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TV-59 Blue Frost
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Color Combinations

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ROBBINS FLOOR PRODUCTS, Inc
TUSCUMBIA (Muscle Shoals), ALABAMA
Not a "Wolf in Sheep's Clothing"

By ED STAPLEFORD

Several issues back we had an editorial about distributors of products which are used and specified by architects who did not adequately service the products they sold, who made promises that were never kept, causing extra work and worry on the part of the architect. We pointed out that this lack of service might have a serious effect on the reputation of the architect, as he is judged on performance by his clients.

FOLDOOR & SURFACES, INC., of Cleveland is NOT A WOLF IN SHEEP'S CLOTHING. This concern is favorably known by many architects. It is composed of men, ripe in experience who know how to work intelligently with the architect and who DO WORK THAT WAY.

They distribute only reliable products. Products that, from experience, have proven their merit—products that the architect can specify with absolute confidence. They realize the importance of the architect's role in the building industry and their every aim is to show their worthiness and their appreciation of the confidence the architect has placed in them and the products they distribute.

They also recognize the advertising value of "OHIO ARCHITECT" knowing that it is the official magazine of the Architects Society of Ohio.

Acting on their conviction they are presenting in this issue, four of their suppliers:

ROBBINS FLOOR PRODUCTS, INC., Tusculum, Ala., manufacturers of proven floor products. This advertisement is just preceding this page and is a four-page, four-color insert. Besides Folloor & Surfaces of Cleveland representing them in northeastern Ohio, they have Ohio Wholesale, Toledo; M. L. Dunn Co., Dayton; F. A. Kamp Flooring Co., Cincinnati; all well known, reliable distributors.

UVALDE ROCK ASPHALT CO., San Antonio, Texas, manufacturers of Asphalt Tiles. Their advertisement is on this page.

HIGGINS, INC., New Orleans, La., Wood Block Flooring—their advertisement is on the following page.

FOLDOOR, manufactured by Holcomb & Hoke, Indianapolis, Ind., this advertisement follows on page 9, and OHIO CAN AND CROWN CO., Massillon, Ohio, manufacturers of Crown metal wall tile and Crown plastic wall tile whose advertisement is on page 10.

Two of their suppliers whom they had hoped to have represented in this issue could not make our closing date—what with vacations in the advertising departments, etc. These are:

WOODALL INDUSTRIES, INC., Skokie, Ill., manufacturers of Lamidall, a plastic wall or counter covering mounted on pressed wood.

SOUTHBRIDGE PLASTICS, Inc., New York, manufacturers of Vinatex carpeting.

Big Plans Being Made for Cleveland Producers Council First Meeting

By ED STAPLEFORD

It will be Friday night, a dinner meeting, September 12th. Known as the bosses's night. Every member is asked to bring his alternate and all impresses to this affair and its to be a good dinner preceded by the usual cocktails and then to see the Indians beat the Boston Red Sox (and of course I am not going to loose my bet (I know the Indians will win). Wish I could be there but rather will be touring and yes, and no doubt fishing again in Nova Scotia, Gaspe Peninsula, Canada.

Make Your Plans Now to Attend the A.S.O. Annual Convention Cincinnati — October 1 to 4
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See our catalog in Sweet's File.

Crown WALL TILE
the ohio can & crown co.
massillon, ohio
The Master Pembroke bath and Hexagon lavatory in this Middleborough bathroom are of durable cast iron heavily coated with lustrous, easy-to-clean enamel. The water closet is of genuine vitreous china. And note the trim and smartly styled convector. American-Standard convectors are used throughout the project.

Occupying minimum space, this Duplex Hostess sink and laundry tray in a Middleborough kitchen is convenient to use, easy to keep clean. It has an 8”-deep sink well on one side, a 13”-deep laundry compartment on the other, and a movable drainboard. Made of rigid cast iron with a thick enamel coating.

Each unit of the Middleborough Housing Project is equipped with a compact Severn Oil Boiler, assuring good heating at minimum cost. Here, the Severn is coordinated with an Arcoflame Oil Burner for top efficiency. The Severn is available in sizes to fit a wide variety of installation requirements.

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[August, 1952]
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[August, 1952]
FIFTY YEARS OF TOLEDO ARCHITECTURE
A Survey of the Recent Past

By THADDEUS B. HURD, A.I.A.

Thaddeus B. Hurd's article on "Fifty Years of Toledo Architecture" was written to commemorate the fiftieth year of the founding of the Toledo Museum of Art, and appeared in the Spring 1952 issue of the "Northwest Ohio Quarterly" of the Historical Society of Northwestern Ohio. Mr. Hurd was in charge of the historical research for the special committee of the American Institute of Architects which staged the Museum's commemorative exhibit. He is associated with the Toledo firm of Britsch & Munger, Architects. The drawings accompanying the article were made by Mr. Hurd.

1. The 1951 Architectural Exhibit at the Toledo Museum of Art

In October 1951, as part of the celebration of the 50th year of its founding, the Toledo Museum of Art sponsored an exhibit reviewing the city's architectural history of the half-century just past. The collection and selection of the material exhibited and the design and installation of the exhibit were accomplished under the auspices of the Toledo Chapter of the American Institute of Architects.

The exhibit, titled "You Built Toledo," concentrated on the art aspect of Toledo's architecture, presenting to the eye by photographs skillfully executed by Karl H. Becker, A.I.A., and attractively displayed by John E. Kelly, both of the Toledo Chapter A.I.A., the visual aspects of the selected buildings. The historical aspect was touched on only brieﬂy. For each building, the date, the architect and the style were mentioned. A catalogue of the exhibit giving this information was issued by the museum.

In the history of these buildings is written much of the history of Toledo. They are today the face of the city wherein the observant may read the story of her struggles and achievements. To study Toledo's buildings, to analyze them in relation to their time and place in the architectural history of America, gives insight into the lives of her citizens and an understanding of the inner forces that have guided the building of their city. As the introductory poster of the exhibit expressed it:

"You Built Toledo.
I built Toledo? Oh, no. They built Toledo. I just live here. I never served on any Building Committee. I never was on any Board of Directors. I've never even built a house!

Listen, friend, that's where you're wrong. This is a Democracy. No dictator shapes with his will the architecture of this land. Your hopes, your dreams, your will, they are the forces that shape our builders' art. The church that stirs your reverence, the home you'd like to own, the school you'd like your children to attend, that's what America builds.

In 50 years you've built Toledo. In 50 years you've transformed a little mid-west town into one of America's great cities. Written in stone and glass and steel, here is the record of your hopes and dreams. And here on the 50th anniversary of your Museum of Art we look back on these years to honor the Toledo you have built."

To tell the story of Toledo architecture, the following buildings were selected for exhibit. The dates are year of completion or dedication, or both.

END OF NINETEENTH CENTURY

Boody House—SW corner Madison and St. Clair 1872
Memorial Hall—SW corner Adams and Ontario 1886
Old Post Office—NE corner Madison and St. Clair 1888
Old Toledo Club—SE corner Madison and Huron 1891
Gardner Building—NW corner Madison and Superior 1893
Nashy Building—SW corner Madison and Huron 1895
Spitzer Building—NE corner Madison and Huron 1896
Valentine Building—NW corner Adams and St. Clair 1897
Burt's Theater—SE corner Jefferson and Ontario 1897
Lucas County Court House 1897

BEGINNING OF 20th CENTURY—WORLD WAR I

Berdan Building—SE corner Washington and Erie 1902
Old YMCA—Michigan Street opposite Court House 1905
Elks Club—Michigan Street opposite Court House 1905
Masonic Temple—NE corner Adams and Michigan 1905
Nicholas Building—NW corner Madison and Huron 1907
Old Ohio Building—NE corner Madison and Superior 1907
City Market—Erie and Market Streets 1908
Secor Hotel—SE corner Jefferson and Superior 1908
New Post Office—Jefferson, 13th & 14th Streets 1912
Toledo Museum of Art—Monroe at Scottwood 1912
Scott High School—2400 Collingwood 1912
Second National Bank—SW corner Summit and Madison 1912
First Congregational Church—2315 Collingwood 1914
Northern National Bank—SW corner Superior and Madison 1915
New Toledo Club—SW corner Madison and 14th Street 1915

WORLD WAR I—DEPRESSION

George R. Ford Residence—East River Road, Perrysburg 1921
Second Church of Christ Scientist—2146 Collingwood 1924
Commodore Perry Hotel—SW corner Jefferson and Superior 1927
Toledo Blade Building—SW corner Superior and Orange 1927
Paramount Theater—NE corner Adams and Huron 1929
Civic Auditorium—201 South Erie Street 1929
New Ohio Building—SW corner Madison and St. Clair 1930
Cathedral of the Diocese of Toledo—Collingwood at Islington 1931
Maumee Valley Hospital—Arlington at Detroit 1931
Toledo University—2810 West Bancroft 1931
Federal Building—1710 Spielbusch 1932

WORLD WAR II—DEPRESSION

New YMCA—1110 Jefferson 1934
Old Bus Station—114 Jefferson 1935

(Continued on page 40)
GREAT LAKES REGIONAL SEMINAR
OCTOBER 1, 2 and 3

The Great Lakes Regional Seminar will be held in conjunction with the annual convention of the Architects Society of Ohio at the Netherlands Plaza Hotel on October 1, 2 and 3.

Two good Seminars have been arranged by Bergman Leitzler, Kentucky Chapter and Carl Strauss, Cincinnati Chapter, co-chairman.

