decisions will be made during the next six months and that the university will be ready to put those plans into effect in September of 1953.

Such new plans as may be adopted will affect primarily those students who are admitted to the school in the fall of 1953, and will have little or no affect upon those students now enrolled in architecture nor upon those admitted in the fall of 1952.

It has been emphasized by university officials that until definite plans have been suggested by the appropriate faculty groups and approved by the Board of Trustees, there will be no change in the present organization or operation of the school.

The new division which will include art, architecture, and design will be set up within the general structure of the Faculty of Arts and Sciences. This will replace the current School of Architecture as such and the separate services offered in several areas of the visual arts.

The change affecting the visual arts program is a far-reaching one as it replaces an already existing school and sets forth a new philosophy and plan for integrating the arts into a unified, coherent program of teaching, research and service.

The arts proposal was based upon a complete survey of the diverse and disunified instructional and research efforts in the visual arts now being conducted in the university. The survey was taken by members of an advisory committee set up by President Millis two years ago.

The committee was composed of representatives from local practicing architects, all members of the Cleveland Chapter of the American Institute of Architects, the administration of the school of architecture, the division of art, and the university administration.

Primary task of this committee was to investigate the potentialities of the school of architecture, to reassess and re-evaluate it in terms of the potentialities for this area, as well as the economies of its operation and the possibility of increasing the quality of the end-product of the school.

The survey results showed that the visual arts were taught without any coherence because they are taught in the many departments and colleges of the university with multifarious aims. Evidence showed that this resulted in duplication of effort in the teaching staff, overlapping of courses, and an unsound economic policy because each group operated as an isolated area.

Results of the committee's deliberations were set forth in their proposal of a "philosophy of the visual arts making clear its aims in education, research and community relationships."

Out of the philosophy arose the organizational plan for "the complete coverage of the visual arts in an urban university and their important relationships with other disciplines at the university." The committee proposed a core curriculum in the visual arts and other curricula serving the needs of students.

The new plan proposed by the committee calls for a coordinated staff to carry out the instruction, suggests a core curriculum for the visual arts, makes recommendations as to staff and space, and states the financial requirements.

Besides carrying out a sound undergraduate, graduate, and professional instruction in the visual arts, the staff will be able to render educational and consulting services to the community, "because these are essential to the economic success of the program and are a salient feature of the aims of the university," the report stated.

The advisory committee concluded its report with these recommendations:

1. That a division of visual arts be set up within the university and within the general structure of the Faculty of Arts and Sciences.
2. That there be created a faculty for this division with

(Continued on page 32)



Adelbert College Building

Ohio State School of Architecture

Things are not what they used to be at Ohio State. Brown Hall has been "bulging" for this last year or two due to a lot of pushing from within and without.

While not the "biggest" pusher, Elliott L. Whitaker, the Director (the new Director, if two years on the job is "new") has been and continues to be the leader and

President Jacob B. Taylor and Carl Steeb, Secretary of the Board of Trustees, it is quite evident that the new School of Architecture at Ohio State is going places.

The changes at Ohio State for the past two years are such as to be real landmarks in the history of Architectural Education at this State institution, all of which



From left to right together with the award received are: William Liebersbach (V) Columbus Chapter AIA Award; President Bevis of O.S.U.; John R. Clark (V) Certificate of Merit; Alva Smith, Alpha Rho Chi Medal; Robert H. Myers (IV) Faculty Prize for Seniors; Davis Doll (III) Faculty Prize for Juniors; Paul E. Young, Jr. (II) Faculty Prize for Sophomores; James H. Bassett (IV) L.A. Certificate of Merit; Harry Earle (II) L.A. Faculty Prize; Jack Walters (IV) Bradford Memorial Scholarship; Harold Roe (IV) Bradford Memorial Scholarship. Not shown is Joseph D. Iguchi (I) Faculty Prize for Freshmen.

the hardest pusher. So much so that the first expansion last year was not adequate so the School of Architecture of Ohio State Alumnae Day was for the second year held in expanding quarters.

There have been a lot of helpers and they have contributed to these very successful moves. With President Bevis himself wielding the scissors, ably assisted by Vice

will be covered in detail in early editions of the "Ohio Architect."

As a part of the day's activities, Pres. Bevis assisted in the presentation of the awards to the individuals shown in the accompanying picture and is shown congratulating them for their success as outstanding students in architecture and landscape architecture.

Ohio State University Commencement

2047 GET DEGREES IN THE STADIUM, INCLUDING 41 ARCHITECTS AND THREE LANDSCAPE ARCHITECTS AT THIS 75th JUNE COMMENCEMENT

Ohio State University's 2047 June graduates marched through brilliant sunshine to receive their diplomas Friday, June 6th in Ohio Stadium.

An unusually large commencement crowd, estimated at nearly 10,000, watched the ceremonies and heard OSU President Howard L. Bevis offer the graduates a choice, as citizens, between paternalism and freedom.

Programs were used as fans or sunshades and several umbrellas appeared as the sun leveled a 77-degree heat on the Stadium crowd. Several infants, present for their fathers' graduation, protested the heat with lusty cries.

Speaking in serious terms to the graduates, families and university faculty, President Bevis declared the fundamentals of American life are under challenge.

He spoke particularly of three freedoms—the freedom to work, to learn and to choose.

Arguing for academic freedom, Bevis declared every school has the right to choose the subjects it will teach and the teachers who will teach them. "By the same token," he added, "it has the right and duty to select the casual speakers who are invited to its campus."

Bevis warned that a government seeking to guarantee freedom from want and fear to everyone may destroy or

curtail other liberties. The desire for "the kind of freedom we call security," he asserted, "threatens to eat away the freedom to work and produce."

Ohio State honored 10 men with awards or degrees at the Friday commencement exercises.

Dr. Harlan H. Hatcher, president of the University of Michigan, and Grove H. Patterson, editor of the Toledo Blade, received honorary doctor of laws degrees. Sam Higginbottom of Babson Park, Fla., received an honorary doctor of science degree.

The Lamme Medal Award for 1952 went to Dr. William Alfred Fowler, physics professor at the California Institute of Technology.

Distinguished service awards were presented to Dr. Bland L. Stradley, OSU vice president in charge of student affairs; Dr. Jacob B. Taylor, OSU vice president and business manager; Robert Lazarus, president of F. & R. Lazarus & Co.; E. G. Bailey, New York industrialist and inventor; Joe Wood Morrison, Connecticut, head of RCA's patent litigation department, and Hugh E. Nesbitt, president of the Columbus Coated Fabrics Co., and OSU trustee.

(Continued on page 31)

A Challenge to the Architectural Profession

By A. NAUGHTON LANE, National President, The Producers' Council

A great many of my manufacturer friends would give a lot for the privilege of talking to a group of architects and students of architecture such as those I see before me. Most of those manufacturers would try to sell you something, if they had this opportunity, and I'm going to try to make a sale too. But I'm not selling building materials today. Instead, I'd like to sell an idea.

The idea I'm going to talk about is the great good that can be accomplished for the country as a whole through the professional prestige of the nation's architects.

In the relatively small amount of time I've had to think ahead in the last year—what with the task of getting enough critical material to keep our plant going, not to mention the responsibility of helping to guide the affairs of the Producers' Council, I've become deeply impressed with a few facts. One of those facts is that we face a tremendous job if we are going to maintain the volume of construction at the very high level at which it has been operating in the last few years. Another fact is that there are literally millions of old and obsolescent buildings around this country which should be completely removed or substantially renovated. A third fact is that this country has a lot of good intentions, construction-wise, but nothing seems to come of them. Or if anything does happen, it happens all too slowly.

The thing that impresses me is that all those facts fit together, into a plan of action which can be made to work successfully with the right kind of leadership. And every time I look for that leadership, I come around to the conclusion that it can best be provided by the architectural profession. Being professional men, architects are listened to with great respect on matters within their professional scope. Because they are professional men, there is less suspicion of selfish motive when they urge a course of action, and their recommendations carry great weight because they are regarded as genuine authorities in the field of construction.

Getting back to those three facts I mentioned, here is the way they tie up in my mind. We can't keep construction volume at the current record-breaking rate for very long unless we add something new to the methods we have used in the past. The something new that is needed could well be a persistent, continuous effort to make the public so dissatisfied with the older buildings they now use that they will not only want, but actually demand, the comforts, conveniences, and economies that come with today's newer structures. And the one best way to incite the public, and thus create that demand, is to harness the great powers of leadership which lie all too dormant in the ranks of the architectural profession.

The job of insuring a continued high level of construction can be expedited, of course, by a large volume of consumer advertising. One thing your profession can do is urge manufacturers and others to help tell the public about the good things they are missing when they remain content with their elderly homes and stores and office and factory buildings. But that is only one way to go about the job.

There are many other things that architects can do, through their prestige and influence, both individually

and collectively. I'm not merely suggesting that the American Institute of Architects should adopt a policy or that your local Chapter might pass some resolutions. That all would help, to be sure, but what is really needed is for every individual architect to do what he can in his own way, month after month, day in and day out, to bring about a continuous improvement in the methods and techniques of this industry and to get the public and their government officials started, on a big scale, on some of the major improvements which mean more construction and better living and working standards for everyone.

What, specifically, do I mean? Well, what about slum clearance? Nationwide, our record on removing slums is pitiful. And that record is so deplorable only for one reason: public inertia. Everyone knows the slums are there; everyone agrees they should be torn down; everyone knows the great benefits that would follow; but except in a few isolated places, nothing happens, unless a few square blocks have to be demolished in order to put through a new highway.

I firmly believe that, if a goodly proportion of the nation's 10,000 architects, individually and collectively, set up the pressure and kept it on, and enlisted the aid of others who have a stake in slum removal, results would have to come—and rather fast. Architects wouldn't have to do all the educating and insisting, because they could get many others to pitch in and help. But the pressure has to start and it has to be kept coming. If the country's architects don't start building the fires and getting up a real head of steam, who is going to do it?

And remember, all the old buildings aren't in slums by any means. Many of them are in reasonably good neighborhoods. Others are physically sound but need extensive modernization.

In the case of housing, for example, we know from Census Bureau data that there are at least 7,000,000 homes which are 50 or more years old. And in another 10 years, 6,000,000 more homes will reach the 50-year mark. They offer a tremendous potential market, almost as big, perhaps, as the new housing market.

And an equally large proportion of our stores and other buildings are about as old, although I don't have the exact figures. We need to find some effective way of convincing the owners and occupants of those aging structures that they should be either torn down or fixed up. And the real authorities in that field are the architects, whose profession it is to determine what can and should be done with an obsolete building.

Past experience indicates that there will not be any great wave of modernization or replacement unless some potent force gets behind the movement. The public has the money to spend, but we face strong competition from the sellers of color television sets, automatic clothes dryers, home freezers, and other highly desirable, but nevertheless competitive, businesses.

The big job is not to sell individual owners on fixing up or replacing their individual properties, but rather to catch the imagination of the public and start a mass movement toward higher living and working standards by showing the people what they are missing by living, trading, and working in those millions of buildings half a century and more old.

(Continued on page 34)

NEWS OF THE COLUMBUS CHAPTER

June meeting was held June 10th at the Builders Exchange with the A.I.A. annual convention in New York as one of the major items on the agenda. The Chapter will be well represented at this annual meeting by a full slate of delegates. President Hobbs further reports:

"We are proud of the joint meeting held last month at the University. We congratulate the Faculty and the Students of the School of Architecture. From all sides we hear praise of the instruction and the program which is producing new architects, and we hear praise for the personable and keen young men who presented the splendid results so capably.

The School, Prof. Whitaker and his colleagues all deserve great praise also for bringing Pietro Belluschi, F.A.I.A. to Columbus Wednesday, May 14th. Many chapter members were observed in the audience. It is more evidence that our chapter is sincerely and actively interested in the education of architects."

The dinner meeting at the Fort Hayes Hotel sponsored by Mr. Harris of the Federal Home Improvement Co., was well attended. Aside from the excellent dinner put out by the hotel, information gleaned about a new waterproofing material was most interesting and will be very useful in the future. The exhibit showing running water passing over masonry surfaces had been carefully and skillfully prepared and demonstrated very clearly the facts which Mr. Harris presented very briefly. The forum discussions were quite lively indicating a genuine interest in the subject by all those present.

It was interesting to have such an old timer as Wilbur T. Mitts tell us how they used to do it in 1892 and not quite so much of an old timer, Chas. T. Inscho repeat the same about the 1900 period. Certainly architects

live a long time but that is necessary if they expect to get their share of the good things in life.

July Meeting by President Hobbs

"This is the vacation season—July, that is. How quickly it arrives this year! Charlie Conklin of Mansfield is arranging his usually fine party golf, swimming or just sitting—at the beautiful Mansfield Country Club. It's scheduled for July 24th. More later.

The illustrated lecture by Pietro Belluschi, noted west coast architect and educator held on Wednesday evening, May 14th under the auspices of the School of Architecture and Landscape Architecture was well attended and quite a success. As explained by Director Elliott L. Whitaker this was the first of the Alumni Lecture Series in Architecture and was made possible by certain grants of funds which while not large sets the foundation for the carrying on of the series in a satisfactory manner.

The talk was delivered in the Auditorium of the Ohio Archeological Museum on the O.S.U. Campus and the audience of student architects and laymen was given a treat orally and visually by Architect Belluschi and his beautiful colored slides of domestic and ecclesiastical work largely executed in the various kinds of wood so abundant in the Oregon country.

THE COCKTAIL PARTY

Members of the Institute who attend the Annual Convention Banquet will be guests of the host chapters at a cocktail party immediately preceding the dinner on Thursday, June 26. Funds for the party have been contributed by each of the seven chapters and societies in the Architects Council of New York City, together with the Long Island Society Chapter and the Westchester Chapter.

The 31st National Council of Architectural Registration Boards Annual Meeting

The 31st annual meeting of the National Council of Architectural Registration Boards will be held in New York City on June 22nd and 23rd, 1952. Aside from being interested as a member board in the National organization, the Buckeye architects can feel a little closer to this meeting by reason of the active participation of the Ohio representatives in this program.

The First Vice President of the N.C.A.R.B. is Chas. E. Firestone of Canton, starting his third five-year term as a member of the Ohio Board of Examiners. In addition to active participation in administrative and committee work, he will be presiding officer at Monday afternoon meetings.

Another Ohio representative will be R. C. Kempton of Columbus, a former member of the Board and now Executive Secretary (since 1936), serving for the 6th time as chairman of the "Exhibit of Design Problems."

He is also on the panel for the discussion of Mechanical Equipment for Buildings. R. C. K. is also Secretary-Treasurer of the Society of Architectural Examiners.

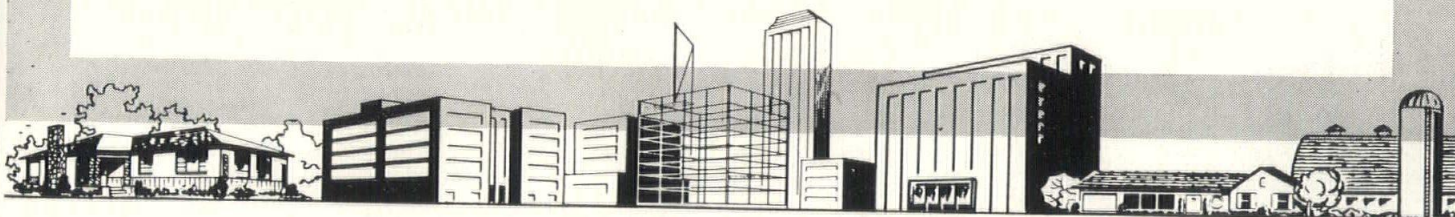


Roger C. Kirchhoff, Wisconsin, President; Chas. E. Firestone, Ohio, 1st V. Pres.; Fred L. Markham, Utah, 2nd V. Pres.; Bartlett Cocke, Texas, 3rd V. Pres.; Wm. L. Perkins, Iowa, Secretary; Clinton H. Cowgill, Virginia, Past Presidents. Edgewater Beach Hotel, May, 1952.

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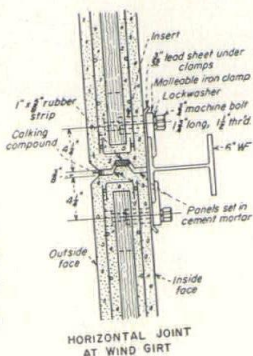


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OHIO

Impressions of an Architect on a Booth Traveling Fellowship

Part Seven of a Series — continued from May, 1952 issue

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

BASEL

A week in the relatively spartan Netherlands and a day's weary train ride south through Luxembourg and eastern France is, probably, a proper introduction to Basel, Switzerland's second city, located on a sweeping curve of the Rhine where it turns north to form the western boundry of Germany. Such a prelude will pleasantly magnify the extraordinary urban character which is Basel's.

