

OHIO ARCHITECT

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No. 10



Left to right: Rollin L. Rosser, President-Elect of A.S.O., Henry Bettman, Charles Cellarius, Wm. Boyd Huff, Past President of A.S.O., W. R. Kellogg, City Manager of Cincinnati, Carl Rich, Mayor of Cincinnati, Charles Stamm, Edgar Tyler, Convention Chairman, George Holmes Perkins, E. C. Zepp, John Richards, Kenneth Wischmeyer.

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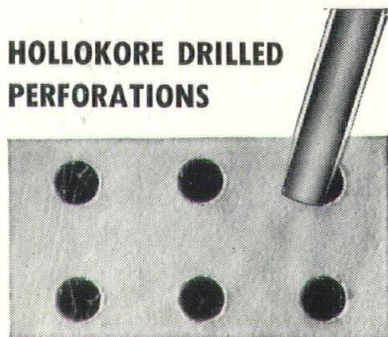


Great American Reserve Insurance Building, Dallas, Texas.
Architect: George L. Dahl. Simpson Acoustical Tile
installation by Blue Diamond Company, Dallas.

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The Hollokore Drill (cross section sketch shown above) developed by Simpson Research and Engineering, is responsible for the clean round perforations of Simpson Acoustical Tile. In the enlarged unretouched photograph reproduced above, notice the clean-cut holes . . . no fuzzy edges . . . no loose fibers to encourage unsightly bridging when repainting.

SIMPSON ACOUSTICAL TILE is keeping 32,000 square feet of office space quiet in this 4-story building. This is typical of many hundreds of expert applications of every type throughout the country—offices and factories, hospitals and schools, stores and restaurants, churches and libraries, in fact—wherever noise is a problem.

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For more complete information, see Sweet's Architectural File. Contact the nearest Simpson Acoustical Contractor—he can help you with your sound-control problems.