Subjects of the Seminars will be "Architectural Design" and the speakers will be G. Holmes Perkins, Philadelphia, Pennsylvania and Robert Little, Cleveland, Ohio. Both men are "top flight" and their messages will stimulate and informative. Backgrounds and achievements of these two architects will be presented in the September issue of this publication.

President Leo Bauer, Michigan Society of Architects, and President Karl Schwartz, Indiana Chapter, will chairmen and moderate the sessions.

Chairman of the entire affair is genial Ed Tyler of the Cincinnati Chapter. Chairman Ed and his committee have worked out an excellent program for your entertainment, fellowship and the business of your profession.

Due to a tremendous schedule of traveling in the interest of the Institute, and conflicting dates in opposition corners of the Nation, President Glenn Stanton will be unable to be in Cincinnati this year.

"Top Brass" of the Institute will be represented by First Vice President Ken Wischmeyer and Secretary Clair Ditchy.

These Regional Meetings and Conventions in the Great Lakes District are very important to all Architects for the opportunity afforded for informal discussions with fellow members of your profession, regarding your office problems and practice.

A cordial invitation is extended to all Great Lakes Architects to be in Cincinnati on October 1, 2 and 3 for the Seminars and we are sure the same welcome and latch string is being offered by the Architects Society of Ohio for the annual State Convention scheduled to be held at the same time and place.

DIVISION OF VISUAL ARTS
APPROVED BY W.R.U. BOARD

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. Mills.

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 Mills two years ago. The committee was composed of representatives from local practicing 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 economics 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 were 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." (See June, 1952 "Ohio Architect").

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 of different levels and interests.

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.

They Are No Different in Canada
By ED STAPLEFORD

While in Canada fishing recently—(where we had a shore dinner every day) and while waiting for the fish to bite, we had time to read one of Canada's greatest newspapers, The Toronto Globe and Mail.

Here we found an interesting article on a new all glass building about to go up in Toronto. But in Canada, as in the United States, newspapers seldom name the architect. Why is this? Why not change this situation? It can be done if each architect, asked by a newspaper for a picture or a rendering of his proposed work, uses a rubber stamp on the back of the photo saying "Property of Architect and not to be used without proper credit being given."

O'Connell Represents Kawneer in Cincinnati

David S. Miller, Vice-President for Architectural Sales, The Kawneer Company, has announced the appointment of T. M. O'Connell as salesman in the Cincinnati territory.

O'Connell came to Kawneer in 1951 and has had varied experience in the building materials sales field as Supervisor of the Niles Contract Department.

He lives in Dowagiac, Michigan. A native of Clifton Springs, New York, he was graduated from Clifton Springs High School in 1938. He attended Western Michigan College and was graduated in 1949. O'Connell will reside with his family in Cincinnati.
Children in the village of Perrysburg, Ohio, which was settled in 1816 about 22 years after General Anthony Wayne drove the Indians from the banks of the Maumee River, now are learning all these interesting historical facts in one of the finest elementary school buildings in the country.

This new 20-classroom school, designed by Britsch and Munger, Toledo architects, with 54,400 square feet of floor area, admitted pupils for classes in March. Construction cost was $690,000.

The building is located on 14 acres owned by the Perrysburg Board of Education, and adjoins 21 more village-owned acres which are being developed into a recreational area. A swimming pool already has been constructed on this adjoining ground for summer use.

Originally conceived in 1941, the building as designed attracted considerable attention as one of the first school buildings calling for clerestory lighting, with classrooms to right and left of corridor attaining the bilateral lighting feature by depressing the corridor roof.

The one-story building is a salmon-colored brick. The front entrance is monolithic Indiana limestone. The windows of redwood are of the deep bar type with ventilators top and bottom. The deep bars, with three-foot overhang of the roof, shade the windows against much of the sun during school hours. Outside exit doors lead from each classroom.

These outside exit doors were planned to facilitate and encourage out-of-doors class sessions.

All classrooms are thoroughly equipped to do the best job possible and are scaled to the size of the pupils occupying the rooms. The solit of Fiberglas form board, 26,000 square feet of it, used as a base for the gypsum slab roof, is exposed and painted with pastel shades to blend in with the painted cinder block walls and asphalt tile floors.

By using Fiberglas form boards in the poured-in-place gypsum concrete roof, an economical, lightweight, non-combustible roof deck was realized with low heat transmission and excellent noise absorption.

The teachers are enthusiastic about the Fiberglas Acoustical treatment for its fatigue-reducing qualities.

(Continued on page 36)
Proposed Standard Specification Sequence Should Help the Architect, Engineer and Contractor

By CHARLES W. JAUCH

A comprehensive “Standard Specification Sequence,” has been developed by a joint committee of Architects, Professional Engineers, Civil Engineers and general contractors which should be of considerable value to the designing professions and general building contractors.

It is the result of many months of work for the men who comprise the “Joint Cooperative Committee of Greater Cleveland,” consisting of: Messrs. Franklin G. Scott (Mellenbrook, Foley & Scott) and Wallace G. Teare (Weinberg & Teare), representing the Cleveland Chapter, American Institute of Architects; C. Earle Pratt (Cleveland Construction Company) and R. S. Ursprung (The R. S. Ursprung Co.) representing the Cleveland Chapter, Associated General Contractors of America, Inc.; Howard F. Schryver (New York Central Railroad) and W. R. Swatosh (Erie Railroad) representing the Cleveland Chapter, American Society of Civil Engineers; C. Merrill Barber (Barber & Magee) and Thompson Hindman (Pittsburgh Testing Laboratory) representing the Cleveland Chapter, Society of Professional Engineers. The committee also includes Edward G. Conrad (Conrad and Simpson), who is a member of the National Joint Cooperative Committee from the American Institute of Architects; and Chas. Wesley Jauch (Executive Secretary of the Cleveland Chapter, A.G.C.) who serves as committee secretary.

Purpose of the preparation of this Specification Sequence is to avoid the confusion which exists in specifications as they are prepared by the various architectural and engineering offices, and to provide these offices with an aid in the writing of specifications so that some items will not be overlooked.

The committee feels that if this standard could be widely adopted it would make the job of specification writing easier for everyone who has it to do, would eliminate much of the issuing of “Addenda” and would lessen the misunderstandings which arise in estimating.

As the various sections of the Sequence were completed by the committee, they were presented to the parent organizations and were formally approved.

Already many favorable comments have been received from architects and engineers who have received copies of the document prepared by the committee and there have been inquiries from designing offices and contractors in other parts of the country who have heard of its issuance here.

The committee hopes that its work may be widely accepted and used.

The intent for the development of this standard work list was to eliminate as much as possible the confusion in the writing and interpreting of specifications. This could be done only by standardizing the trade headings and organizing them in a uniform sequence.

In the event a title is not used, the number and the title shall be included in the index and an applicable notation made as to whether it is omitted or included under another title.

Special titles and items not included in this sequence shall be listed under a separate heading.

STANDARD SPECIFICATION SEQUENCE

developed by
The Joint Cooperative Committee of Greater Cleveland and approved by the Cleveland Chapters of
The American Institute of Architects
The American Society of Civil Engineers
The Associated General Contractors of America, Inc.
The Society of Professional Engineers

Trade Schedule Items Should Include Detailed Specifications for Various Sub-Items Indicated Below:

1. PREPARATION OF SITE
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials
   (e) Tests
   (f) Inspection
   (g) Clearing and Grubbing
   (h) Method of Measurement and Payment for each Item (If Used)

2. EXCAVATION, FILLING AND GRADING
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials
   (e) Tests
   (f) Inspection
   (g) Excavation for All Structures
   (h) Filling for All Structures and Roadways
   (i) Grading for All Structures and Roadways
   (j) Fine Grading for Lawns
   (k) Fine Grading for Roads and Ways
   (l) Method of Measurement and Payment for Each Item (If Used)

3. SITE IMPROVEMENT
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials
   (e) Tests
   (f) Inspection
   (g) Method of Placement
   (h) Other
   (i) Method of Measurement and Payment (If Used)

4. FOUNDATIONS SPECIAL
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials
   (e) Tests
   (f) Inspection
   (g) Reinforced
   (h) Other
   (i) Method of Measurement and Payment (If Used)

5. CONCRETE
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials

8. ARCHITECTURAL TERRA COTTA
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials
   (e) Tests
   (f) Inspection
   (g) Composition
   (h) Method of Placement
   (i) Mortar
   (j) Reinforcing Steel
   (k) Method of Measurement and Payment (If Used)

9. STRUCTURAL STEEL, OTHER STRUCTURAL METALS
   (a) Refer to General Conditions
   (b) Work Included
   (c) Work Excluded
   (d) Materials
   (e) Tests
   (f) Inspection
   (g) General Features of Design
   (h) Loads and Stresses
   (i) Unit Stresses
   (j) Details of Design
   (k) Workmanship
   (l) Weighing and Shipping
   (m) Structural and Rivet Steel
   (n) Structural Silicon Steel
   (o) Structural Nickel Steel
   (p) Steel Forgings
   (q) Steel Castings
   (r) Tests
   (s) Malleable Iron Castings
   (t) Wrought Iron
   (u) Alloy Steels
   (v) Method of Measurement and Payment (If Used)

THE OHIO
I have been asked to discuss the steps which are necessary to reduce noise to a minimum in typical institutional and commercial buildings. Quiet conditions in these buildings, especially in noisy areas, are the result of careful planning along well-established engineering principles.

A question that should be answered in the early stages of planning is just how much sound insulation will be required. The answer to this question depends not only on the source of noise that one is going to insulate against, but also upon the degree of quiet that one wishes to attain.