I arrived at the city with no premonition of its form or contents and thus highly impressionable. The impression made was powerful. I left a few days later wondering if I would ever again meet with so stimulating and agreeable a town.

What urban characteristics contribute to so favorable an impression? Measured by Basel, one would offer the



Approach to Bruderholz School, Basel

following: a varied and active topography; a sense of time retained by way of the ancient "core"; an assurance of prosperity and a well-developed cultural life; modern industry and trade; frequent examples of vigorous new architectural forms; plenty of color and texture in the townscape; landscaped spaces everywhere; an element of visual surprise in the relationship of buildings and streets; a retention of the urban or centralized civic form. These mixtures of medieval and modern, of small city and the metropolitan and of quiet corners and gay, busy plazas make Basel a rich morsel for the palate of the traveler.

As the vision of Basel is splendid, so is its economy strong—this may be at the root of it all. Centuries of good living, relatively peaceful existence, prosperous trade and aspiring ambition have raised a city of 200,000. Its buildings bear proof, for no matter what age, use or economic condition (generally high) of the occupants, the fabric of Basel looks wonderfully trim. Everything is renovated, improved, swept-up, spic and span, colorful, actively used, honored, respected and enjoyed.

A walk through Basel—and these are virtually limitless—is remarkable for the constancy of the vigorous townscape that is unfolded. There is no visible area in a state of blight, next to nothing that is senseless, vulgar or unrelated to the whole, and, apart from a little plainness, the sense of an exciting stage setting prevails.

The pedestrian (who may cover the whole town on foot without exhaustion) may begin a jaunt in the old city spilling over the rough topography of the south side

of the river as it hurries around its great bend. This typically medieval core suffices to house most of today's business establishments in a delirious mixture of 14th century squares and modern 7-story offices, bright, open, market places and steep, cobbled streets. Sprinkled throughout are hidden gardens, ancient churches, grand Renaissance villas, wonderfully textured and "plastic" walls and alley ways, ornamented gateways and muraled, stucco building facades. Through careful design and selection of materials, contemporary buildings seem very much at home in this environment.

In the 18th and 19th century districts around the inner town are blocks of well landscaped villas of quite reasonable restraint. Instead of falling derelict at the expense of suburban enterprising, these great houses have been retained in superb condition and are frequently given over to offices, a fact discernable only via the tasteful metal plaque at the gate identifying the new occupant. Here and there new office blocks have risen among them and smart, apartment buildings as well. By careful adjustment and astute maintenance of the fine trees, walls, gardens and grassy public places, new and old mix with mutual benefit.

The outermost districts are the scene of a considerable amount of new residential construction, chiefly of the project-type where various combinations of flats and row houses from one to five stories are grouped around lawn areas. Jacobsberg, a small community on the southeast edge of Basel, is an especially good example of such building. Dramatic views of forested hills may be had from the tiers of two story terraced houses. Nearby Bruderholz School introduces one to the unsurpassed character of the new Swiss school buildings.

Although the architecture of Switzerland clearly mirrored the Bauhaus movement and Basel's Hoffman-La Roche Chemical works or the sophisticated Park House Flats on St. Albans Anlage are excellent testimony to that fact. New work, however, has much more traditional character, yet retains the sharp, discipline edges and lean appearance of the early modern era. Finished in bright, nearly-white stuccos and stones, new offices, schools and apartments are continuously discovered and enjoyed.

The windows of these new buildings may capture the visitor's attention most. They are often rather deeply recessed and grouped in long series divided from one another by strong mullions of stone and surrounded by a thin raised frame of the same. Roll-up blinds on the outside wall are regularly installed. They seem to be generally pulled down over the window. Thin metal grilles cover ground floor glazing. Entrance doors in stainless steel, aluminum or white metal are beautifully detailed and wrought. Inasmuch, they remind one of the very fine quality of Swiss workmanship.

New buildings of noteworthiness include the Municipal hospital, a vast edifice with continuous glazing; the Hochhauser Entenweid, three thirteen-story apartment towers having balconies recessed into the walls; housing in the Burgfelder district and the startling new church by architect Hermann Baum, Allerheiligen on Neubadstrasse. This last mentioned building commands attention for its daring use of concrete in arch-vaulted roof, traceried walls and tower and spindly internal columns. Esthetically, as well, it is a very powerful group of separated elements delicate and graceful in detail.

(Continued on page 32)

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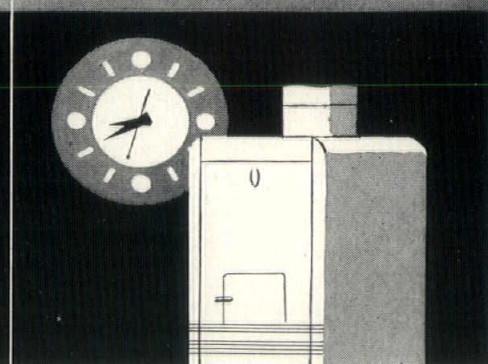
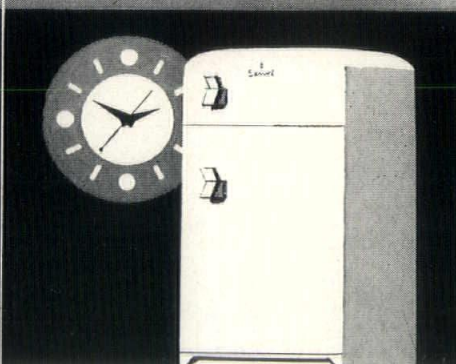
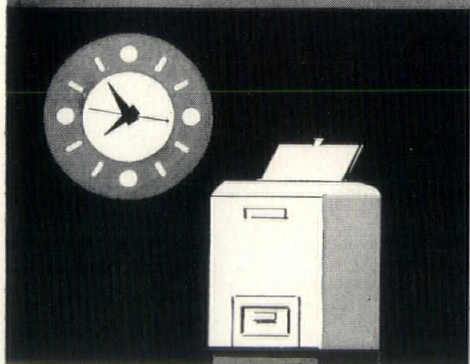
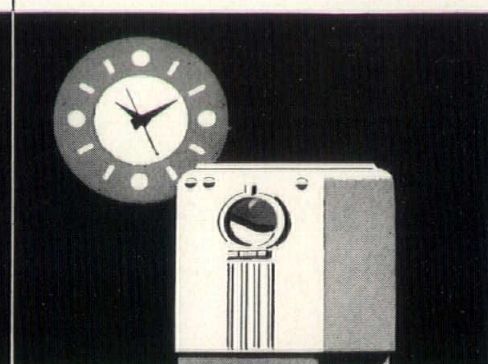
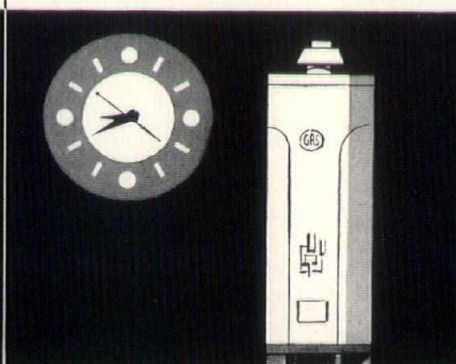
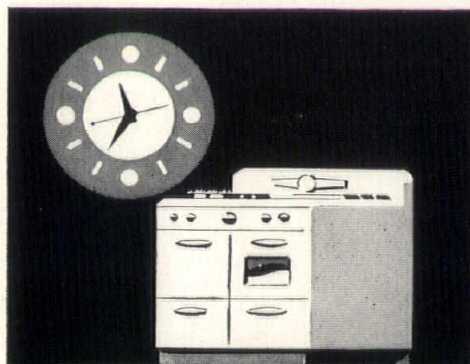
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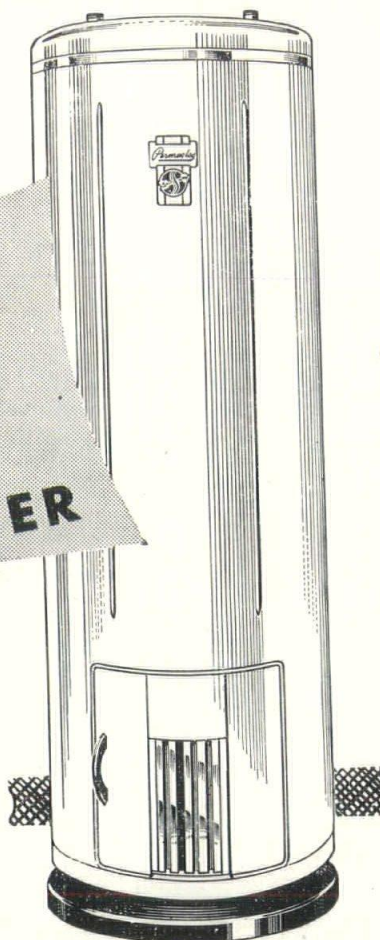


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CINCINNATI CHAPTER OF PRODUCER'S COUNCIL ELECTS NEW PRESIDENT

William S. Ibold, district manager of the E. F. Hauserman Co., was elected president of Cincinnati Chapter, Producers' Council, Inc. He succeeds James M. Goodwillie of the Armstrong Cork Co.

Other officers elected with Ibold include Herbert S. Kassing, Ceco Steel Products, vice president; Robert A. Anning, S. E. Anning Co., secretary; Milton S. Brown, T. H. Winston Co., treasurer. They will take office this month.

Ibold, graduate of Cornell University, served on the staff of the Fifth Army being called to duty as a captain in 1940 and discharged as a colonel in 1946. He formerly was a manufacturers' agent for building materials and became associated with Hauserman in 1950.

The Cincinnati Chapter is planning a golf party for the Cincinnati architects to be held June 17th at Clover Nook Country Club in College Hill. There will be a combined meeting of both the Architects and Producers' Council before the buffet supper. This should be a good party as there are 35 members in the Council alone.

On May 15th they had a most successful table top display with 34 exhibits and a dinner for the architects. Congratulations to the Cincinnati chapter.

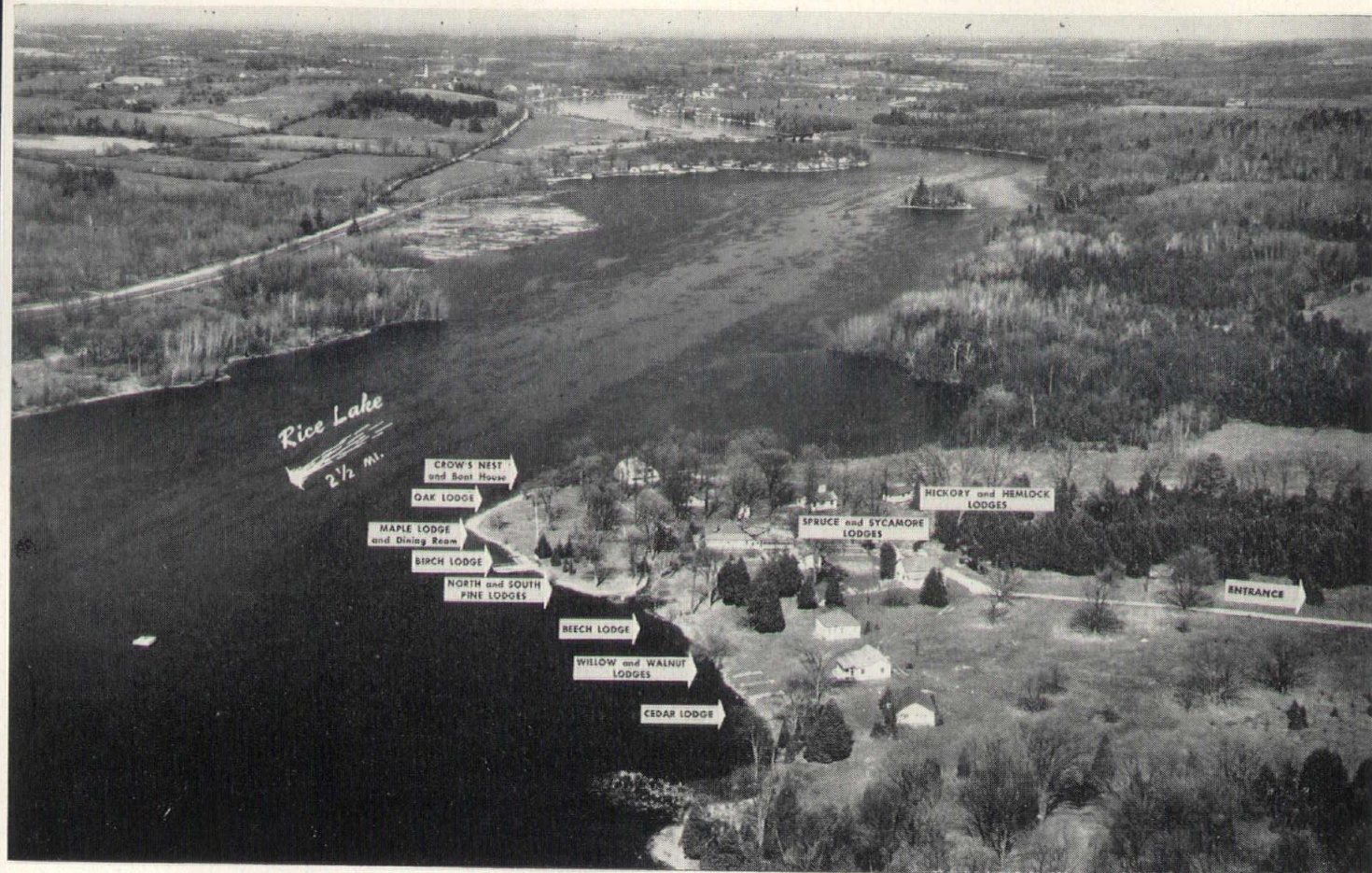
With the forming of the new Columbus chapter, Ohio can now boast of being the only state in the union that has three chapters. Others have not more than two and many only one.

HORN BROTHERS CO. NEW CLEVELAND REPRESENTATIVE

W. R. Wilson, building specialties have been appointed by Horn Brothers Co. of Fort Dodge, Ia., to represent them in Cleveland and northeastern Ohio.

The Horn Bros. Co. who manufacture folding gymnasium bleachers, folding electrically controlled partitions, folding stages and school wardrobes, is an old established company, known throughout the United States and do quite a volume of business in this vicinity. They are well recommended by Fulton, Krinsky & Delamotte of Cleveland, and other notable school architects.

We know Mr. Wilson and realize that he is also well and favorably known by leading architects throughout Cleveland and northeastern Ohio. His office is located at 112 Prospect Avenue.



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Trentwood is a vacation resort, owned and operated by Americans, designed and equipped to give American vacationers to Canada the conveniences and comforts to which they are accustomed, amid the surroundings of beautiful Canadian scenery.

With a half-mile of frontage on the beautiful, broad Trent river, about two and a half miles from Rice Lake, with 200 acres of beautifully wooded, hilly grounds, Trentwood offers an ideal spot for rest, recreation and FISHING.

The cedar-scented air is fresh and invigorating. The fishing is good, with an abundance of large and small mouth bass, wall eyes, muscullonge and smaller fish. The waters are safe for fishing, not being subject to rough, quick storms as are the waters of the average Canadian Lake. For recreation there are two night-lighted shuffleboard courts, a badminton court, horseshoe court, a nine hole putting course, archery range, target range for air pistols, excellent swimming that is safe for children, boating, hiking, etc. Golfers are welcomed at two excellent country clubs at Cobourg and Peterborough. Wide, shady lawns, amply provided with lawn chairs, are ideal for relaxation. Trentwood is an ideal spot for families with children.

Thirteen private lodges are equipped with every modern convenience including hot and cold water, flush toilets and showers and the beds are equipped with inner-spring mattresses to provide the utmost sleeping comfort. Four are equipped for housekeeping. Trentwood has every

facility for the comfort and entertainment of all guests, large and small, and provides an ideal spot for the vacation-minded American who wants the fresh, clean, invigorating air, the beautiful wooded hills and waters of Canada without sacrificing the modern comforts to which he is accustomed. There are private lodges to suit every requirement of from two to eight-person groups. Full hotel service is provided in the making of beds, cleaning, etc., bedding, linens, towels, etc. are furnished so that guests have nothing to interfere with their pleasure.

Maple Lodge is the recreation center with facilities for dancing, music, games and a library for the guest's pleasure. In Maple, also, is the dining room, open for breakfast from 7:30 to 9:30, for luncheon from 12:00 till 2:00 and for dinner from 5:00 till 6:30. The Snack Bar, also in Maple Lodge, is open from 2:00 to 5:00 and from 6:30 till 10:00 for the service of sandwiches, beverages, ice cream, candy, cigarettes, etc. Food is of the finest, well prepared and attractively served.