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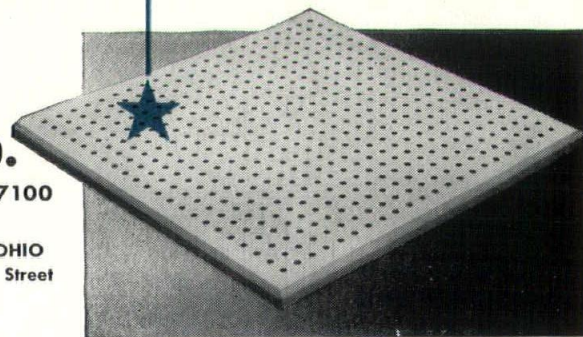
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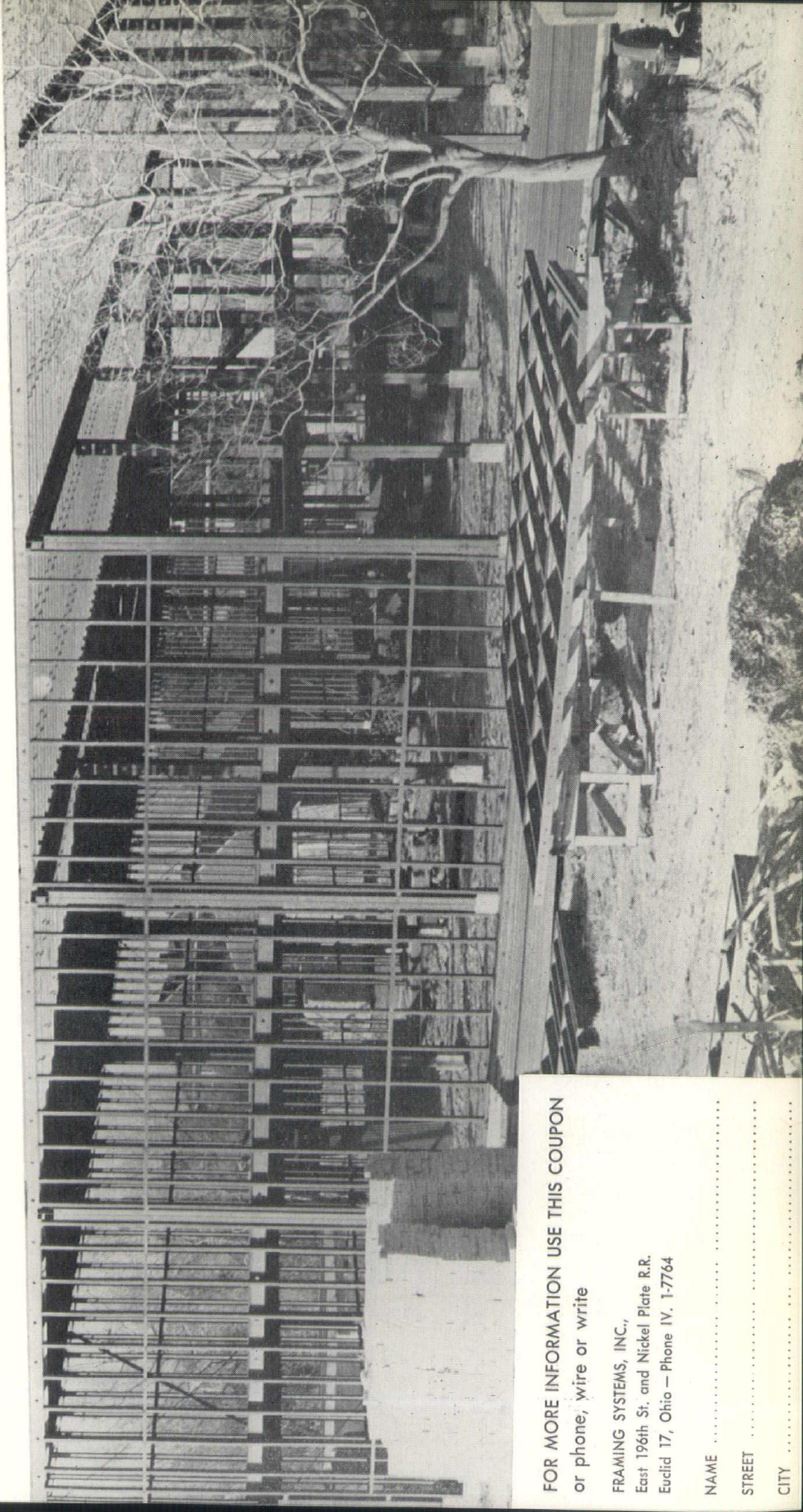
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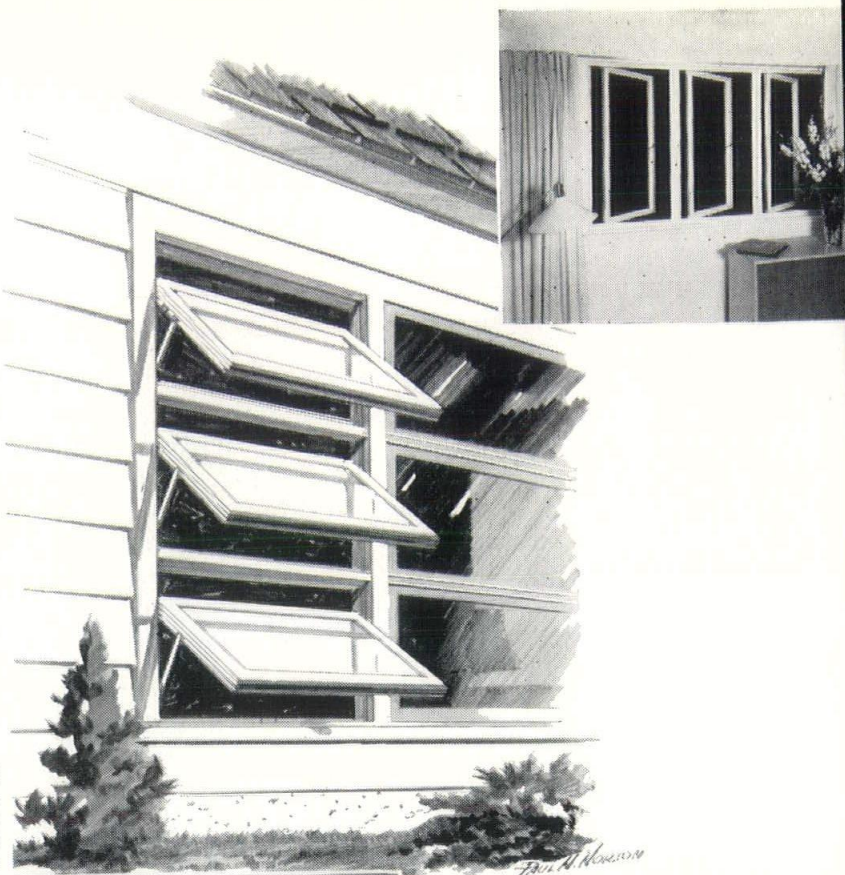
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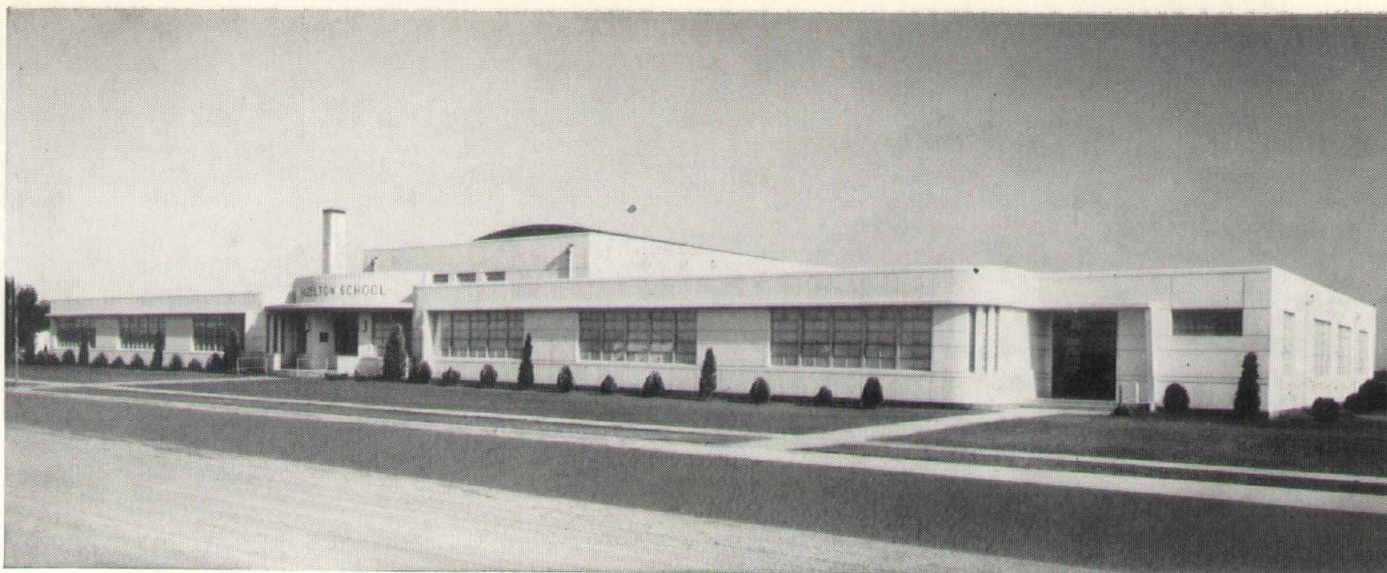
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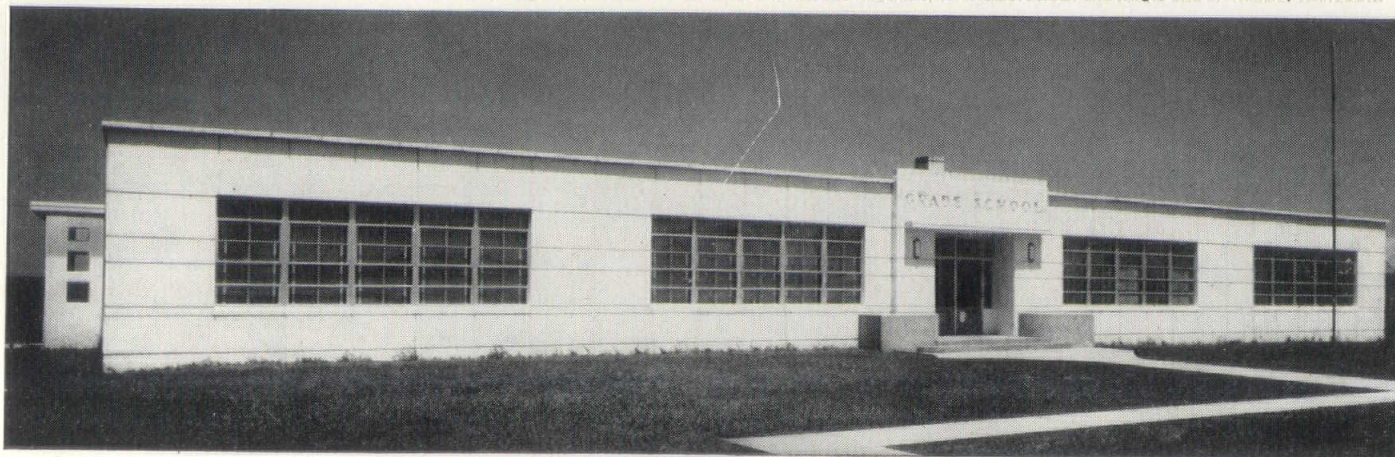
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These two Kansas schools, in Hazeltown (above) and in Hanston, designed by Hibbs and Robinson, architects and engineers, of Wichita. Jenson and Ridge, also of Wichita, contractors.