In factories, on the other hand, machinery noise is usually the predominant noise source. It is desirable that measurements be made of the level and spectrum of each of the sources of noise against which insulation is to be provided. Where this is not convenient or practical, one can make estimates based on the results of a number of comprehensive noise surveys which are available.

The question of what noise level is acceptable and what level to shoot for in the design of a building is somewhat arbitrary. The level of noise which will be acceptable depends not only on the use of the building and the character of the noise, but also one's individual tolerance to this noise. It is extremely useful from an engineering standpoint to have established ranges of average noise levels that are acceptable under average conditions.

Recommended Acceptable Average Noise Levels in Occupied Rooms:

<table>
<thead>
<tr>
<th>Decibels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio, recording and television studies</td>
</tr>
<tr>
<td>Music Rooms</td>
</tr>
<tr>
<td>Legitimate theaters</td>
</tr>
<tr>
<td>Hospitals</td>
</tr>
<tr>
<td>Motion picture theatres, auditoriums</td>
</tr>
<tr>
<td>Churches</td>
</tr>
<tr>
<td>Classrooms, lecture rooms</td>
</tr>
<tr>
<td>Apartments, hotels, homes</td>
</tr>
<tr>
<td>Conference rooms, small offices</td>
</tr>
<tr>
<td>Court rooms</td>
</tr>
<tr>
<td>Private offices</td>
</tr>
<tr>
<td>Libraries</td>
</tr>
<tr>
<td>Large public offices, banks, stores, etc</td>
</tr>
<tr>
<td>Restaurants</td>
</tr>
</tbody>
</table>

In the main, it consists of eliminating or reducing to an unobjectionable level, the common noises due to three sources: people in the building, machinery in the building and outside noises that enter the building.

For our purpose we will define noise as "unwanted sound." Conversation, business machines and telephones are the chief sources of noise created by, people other than noise due to mechanical work. Machinery for lifting elevators, for heating and ventilating, for air conditioning and for other items such as laundry facilities are the most common. Traffic noise or industrial manufacturing noise are the primary sources of outside noise that must be overcome. Transmission of machinery noise from one part of the building to another is also a problem. I propose to treat these sources of noise separately.

*An address presented at the 1952 Construction Conference of the Cleveland Engineering Society, Mon., May 19.

People in the Building

Wherever people gather or work, they create noise. General conversation, telephone noise, inside traffic noises and business machines contribute the greater part of the noise created by occupancy. The design of the building should be such that large groups are located in an area away from patients in institutional work. Business machine rooms, telegraph rooms, etc., in commercial work should be housed in a separate area rather than in a general office. Acoustical tile ceilings and in some cases wall treatment will reduce the noise level.
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When Father reaches for the towel—fluff-dried in the GAS laundry dryer.

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Most any time of day you'll find someone glad because there's a GAS disposal unit:

When the back yard is brilliant with flowers and there's no smelly garbage can in sight to spoil it.

When the meal's over and there's a heap of paper cartons, and food scraps to get rid of.

When it's gardening time and Dad can use the ashes from the GAS disposal unit for fertilizer.

Make your clients glad by specifying GAS appliances. It's important that your clients like living in the home you design as much as they like its looks. Satisfied clients can direct more business your way.

THE EAST OHIO GAS COMPANY

[August, 1952] 21
PUBLIC RELATIONS
FROM THE EDITOR'S DESK

In 1912 I was working for a National organization and during this initiation into big business and big construction, I was impressed by one thing which is still fresh in my memory, just how close competitor watched competitor using practices which were even then frowned upon. Today these competitors belong to the same organizations, eat at the same tables, exchange and collaborate in research activities. All to the benefit of their employees, the public and themselves.

That represents our phase of so called public relations. Tal Hughes says: "Public Relations simply mean human relations applied to the public. Public opinion of a person, a firm, an industry or profession is good or bad depending upon the effort toward enlightenment on the value of the services rendered. The proper direction of public relations even by an individual architect is bound to reflect credit upon the whole profession."

In one era in which publicity has become a principal activity of government, science, and industry, education, the professions and institutions of every kind, it is imperative that architects go forward more aggressively with the work of public relations.

Nations are utilizing propaganda as a major instrument for peace and for war, cold and otherwise. The profession of architecture also has a war on its hands—a war for survival. The architects must be sold to this country on the basis of the new realism which must govern the architect and his job.

Nothing can be done well unless it is properly planned. There is ground for belief that architects in general have looked upon such activities with too much complacency. Such lack of cooperation is not to be found among the Engineers, Doctors, Lawyers, Chemists and other groups. It is inconceivable that a technical discussion by one of them could be adequate merely by taking notes at a lecture. Instead, manuscripts are furnished to the press in advance for later release.

It is not our belief that it is the field of a Public Relations Committee to initiate projects to make news, but rather to properly publicize news that is being made every day.

During the 1912 period I was impressed with the top advertising manager who seemed to swing a lot of weight on the basis, at least so I thought, that advertising was public relations. Over the years that impression has been very drastically changed at least in one major respect. It is what you actually do, individually, not what someone says you have done, that is the bedrock for all sound public relations.

From the day he elects to try to become an architect every young man has assumed an obligation, as an individual, to conduct his personal affairs and to guide his step by step advancement into the profession of his choice that he will be building his own castle of public relations and thereby contributing to the welfare and public relations of the profession in general. No program of public relations can ever succeed except on the firm foundation of individual responsibility and unwavering personal integrity on the part of those for whom the program is proposed. Good public relations may be educating the other fellow, but at the same time strict self discipline must be maintained to insure the most and the best satisfactory results.

As the Institute is embarked upon a very large, and we hope, broad program of public relations it will be (Continued on page 47)

CONCERNING ENGINEERS
AND EDUCATION

By PROF. HAROLD H. MUNGER

Professor Munger is located at Kansas State College, Manhattan, Kansas and wrote this article for the July issue of the "American Engineer."

A young man, just graduated from the School of Law, was being examined for admission to the Bar. He amazed everyone by his prompt and perfect answers to all questions. The examining Attorneys began throwing more and more difficult questions at him. Still he batted a home run at every pitch. Finally the venerable Judge who was presiding said, "Young man, I have just one more question to ask. You have made an extraordinary showing. I doubt if any of the Attorneys on this Board could have done as well. Certainly I could not! Now for my final question, and upon its answer depends whether or not you are admitted to the Bar. How did you do it?"

"Your Honor," answered the candidate, "it was really quite simple. I have an encyclopedic memory. I automatically retain a mental record of everything I read or hear. Sometimes I become terrified at the thought of the vast stores of information I carry in my mind, but for this examination it was most convenient. I simply memorized the statutes of this State and of the United States as well as the decisions of the Supreme Courts of this State and of the United States. With all this information instantly available, it was very easy. I simply reached back into the file, as you might say, and pulled out the answer to every question."

There was a long, long minute of silence, then the Judge spoke, slowly, thoughtfully, even timidly. "Not so good! Not so good! In view of the showing you have made, we cannot deny your petition. You will be duly admitted to the Bar, but I warn you, Sir, you are on dangerous ground! Some day Congress may repeal every damned thing you know! Why didn't they teach you to do a little thinking?"

Likewise the student of the Social (mismarked) Sciences memorizes an assortment of glib cliches and supposedly authoritative quotations. The Economist learns to repeat Gresham’s Law, can talk about the “point of diminishing returns” and make brightly cynical remarks about the antediluvian day when the archaic capitalists believed in laissez-faire and the law of supply and demand, but has he been taught to think? The psychologist learns a jargon of words like, super-ego, id, libido, repression, fixation, compulsion, complex, behavior pattern, but does he know anything about human nature? The Literature major can reel off page after page of polished prose about Chaucer, Shakespeare, Milton, Keats, Shelley and the other immortals, but can he write a page that will leave the reader any wiser, any better informed than he was when he started reading?

The Engineer, if he is a real Engineer, must have something that is rare indeed among non-engineers. To quote Dean M. A. Durland, Kansas State College, "He is taught to have respect for facts and figures." The Sociologist starts on a basis of wishful thinking and ends in a state of hysteria. The Artist starts in a state of rebellion and ends in total futility. The Psychologist starts with a hundred false assumptions and ends in a ludicrous denial of every existing fact. The Politician starts on a basis of opportunistic hypocrisy and ends in shameless venality. But the Engineer starts with, "Get the facts!" Having collected the pertinent facts he sets them together in an orderly pattern and applies the cold, hard laws of nature and mathematics to the problem. His solution may not always be perfect, but at least it is founded upon (Continued on page 32)
NEW Modern Product for Modern Buildings

It is permanent protection against rust, erosion and deterioration. Needs no painting or periodic maintenance. Resists acids, alkalis, smoke, soot, fly ash and other damaging atmospheric conditions—Resists fire with a very high flash point. Will not sag or run—

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MAKE YOUR PLANS NOW

The 1952 Convention of The Architects Society of Ohio (the 19th in its history) will be held at the Netherlands Plaza Hotel, Cincinnati on October 1st, 2nd and 3rd.

Under the capable direction of Edgar D. Tyler, General Chairman, a program of most unusual interest to Ohio Architects is being whipped into shape. And the Great Lakes Seminars will again be a feature of the A.S.O. Convention, as will the Annual Architectural Competition.

The members of the Program Committee (see picture below) have been selected for their ability to "get things done—right.

Architecture, like medicine and law, is one of the professions in which it is necessary to be constantly aware of the changing conditions under which the profession is practiced.

In Architecture particularly, there is a constant stream of new products and ideas being poured into the river of building and the Architect who does not keep abreast of the stream is not doing justice to himself or his clients. These new products and methods are part of the Convention and the new ideas are discussed in detail by experts.