Guests at TRENTWOOD are the type of people you will enjoy meeting and associating with. The atmosphere is friendly and informal. Many lasting friendships have been made at Trentwood.

Five conveniently placed docks provide space for easy access to boats. The boats are the finest we can obtain and are kept safe and seaworthy. Outboard motors may be rented if desired. Fuel for outboards is available for those who bring their own, as is bait. Power cruisers are available for fishing parties or pleasure trips.

THERE IS A 10% REDUCTION IN RATE TO JUNE 28th AND AFTER SEPT. 6th.

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More and more manufacturers that service the architect are recognizing the advertising value of the "Ohio Architect." They do this because their past experience has proven to them that the paper is read not only for the editorial material but the advertising as well.

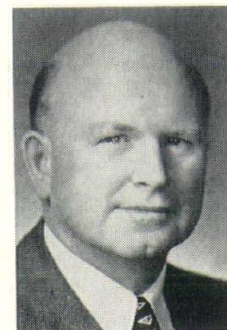
Also may we congratulate Mr. Graham, the president of the company together with Mr. Comp in the growth of their garage door business. This is evidenced by the fact that they have but recently completed a new factory building where they will manufacture garage doors that mold themselves into the beauty of the home as designed by the architect.

We have known these men for some time and in fact since they started in a little hole in the wall as representatives of good garage doors. Their climb has been rapid but based on offering merchandise of quality and back of this merchandise was *Service*.

These men have built on this solid foundation and their business should continue to grow as it has in the past.

VERMONT MARBLE HAS NEW BUILDING AND NEW MANAGER

Just as the Cleveland office of the Vermont Marble Co. moved into their new and modern office and warehouse at 3321 Prospect Ave., George A. Nelson moved out. He was moved to Chicago to be the manager of that office and in came Howard A. Pike as manager at Cleveland.



Howard A. Pike

George has been in Cleveland for twenty-five years and will be missed by the Ohio and Cleveland architects. In his place comes Howard, with many years of experience with the parent company. He comes here from Boston where he had been for six years.

All good wishes to both these good fellows.

NEW CLEVELAND HOME FOR BENDIX AUTOMATIC WASHERS

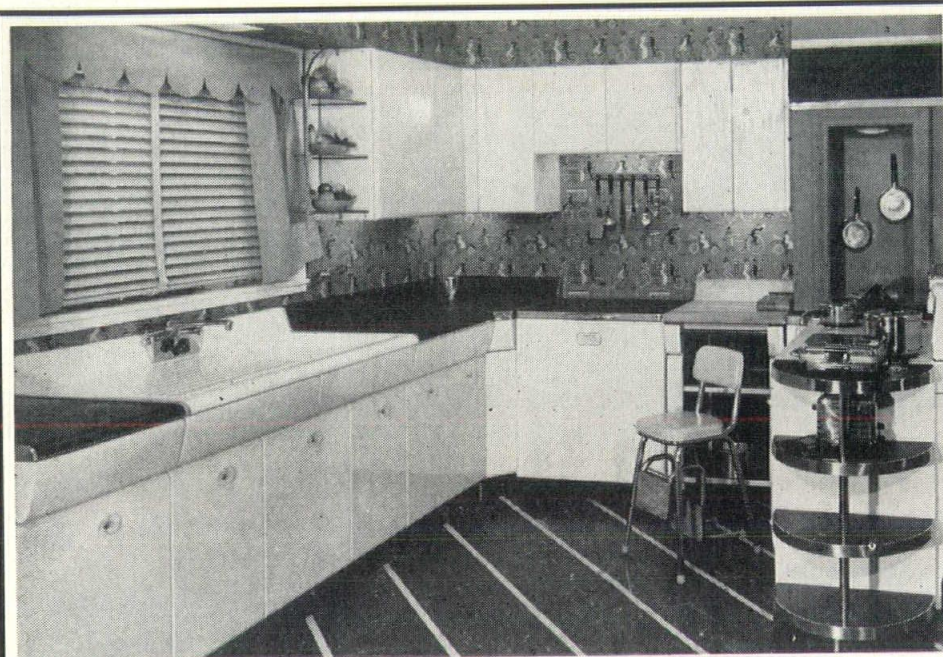
Mr. C. J. Lauferweiler of the Northern Ohio Appliance Corp. of Cleveland, O., distributors for Cleveland and northeastern Ohio including Akron and Canton announces a new, enlarged location for their operation at 5403 Prospect Ave., Cleveland.

This aggressive distributor for both Bendix automatic washing machines and the "General" combination sink, stove and refrigerator so popular in small apartments, is well known among the architects. He can now give quicker, better service. The lines they distribute are well and favorably known to both the architect and the builder. Our congratulations to them for their growth of which they have made themselves worthy.

CHAPTER HEADINGS

Indoctrination: New corporate members of the Kansas City Chapter go through an indoctrination period according to a recently established procedure. They are given information in regard to fees, ethics, the relation to the profession, their responsibility to younger members, and the contribution they can make through Chapter activities.

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CRSI DESIGN HANDBOOK

Every practicing architect and professional engineer needs good hand books. How to use them properly and safely is a story in itself which will be discussed in proper detail in future issues of the "Ohio Architect."

One such good hand book prepared under the guiding hand of a Buckeye professional engineer from Toledo is now available. This book is a must for all the latest data on structural circuits designing. Quoting from the Engineering News-Record:

"Many old-time concrete designers will undoubtedly recall a popular design manual published by the Kalman Steel Co. under the title, 'Useful Data,' which has long been out of print. They will probably recognize a strong similarity between that book and the CRSI handbook.

The new manual, prepared under the direction of the Engineering Practice Committee of the CRSI, is intended to do for concrete designers what the steel-company handbooks do for steel designers. Not only does it contain the usual tables and charts for areas and perimeters of reinforcing steel and beam-design constants, but it has safe-load tables for joists, slabs, beams, axially and eccentrically loaded columns, footings and retaining walls. These enable a designer to choose the correct dimensions for a member and amount and spacing of



RAYMOND C. REESE

reinforcing with a minimum of computation."

As some indications of the background of Mr. Raymond C. Reese, the following outline clearly demonstrates his qualifications to tackle a job of this nature and size and to finish same in such an exceedingly credible manner.

Member: American Society of Civil Engineers; American Concrete Institute; National Society of Professional Engineers; Society for Experimental Stress Analysis; International Society of Bridge & Structural Engineers.

Lecturer: 25 years in structural subjects at University of Toledo.

Licensed: National Registration; Illinois; Indiana; Michigan; Ohio; New York; Ontario.

Author: Sutherland & Reese "Reinforced Concrete Design"; "CRSI Design Handbook"; "Manual of Standard Practice for Detailing Reinforced Concrete Structures."

Committees: ASCE-ACI Joint Committee on Shear & Diagonal Tension; chairman, ACI Committee 318 on "Building Code Requirements for Reinforced Concrete"; ACI 208 on Bond & Diagonal Tension.

Consultant: Since 1922 on structures in steel, timber and concrete, both in this country and in Germany, Chile, Japan, Canada, New Guinea.

Graduate: Massachusetts Institute of Technology (past president local alumni) with advanced structural analysis at Pierce Hall, Harvard.

Articles: Engineering News-Record, ACI Journal, National Mathematics Magazine.

The fact that he is currently collaborating so successfully with many architects in their structural problems is admitted by everyone and that seems eminently proper in the light of the above outline. However, a little further information that he started in at M.I.T. to be an architect and later changed to engineering, really explains why he can work with architects so well. This handbook is available for \$5.00 at the Concrete Reinforcing Steel Institute 38 S. Dearborn St., Chicago 3, Illinois.

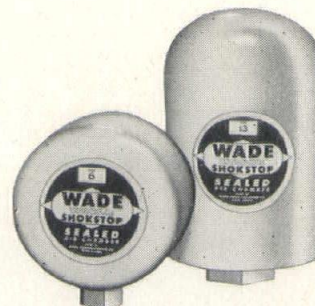


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the 4 important facts you should know about swimming pools

To meet the proper health standards swimming pool water should meet the same standards of purity as drinking water. The time to insure proper hygiene and safety for bathers, to provide a constant supply of clean water and correct drainage and to secure maximum service from a pool is before construction is started. Make sure that these four facts play an important part in your pool plans.

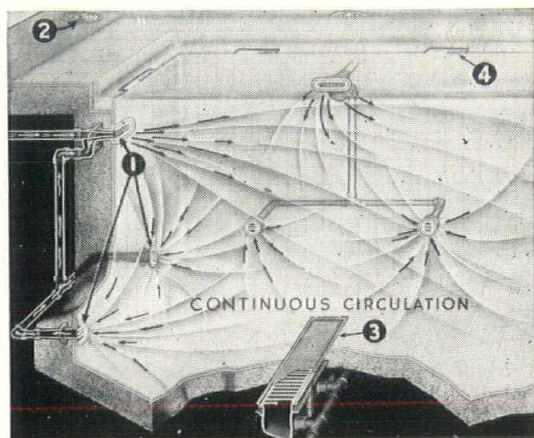


Illustration shows Injector System of recirculation which maintains a completely circulated body of water within the pool.

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INTERIOR DECORATING TRENDS

By JANE L. HANSON

"The Out of Doors Influence is Moving Into the House" so that it is hard today to tell what was designed for the patio, and what for the living room. There is an abundance of new ideas in the use of wrought iron, rattan, peel and hickory, which a few years ago would have gone right to the garden—now tastefully being incorporated into Indoor living.



JANE L. HANSON

Old Hickory's upholstered chair has been slimmed down and given a new finish, Arbuck's high wrought iron chair has new scale and line, as has Habitant's nest of tables. Tempestini's new group with Rattan which I used in "The American house" has lent a sophisticated, but casual touch to several interesting interiors, both indoors and out. Jean Raymond's group of tables makes the arrangement of form into several surfaces an interesting variance of shadow and bulk.

New Forms are News—Designers these days are increasingly pre-occupied with form. The modern floor plan has brought about a need for furniture and accessories that look well in large, airy spaces, that can be appreciated no matter what angle they strike the viewer. This variety of interest in unusual forms is leading to a number of innovations—one of the best examples being the mesa table by Robsjohn Gibbings. Pierced brass ceiling and wall fixtures by Tynell not only form handsome patterns silhouetted against the wall, but also contribute to the allover design by the shafts of light from the pierced metal (one client said this would be her only room decoration—because she felt it was sufficient).

Textiles share in the mood also—a V'soske carpet stresses classic grecian print with heavily rounded border against plain thick areas. George Nelson's new carpet for Herman Miller has the effect of a small rug within a rug and is highly colored with clearly drawn motifs. Casement cloths have become important with more expanse of windows—a whole new collection from France and Sweden done in interesting cotton textures and delicately printed with natural forms solve the problem of un-business in a whole wall treatment.

Modern is multi-purpose: a principle governing the uses to which rooms are put as well as the propensities of the furniture in them. The Guest-Study Room is the frequently employed solution to the space restrictions in the average modern housing, providing a place to get away from it all—and to offer sleeping quarters for overnight guests—not to mention the answer to "where do we put the TV chassis?" Dual sleep equipment naturally becomes a requisite—I've just found a versatile unit having a single pedestal desk fastened to the frame of the studio bed, which slides under the frame by day for more seating. Grand Rapids chair has a Closetier which combines the features of a chest and closet—with hanging space as well as drawers. A Walpole trapezoid table in birch is a two level cocktail table closed and swings open on a pivot to serve different seating arrangements.

The trend toward making the lamp a point of interest is found in the sun dial base and map shade by Mutual. Other furniture in this type of room carrying out comfort in limited space is the new Eames chair in metal with cross supports smartly upholstered in tweed or

leather and in several styles. The rocker, I might add is one of our best attractions and is dearly loved by children, who are sure, because of its size was designed for them.

And speaking of children—let's talk about their room. It is strictly juvenile no longer—this radical change from the sentimental to the sophisticated in juvenile design is perhaps most inspired by the current contemporary minded generation of young parents who can't manage to be aesthetically enchanted by the traditional pink and blue bunnies. They want styling that stands on its own merits, and furniture pieces in particular, that can serve from both function and style standpoints, at least through the adolescence of their children. The most striking demise of the pink and blue scheme is the use of natural woods and the educational color idea of Henry Glass, the designer. Having made a feature of this furniture in the Architect's House (Home and Flower Show) because of a strong feeling for the need of this long awaited thought for today's children, we feel the small space we have used to house this group on our gallery floor has more than paid for itself—and don't think the "young fry" aren't conscious of the comfort they find in the pint sized campaign sling chair—or the fun they can have with the new three panel screen—a good space divider as well as the six ideas for self-entertainment contained on each of its panels. Fabrics too, have come up along with the furniture designs—the "Alice in Wonderland" print on cotton is an exact printing of the original Tenniel drawings, and there are several really good "train numbers" that will please the male group. Wallpapers are finding a new importance in this design field too—if you haven't seen the "Long Train" border (beautifully done) you'd better.

"Something Old — Something New" is perhaps the most popular trend. Good design from almost any period can be placed appropriately in the tastefully decorated room. Shape and form are timeless values in the realm of furniture design—violations of either result in failure. It is a delicate operation, but tests the mettle of any decorator—offers the most challenge, and can create the most exciting and pleasing effect. The new trends in social living have stimulated many new shapes. Gibbings new upholstered cocktail bench doesn't appear every day—but because of its utter simplicity mixes well. Kittinger's module tables do the same, Ed Wormley's Vanity chest—proof that fine craftsmanship, like Finn Juhl's new group for Baker (which you will soon see in our studio) is in perfect harmony with other fine period pieces. Paringer has given a modern treatment to the traditional candelabra lamp—Marian Dorn some exciting rug designs for Edward Field's. Singer's suspended wall cabinet and low buffet, as well as many new French Provincial designs, feature modification and beauty of finish especially suited for modern living.

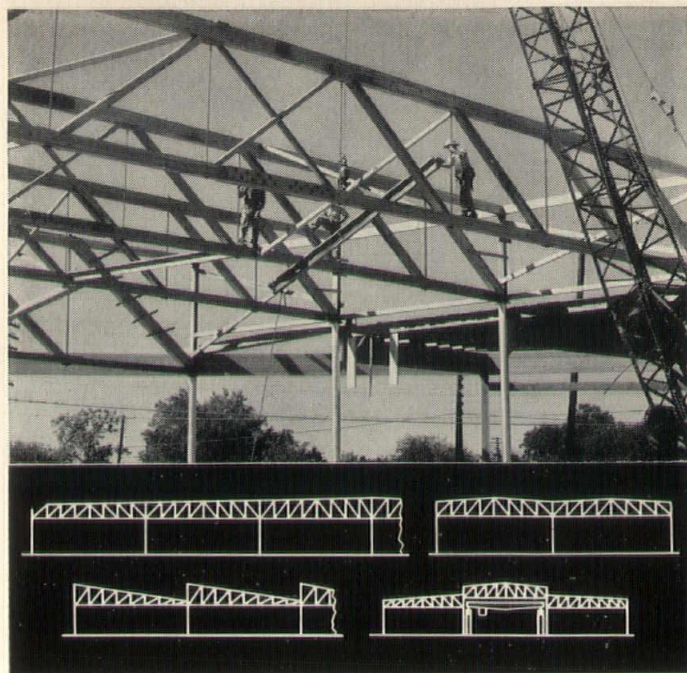
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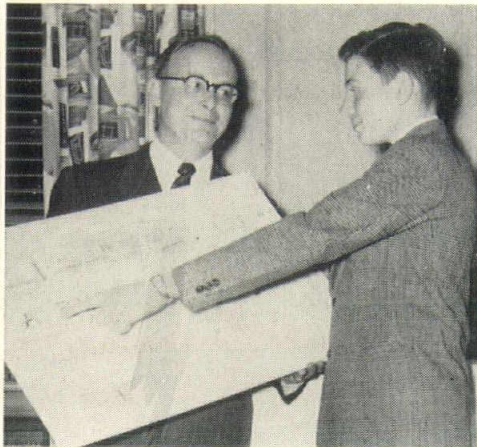
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TOLEDO CHAPTER—NEW OFFICERS—FINALS IN HIGH SCHOOL COMPETITION— BUILDING MATERIAL SHOW

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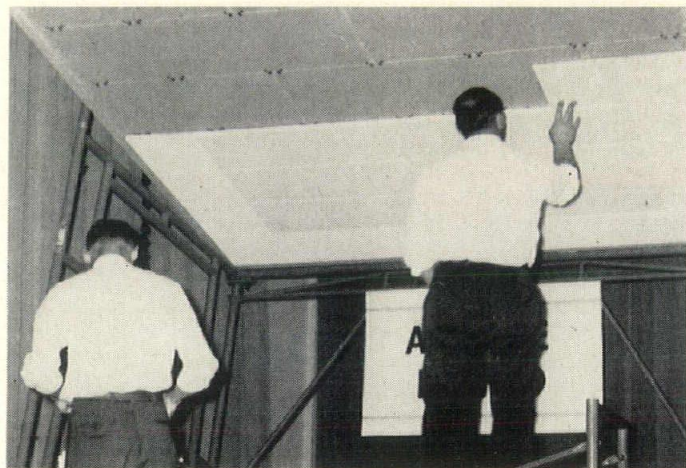
President M. DeWitt Grow of the Toledo Chapter presenting the first prize winner, Otto Steele of Macomber Vocational High School with his winning design of a "Bus-Stop Shelter" in the annual high school architectural competition, at a recent meeting of the Toledo Chapter, which brought to a close this very interesting competition.