SOME PICTORIAL HIGHLIGHTS OF THE CINCINNATI CONVENTION



THE "V.I.P." TABLE—Left to right: Tal Hughes, Mrs. Claire Ditchey, Leo M. Bauer, Claire Ditchey and Past Presidents of the A.S.O., Joseph Weinberg and George Mayer of Cleveland, Mrs. Russell S. Potter, Charles E. Firestone of Canton and Russell S. Potter of Cincinnati.



Left to right: Dean John Dunning, Mrs. George Roth, Russell S. Potter, Charles E. Firestone, Mrs. Russell S. Potter, George Mayer, Henry Bettman and C. E. Brown.



Left to right: Mrs. Charles Cellarius, Mrs. George Marshall Martin, Mr. and Mrs. Fred Cole, Mr. Henry Loring.

A. S. O. CINCINNATI CONVENTION AN OUTSTANDING SUCCESS

Building Materials Exhibit One of Best Ever Presented to Ohio Architects

The 19th Annual Convention of The Architects Society of Ohio is now history. It ranks as one of the best ever put on by the A.S.O. The Building Materials Exhibit was one of the largest and best ever presented to the Architects of Ohio and featured an unusually diversified group of products for their inspection. From steel construction to drafting instruments, from concrete block and roof decking to time clocks and ceramic tile, every exhibit was colorful and manned by experts in their line of products who explained in detail the outstanding advantages of their products and services to a very interested group of visiting architects and students.

The Exhibit filled the North and South Halls of the Netherland Plaza Hotel. Let's take a walk thru the Exhibit area and refresh our memory on the products which were on display and meet the men who were present to discuss their products with the visiting architects.