The usual Building Material Display which has been a feature of the past years' Conventions will be bigger and more interesting than ever and Booth space is being rapidly contracted for by exhibitors interested in contacting Architects and others interested in Architecture who will attend the Convention.

Any Architect who has attended the Conventions of the A.S.O. will tell you that the two or three days time, (Continued on page 48)

ALADDIN'S 1952 WONDERLAND

By JANE L. HANSON

Mr. Edison would be quite pleased, I'm sure, if he were to view the gamut of designs in modern and traditional forms, that has developed today since he set the first incandescent bulb aglow.

The distinctive impress of our best designers mark the trend today, both here and abroad. From the beaming Scandinavian beauties of Tynell in pierced brass, to the handsome fixtures now shown by Gruin, adaptable for residential and commercial use, we find the elegant Italian creations for Lightolier and Raymond. Middletown is proud of the efforts of Harry Gitlin, who uses polylin for his interesting shades on a number of table lamps. Heightens the array with a group in white ceramic porcelain—black accent, of course.

Kurt Versen, one of our old stand-bys in the contemporary field, has added new colors, to their standard baked enamel finishes, and has pierced the metal reflectors.

And now FLOATING GEOMETRY—spheroid fixtures with vinyl skins over steel wire skeletons—the newest creations of George Nelson for Howard Miller. Actually, these simple balloon-like forms provide as much good atmospheric light as they do good fun. Their sprayed vinyl skins diffuse the light from ordinary 300 w. (or less) bulbs evenly and take on the color of any lamp used. Most of them float happily in spacious show rooms, lobbies, or high-ceilinged offices—and look well, hung in a group. A few of the interesting shapes, the little "beret" 13" high, and the tom-tom—which was chosen for the Good Design show—are suitable for contemporary homes. (Retail prices from $25 - $50.) All these fixtures have, the rings on top and bottom which may be attached either to a tripod floor stand ($4) or a mahogany and brass wall bracket ($10). We will have these in our shop very soon as well as Mr. Nelson's "more shade than lamp group"—the Japanese kite adap-

(Continued on page 47)
THE MAKE-UP OF OUR NEW SCHOOL BUILDINGS

"The best is none too good for the school children of America," appears to be the slogan of the architects responsible for our newest school buildings. This is the conclusion of the editors of "The School Executive" magazine, after an analytical survey of over one hundred school plans submitted in the "Better School Design" competition for this year.

New school buildings in 33 states, from Maine to California and from Texas to Wisconsin, were entered, and included elementary, junior high, and senior high schools. Having regard to differences in climate and other regional factors, the schools were broken down into four zones: the Far West (including, for convenience, Texas and Oklahoma), the Middle West, the South, and the East.

The resulting study and analysis throws light on the materials and construction methods most favored within these respective zones, and affords also a comparison between the various sections of the country with respect to building practices and favored materials.

Steel and Concrete Are Favored

In the Far West, steel and concrete are most often chosen for the structural framework. Wood is by no means outmoded, however, in combination with steel and concrete. In one Oklahoma school, wood joists were used with wide-flange steel columns and beams. In one California school, Douglas fir framing is used with concrete pilings and foundations and structural steel. In two Texas schools, the framing is exclusively of wood. Brick is reported only once (a Texas school) for structural use, but is relied upon frequently for exterior facing. Redwood, as might be expected, is liked in California for both exterior and interior walls. So is Douglas fir plywood and in some cases rustic cedar.

The favored material for flooring is asphalt tile, usually on a concrete slab. Composition roofing, with tar and gravel, is the choice of most architects. In one notable prize-winning California school, redwood shakes are used for the roof. Acoustic tile wins as the choice for ceilings.

Steel sash is favored almost exclusively for windows. Lighting fixtures are, for the most part, concentric ring incandescent, with fluorescent making a minority showing. Plumbing is well standardized, with one leading make nearly always the winner. Heating and ventilation show more divergence; radiant heating in floor slabs is most favored, and the most careful attention is paid, in nearly every instance, to proper heating controls and adequate ventilating systems.

There is wide variation in the use of materials for wall decoration, chalkboard, and other equipment. Green is the favored color for chalkboard, with Hylolite and Son-Nel as the two types most often selected.

What the Middle West Prefers

In the Middle West, reinforced concrete and steel are the structural favorites. One Michigan school reports "wood frame and cinder block walls with concrete footings". Another Michigan school reports "poured gypsum roof slab," and still another by the same architect, "steel roof deck panels". Cinder blocks seem to be extremely popular in the Middle West for both exterior and interior walls, alone or in combination. Brick is also in much more common use in the Middle West than in the Far West, especially for the exterior facing.

(Continued on page 78)

MR. ARCHITECT . . . MR. BUILDER

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Cleveland Architect's Chief Warns of Suburban Slum Circle

By JOE SCHRAM, Real Estate Writer "Cleveland Press"

Cleveland will be surrounded with slum suburbs within a generation if the suburbs don't set up a long-range building plan and start working at it now, Architect Joseph Ceruti said.

"Cleveland never met the issue of planned building straight in the face. Look at the mess that now exists," Ceruti added. "This city waited about two generations too long before it started to build for a future, minus slums.

Ceruti, recently elected president of the Cleveland chapter of the American Institute of Architects, said that most suburbs are planned by laymen who know very little, if anything about long-range building.

Committee Needed

Referring to suburbs still to be built up, Ceruti pointed out that two steps must be taken by these communities. First, they must develop a basic building plan that will fit a long-range scheme, and secondly, they must approve a committee and give it authority to carry out this plan.

Some of the communities named as places remaining to be built up were: Beachwood, Parma, Moreland Hills, Independence, Brecksville, Bay Village, Westlake, North Olmsted, Olmsted Falls and Maple Heights.

"A generation or two ago the principal job of an architect was to design monuments," Ceruti said. "The situation is much different today and the architect has an obligation to the community."

He said that the greatest challenge to the architect is in the residential field and that the architects fully realize this and are doing their utmost to meet the demand for new and better designed living.

"We architects are very willing to help any community which wants to plan a long-range building program and have set up an Urban Planning Committee for this purpose," Ceruti said.

Born in New York City May 7, 1912, Ceruti came to Cleveland two years later with his parents and has resided here ever since. He was graduated from Western Reserve University School of Fine Arts with a bachelor of architecture degree.

He was presented with the Cleveland Fontainebleau Scholarship in 1933 and went to France where he earned his Beaux-Arts Institute of Design Certificate. After that, Ceruti had two years of graduate work at Princeton University.

(Continued on page 48)
Because the Portland Cement Association believes that the best interests of the individual and the community are served when competent professional services are engaged to insure sound building construction, it is a basic Association policy to urge the employment of qualified engineers or architects on concrete construction whether the job is a skyscraper, a bridge, a pavement, a sewer, a house or a farm structure.

A principal function of the Association's staff of concrete technicians is to assist engineers and architects with concrete design or construction problems.

The educational literature and the many drawings of typical concrete uses which the Association distributes widely in the United States and Canada, are intended to be helpful in obtaining the maximum service which concrete can render.

Drawings of typical designs carry a notation to the effect that final working drawings should be prepared and approved by qualified engineers or architects.
ARCHITECTS REGISTERED IN OHIO
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746 Altshuld, Louis T., 77 Bank St., Waterbury 18, Conn.
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FISHING IS EXCELLENT IN SEPTEMBER • THERE IS A 10% REDUCTION IN RATE AFTER SEPT. 6th.

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, amidst 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, muscallonge and smaller fish. The waters are safe for fishing, not being subject to rough, quick storms as 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 TRENTOOOD 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.

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TRENTWOOD
A Delightful Vacation Spot on the Trent River
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ARCHITECT
The Dodge Cocktail Party Was Enjoyed

Your editor enjoyed himself immensely at the cocktail party given by F. W. Dodge Corporation on the sun deck of the Barclay Hotel, on Wednesday while attending the 84th Annual Convention of the American Institute of Architects.

Ralph C. Kempton  Emerson Goble

Everything was just right but the temperature, which was a little on the plus side. The cordiality of the hand shaking and friendly greetings were of the genuine char-
acter that makes conventions worthwhile, and adds to the desire to attend again, again and again. Sure the V.I.P.'s and Top Brass were on hand, including ( ), your editor who was given a guided tour by Jeanne Davern, Asst. News Editor of the "Architectural Record."

The managing editor, Emerson Goble was on hand to extend the gracious hospitality of the Record and to give a lot of fine advice to one country editor. At least it is free so far as no statement or bill has been received to date. Both Managing Editor Goble and Asst. Editor Jeanne Davern assured Mr. Stapleford and your editor that the Record was genuinely interested in the Architects Society of Ohio and the "Ohio Architect," so we must not let them forget us.

Concerning Engineers and Education
(Continued from page 22)

facts. And that is why business and industry are finding Engineers so valuable in executive positions that we have an actual shortage of Engineers in the strictly Engineering field of employment. And the same reason may have more than a little to do with the fact (for it is a fact) that the political powers of our land are using every means within their reach to aggravate that shortage, such as conscribing thousands of trained Engineers into the Armed Services and putting them at such highly professional duties as K.P.

There are signs that Engineers are growing weary of being treated as errand boys for politicians and financiers. Hurrah! Some have even resigned highly salaried positions in industrial or governmental service rather than prostitute their professional honor. Hurrah again! May there be many more like them! Is it too much to hope that we may yet see the day when America as a nation will demand, "Get the facts!"?