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*Mr. Architect: Never underestimate
the power of a woman—*

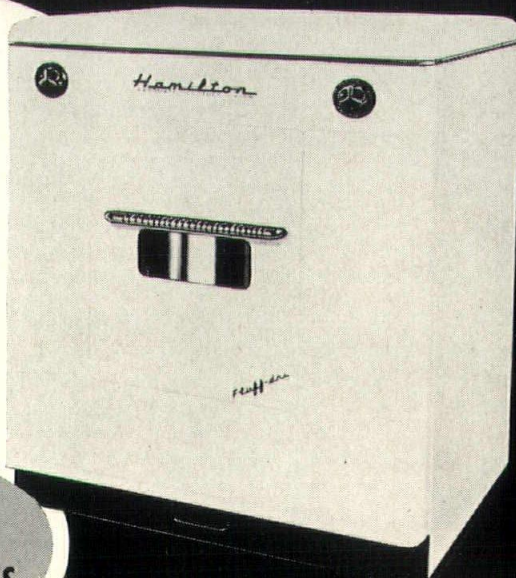
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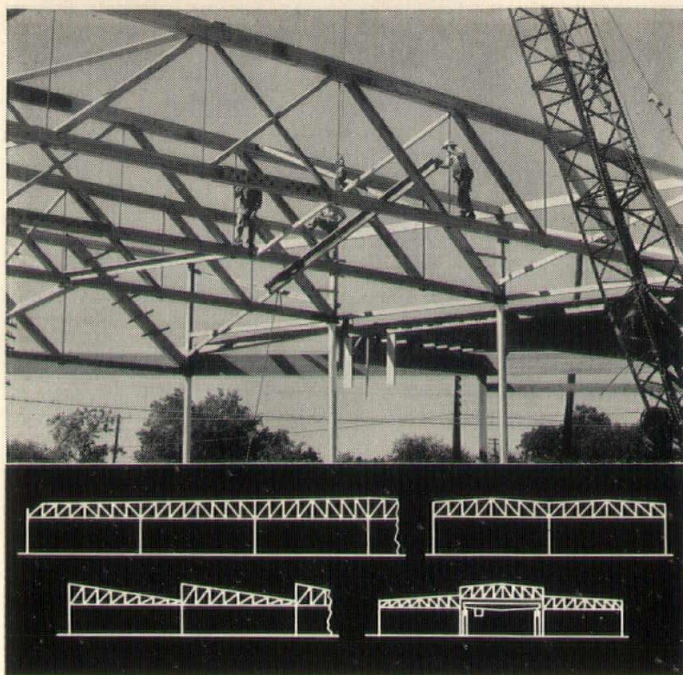
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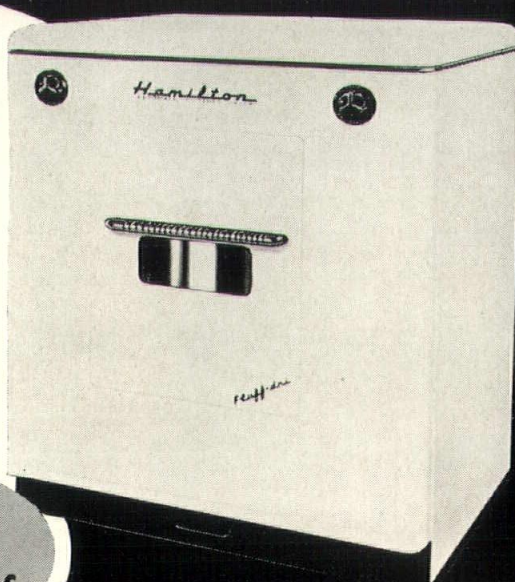
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PRODUCERS' COUNCIL CHAPTER FOR COLUMBUS

By Justin Henley, in the Ohio State Journal

The Producers Council, Inc., a national organization of manufacturers of building materials and equipment, chartered a Columbus chapter at a dinner meeting of local representatives of building product manufacturers in the Fort Hayes Hotel on Thursday, June 5th.



A. Naughton Lane



Harry R. Parsons

A. Naughton Lane, vice president of the Monarch Metal Weatherstrip Corp., St. Louis, Mo., and national president of the Council, presented the charter to Harry R. Parsons, manager of the Columbus office of Owens-Corning Fiberglas Corp., and first president of the Columbus chapter.

The Council is the only organization affiliated with the American Institute of Architects. It was organized some 27 years ago as a result of a request by the Institute for an organization that would provide architects with factual and reliable technical information on building materials and equipment.

Main purpose of the Council is to disseminate to all segments of the construction industry information on building products and results of research on new products, to promote the use of quality materials, to study methods of reducing building costs and to otherwise provide a better climate in which the construction might operate.

The Council operates 33 other chapters in the nation's most strategic marketing centers. These chapters have more than 2000 members, consisting of field sales personnel, distributors, and agents of the Council's member companies.

Ohio now has three chapters of the Producers Council, the only state in the Union that has more than two. An interesting talk by National President Lane given to the Cleveland Chapter appears on page nine of this issue.

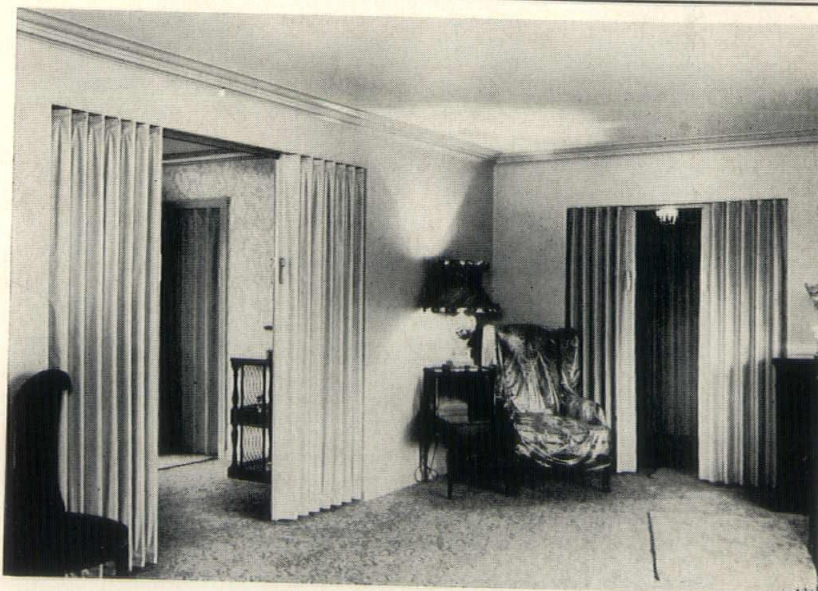
NEW CONSTRUCTION RECORD

Expenditures for new construction are continuing at a record rate with dollar volume greater during the first four months of this year than in any similar period. A new high of nearly \$2.5 billion was set for April according to a joint report of the U. S. Departments of Labor and Commerce. During the four-month period, private outlays for new construction topped \$6.1 billion while those for public building totaled \$2.8 billion.

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Ceiling hung partitions can be used which means there are no floor posts in the way.

Higher rentals for buildings so equipped. The washrooms are cleaner and can be kept so.

More floor area. Wall fixtures take up less room and therefore the washroom can be smaller, increasing rentable space.

The entire washroom can be hosed down if a Wade floor drain is provided for, again making for ease of maintenance.

Wall fixtures permit any type of wall finishing construction because there is no weight on the wall itself.

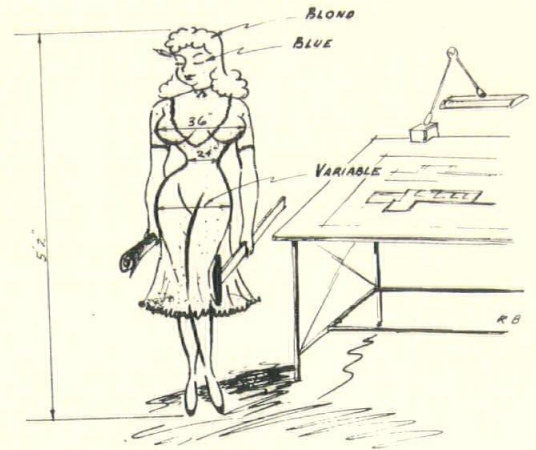
Cantilever design taking all the weight off the wall.

The fixtures are entirely supported by the chair carrier and they allow design changes in buildings. The waste lines are usually in the walls and not on the ceiling below.