South Hall Displays

As we enter the South Hall to our right, the first exhibit, also on our right, was that of THE GLIDDEN CO., with a display on "Spred." Here, a giant revolving, illuminated can of "Spred" was the focal point of attraction. Also on display was their new Glidden Color Selector, a color deck for architects that makes color matching and selection simple and accurate. Here to meet the architects were TOM HENRY, GEORGE RICHARDSON and BOB STROEMPLE of the Cleveland office and BERT STRINGER and RUSS HOLLIS of Cincinnati.

Next to Glidden was the exhibit of JANSON INDUSTRIES of Canton with a colorful line of fabrics for Stage Curtains and Draperies as well as their Airline Aluminum Track for Stage Curtains. R. W. "DICK" JANSON

was on the job all thru the long days and nights telling the architects of the merits of their products and services.

Next was a very colorful exhibit of "Arketex" Fire Resistant Tile, manufactured by The Arketex Ceramic Corp. and displayed by THE PURSELL CO. of Cincinnati. The display also featured a wide variety of all-ceramic glazed structural building tile and the booth was capably manned by L. W. VAN ETEN, Sales Manager and JOHN MARTIN, JR., of Arketex from Brazil, Indiana and WALTER PURSELL of Cincinnati.

Another unusually colorful exhibit was next, that of the F. A. KAMP FLOORING CO. of Cincinnati, and featured the products of the Robbins Floor Products, Inc. of Tusculumbia, Alabama, Robbins Lifetime Vinyl "Terra Tile" which has the appearance of terrazzo flooring as well as rubber tile in standard patterns. Greeting the Architects here were H. FISHER, R. BROCKER, O. C. HURLBURT and W. NABOR. We looked for RALPH BEVERDING, popular with the architects, several times but didn't meet up with him.

Featuring the largest and heaviest display at the Convention, in a large corner booth, was the exhibit of READING CONCRETE PRODUCTS, INC. of Reading, Ohio and AMERICAN MATERIALS CORP. of Hamilton. Their display featured "Amlite" Lightweight Aggregate manufactured by American Materials Corp. and "Reading Rock," a complete line of Hollow Concrete Block in various shapes and sizes. GEORGE D. SCHEUNEMAN, Manager of American Materials was here to explain their products and service and also R. E. FRANCIS of Reading Concrete Products, assisted by several others who were too busy talking to the architects to talk to us.

(Continued on page 38)





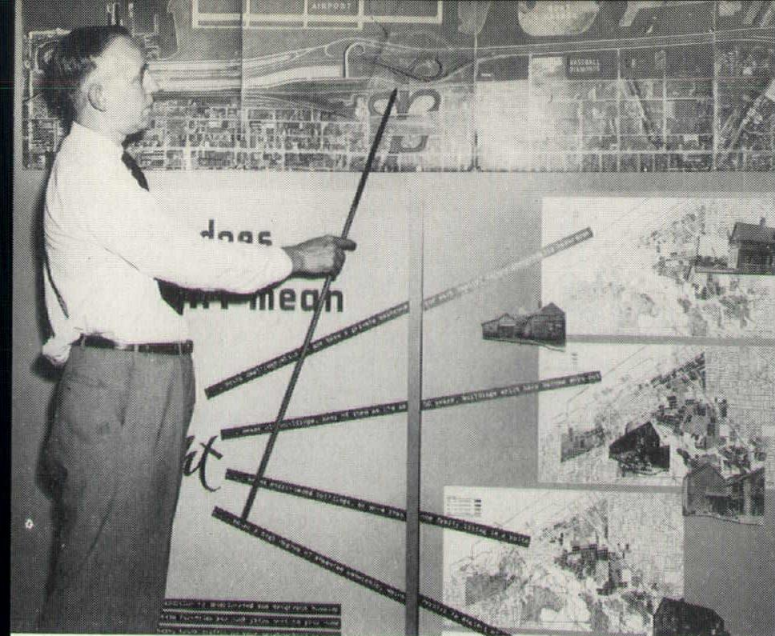
Six overworked men—Members of the Ohio Board for Examining Architects, left to right: Edward G. Conrad, Charles E. Firestone, Russell S. Potter, Ralph W. Carnahan, Harold H. Munger, standing, Ralph C. Kempton. The Board spent all the time not devoted to Convention activities, examining applications for registration in Ohio.



A happy group of Architects at the Convention. Left to right: George S. Voinovich,, Harry R. Nay, Fred McFadden, Charles Cloud and Ben Yolman.



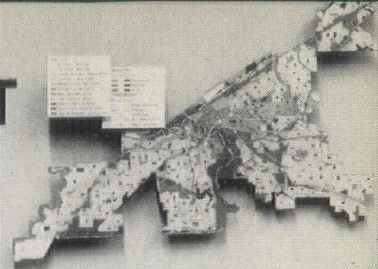
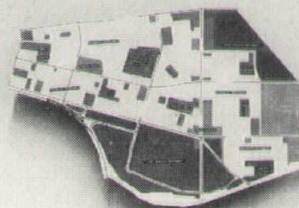
Ralph C. Kempton and Tal Hughes (see V.I.P. item on page 24), look over the entries in the Architectural Competition.