PERMANENCE BEAUTY • ECONOMY

The Imperial Red Granite facing in the Sterling-Lindner-Davis building insures exterior beauty and freedom from expensive upkeep. Interior terrazzo and marble installations assure lowest maintenance cost in areas where these products are used. Installations by The Interior Marble and Tile Co.

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Top: Marquee and Entrance; Lower Left: Entire Building; Lower Right: Aisles of 1st floor. Photos courtesy The Interior Marble & Tile Co.
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W. K. "WOODY" BARKETT

having accomplished, what few distributors have, in influencing two of his suppliers to join nationally The Producers Council, New Castle Products Co. of Newcastle, Ind., (Modernfold Door) and The Goodyear Tire and Rubber Co., Akron (Vinyl Flooring).

Mr. Barkett knows of the close association of the Producers Council and the A.I.A., knows that it was started at the suggestion of the A.I.A. some 27 years ago. So he has respect for the Producers Council to such an extent that he has prevailed upon these two suppliers to join. Johns-Manville has been a member for years.

Mr. Barkett's endeavor is to work intelligently and closely with the architect and to give the service necessary, that the finished job will be a credit to the architect. So we think he should be congratulated in getting two of his suppliers to join in this effort and prove themselves worthy to service the architect and his specifications.

J. EDWARD VANCE DIES IN THE WEST

Word has been received of the passing of Edward J. Vance on June 28, in Bellington, Washington. He started to practice in Akron, Ohio in 1921, where he was located at the time he was registered in Ohio in 1930.
SMITHS RETURN FROM TRIP ABROAD

Mr. and Mrs. Howard Dwight Smith, 1950 Arlington Ave., Columbus, arrived in New York City recently after spending two very interesting months abroad. They left by plane late in May going first to Paris and then to Switzerland.

After a brief stay in Athens, Greece they went to Cairo, Egypt where they were guests for a month of Mr. and Mrs. Al Allam. Mr. Allam is a graduate of Ohio State University where he was a member of the swimming team. During his student days at Ohio State he was a frequent visitor in the Smith home in Upper Arlington. The Smiths were entertained by his parents and his brother during their stay in Cairo. One of the high points of their visit in Egypt was a boat trip up the Nile River.

Mr. and Mrs. Smith will be the inspiration for a gathering of members of their family who live in the vicinity of New York City. Mr. and Mrs. Robert deGroot (Sylbil Gramlick) and Mr. and Mrs. Robert Jackson Smith (Jack) are both living in New Greenwich, Conn., and they will be joined by Mr. and Mrs. Marion Packard, (Marjorie Smith) 2741 Fairfax Rd., who are on a trip east.

Mr. Packard is in charge of the landscaping at a large development, Fairless Hills, in Bucks County, Pa. and he and Mrs. Packard will go from there to New York City and on for a visit in Atlantic City before returning to Columbus.
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Permaglas Water Heaters are completely protected from all corrosive attacks, protected by Four B. I., the four basic improvements provided by A. O. Smith in PERMAGLAS Water Heaters exclusively.

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Josam Wins Award

The Josam Manufacturing Co., manufacturers of Plumbing Drainage Products, is the winner of one of the three awards in the Space Advertising classification in the 1952 Product Literature Competition, sponsored by the American Institute of Architects and the Producers Council.

This award is given annually in recognition of excellence in building product literature and advertising based on its technical and informative value to the architectural profession.

Perrysburg School

(Continued from page 17)

Glass chalkboards with map holders and cork tack boards are amply applied on walls. The poplar wood trim around openings and covering of beams as well as work counters, cabinets and doors are in driftwood finish.

The children love the colorful kindergarten. This room, measuring 32 by 30 feet plus a 12 by 15-foot alcove, is done in bright colors with a gray-green linoleum covered floor featuring inserts of nursery rhyme characters and animals.

The exterior wall is entirely a redwood bar windowed square bay with built in seat under the window. At one end of the room is a large fireplace with wood paneling on the entire wall. A sink with hot and cold water and a drinking fountain are built into one of two counters. The other counter, located on the other side of the alcove, provides ample space for children to work.

Counter, chalkboards, window seat and toilet fixtures are all scaled to the size of the occupants. A one-way view glass in the corridor gives persons an opportunity to view the children without disturbing them.

Three rows of fluorescent lights are installed full length of the classrooms. Work counters in all rooms are flood-lighted by fixtures under the cabinets over the counters. Primary classrooms are 24 by 36 feet plus 12 by 15 alcoves, while the intermediate classrooms are 24 by 37 feet. The alcoves were eliminated in the intermediate classrooms to obtain other desirable features in the building not included in the original plans. By eliminating the alcoves and toilets in these rooms it was possible to build ten instead of eight intermediate classrooms.

Two toilet rooms for pupils of all intermediate grades are provided in a rear wing corridor. These rooms are also accessible to the public using the auditorium and lounge-lobby.

(Continued on page 10)
Specifiers should bear in mind that this term refers to a varied line of dampers, designed to meet many situations. In every case the Donley name assures the best and most lasting quality, with design that co-ordinates with long tested fireplace planning. A Plan Sheet with instructions is attached to every damper.

**Cast Iron Dampers**

Popular, dependable Donley Dampers with some four decades of successful use behind them. Regularly furnished in 11 sizes, from 24” to 96”, in either Rotary Control or Poker Control types. Four sizes, 30”, 33”, 36” and 42” are available with Chain Control.

**Cor-Ten Steel Dampers**

Made of special, corrosion resisting U.S. Steel alloy of high tensile strength. Not to be confused with light steel dampers sold on price. Fabricated from heavy gauge metal and qualified to maintain the Donley reputation in all respects. Available in five sizes, 24”, 30”, 33”, 36” and 42”.

**Rotary Control**

A simple, trouble-free method of draft regulation (and soot exclusion when fireplace is not in use) by turning key that projects from fireplace breast.

**Poker Control**

A poker hooked through ring on a hanging lever arm opens and closes the valve plate. Preferred where piercing of face material is not desired.

**Chain Control**

Alternate pull on two hanging chains opens or closes this damper. Four sizes in cast iron – 30”, 33”, 36” and 42”.

**Donley Square End Damper**

Dampers described above have splayed ends to co-ordinate with reflector-like interior of usual fireplace. For certain unusual types, Donley offers this Square End Damper of wider throat capacity. Especially intended for projecting corner fireplaces, double opening fireplaces and those with three-way view of the flame. Made of steel in four sizes – 32”, 36”, 40” and 48”.

For fireplace plans and instructions that have been adapted as standard in many architect’s offices, rely on the Donley Book of Successful Fireplace—sent without charge to architects applying on own stationery.

THE DONLEY BROTHERS CO.

13972 Miles Avenue • Cleveland 5, Ohio
Ohio Manufacturers Exhibiting at New York Convention

By ED STAPLEFORD

The Art Metal Co., Inc., Cleveland manufacturers of lighting fixtures are well and favorably known to the architect. Here we talked with Mr. George Glatther, their genial president. With him were his chief engineer, A. W. Matteson and Sales Manager Brooks Chassang. Mr. Glatther told your reporter that never in his experience had there been such interest shown in his products by architects from all parts of United States as well as foreign countries.

The Formica Company, Inc., Cincinnati, with Mr. William Miller in attendance, and formerly from Cincinnati. Would we not say this concern is the granddaddy of all in its industry?

Master Builders Company, Cleveland, well known and an old established company with sales offices throughout the country—some 40 in the United States—manufactures of tectonal treatments for cement and masonry. Two aggressive and well informed representatives manned this booth.

American Structural Products, Toledo, whose name has been but recently changed to The Kimble Glass Co., manufacturers of glass blocks and a subsidiary of Owens Fiberglass Corp.—here we found an old friend, Charlie Stark, himself a registered architect but now Ohio sales manager. If there ever was more interest in the use of glass in the building industry—we don't know when. We missed Mr. E. P. Lockhart, the General Sales Manager of the Insulux Division. He had to leave for Philadelphia before the Convention adjourned.

Martin Parry Company, Toledo, manufacturers of movable partitions. We know this concern has a live wire distributor for Ohio. It is the Midwest Acoustical and Supply Co., Cleveland, sparked by its president, Howard Wiley.

Tremco Manufacturing Co., Cleveland, manufacturers of Tremglaze, a mastic glazing compound for metal or wood windows.

And not from Ohio but our neighboring state of Indiana, we visited the booth of the New Castle Products Co., New Castle, Ind., manufacturers of the often specified and well known Modernfold Door. This is the only manufacturer of its industry to be a member of the Producers Council. Here we saw an old friend, D. C. “Danny” Danielson, the sales manager, and he can take pardonable pride in having helped to make his concern what it is today. "Danny" had with him his wife and mother. A good opportunity for "friend wife" to get away from two small daughters. It being the first trip of his mother to New York (she hailing from where the "west begins," South Dakota) they undoubtedly really saw old New York town.

And at this booth another pleasant surprise—finding the top distributor in the country for Modernfold Doors, W. K. “Woody” Barkett. Although he is located in Cleveland, being Cleveland and Northeastern Ohio distributor of Modernfold Doors, he came to the Convention to find how eastern architects felt about Modernfold Doors. There with his delightful wife—she taking this opportunity to have a real vacation away from three lively little daughters. "Woody" as we know him in Cleveland, is also president of Neo Sales, Inc., Ohio distributors for Goodyear Tire & Rubber Co., Vinyl and rubber flooring, also John’s Manville Terraflex and Asphalt flooring.

Both "Danny" Danielson and "Woody" Barkett are

(Continued on page 47)
GREAT LAKES REGIONAL COUNCIL
By JOHN N. RICHARDS, Regional Dir. Great Lakes Dist.