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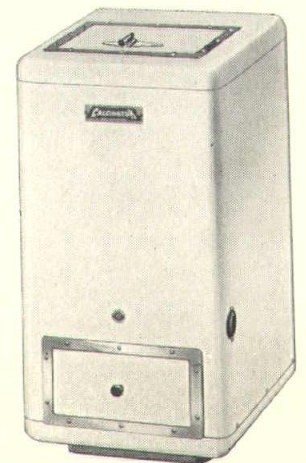
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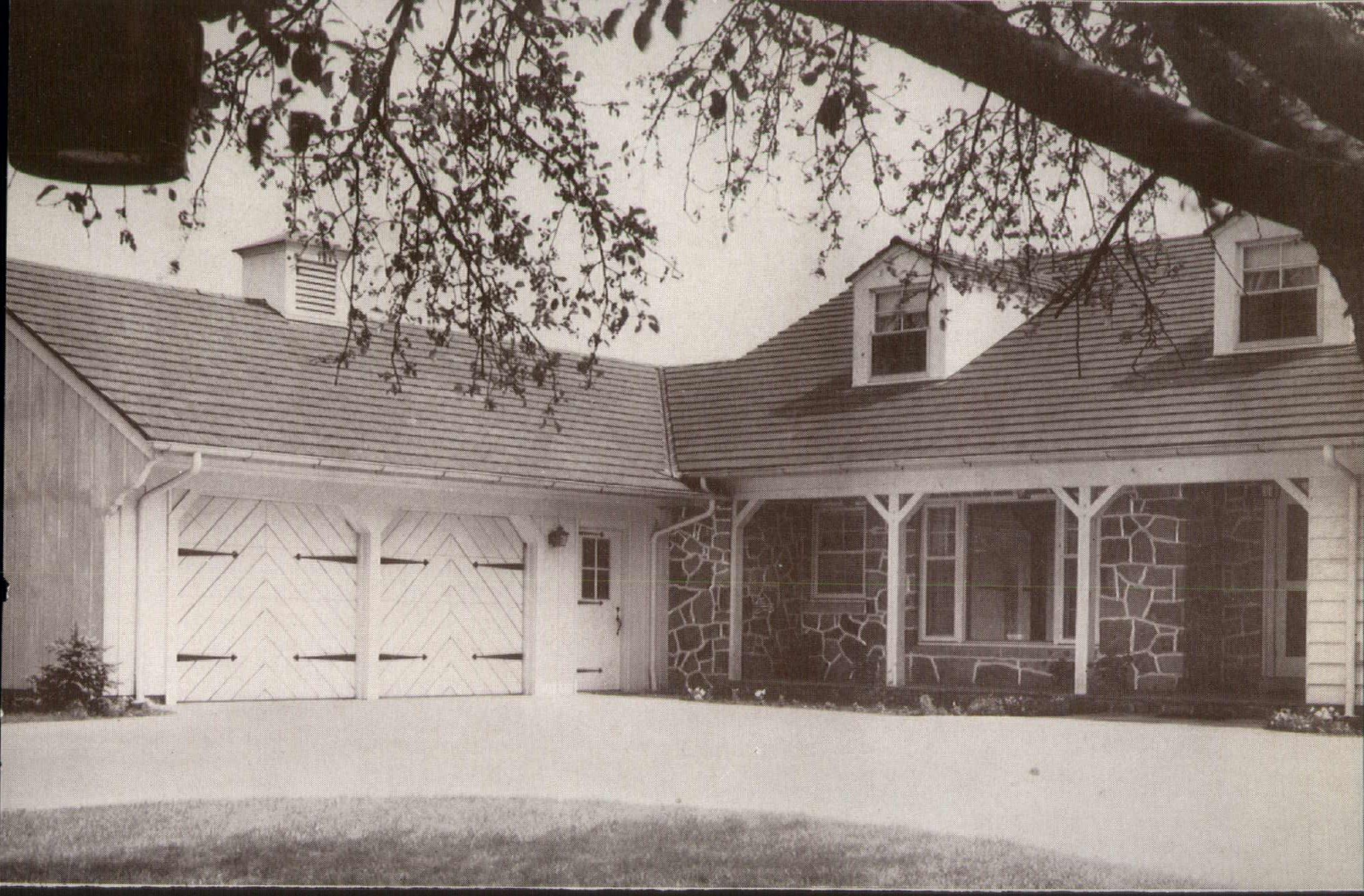
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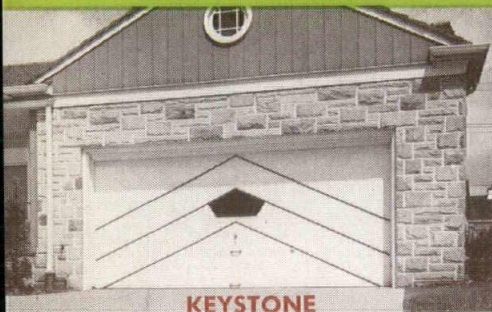
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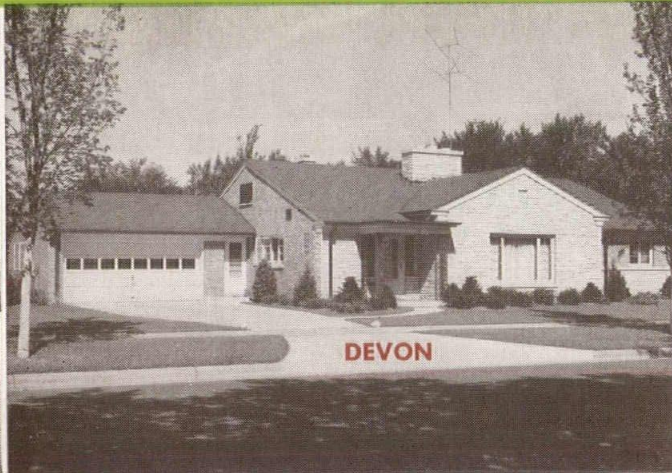
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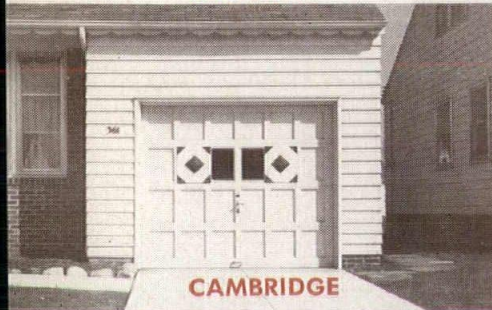
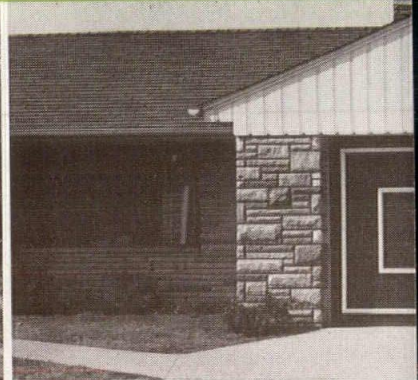
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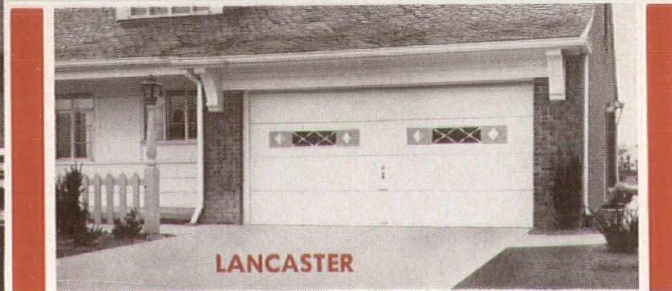
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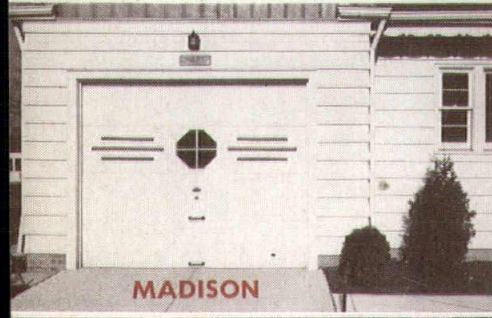
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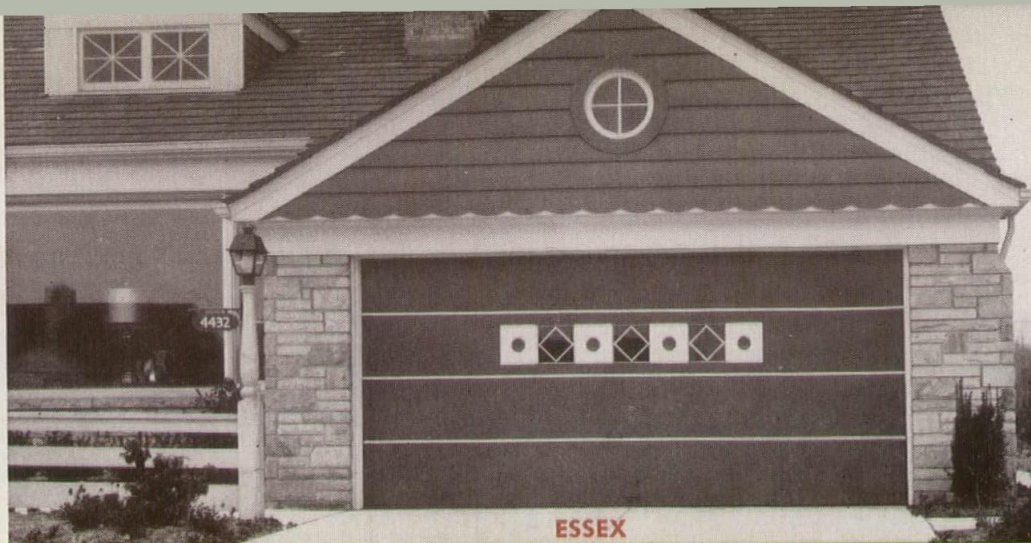
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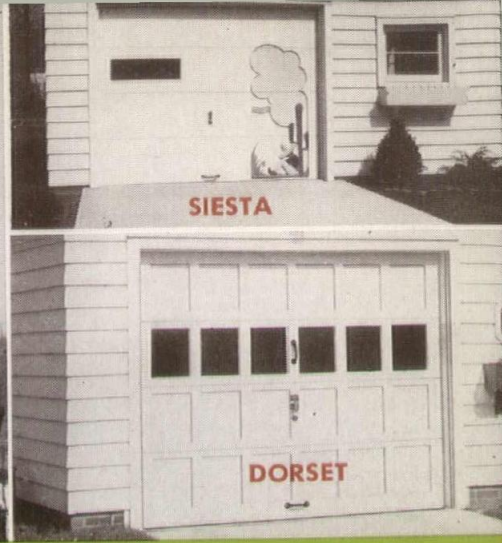
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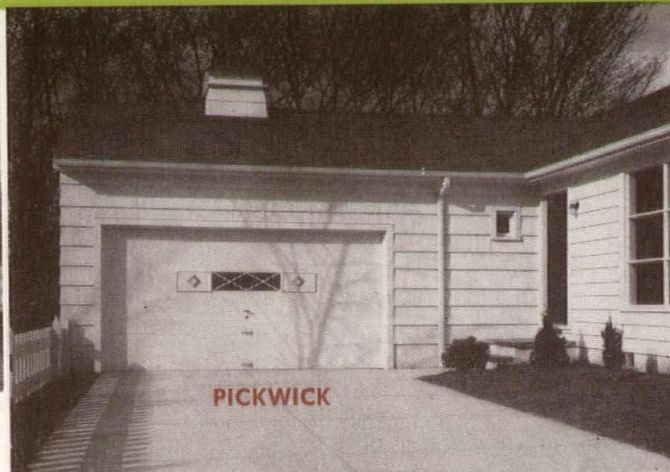
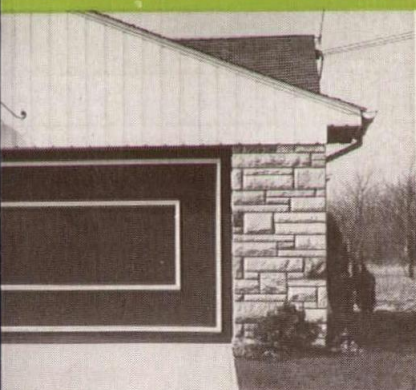
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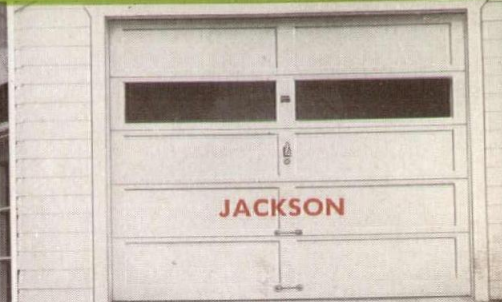
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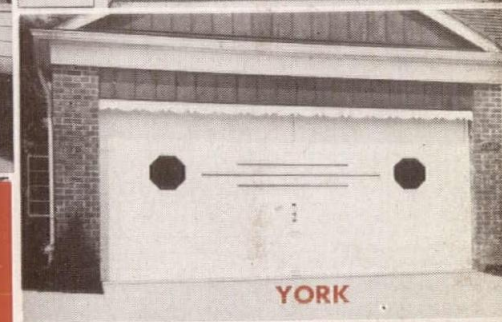
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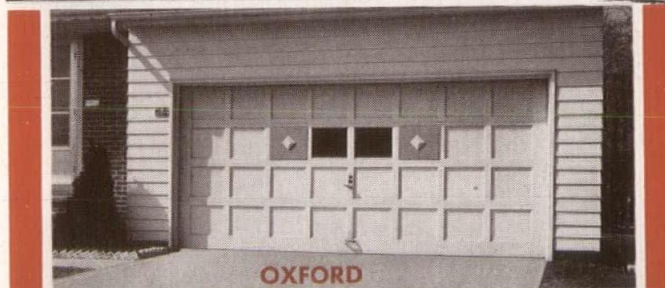
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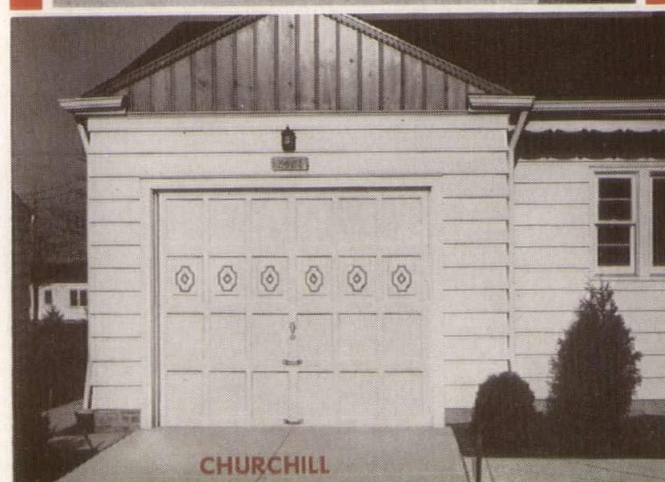
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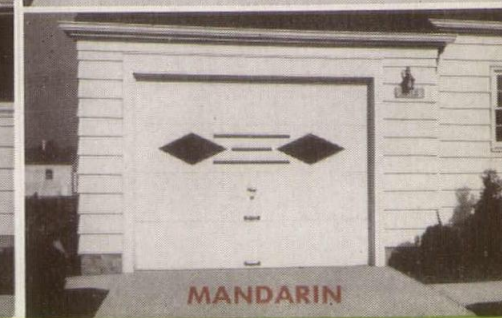
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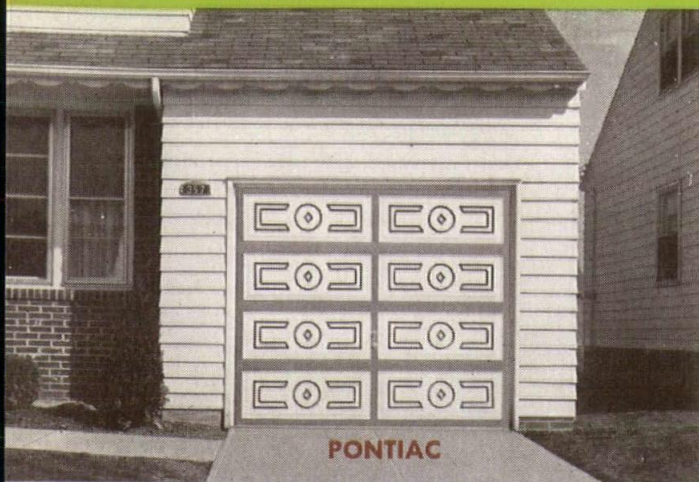
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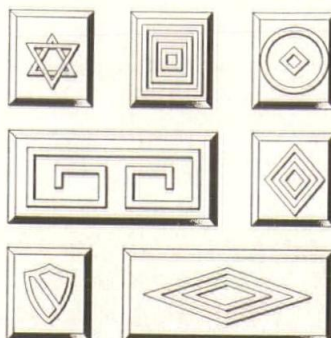
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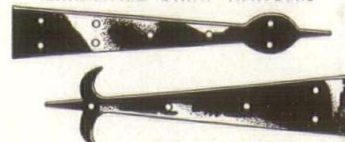
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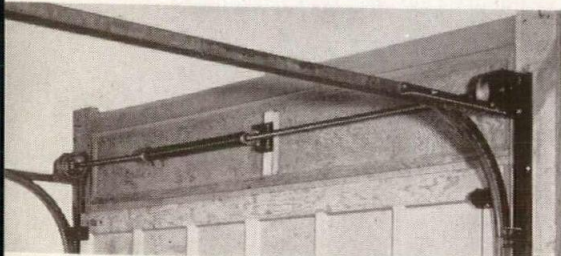
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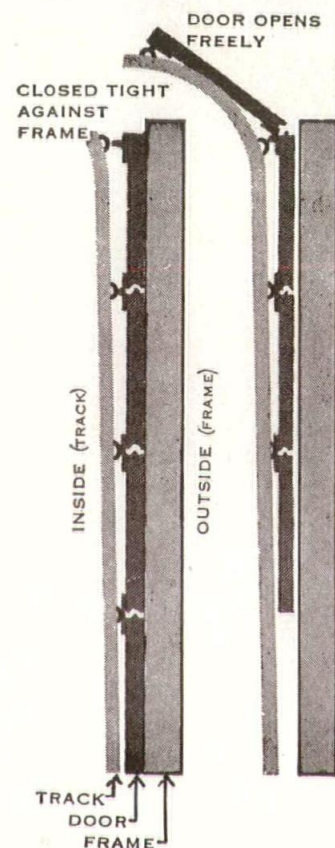


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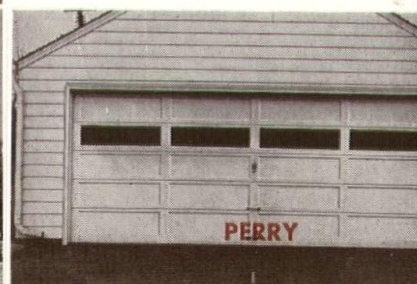
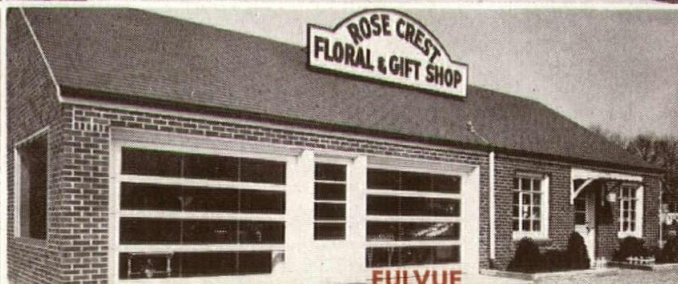
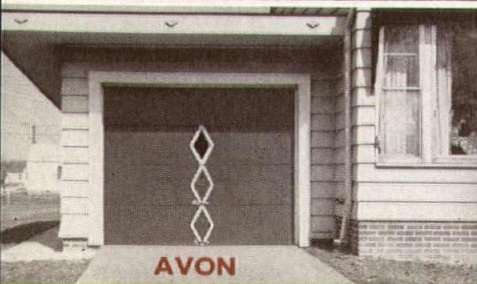
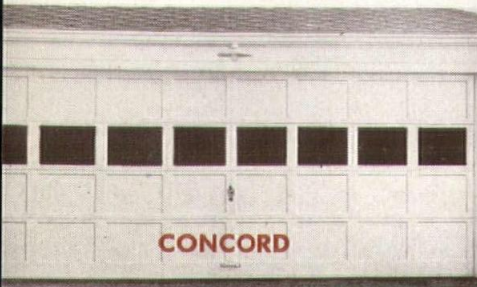
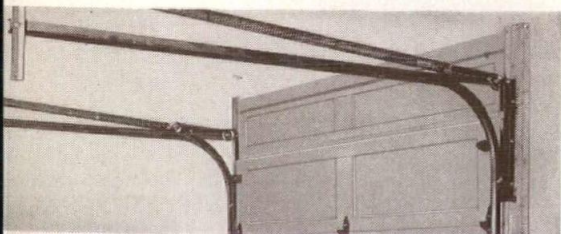
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Note to the architect — This center spread can be easily lifted from the publication and preserved in your reference file.

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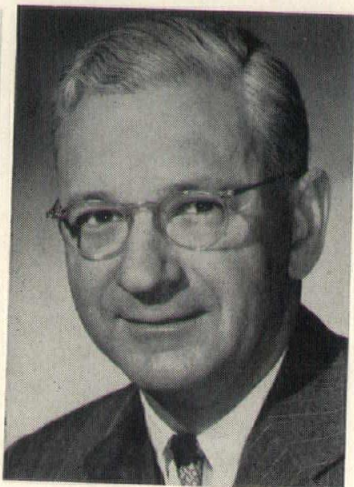
PRODUCERS' COUNCIL CHAPTER FOR COLUMBUS

By Justin Henley, in the Ohio State Journal

The Producers Council, Inc., a national organization of manufacturers of building materials and equipment, chartered a Columbus chapter at a dinner meeting of local representatives of building product manufacturers in the Fort Hayes Hotel on Thursday, June 5th.



A. Naughton Lane



Harry R. Parsons

A. Naughton Lane, vice president of the Monarch Metal Weatherstrip Corp., St. Louis, Mo., and national president of the Council, presented the charter to Harry R. Parsons, manager of the Columbus office of Owens-Corning Fiberglas Corp., and first president of the Columbus chapter.

The Council is the only organization affiliated with the American Institute of Architects. It was organized some 27 years ago as a result of a request by the Institute for an organization that would provide architects with factual and reliable technical information on building materials and equipment.

Main purpose of the Council is to disseminate to all segments of the construction industry information on building products and results of research on new products, to promote the use of quality materials, to study methods of reducing building costs and to otherwise provide a better climate in which the construction might operate.

The Council operates 33 other chapters in the nation's most strategic marketing centers. These chapters have more than 2000 members, consisting of field sales personnel, distributors, and agents of the Council's member companies.

Ohio now has three chapters of the Producers Council, the only state in the Union that has more than two. An interesting talk by National President Lane given to the Cleveland Chapter appears on page nine of this issue.

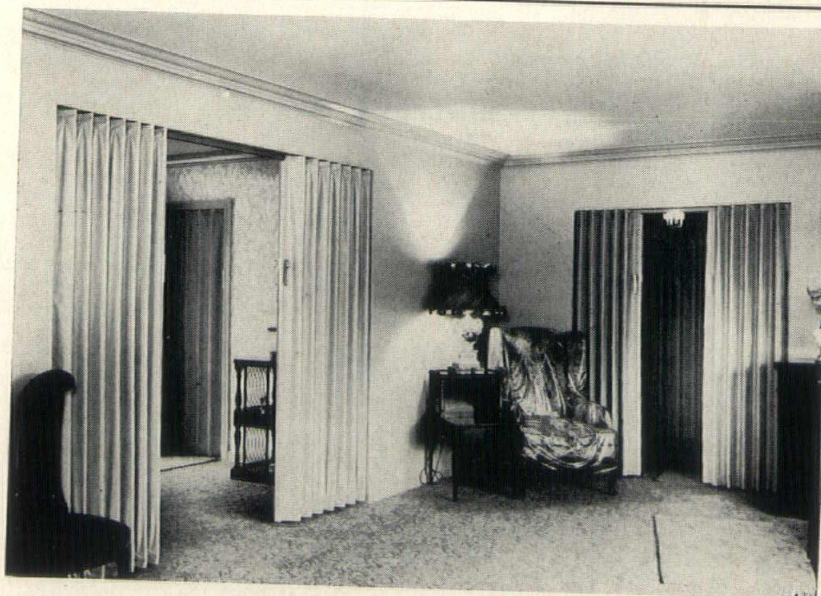
NEW CONSTRUCTION RECORD

Expenditures for new construction are continuing at a record rate with dollar volume greater during the first four months of this year than in any similar period. A new high of nearly \$2.5 billion was set for April according to a joint report of the U. S. Departments of Labor and Commerce. During the four-month period, private outlays for new construction topped \$6.1 billion while those for public building totaled \$2.8 billion.