James Lister, points out pertinent features of the highway plans.

URBAN REDEVELOPMENT

*Starts with THE GENERAL PLAN
and THE COMMUNITY PLAN*



URBAN REDEVELOPMENT is planned rebuilding of blighted neighborhoods.

First priority of Cleveland's Redevelopment Program is for housing.

The Redevelopment Department uses as a guide for its plans:

the General Plan of Cleveland

and the Community Plan for the Midland - East Central Community.

This display shows:

the causes and effects of blighted neighborhoods

that makes a neighborhood a good place to live

and, how Urban Redevelopment creates good neighborhoods

Additional information about URBAN REDEVELOPMENT can be obtained at the City Planning Commission, Room 201, City Hall.

Chart of Urban Redevelopment plans for the Cleveland area.

Cleveland Architects Study Urban Planning

Approximately 25 members of the Cleveland Chapter, AIA, can now discuss the physical problems of their community with considerable authority. They have attended a series of lectures on Urban Planning in Cleveland prepared especially for them by the Cleveland City Planning Commission and the Cuyahoga County Regional Planning Commission. These lectures, given during August and September, were instituted at the request of the AIA, and were arranged for the architects by the Cleveland Chapter's Urban Planning Committee, J. Byers Hays, Chairman.

The series was first proposed last spring, as a part of the Cleveland Chapter's effort to acquaint the public with the problems facing the Cleveland metropolitan area. It was felt that a nucleus of architects would need

to have detailed information in order to carry the Chapter's message to the Public. Accordingly, James Lister, Director of the Cleveland City Planning Commission was approached, and readily agreed to prepare several meetings which would afford such information.

He did just that. The architects, due to their general training and background, soaked up the facts at a great rate, but Lister and his associates always had more. The history of the city, its present condition, and the General Plan for improvement, were discussed in general. Then came a close look at the downtown area, at typical neighborhood problems, at the highway and mass transportation situation, and finally at the detailed plans for the central area rebirth through Urban Redevelopment. Urban Redevelopment Director Richard V. Hopkins

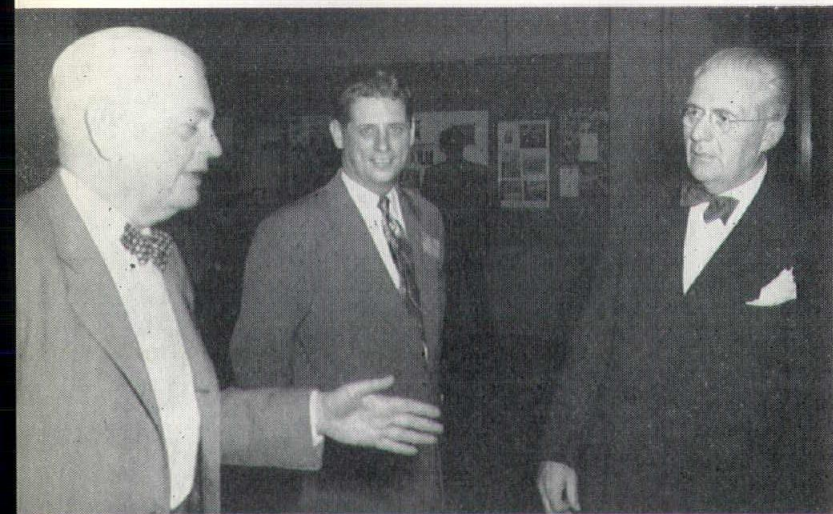
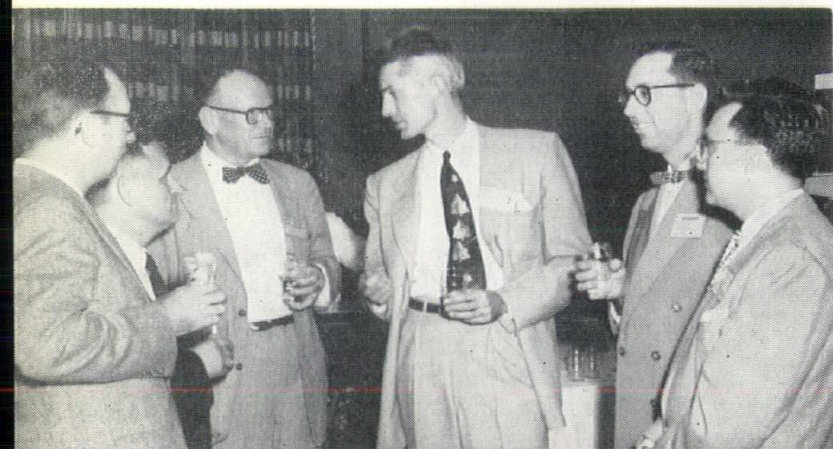
(Continued on page 12)

Seated, left to right: Nicholas Zajack, Charles C. Verbeke, Eugene B. Fisher, Jr., Michael Kane, George S. Voinovich, Joseph L. Weinberg, Ed Stapleford. Standing: Richard Duer, James M. Lister, Director of City Planning and Secretary of City Planning Commission of Cleveland; C. Merrill Barber, Robert N. Yoder, George F. Dalton, J. Byers Hays, Clyde A. Patterson, Willard C. Pistler, Jr., John C. Bonebrake.