The A.I.A. Board has asked all Regional Directors to form a Regional Council in his Area. Regional Councils are now in operation in the New England, Northwest, Gulf States, New York, Texas and Sierra Nevada Districts. Brief reasons for the organization of a Regional Council, with appropriate representation from each Constituent Chapter, such Council being required to meet with its Regional Director at periodic intervals for the purpose of:
1. Discussing all problems pertinent to the District.
2. Informing and advising the Regional Director of the needs and wishes of the member chapters.
3. Being informed and advised by the Regional Director of the Administration and policies of the National body.
4. Preparing for the use of the National Convention, a study of the qualifications of candidates for the office of Regional Director.
5. To formulate plans for Regional Operations, including regional meetings, seminars or conventions.
6. To promote fellowship and understanding on a regional basis so as to strengthen the bonds of the membership as a region with the membership of the Institute Nationally.
7. To provide a closer working agreement with the Board of Directors of the Institute through the Council to the Regional Director, and the Board.

Accordingly, the Regional Director met in New York in June, with Representatives from every Chapter in the District, and was given unanimous approval to proceed with organization of the Great Lakes Regional Council Therefore, Charles Marr, Ohio; Melbourne Mills, Kentucky; Talmadge Hughes, Michigan; and Karl Schwarz, Indiana; were appointed Rules—By-Laws Committee.

The By-Laws Committee has produced a very simple set of By-Laws. Copies of the proposed documents will be sent to each Chapter President. It is requested that the By-Laws be approved at the September Chapter meeting, and that the delegates be appointed in accordance with the By-Laws, informing the Director with a copy of the motion of approval and the names of the delegates appointed.

The By-Laws are extremely simple, and should not require much discussion in the Chapter Meeting— if the members of the chapter are thoroughly informed of the reasons for the formation of the Regional Council.

The first organizational meeting of the Great Lakes Regional Council will be held in Cincinnati, during the Seminar on October 5, at 11:00 A.M., providing the By-Laws have been approved by all Chapters in the Great Lakes District. The Board of Directors of the A.I.A. must approve the By-Laws. The document will be presented by the Regional Director at the Institute's Board Meeting during the fall session of the Board to be held in late October at Point Clear, Alabama.

The cooperation of the Institute membership in the Great Lakes District is kindly requested in the formation of this important Institute activity.

Sonoface Tile Now Features Six Colors

Sonofaced acoustical tile, introduced recently by Owens-Corning Fiberglas Corporation, now is available in six decorator colors, suitable for use in combination with any color scheme in residential, commercial, school, office and other type interiors.

In addition to the standard off-white texture offered originally, the product is being made in pink, green, blue, buff and chartreuse.
50 Years of Architecture in Toledo  
(Continued from page 34)

Bell Building—SW corner Madison and Erie 1936  
Brand Whitlock Homes—392 Nebraska Avenue 1937  
Toledo Public Library—325 Michigan 1938  
Toledo Scale Company Factory—Telegraph Road 1939  
Crosby Building—717 Madison 1940  
American Propeller Corp. Factory—1455 West Alexis 1942  
Road  
Residence—2245 Marengo Drive 1942  

WORLD WAR II—MID-CENTURY  
Morris Residence—Riverside Drive, Rossford 1949  
Roskin Residence—3921 Brookside Avenue 1949  
Rossford Library—River Road at Eagle Point Road, 1950  
Rossford  
Medical Building—2500 Central Avenue 1950  
Home for the Aged—Arlington near Detroit 1950  
Holy Trinity Lutheran Church—Broadway at Glendale 1950  
Toledo Trust Co. Branch Bank—SW corner Broadway 1950  
and South  
Zenobia Temple—SW corner Madison and 15th Street 1950  
Central Union Terminal 1950  
Salvation Army Building—Erie at Orange 1951  
Receiving Hospital, Toledo State Hospital—Detroit 1951  
Avenue  

2. Toledo’s Place in America’s Architectural Development  
What is the story that an understanding study of these  
buildings tells? Is it merely that in the first half of the  
century Toledo prospered wonderfully and built many  
buildings? Part of the story is the comparison of what  
Toledo did with what happened elsewhere in America.  
America, too, was prospering, was building much, and  
building well. And by comparison, Toledo fell short of  
what might have been. (To be continued in September)  

Perrysburg School One of the Finest  
(Continued from page 36)  

The stone of the front main entrance is used on the  
interior of the main entrance walls. Flanking it are large  
beautifully draped windows. The rear wall of the lobby  
is of the same brick as the exterior with a large fireplace.  
The right wall is cinder block and is painted a  
contrasting color to the left wall, which also has a very large  
bar type window with low built seat running its length.  
A stairway leads from the lobby to the basement cafe-  
teria, visual education, shower and locker rooms. Other  
lockers for all pupils are recessed in the walls of the  
corridors.  

Through use of Fiberglas acoustical tile on the ceiling and with cinder  
block walls and asphalt tile floor, this visual education room is as quiet  
as a forest.  

All ceilings are treated with Fiberglas acoustical tile  
and through its high sound absorption usual school  
oises are cut to a minimum. The auditorium-playroom  
ceiling is done in new plastic coated Fiberglas acoustical  
tile on a clipspline suspension system. The floor is Kreo-  
lite end grain wood block.  

A mezzanine floor space over the first floor offices is  
taken up with men and women teachers’ rest rooms, an  
(Continued on page 46).  

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THE OHIO
Joel E. McCarty Passes On

Architect Joel E. McCarty, age 95, a retired Architect, 1545 Menlo Place, Columbus, Ohio, died Tuesday, July 22, 1952, from injuries received when he was hit by an automobile on July 9th.

Mr. McCarty came to Columbus from Iowa in 1883, entering the office of J. W. Yost, afterwards Yost and Packard. He had always been active in local professional affairs, being a member of the Board of Trustees that formed the Columbus Chapter in 1913. He was a hard worker in his earlier years but became quite a traveler when time permitted, making several trips across the continent and going entirely around the globe on one of his jaunts.

The firm of Richards, McCarty and Bullord was formed in 1899. Mr. Richards died in 1921 and Mr. Bullord in 1942. The firm continued to carry on in rising to the top in accomplishments and professional prestige until 1942.

As the highly respected and beloved dean of the profession, he carried on his own interests right to the end and our December meetings—often celebrating his birthday (December 9th) will not be quite the same.

His passing is the closing chapter in the record of a fine professional team, the like of which is hard to find today. The members of the Columbus Chapter feel a very definite personal loss and accept his passing with humble thankfulness for having the good fortune to have known a man like Joel Edward McCarty as a fellow architect and friend.

Inscho to Study in W. Germany

C. Curtiss Inscho, Worthington, has been selected as one of the 10 American architects to study post-war construction in Germany. The selection was made by the American Institute of Architects at the request of the West German government.

A member of the Inscho, Brand and Inscho firm, 60 East Broad St., he will specialize in studying hospitals and institutions. The trip will be at the expense of the West German government and will take at least five weeks. Inscho was president of the Columbus Chapter, American Institute of Architects in 1945 and of the Architects Society of Ohio in 1949.

keep a cash reserve at Society

No matter what your investment program is, it's wise to keep a cash reserve for unexpected emergencies or opportunities. And the ideal place for this cash reserve is in a savings account at Society for Savings—where it's always safe, always ready and always earning dividends.

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A typical example of how you can always find the right Josam product for every purpose is the white metal strainer for drains set in a monolithic floor. This metal never loses its luster and resists damage from floor finishing machines and abrasive material. It is more impervious to acids and is non-corrosive.

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The exclusive distributor in Ohio is NEO SALES, Inc., 3804 Payne Ave., Cleveland; and NEO SALES, Inc., 1094 Home Ave., Akron; and obtainable elsewhere throughout the state, by their reliable Flooring Contractors.

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ARCHITECTS EXEMPTED FROM WAGE PROVISIONS

Thanks to the interest and activity of U. S. Senator John W. Bricker, professional architects are now exempt from the wage stabilization provisions of the Defense Production Act.

The Defense Production Act of 1950 exempted "rates or fees charged for professional services." However, the Salary Stabilization Board interpreted this exemption as not extending beyond the immediate fee transaction, and it was accordingly held that professional architects in the employ of others came under wage and salary ceilings.

Much "pirating" followed this ruling. Defense industries, by giving architects new classifications, were able to hire them away from their employing firms at higher salaries. The employing firms could not meet such offers because of the wage and salary ceilings.

Senator Bricker called this situation to the attention of the Senate Banking and Currency Committee when 1951 amendments to the Defense Production Act were being considered. However, when assurances were received that the Salary Stabilization Board would meet the problem by changing its regulations, no amendment was added to the Defense Production Act in 1951 in behalf of architects.

By 1952, it was apparent that architects would not be exempted from wage stabilization unless Congress placed a specific exemption for them into the law. Senator Bricker then introduced an amendment exempting professional architects employed in a professional capacity by an architect or firm of architects. After a fight on the floor of the Senate and in the Conference Committee, Senator Bricker's views prevailed and the exemption was written into law.

In preparing his amendment to the Defense Production Act of 1952, Senator Bricker consulted with Mr. Edmund R. Purves of the American Institute of Architects. Since adoption of the amendment, Mr. Purves, in behalf of the Institute, has thanked Senator Bricker for his assistance.

The Bricker amendment applied as well to engineers and certified public accountants, giving to these professional men the same status under the law as that enjoyed by doctors and lawyers.

Perrysburg School One of Finest

(Continued from page 48)

office for pupils' guidance director and a conference room. An end wall in the conference room has a fireplace flanked with storage cabinets and open shelves to the ceiling.