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Mussun Equipment Announces Line of Toilet Fixture Carriers

The Mussun Equipment Co. announces the addition of toilet fixture carriers to the Wade Mfg. Co. line of drains, grease traps, and Shokstops (Water Hammer Arrestors).

Wade Mfg. Co. has expended considerable effort in engineering their carrier line, incorporating many exclusive features for the facility of installations in wall construction.

There are definite and sanitary reasons for the use of wall fixtures.

Cleanliness. A washroom, with all fixtures hung on the wall, is made more attractive because it is clean and because it is easy to keep so.

Convenience. Because the fixtures are off the floor, it is easier to plan and organize washrooms.

Ease of Maintenance. It is easier to mop tile wash-room floors when all the fixtures are on the wall. There are no corners to get in the way nor are there inaccessible places behind the ordinary floor fixture.

Ceiling hung partitions can be used which means there are no floor posts in the way.

Higher rentals for buildings so equipped. The washrooms are cleaner and can be kept so.

More floor area. Wall fixtures take up less room and therefore the washroom can be smaller, increasing rentable space.

The entire washroom can be hosed down if a Wade floor drain is provided for, again making for ease of maintenance.

Wall fixtures permit any type of wall finishing construction because there is no weight on the wall itself.

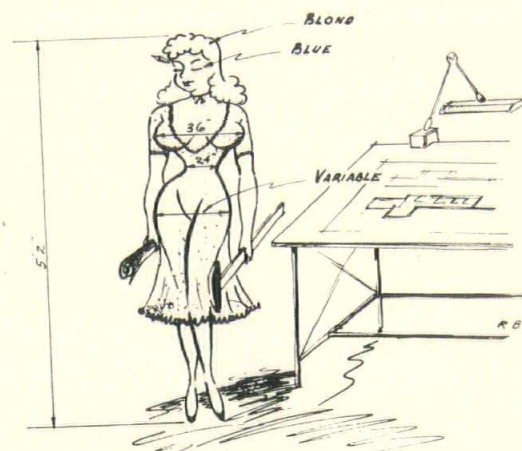
Cantilever design taking all the weight off the wall.

The fixtures are entirely supported by the chair carrier and they allow design changes in buildings. The waste lines are usually in the walls and not on the ceiling below.

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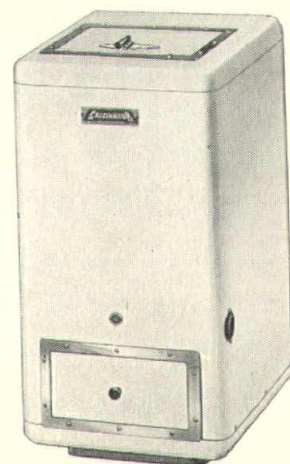
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University of Cincinnati Architectural School Now Fourth in U.S.A.

From 15th place to 4th place among the Architectural Schools of the United States since 1940 is the record of the Architectural School at the University of Cincinnati, according to Dean Pickering of the University's College of Fine Arts.

This spectacular growth is the largest among the colleges in the eastern United States and Dean Pickering feels that it is due to the co-operative architectural program of the school, the only one of its kind in the country.

"Architects all over the country are sending their own people—employees and relatives—here," Dean Pickering pointed out recently. "Our program's fame is spreading throughout the nation in an ever widening circle. Our students go into more and more states as 'co-ops' and then as graduates, and in turn, they send us new students."

"The cooperative system appeals because it gives a chance to 'practice what you preach.' In addition to that, we have a good faculty and we are located in a city that has artistic and cultural advantages."

Since its founding in 1922, the department has operated on the cooperative program of work-and-study which was originated at the University of Cincinnati in 1906 by the late Dean Herman Schneider.

Under this widely-copied and acclaimed system, students spend alternating periods learning theory in campus classrooms and laboratories and receiving practical aspects of their training on the job. Thus they also earn as they learn.

Architectural firms from New York to California and from Alabama to Wisconsin, and as far away as Puerto

Rico, are employing Cincinnati "co-op" students during the "work" section of their course.

"The demand is always greater than the supply," Dean Pickering said, "and it looks as though demand will continue to be great for a number of years."

With its 350 students from 32 states and several foreign countries, including India and Thailand, and 18 faculty members, the university's department of architecture is surpassed in size only by those at the Universities of Illinois, California, and Southern California.

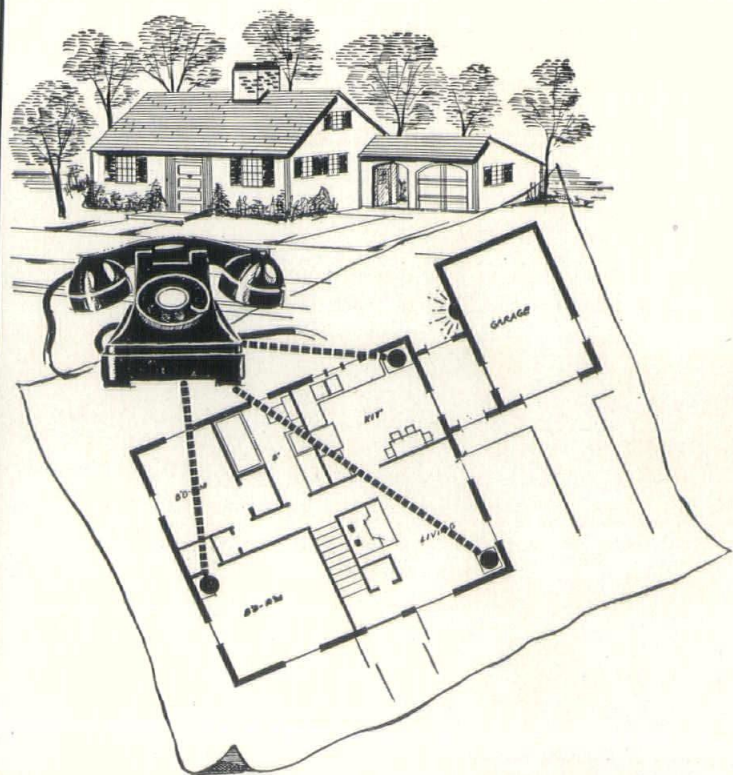
These figures are based on a survey of 68 schools conducted by the Association of Collegiate Schools of Architecture, to which the Cincinnati department was admitted shortly after it was founded. The local university's architectural department is also one of the 35 schools accredited by the National Architectural Accrediting Board.

The June 1952 class is the first senior group to graduate under the newly-inaugurated six-year architecture program at Cincinnati. Graduates receive a degree of bachelor of science in architecture.

SMALL HOMES COMPETITION

A jury composed entirely of A.I.A. members will award prizes of \$1,500, \$1,000, \$500 and \$250 to winners of the 1st annual small homes competition co-sponsored by the newspaper "Architectural Products" and 13 manufacturers. Walter R. Hagedohm is serving as A.I.A. professional advisor and the jury includes Arthur B. Gallion, Whitney R. Smith, Arthur E. Mann, Raphael S. Soriano and A. Quincy Jones. All U. S. architects are eligible for the competition which closes August 12. Full information on the program may be obtained from Associated Architectural Publications, 6013 West Third Street, Los Angeles, California.

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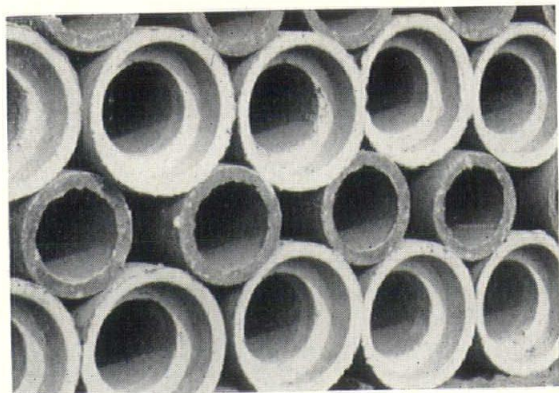
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CONVENTION SPEAKERS

Representatives of the steel and automotive industries, a university president and a leading New York architect will deliver the major speeches at the A.I.A. Convention at the Waldorf-Astoria the week of June 23rd.

Organized to survey the role of architects in shaping man's environment with the buildings they design and their contributions to city planning, the convention will open with a description of "The Automotive Revolution" by Pyke Johnson, president of the Automotive Safety Foundation. The industry representative will report on progress in adapting buildings and cities to automotive parking and safety needs.

Ernest T. Weir, chairman of the Republic Steel Corporation, will address the architects on the importance of steel in today's building. He will speak at a luncheon Thursday, jointly sponsored by the architects' national convention and the New York Building Congress.

The major convention speech will be given by Deane W. Malott, president of Cornell University, at the annual banquet Thursday night.

The meeting will close Friday with a talk by Hugh Ferriss, recently elected president of the New York Chapter of the architects' organization.

TAX RELIEF FOR PROFESSIONALS

Arthur C. Holden, A.I.A.'s New York regional director urged the Committee on Taxation to the House Ways and Means Committee to report favorably on Rep. Clifford Davis' bill (H.R. 1173). The measure would let architects, and thousands of other independent professional men and women use current earnings to buy Federal bonds during their periods of flush earnings, and cash them in later when they need working capital, reserves, or retirement funds. The tax would be paid when the bonds are sold. The measure is of interest to many other professional groups, some of whom were represented at the hearing by Harry Silverson, a New York lawyer. The hearings also embraced a similar measure, the Keogh-Reed bill (H. R. 4371 and H. R. 4373), which would extend to professional groups some of the advantages now conferred on wage earners and corporate businesses by social security, corporate pension plans, and other provisions of Federal tax laws.

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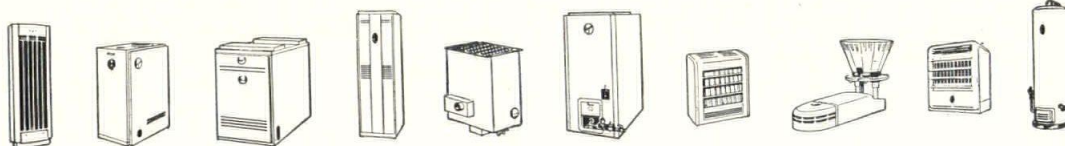
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BEE GEE WINDOWS OPENS DAYTON, OHIO WAREHOUSE

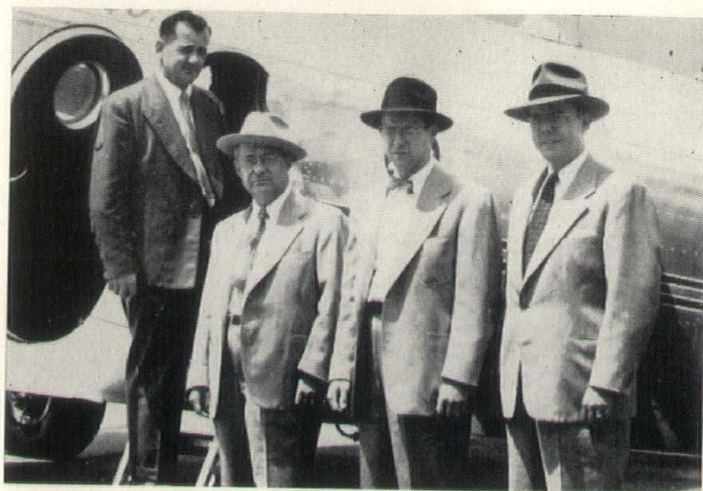
Grand opening of a Bee Gee warehouse in Dayton, Ohio, has been announced by President Harold E. Graves of Brown-Graves Co., Akron, Ohio. Located at



17 Broadwell Place, the new warehouse will enable lumber dealers in the growing Dayton metropolitan area to give their customers better service when buying Bee Gee picture and casement windows, says Graves.

Dayton's broad-based expansion in all types of construction, the city's growing share in the national market picture, its leadership in the acceptance and development of modern architectural trends and increased demand for the Bee Gee line were given as reasons for the new installation by the Akron, Ohio, window manufacturer.

Preparing to cut ribbon officially opening the new Bee Gee Window warehouse at Dayton, Ohio, is Miss Bee Gee Window of 1952. Left: Robert Bennington, general manager of Bee Gee Window Division, Brown-Graves Co. Right: George McNeil, Brown-Graves factory representative.



Brown-Graves Co. officials arriving aboard company's Beechcraft to open the Dayton, Ohio, Bee Gee Window warehouse are, left to right: Lee Balestra, company pilot; Harold E. Graves, president; H. E. Graves, Jr., vice-president; Robert Bennington, general manager of Bee Gee Window Division.

PUBLIC RELATIONS

The public relations problems of the architectural profession are being studied by a professional consulting firm, Ketchum, Inc.; and the AIA Committee on Public Relations hopes to have enough material in hand to make a progress report at the Annual Convention. The subject has long been a major concern of The Institute with many chapters expressing a desire for guidance. The AIA Committee which commissioned the study is headed by John Root of Chicago. Other members are Francis J. McCarthy, San Francisco; Karl Kamrath, Houston; and Harold R. Sleeper of New York.

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L-O-F Buys "Garan Finish" Rights

Purchase of the "Garan Finish" and acquisition of certain technical services of Dr. Robert Steinman, president of the Garan Chemical Corp., Los Angeles, by the Fiber Glass Division of Libbey-Owens-Ford has just been announced.

The purchase includes all patent properties, and the goodwill associated with the trademarks "Garan" and "Garan Finish."

The Garan finish is a surface treatment applied to glass fibers to give them superior characteristics for reinforcing plastics, and is of outstanding importance to the aircraft industry. It is also important in other fields where glass fibers are utilized in reinforcing plastics.

The Garan process has had principal acceptance as applied to glass fabrics. The Plaskon Division of L-O-F

has developed comparable results primarily in the application of a similar finish to roving. It is felt that the acquisition of the Garan process, therefore, will place the company in an excellent position to make finishes of this character available in all fields of use.

Developed several years ago by Dr. Steinman, this special chemical finish has been used extensively on the Pacific Coast, particularly in the aircraft industry. Acquisition by L-O-F implies that the process will be available soon on a nation-wide basis for current industry requirements and for other uses now undergoing development. It is expected to be used immediately on roving and chopped strand forms of L-O-F Fiber Glass.

Wood Offered as Steel Substitute for Construction

The lumber industry is offering fabricated lumber as a practical alternate for structural steel.

The idea was used during World War II, but recent developments in the manufacture of plywood and in chemical treating of wood give it greater toughness and heat resistance, making it practical as a steel substitute in a wide variety of construction.

In many fields once exclusively served by lumber, metals have taken over because they have been available as "package items." The lumber industry admits that it has lagged behind metals and plastics industries in design and utilization, but now it feels it is catching up again.

Industry spokesmen point to the tremendous growth of the plywood industry as an initial step forward. By fabrication with the newly developed gluing technology, superior stress factors can be achieved and they can now give military and civilian designers a product designed for particular needs.

For example, wooden spans instead of steel could save as much as 300 tons of steel in one airplane hangar. And laminated timbers have equal strength in the flash fires that occasionally occur in aircraft hangars and such structures, say wood's proponents.

A saving of about 95 per cent of scarce metals can be made by using fabricated timbers as residential, commercial, industrial, school, church and bridge trusses.

Industry spokesmen say in most cases extensive research will not be needed for lumber to replace metal. For instance, in the case of kitchen cabinets, wardrobes, bathroom cabinets, door jambs and sliding doors, the minimum percentage of saving would be 90 per cent, and none of these uses would involve more than a few minor changes in design.

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NEWS OF THE TOLEDO CHAPTER

(Continued from page 20)

spectively. The Toledo architects, acting as judges for the competition were Harry Lee Smith, John E. Kelly and Robert E. Clark. Thaddeus B. Hurd was general chairman of the competition program.

Following the regular meeting of the architects the Owens-Corning Fiberglas Corporation entertained the group with a graphic demonstration of the application of some of their building materials.

O.S.U. COMMENCEMENT DOINGS

(Continued from page 8)

The weatherman collaborated almost 100% (it was a little warm) and these outdoor exercises, sometimes rained out, moved along in a very impressive and business like manner.