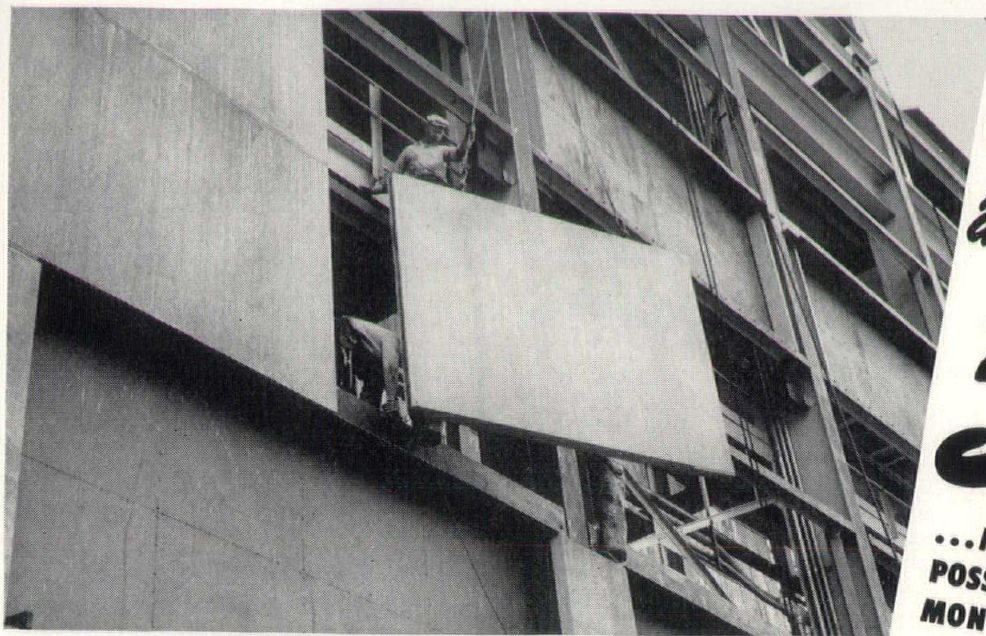
Pictorial Highlights of the Cincinnati Convention

Netherland Plaza Hotel, October 1, 2, 3, 1952



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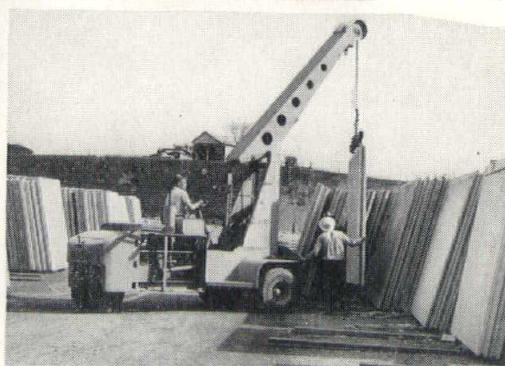
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12 [October, 1952]

A hand-drawn map of a road interchange area. The map shows several roads: Broadway, Woodland Ave, East 9th St, Carnegie Ave, East 10th St, East 11th St, Cedar Ave, Central Ave, Scoville Ave, East 12th St, and Orange. There are two areas labeled 'PARKING'. The drawing is done in black ink on a light-colored background.