In contrast with customary steam heating found in many large school buildings, all parts of Perrysburg school are heated by forced circulation hot water. The system is separated into several zones with individual room temperature control provided.

In the various classrooms, wall hung convectors extend the full length under the windows and standing convectors heat the alcoves. Tempered air for ventilation is provided by central fan systems in each wing located beneath the corridors.

For ventilation a mixture of outside and recirculated air is admitted to the tempering coils at a minimum of 50 degrees and distributed through a system of concealed ducts treated with Fiberglas duct insulation. Pipes are insulated by 4,000 linear feet of Fiberglas molded pipe covering.

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In preparing his amendment to the Defense Production Act of 1952, Senator Bricker consulted with Mr. Edmund R. Purves of the American Institute of Architects. Since adoption of the amendment, Mr. Purves, in behalf of the Institute, has thanked Senator Bricker for his assistance.

The Bricker amendment applied as well to engineers and certified public accountants, giving to these professional men the same status under the law as that enjoyed by doctors and lawyers.
Public Relations

(Continued from page 22)
necessary that every individual, chapter and state association must of their own initiative, put their shoulders to the wheel to make this program effective at once.

The Cleveland Chapter has recognized this problem and employed qualified talent to guide their efforts and thinking in this particular field of endeavor. They recognize that what is everybody's business is nobody's business, so they have made the business of somebody. We will all be watching the results of the Cleveland Chapter's pioneering, wishing them success, of course.

As there are certainly many ideas, thoughts and opinions on this subject within the minds of the more than 1100 registered architects in Ohio, we are expecting to hear from a lot of them, pro or con, short or long for future issues of the "Ohio Architect." Remember the "Ohio Architect" is your magazine to read but much more so if you will send in material for others to read.

Ohio Manufacturers at New York Show

(Continued from page 38)
young men, not over 35. And we won't worry about the future of this country as long as we have young men such as these, ready to take over.

And from Texas (surely a long way from Ohio) we met Mr. Finger, president of CorruLux Company, Houston, Texas, manufacturers of CorruLux Shatterproof translucent panels, fast coming into popularity with the architect.

Knowing the Republic Iron Works Co. of Cleveland to be their northeastern Ohio distributor, our conversation naturally drifted to them and Roy Foster, the executive vice president of Republic. Mr. Finger knows why he is to be congratulated in having such a live distributor.

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Columbus Chapter News

(Continued from page 28)
Brick Company, was our host this year, as he was last, in helping us celebrate the ending of the steel strike. Many architects throughout the State will remember Mr. Conrad very pleasantly.

There are plans afoot for another summer meeting next year, at which all the architects of the Columbus Chapter will join with those in Mansfield in welcoming any of our friends who can make the trip from other chapters.

Our friend Orval Matthews whose father was an Architect in Lima many years ago, advises that Mr. Lester Redding has been quite ill for some time with no signs of improvement.

Maybe next year we might see what Louis Bromfield has on display and also take a look at Pleasant Hill Reservoir.

—By Pres. Fred Hobbs.

Aladdin's Lamp

(Continued from page 25)
tions. They are really ingenious and the bright silk panels which make the shades beautiful little areas of color.

Ledlin Lighting has a handsome fixture in brushed aluminum finish totally indirect in its lighting and also designed by Harry Gitlin.

The new group of ceiling fixtures of Ledlin Lighting, Inc. features compact design, diffused illumination, and low cost.

We are very proud of the selection coming in from Lightolier—Sarfati has designed a group in the price bracket that young, modern home-makers can afford, several are combined table and lamp editions.

David Wurster has several smart and "well-illuminated" floor lamps we are showing from Morganthau.

(Continued on page 48)
A sleek three-way floor lamp of Prescolite, has a dual tension swivel and light diffused shade. Excellent for reading. California again took Good Design awards with Ralph Smith's group. All of this adds up to the importance that lighting should have in the planning of all Interior Designs today—I, for one, have always stressed this—rarely work on color, until the lighting has been planned. It has as much to do with the Look and the comfort of a room, office or building, as the materials used. Last week we had the honor of being selected by Mr. Commery of Nela Park, for several settings in their new Quarterly Issue on Lighting. Special request came for a Schreckengost piece of sculpture—and of course, Vik came thru, even helped me riddle Byers Hays “woods” for just the right “atmospheric branch” to plant in a 30” urn Vik had just pulled out of the kiln. Should you wander in (we hope) you might well say, “a Tree Grows in Hanson’s.”

Bye now, Janie

Note: We would be most happy to receive any suggestions you readers would like discussed, so please feel free to voice your comments or requests.

Make Your Plans Now
(Continued from page 25)

taken from their work, is repaid many times over in the new inspiration, new ideas and new vigor they receive from the Convention activities, to say nothing of the enjoyable social contacts which are one of the Conventions most important facets.

If you are one of those Architects who say “Oh, its a waste of time and energy”—its ten to one you haven’t attended an A.S.O. Convention in the past several years.

So tell the boys you’ll “be out of town” on Oct. 1 to 3 and that you’ll be back with the latest in everything the profession and its co-workers are developing in the building field.

Cleveland Architect Warns of Slums
(Continued from page 28)

Following his graduation trip abroad and graduate work, Mr. Ceruti, who is a bachelor, began his architectural career working on many types of public and private buildings. He passed the state examination in time. One of his early projects as an architect was to serve the Warner & Swasey Co. as supervisor of design and construction of the manufacturing, office and cafeteria areas of the company.

He opened his own office at 7113 Euclid Ave. in 1947 and has been located there since. On the walls of his office are colorful drawings of buildings he has designed. Among the more notable Ceruti creations are: Shaker Towers apartments, Warner & Swasey Co. plant at New Philadelphia, rehabilitated West Side Market and an office and laboratory building for Harshaw Chemical Co.
1952 - ROSTER - 1952
ARCHITECTS REGISTERED IN OHIO
(Continued from page 20)

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
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<tbody>
<tr>
<td>Bostwick, Donald L.</td>
<td>34 S. Main St., Niles</td>
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<tr>
<td>Bosworth, Raymond E.</td>
<td>Box 203 Stout Rd., R. R. No. 2, Cincinnati 31, Mt. Healthy</td>
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<tr>
<td>Boucherle, Paul</td>
<td>222 W. Rayen Ave., Youngstown (5)</td>
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<tr>
<td>Bowers, Howard L.</td>
<td>117 5th Ave., Huntington, W. V. (Frampton &amp; Bowers)</td>
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<td>Bowers, Raymond E.</td>
<td>Box 203 Stout Rd., R. R. No. 2, Cincinnati 31, Mt. Healthy</td>
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<td>Boycheilc, Paul</td>
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<td>Bowers, Howard L.</td>
<td>1117 5th Ave., Huntington, W. V. (Frampton &amp; Bowers)</td>
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<tr>
<td>Boyce, Clifford O.</td>
<td>333 N. Michigan Ave., Chicago (1) Ill.</td>
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<tr>
<td>Boyer, George H.</td>
<td>536 N. Piedmont St., Arlington, Va.</td>
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<tr>
<td>Boyer, Indiana</td>
<td>509 2nd Natl. Bank Bldg., Cincinnati (2)</td>
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<tr>
<td>Bradford, LeRoy</td>
<td>1115 S. Clinton St., Ft. Wayne 2, Ind.</td>
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<tr>
<td>Bradshaw, Preston J.</td>
<td>1800 Olive St., St. Louis 3, Mo.</td>
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<tr>
<td>Brandt, Kent H.</td>
<td>316 West Lane Ave., Columbus</td>
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<td>Brandt, Robert Bruce</td>
<td>37 Rob Roy Ave., Ft. Thomas, Ky.</td>
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<td>Braverman, Sigmund</td>
<td>(Braverman &amp; Halperin) Euclid 71st Bldg., Cleveland 3</td>
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<td>Breidenbach, William</td>
<td>2143 Fairfax Rd., Columbus 12</td>
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<td>Bremmer, Harry F.</td>
<td>(Brooklyn Sta.) 9411 Hillside Rd., Cleveland 9</td>
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<td>Britsch, Carl C.</td>
<td>Britsch and Munger) 531 Nicholas Bldg., Toledo 4</td>
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<td>Brouderick, Hermon S.</td>
<td>12 W. Monument Ave., Dayton (2) (Walker-Norwick)</td>
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<td>Broginni, Edwin F.</td>
<td>4517 Brookpark Rd., Cleveland (29) (Assoc-Latimer)</td>
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<td>Brooica, Leonard L.</td>
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<td>Brooke, Finley C.</td>
<td>Twin Palms, Picciola Drive, Leesburg, Fla.</td>
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<td>Brooker, Harry A.</td>
<td>706 Crosby St., Akron 3</td>
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<td>Brooks, Hugh M.</td>
<td>965 E. Broad St., Columbus (15) (Tibbals, Crumley, Musson)</td>
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<td>Brooks, Theodore W.</td>
<td>(Brooks and Coddington) 329 E. Broad St., Columbus 15</td>
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<td>Brown, Cameron R.</td>
<td>Alexis Rd., R. D. No. 10, Toledo 13</td>
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<td>Brown, Chester A.</td>
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<td>Brubaker, Leland F.</td>
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<td>Brumenshenkel, Harry</td>
<td>J. 13 Park Ave., West. Mansfield</td>
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<td>Bruere, Louis U.</td>
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<td>Buchanan, Glen W.</td>
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<td>Buckhout, Donald H.</td>
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<td>Buehrer, Huber H.</td>
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<td>Buer, Paul S.</td>
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<td>Burdick, John Al.</td>
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<td>Burdige, Edward W.</td>
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<td>Burr, Donald F.</td>
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<td>16104 Kinsman Rd., Shaker Hts (Burrows, Hinman-Gabriel)</td>
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<td>R. D. No. 3, Chagrin Falls, Ohio</td>
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<td>Cain, Howard B.</td>
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<td>Cameron, James L.</td>
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<td>Campbell, C. Harry</td>
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[August, 1952] 49
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2076 Edmonds, James Richard, Jr., 130 W. Hamilton St., Balti-
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1170 Eeles, Will, 269 Second St., Marietta, O. (Scott & Eesley)
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1900 Edcley, Robert A., 1000 E. 5th St., Columbus 2
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1486 Elliston, H. Richard, 18 East Fourth St., Cincinnati (2)
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[August, 1952]
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Reducing Noise

(Continued from page 20)

rooms, kill cafeteria clatter, take the roar out of the gymnasium, subdue noise made in the school shop, and perhaps the greatest boon of all, Sound Conditioning reduces corridor noises and prevents their spreading throughout the entire school building.