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The caps and gowns were extremely warm in the hot June sun, pouring down into the stadium which was free of the breezes that so often make it tougher for the foot ball teams.

Aside from the grandeur and the impressiveness of this ceremony the contrast of the white shirted and light dressed women with fans and sun shades with the fur coated spectators in the fall was most striking.

AMERICAN-STANDARD ENLARGES CLEVELAND SALES OFFICE

American Radiator & Standard Sanitary Corporation has enlarged its Cleveland sales office and made Cleveland the headquarters for a new seven-state sales district. Both new offices are located in the Hanna Building.



Geo. W. Palmer

This action is part of an overall expansion of the American-Standard field sales organization, according to D. D. Couch, vice president, sales.

The enlarged Cleveland sales office will be headed by George W. Palmer. Before his promotion, Mr. Palmer was a senior salesman in the firm's Newark sales office. He was graduated from Rutgers College and has been associated with the American-

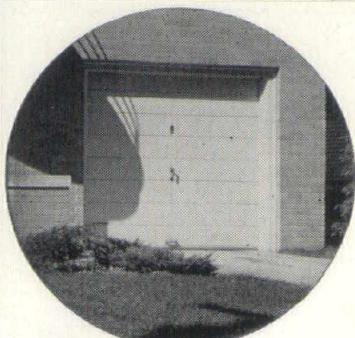
Standard sales organization since 1935.

J. A. Hickman has been named District Sales Manager of the new East Central District of American-Standard with headquarters in Cleveland. He will supervise American-Standard sales offices in Cleveland, Cincinnati, Detroit and Pittsburgh.

Prior to his appointment, Hickman was manager of the Atlanta sales office. A graduate of Washington and Jefferson College, he joined American-Standard in 1923. Since then, he has held various sales positions in the company's Kansas City, Richmond and Baltimore sales offices.



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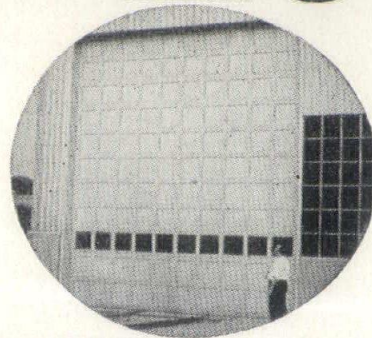
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COMMERCIAL



Western Reserve to Broaden Course

(Continued from page 7)

specific authority and responsibility for the instruction therein.

3. That the students be admitted to one of the four colleges in Liberal Arts, namely, Adelbert College, Mather College, Cleveland College, or the Graduate School, as the case may be.

4. That the appropriate officer of the university be authorized to seek financial support for the program.

Since the move outlines the philosophy and organizational phases, there is no announcement at this time regarding personnel involved in the changes. These will be established in the near future when the move is implemented, Dr. Millis said.

Commenting on the visual arts proposal, Dr. Millis said:

"Our objective in this reorganization is to do a better

job of teaching and research in these areas. We believe our new program is consistent with the philosophy of an urban university operating in the second half of the twentieth century. Western Reserve University hopes thru these changes to bring to Northeastern Ohio a still more effective and broader program of training in these visual arts, and while economies of operation will certainly result they are subordinate in our planning to a more significant program than we have been able to offer in the past."

Recommendations made by the advisory committee after its two year deliberations were concurred in by the Cleveland Chapter of A.I.A., the School's Alumni Association, and several faculties of the university.

Editor's Note: At our request, the above article has been furnished by the Department of Public Relations of Western Reserve University. We are particularly glad to publish this now. There has been a misunderstanding caused by an error in reporting made by some of the Cleveland newspapers. The long arduous work done by the committee of the Cleveland Chapter of the AIA on this matter is bearing fruit. The School of Architecture at Western Reserve is to be continued and graduates will receive a degree in architecture. The school will be incorporated as a division of visual arts but will not in any way lose its identity as a school of architecture.

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An Architect's European Impression

(Continued from page 12)

The Swiss erect new structures with cranes which become towering sign-posts identifying new construction. Below the operator's highly painted cab may be found a framework bearing the names of all the organizations party to the building in beautifully lettered wood slats. And speaking of lettering, Basel appears to reach the top in excellence of signs and displays. Aided by the extensive employment of gayly-colored posters proclaiming the virtues of all things from beer to museum-going and decorating wall surfaces everywhere as street murals, lettering becomes one of Basel's most visible testimonials of a high cultural development.

Assoc. Architect R. C. Gaede Leaving

With much regret we say goodbye to Bob who has given us those interesting articles in "Ohio Architect" during the past six months. These you no doubt remember, were entitled "Impressions of an Architect on a Booth Traveling Fellowship."

The chapter on Zurich in our July issue will be the last for awhile as Bob, who was with the U. S. Air Corps during the last war has been called back into service leaves June 23.

He was associated with Michael M. Kane, Architect of Cleveland.

All good wishes to you Bob and we are going to miss you a lot.



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CLEVELAND CHAPTER PICNICS

The annual picnic of the Cleveland Chapter A.I.A. was held Saturday, June 14th at the lovely estate of Architect Frank Draz. What wonderful hosts Frank and his lovely wife are. And in June—in Chagrin Falls—can you imagine anywhere more beautiful. To say the least the usual good time and fine fellowship was enjoyed by all. This not only is the annual picnic but by this time it seems that it is "annually" at the beautiful Draz home.

PERSONALS

Hugh Ferris, of New York, proved irresistible as a speaker at a chapter meeting in South Bend last month. According to members of his audience "he made you love architecture." . . . California chapters recently entertained architects Fatim Uran from Turkey, Vittorio

Borachia from Italy, and Ryuchi Hamaguchi from Japan.

How'd you like to be Secretary of the California Chapter with names like these to read with the Minutes?

RIBA President, A. Graham Henderson has a ready solution for the auto parking problem in U. S. cities. He told a Washington press conference "All you have to do is to get everybody to buy British automobiles, which are just half the size of yours, and there wouldn't be any problem to solve."

William R. McDonald and David Schaeckne, Jr., announce the formation of a partnership to enter upon the practice of architecture under the firm name of McDonald and Schaeckne, architects with offices at 12 North 3rd Street, Columbus, Ohio

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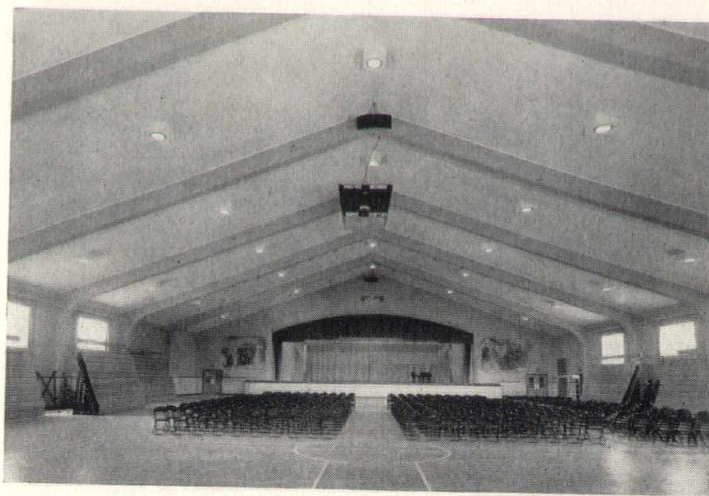
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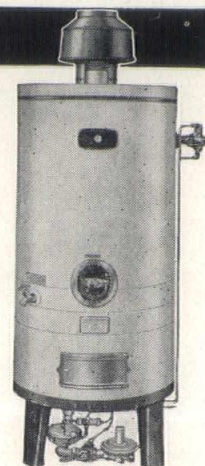
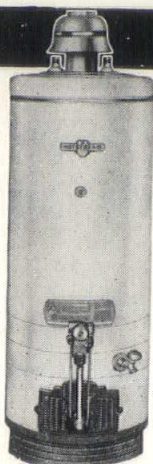
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A Challenge to the Architect Profession

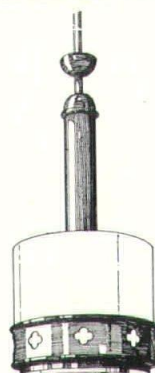
(Continued from page 9)

Take the matter of cost reduction. Who is in better position to require the industry to perfect and test and then adopt new cost reducing materials and techniques? Architects, who draw the plans and write the specifications, can compel progress in most cases if they will. They can because they write the rules under which contractors build. And in one way or another, they can help greatly to persuade the craftsmen who do the actual building out on the job site to give full value for the high level of wages being paid today. Their opinion of what should be received in the way of work output will count much more heavily than the opinion of an owner who is suspected of wanting to save money or a contractor whose profits are involved. The architectural profession, in this case, can approach that task with an aura of impartiality which carries great conviction.

Being a salesman myself, I can't help thinking of all this as a big, many-sided selling job. In essence these suggestions boil down to urging your profession to sell owners on approving cost-reducing materials and building methods, selling manufacturers on providing materials that will cost less, selling construction workers on higher productivity, selling the public on the benefits of new and improved buildings, selling the community on slum clearance. That's what it really amounts to, in the end.

But it isn't the kind of selling that the shoe clerk uses when he tries to sell you a pair of nylon-mesh summer shoes. Instead, it is the dignified, well-informed type of selling, backed with unselfish purpose, that carries strong conviction and gains adherents gradually but surely.

Big ideas seldom sell quickly. Look at modular coordination. Almost everyone who really understands the theory and practice of modular design believes beyond question that it has great merit as a means of cost reduction and better design. Intellectually and theoretically there is little or no question. But actual adoption of modular design in architectural offices comes



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very slowly, perhaps because no one has proved conclusively in dollars and cents that substantial savings will arise, and because of that old bugaboo—human inertia, following the lines of least resistance. A large part of this selling job involves just that—overcoming inertia.

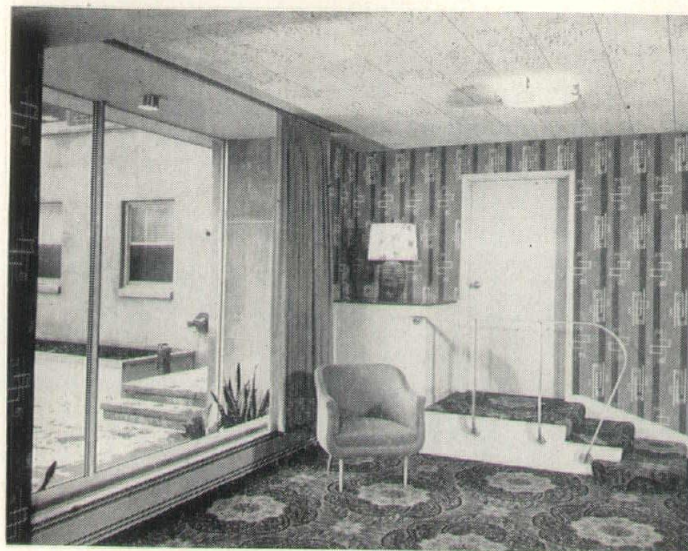
There also are other selling jobs that fit into this pattern for keeping this construction industry going full speed in peacetime.

For example, there is the question of land planning. We have many good land planners around the country, but we also hear of far too many instances where that vital element in the construction project gets little or no professional attention, especially in the field of home building where the architect all too often leaves the picture, involuntarily, after he has designed a pleasing exterior for a row of homes at bargain, mass-production rates.

We hear it frequently said that every architect, no matter how large and diversified his practice, secretly likes nothing better than to draw the plans for the ideal new home. It is regrettable that most of them so seldom get the chance, owing to the urge for keeping costs down to a minimum. The selling job here is to convince the builder that the carefully planned home sells faster because it has less waste and more sales appeal and to convince the potential owner that it will look better, last longer, provide more comfort and convenience, and require less upkeep and maintenance.

Another job of leadership and selling which architects could well undertake is in the field of research. Collectively, they know better than anyone else where improvements are needed to insure greater economy and increased quality in construction. We not only need more research but we also need much better coordination of the unrelated research now under way in many scattered places. You can help the cause by pointing out the specific research needs and by inducing others to contribute generously to the expansion of existing research programs.

Now, in case you may be asking why all this burden and responsibility should be placed on the architects, let me say that we manufacturers also are putting a fair



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amount of effort on certain of these programs. For example, we are especially proud of our joint programs with the American Institute of Architects with which the Council is formally affiliated.

Over a period of 13 years, the Council and the A.I.A. have acted as co-sponsors of modular coordination, concentrating our efforts on developing modular standards, encouraging manufacturers to adopt those standards, acquainting architects with the advantages of modular design, and urging governmental agencies to endorse the use of modular products.

Council members for the last several years have been contributing substantially to a special fund which helps meet the promotional expense incurred by the A.I.A.'s Secretary for Modular Coordination. That work is done among both architects and manufacturers.

Council members also have been building up a library of slides, especially edited to give architectural students authentic facts about the properties and uses of building products. These slide sets, which are prepared under the supervision of the Association of Collegiate Schools of Architecture, are sent without cost to the 65 collegiate schools of architecture, where they have had a fine reception.

We also take pride in the awards which our Cleveland Chapter is making to architectural students. We hope other Council Chapters will follow suit.

Our other joint projects are all aimed at giving architects dependable product and specification data to aid them in their everyday practice. First, there is our Technical Bulletin, issued three times a year to 10,000 architects and engineers. It contains factual data, reviewed in advance by the A.I.A.'s technical staff, regarding new products, new uses for existing products, special product uses, and so on.

In addition, each issue of the Technical Bulletin contains various listing cards which provide architects with a convenient way of ordering manufacturers' technical literature and specification data to complete their files. Occasionally, we insert comprehensive lists of current technical literature and other similar data.

The emphasis throughout is on presenting the kinds of facts architects want, in the form which they find most helpful.

To the same end, the Council and the A.I.A. have for the last three years conducted a Product Literature Competition in which architects nominate manufacturers' literature for consideration by a Jury composed of practicing architects. The Jury not only selects the outstanding entries for special awards and recognition, but also performs a very valuable contribution by commenting on the general and specific quality and usefulness of

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the various entries. One purpose, of course, is to provide a vehicle by which architects can influence the nature and value of the literature they require. The granting of awards helps to encourage manufacturers to meet your requirements more closely, provided they agree with the criticisms and comments.

Through our 33 Chapters, including those recently chartered in Charleston, N. C., San Antonio, Texas, and Columbus, Ohio, the Council's members provide architects with timely information about their products by means of informational and panel meetings and product displays, such as those conducted here by the Cleveland Chapter. The technical staff of the A.I.A. has helped in planning certain of those meetings, again for the purpose of helping make sure that architects who attend them will get exactly the sort of information they consider most useful.

Incidentally, we also are cooperating along similar lines with home builders and retail lumber dealers. The Council and the National Association of Home Builders are right now in the process of setting up a series of informational programs for the local chapters of N.A.H.B. They will be similar to the programs for architects, except that in this case the programs will be designed to show builders how to use our materials efficiently, how to service them properly, and what mistakes to avoid when using them.

Until a few months ago, our joint committee with the builders was engaged in studying the extent of current and potential shortages of critical materials so that builders would know what to count on during the emergency. Fortunately, the need for that sort of collaboration has just about disappeared.

With retail lumber and building materials dealers, our major project at this time is the development of a product data book for dealer salesmen, designed to give them the essential facts they need to help their customers use building products wisely and economically.

So you see, we aren't leaving everything to the architects, but we do feel that their wholehearted support will help greatly to bring about some of the advancements we all have been talking about and hoping for. We believe that the architects can do a tremendously effective job of awakening the public and shaping public opinion. And you can be sure that the Council and its members will be right behind you as you gather momentum. Thank you.

Editor's Note: The above address was given before the Cleveland Chapter of the Producer's Council at their June 9th meeting. The largest attendance at a regular meeting in the history of this chapter was established.