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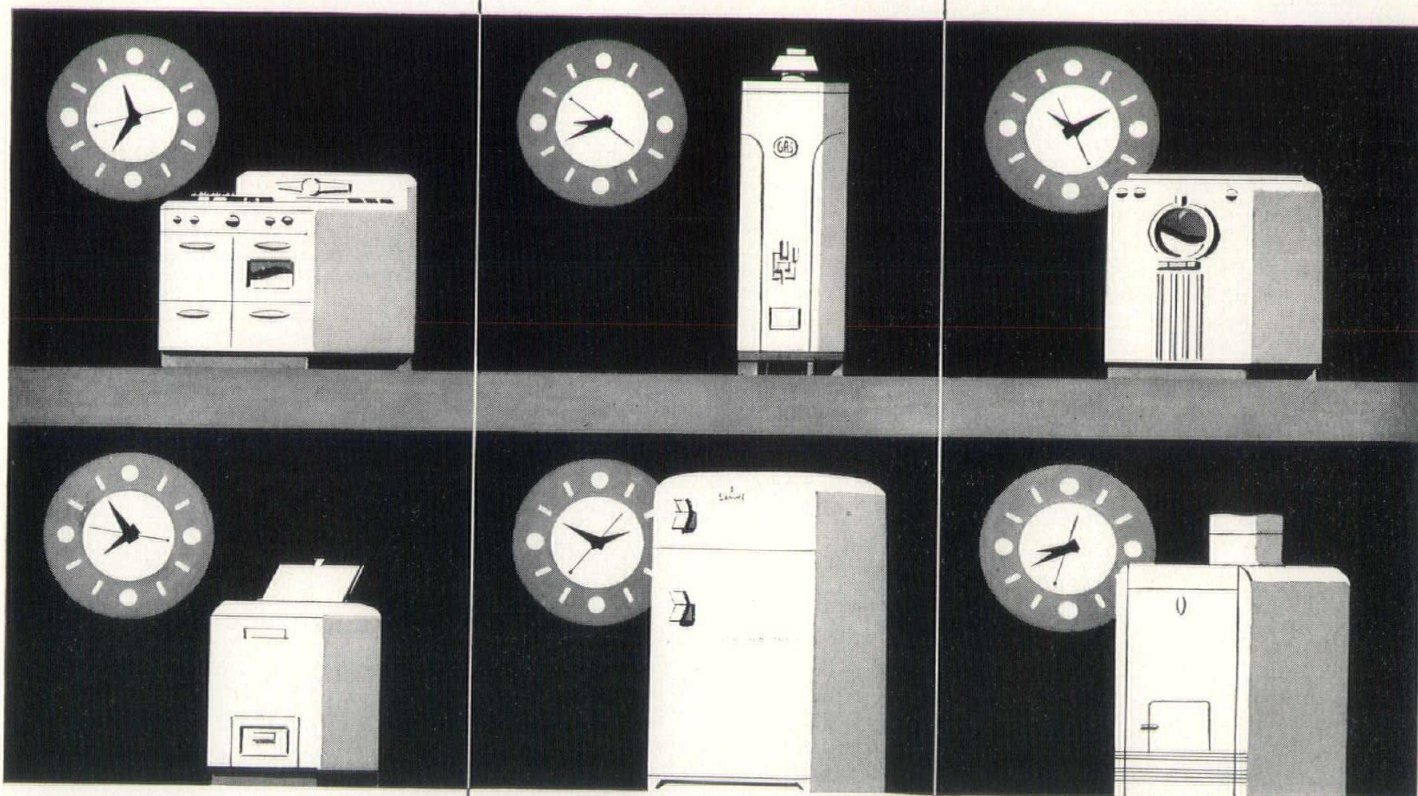
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THE EAST OHIO GAS COMPANY



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What Can One Man Do?

We are at war. Regardless of what the diplomats and the United Nations may call it, we are at war.

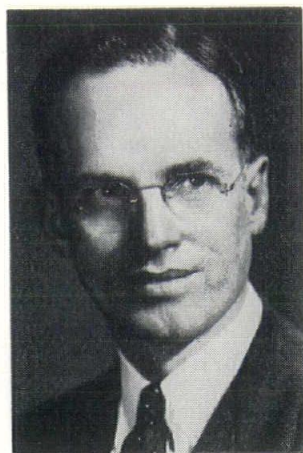
Over 150 years ago, James Madison, the Father of our Constitution, warned us that "of all the enemies to public liberty, war is, perhaps, the most to be dreaded."

All wars must be all-out wars, and since they must be managed by central government, the power of central government over our very existence increases tremendously.

But Americans fight wars to preserve liberty, not to lose it. So the challenge to individual attention to the problem is greater during wartime because the danger is greater.

We must never forget that we did not come by freedom easily. It was over 700 years ago when our forefathers wrested from a vicious king the first great charter of individual liberty. On the fields of Runnymede, King John signed the Magna Charta at the point of a spear. For the first time in the history of man, a government had conceded that individuals have political and economic rights which supercede the power of government itself.

Over 400 years later, the next great cornerstones of individual liberty were laid. The Petition of Rights



RALPH M. BESSE

By RALPH M. BESSE*

Vice President, The Cleveland Electric Illuminating Co.

and the Bill of Rights became effective in England. These broadened the inalienable rights of individuals and further restricted the power of government over men.

One hundred years later the Declaration of Independence, followed by our Constitution with its Bill of Rights, crowned 600 years of struggle with the recognition that men are more important than the government that rules them.

The keynote of each of these achievements was the establishment of rights in individuals unassailable by governmental action. They brought the political dignity of the individual up to the level of his spiritual dignity established by the Hebraic-Christian religion. All religions based on the Bible stress the fact that religion is a relationship between each man and his God.

In the wake of these achievements, the whole world prospered. Progress came on all fronts at a pace theretofore unequalled. Culture spread, standards of living increased, and the rewards of freedom multiplied.

And then, in the middle of the nineteenth century, one hundred years ago, a new philosophy was born. It was the philosophy of Communism. It was a philosophy

(Continued on page 28)

Ralph M. Besse was born in Congress Lake, Ohio. He attended Heidelberg College and graduated from University of Michigan Law School at Ann Arbor, Michigan.

He joined the law firm of Squires, Sanders and Dempsey and became a full partner in 1940, in 1944 devoting his full time to the legal affairs of the Cleveland Electric Illuminating Co. In 1948 he became Vice President of C.E.I. and supervises the Accounting, Business Research, Legal and Treasury Depts. of that firm.