Machinery in the Building

Noise from operating machinery such as heating and ventilating equipment, air conditioning units, pumps, elevator hoisting motors, etc., should be isolated wherever possible. Such units should be in treated rooms to reduce air borne sound, and must be mounted on resilient bases to prevent structural vibration which is very difficult to eliminate once it has been transferred into the building structure. Air ducts can be lined with rock wool ductliner to minimize noise being spread through a building from this source. Plumbing drains and other such piping should be run in shafts or in pipe tunnels, keeping them away from the building structure. Wherever they are suspended, resilient hangers should be used. The use of resilient floor and wall construction is most important in eliminating structural noise.

Outside Noises in the Building

Traffic noise and industrial noise are the two main sources of outside noise coming into a building. These noises are hard to reduce at their source, except through anti-noise legislation and zoning regulations. The number of non-stationary windows is a factor in this problem. If fixed lights or glass block are used, this source of entry into the building will be eliminated. This would involve the use of mechanical ventilation in the building. The location of a site away from congested areas or manufacturing areas is very desirable. If this is not practical, then the use of glass block or fixed fenestration plus

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acoustical tile will reduce the noise level inside the building to a mini-
mum. Sound locks between corridor.s or lobbies and exterior doors are help-
ful.

The Use of Acoustical Consultants
Time does not permit the full dis-
cussion of all of the problems in-
volved. New materials and methods
are being used as this field develops.
For this reason the Architect or En-
gineer will find it helpful to select an
experienced and dependable acousti-
cal contracting firm who employ
capable engineers to advise clients on
the design and treatment of these
problems. This service is desirable
because it allows the designer to avail
himself of the latest methods and ma-
terials without taking time from his
own field to study another field which
is in itself a specialty. The consult-
ants offer their services free of charge
to us as an aid to better buildings
and the proper use of their materials.
The consultants are familiar with
various State and City codes govern-
ing the use of acoustical materials in
various buildings.

Selection of Materials
An investigation into the various
acoustical materials available today
indicates a large selection of different
types designed for various uses. There
are tiles—both fibre and moulded.
Some are perforated and some fis-
sured. Perforated facings with sound
absorbing blankets are available.
There are several acoustical plaster
products on the market. The field
seems to be endless and the methods
of erection are too numerous to men-
tion. Materials are available in sev-
eral finishes and with several ratings
of combustibility. The enactment of
codes has further complicated the
selection of materials. For this reason,
it is advisable to use the services of a
consultant as outlined previously. In
this manner, we can obtain a specifi-
cation for each job which will pro-
vide the proper material, erected in
the best manner, and one which will
not conflict with any code regulation.

How Much Absorption?
The sound absorptivity of commer-
cially available acoustical materials is
usually expressed in terms of the
average absorption coefficient of the
material, which represents the frac-
tional part of incident sound waves
that is absorbed by the material.
The question arises as to how much
absorption there should be in a room
for purposes of noise reduction. It
is important to realize that if there is
already a considerable amount of
properly placed absorptive material in
a room, then the addition of acous-
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The Make Up of Our New School Buildings
(Continued from page 26)

Asphalt tile wins again as the preferred flooring in the Middle West schools, although wood, terrazzo, ceramic tile, and concrete are also used here and there. Tar and gravel built-up roofing is again the favorite. Plaster ceilings have by no means been outmoded.

Steel sash with glass block, aluminum and wood frames are all in evidence in the choice of the windows. Fluorescent lighting, numerically at least, wins over incandescent lighting in this area.

Plumbing is somewhat more evenly distributed among leading brands, and that is true also of the choice of heating equipment. Floor radiant heating has made much slower progress, however, in the Middle West than in the Far West zone.

Under the head of special equipment, green is still the favorite color for chalkboards, but the glass type is in more demand than in the Far West.

Winning Materials in the South

In the Southern zone, steel and concrete continue to be relied upon for the structural materials, with an occasional use of wood, glass block, and slag block. Slag and cinder block, as well as brick, are used frequently for both exterior and interior wall treatment. Glazed tile is often relied upon for the wall surface. Asphalt tile is again in evidence for floors, and composition roofing is nearly always preferred. Acoustical tile, with a leaning toward fibreboard and fibreglass, prevails for the ceilings.

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The East, Too, Has Its
Strong Favorites

In the Eastern states, steel and reinf­
cforced concrete are the overwhe­
ming favorites, with an occasional reli­
ance upon masonry and wood. The
use of masonry, however, seems to be con­
fined to the schools reporting from
Maryland, and a Bangor, Maine
school stands out alone in the use of
Douglas fir.

Brick, however, is a strong favorite
for exterior wall facing. Cinder blocks
are again in use here as they are in
the Middle West for both exterior
and interior.

Virtually every school reporting in
this zone uses asphalt tile for its
floors, with an occasional conces­sion
to maple flooring, terrazzo, or cerami­
tile. The roof is almost always of
built-up tar and gravel, and the ceil­
ings are virtually always of an acous­
tic tile.

Wood sash is still popular in the
selection of windows, although steel
and aluminum are ahead in the race.
Fluorescent and incandescent are prac­
tically tied in the field of lighting.
Plumbing is divided among the more
popular makes. A more conventional
type of heating and ventilating sys­
tems is still holding fast in the East
against inroads of radiant floor heat­
ing; but here, as in all other parts of
the country, the utmost care is taken
to insure proper controls and ade­
quate ventilation.

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MAURICE A.
KNIGHT
5808 Kelly Ave., Akron 9
Our President's Message

The American Institute of Architects has for many years published a schedule of recommended minimum fees for architectural services on various classes of buildings. These schedules are based on cost records of many offices from various sections of the country, and are predicated upon the principle of recovering direct costs spent on the individual project, as well as overhead, and a reasonable profit. The schedules have been restudied and revised periodically as further cost data and experience has proven necessary. These schedules are definitely not a mandatory requirement upon members of the Institute, but are merely a standard established to form a basis for fee negotiations between architects and their clients. Many jobs have unusual circumstances which warrant a considerable increase over the minimum standards listed in the schedule, and occasionally circumstances may permit, where possible repetition of units is involved, that a reasonable profit may be recovered at a fee less than the established recommended standard.

It is a basic principle in any enterprise that to continue in such endeavor, one must recover his costs and obtain a reasonable profit, otherwise it is impossible to long continue, or to consider providing for progress and expansion. We are, at present, going through a rather lush period, and many may be overlooking the fact that there will be slack times to come, during which time fixed expenses will continue and the expenses during these periods must be considered a part of current overhead.

It appears that there is an existent unhealthy competitive practice wherein architects are attempting to negotiate with clients on a basis of meeting the fee for which the owner says he "can have his plans prepared elsewhere." It should be obvious that when fees are charged which are below recognized standards, only two results can follow; the one being that the architect is rendering the services at a loss, if all costs are recognized, or in the other case, the services rendered be kept proportionate to the amount of fee. In the latter case, the services must, of necessity, be very much abbreviated and incomplete, with the designs having been given insufficient study to obtain desirable results.

It follows, therefore, that in the best interests of the individual architect concerned, and for the best interests of the profession as a whole, that we not permit ourselves to be a party to a project upon which we cannot receive a fee which will justify putting forth our best efforts to provide a complete service which will lead to a satisfactory situation both to the architect, the owner, and to the community. To reduce our fees below a practical level or to abbreviate our services serves to undermine the profession and lead the individual to failure. Let us take advantage of the experience of those who have preceded us, as well as make a careful analysis of our own costs, and of the services we render, and then make sure in negotiations with our clients that we will receive a fair remuneration so that our practice will be a credit to the profession and to ourselves.

William Boyd Huff, A.I.A.
As further evidence of the trend to Insulated Metal Walls in modern construction, the new plant recently built for Quaker Oats in Omaha, Neb., is presented. A second plant for Quaker Oats is now nearing completion in Chattanooga, Tenn. Mahon Insulated Metal Walls with Aluminum exterior wall plates, coping, flashing, etc., and Mahon Steel Deck Roofs, were employed to good advantage in the construction of both of these completely new and modern plants. Mahon Insulated Metal Walls can be furnished in the three distinct exterior patterns illustrated at left... they are available in two "Field Constructed" types, and in two types of "Prefabricated Panels". Walls of the "Field Constructed" type can be erected up to fifty feet in height without horizontal joints—a feature of Mahon walls which is particularly desirable in power houses or other buildings where high expanses of unbroken wall surface are common. For complete information on this modern, permanent, firesafe Wall and Roof Construction see Sweet's Files, or write for Catalogs No. B-52-A and B.

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