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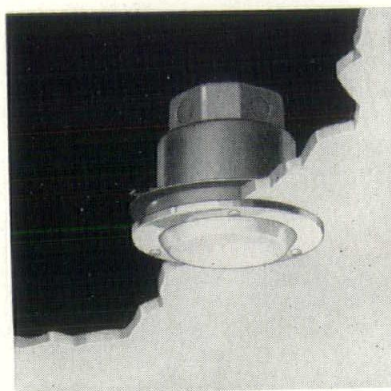
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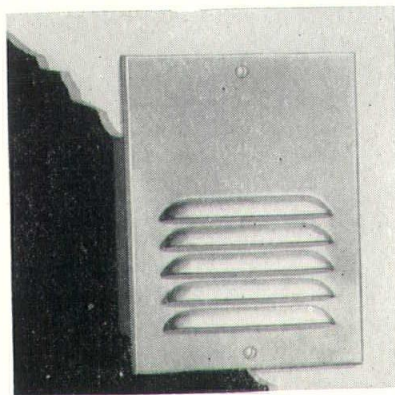
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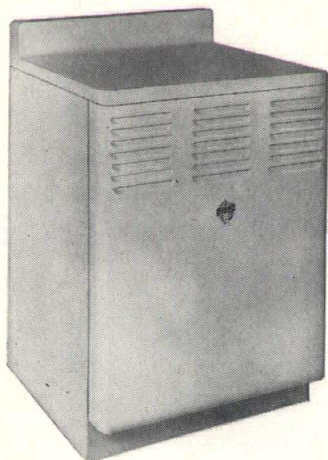
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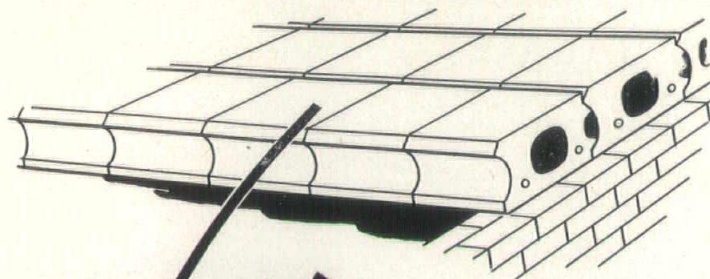
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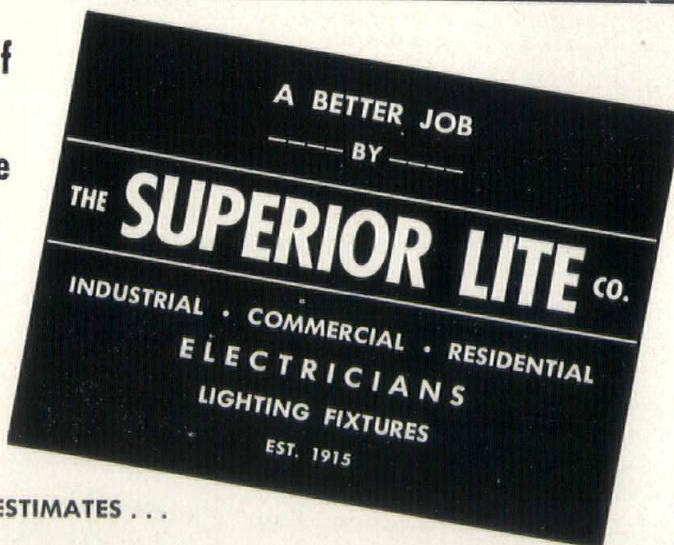
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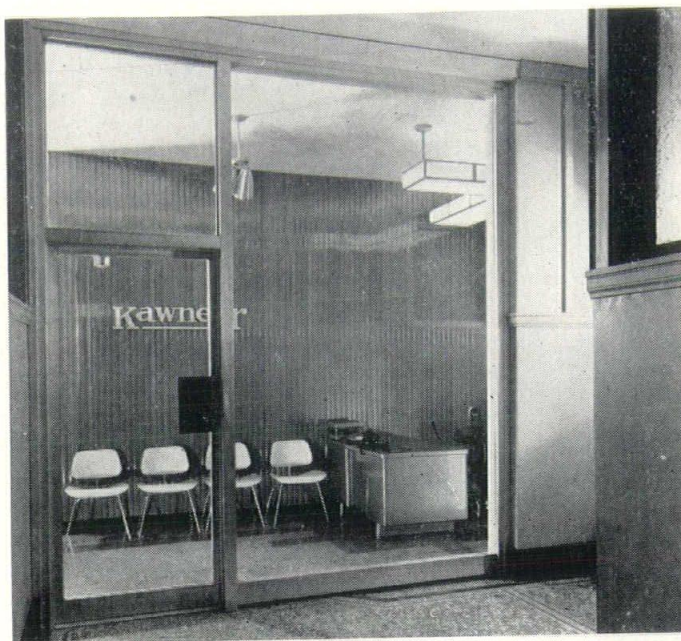
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Kawneer Moves to Larger Quarters in Cleveland

The Kawneer Company, world's largest manufacturer of architectural metal products used in store fronts, theatres, schools, and commercial buildings, has opened modern offices in Cleveland at 718-719 The Arcade.

In 1905, the Kawneer Company was founded by Francis J. Plym in a small workshop in Kansas City. The workshop was located near the Kaw River, and the union of the words "Kaw" and "near" gave the Company the name which it still bears.



Early in Mr. Plym's career as an architect, he became interested in the structural problems involved in the installation of large lights of plate glass.

In those days cast iron or wooden mouldings were used to hold glass in place. Cast iron construction failed because its rigid grip on the glass caused breakage, while wood rotted, split, and did not have the necessary strength.

After many years of careful research and experimental

tion, Mr. Plym developed a non-rusting metal moulding which employed the revolutionary principle of setting glass in a resilient sash.

This outstanding contribution to architecture is credited with having a greater influence on modern store design than any other single factor.

After moving to Niles, Michigan, in 1906, the Kawneer Company expanded, because its new store front metals and specially-rolled mouldings answered a very real demand. Today the Company operates six plants and has warehouses and sales offices in all principal cities.

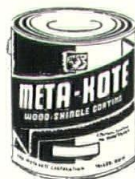
Among architects, the name of Kawneer has been a by-word for quality for almost 50 years. Kawneer products have always been designed and engineered according to the highest architectural standards, and they have always been of precision manufacture.

Major products are metal sash, entrance doors, flush aluminum interior doors, facing materials of aluminum and porcelain, roll-type awnings, shower doors, poster cases, signs, trim members, and mirror frames.

A cordial invitation is extended to all Ohio architects to stop and use their facilities at any time. The displays of the products help one visualize the many varied uses of the Kawneer line.

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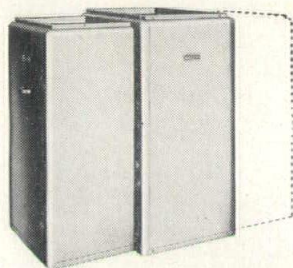
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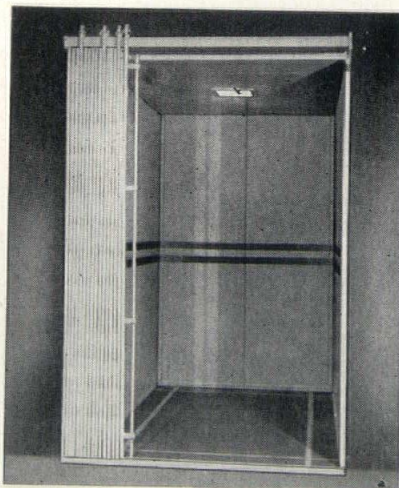
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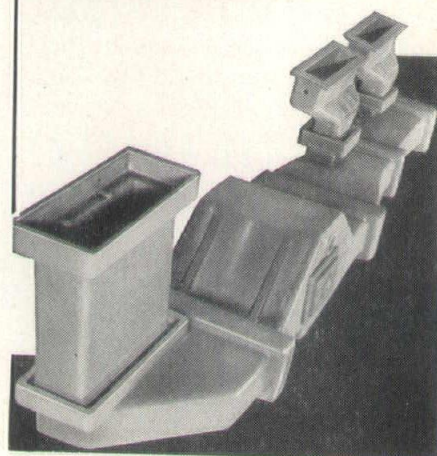
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KNIGHT-WARE
CHEMICAL EQUIPMENT



PIPING for CORROSIVE SERVICE

The unit illustrated above is a Knight-Ware Fume Collector Assembly. Along with Knight-Ware Corrosion-Proof Ductwork, fittings and fan adapter, it was installed to remove noxious fumes from a large industrial laboratory.

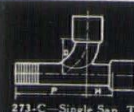
Knight-Ware is a tough ceramic made especially for handling corrosives. It is corrosion-proof throughout against acids, alkalis, and other corrosives. No expensive molds are required in its manufacture; hence, special designs can be fabricated at relatively low cost.

Knight-Ware pipe, sinks, sumps, fume ducts, etc., can be installed by any competent plumber. Knight-Ware is widely used in colleges, hospitals, laboratories and publishing plants, as well as industrial, chemical and pharmaceutical plants.

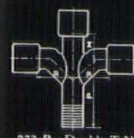
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12-V, Knight-Ware
for complete detailed
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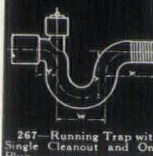
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273-C—Single San. T



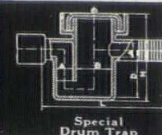
273-B—Double T-Y



267—Running Trap with
Single Cleanout and One
Plug



271-CO
Cleanout
Plug



Special
Drum Trap

WHAT'S IN A NAME?

Sooner or later every architect must specify some safe exit hardware and the first name on that list is "Von Duprin." As many have wondered at the origin of that name the following facts are hereby reprinted from the Vonnegut Centennial Magazine and the "Indianapolis Star":

The story goes back to the night of Dec. 30, 1903, when the tragic Iroquois Theatre fire in Chicago took 596 lives. The frenzied audience was trapped behind doors that would not open.

Carl Prinzler, head of the builders' hardware department of Vonnegut's at the time, had been in Chicago, during the week and had tentative plans to go to the Iroquois the night of the fire. For business reasons, he decided to leave for Indianapolis a day earlier. It was this decision that probably saved his life.

Prinzler was so affected by the catastrophe that he felt called upon, as a specialist in builders' hardware, to do something that would help prevent a recurrence of such tragedies. He talked with his associates at Vonnegut's and also enlisted the help of Henry DuPont, a neighboring architect.

Their investigations showed that most of the damage in panic fires was caused by people jamming up at the exits.

In many cases the doors opened inward or locked in some manner. It was evident that the problem was to devise a method that would permit exit at all times, yet prevent entrance from the outside. With the problem thus clearly defined, Prinzler and DuPont went to work on a device that would meet the requirements.

After a number of expensive experiments, they finally developed a mechanism that gave promise of doing the job.

Extensive tests proved the device practical and workable, and in 1908 the first Von Duprin safe exit device was introduced to the public.

There need never be any groping for a doorknob. The first person to reach the exit need only to hit the cross bar to open the door.

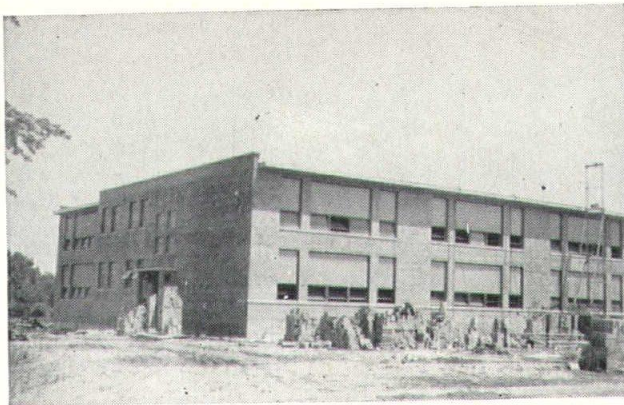
When patent rights had been secured, Prinzler, DuPont and Vonnegut officials worked out a plan for organizing the Von Duprin ("Von" for Vonnegut, "Du" for DuPont and "prin" for Prinzler) department of Vonnegut Hardware Company to manufacture and distribute the equipment.

Today Von Duprin safe exit hardware is generally recognized by architects and safety authorities as the most practical and dependable equipment for its purpose on the market.

The responsibility of owners has also been established by law. There are cases on record where property owners have been indicted for manslaughter for failing to provide safe and adequate exits on their buildings.

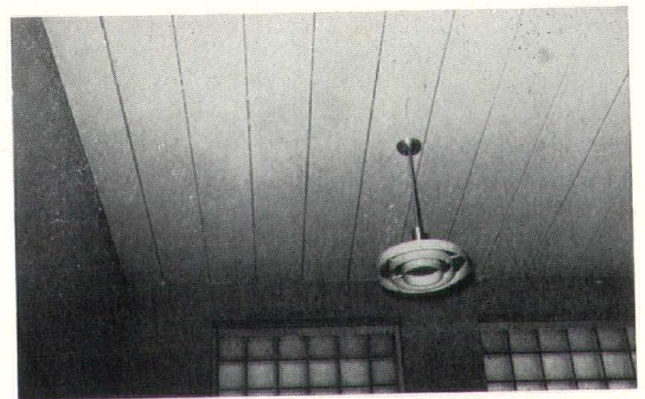
A film entitled "Safe Exit," prepared by Von Duprin, has been shown in more than 500 cities across the nation, under the auspices of fire marshals, school groups and plant safety directors. The film is offered as a public service in the interest of safety, and is not a product story nor commercial project. Von Duprin will gladly provide any interested organization with a 16-mm. black and white sound film. Use of it is free of cost.

Editor's Note: Attention program chairmen. The above film would no doubt be interesting and educational for a Chapter meeting.



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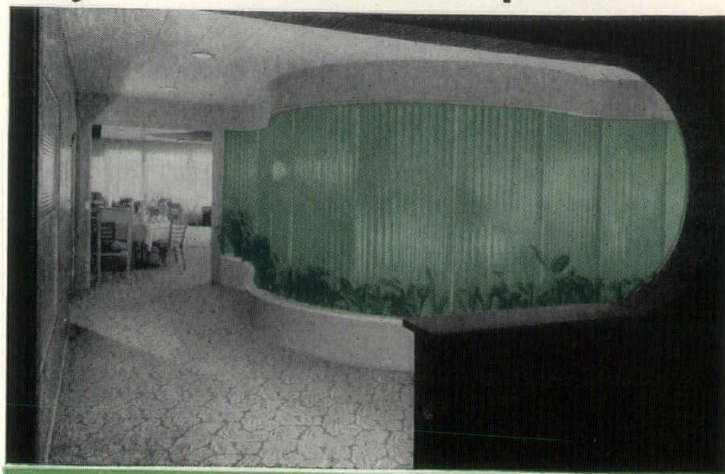
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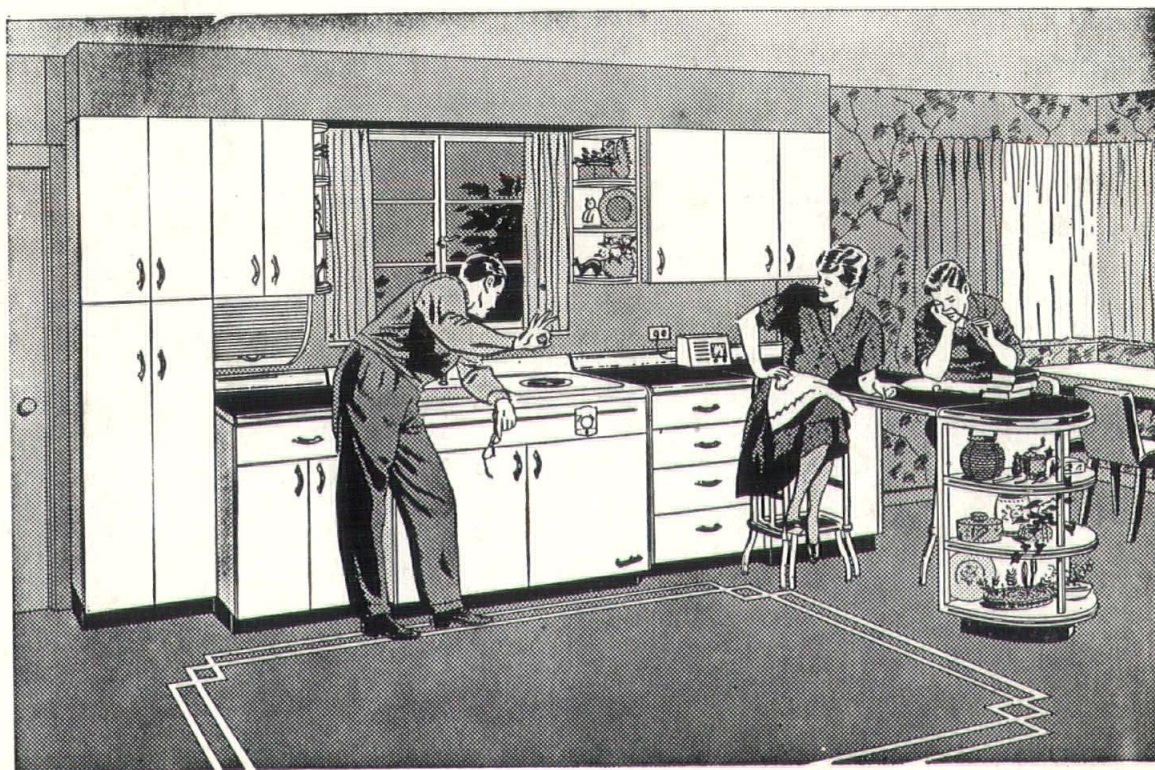
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