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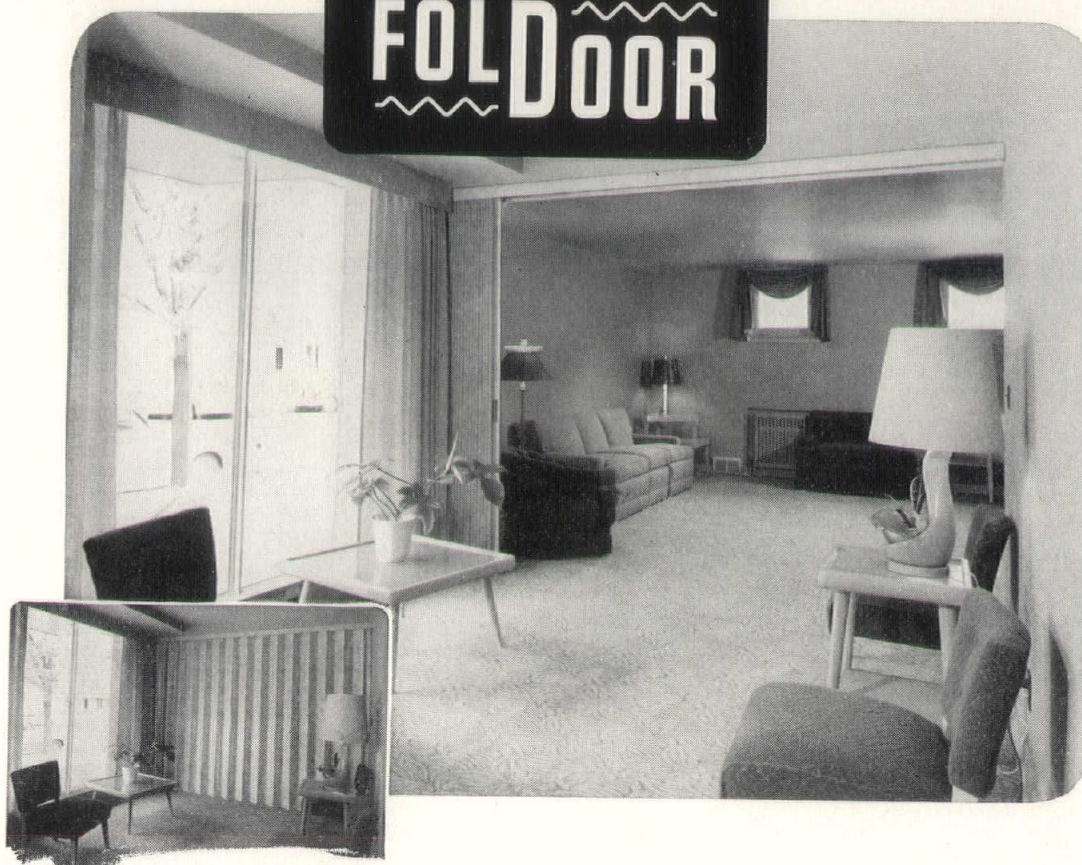
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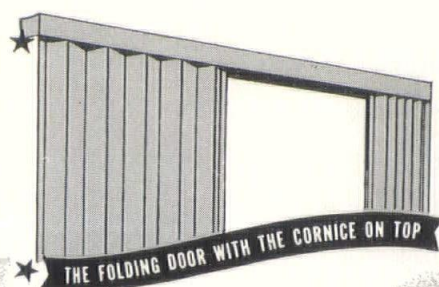
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Cleveland Producers' Council Big December Meeting for Architects

The date is definite, Wednesday, December 10th. Also the place, Pine Ridge Country Club. Expected guests, 450 at least. This is the biggest meeting of the year, with useful Table Top Displays. No speeches. Mark your calendar for this date. November "Ohio Architect" will give a map showing just how to get to Pine Ridge Country Club. The theme for this big meeting is "Out Of This World."

Joseph Ceruti, President of Cleveland Chapter, A.I.A. pulled his own number from the hat at the October 13th meeting of the Producers' Council. As is the custom at these lunches, there are two door prizes. Larry Gibson, (U. S. Plywood) the vice president, asked Joe, who was a guest at this luncheon, to pull the names from a hat.

Joe pulled his own number first. But he wouldn't take it, so it went to the next name pulled—lucky fellow that.

Also at this meeting, one of the largest ever, with some 48 in attendance, with over a dozen architects as guests, Ralph Besse, Vice President of the Cleveland Electric Illuminating Co., gave an address that got every one on his feet. The title was "What One Man Can Do." We reprint it starting on page 14. If the enthusiasm shown can be spelled into action by his audience — then Ralph Besse's time was not wasted.

Around the room at this luncheon we noticed placards with the large letters B A G. Every one was curious to know what they stood for. President Fred Huffman (Armstrong Cork) explained that these letters were the first letter in three words which meant, Bring Architectural Guests. And by the way, there will be a prize given at the end of the season to the member who brings the most architectural guests.

President Huffman announced, with just pride, that the Cleveland Chapter of the Producers' Council had been awarded the second prize at the recent Annual Meeting of the Producers' Council (National) held at St. Louis.

This prize, known as the Silver Bowl, is given to the local chapter that has developed the most constructive program. Cleveland won second prize on its student activities. Each year it has been the custom to have senior students of Western Reserve University's Architectural School compete in writing a paper on Building Material Products and their uses. These papers are judged by prominent architects together with the faculty of the college. The awards are made by the chapter at their annual June meeting and total \$150.00.

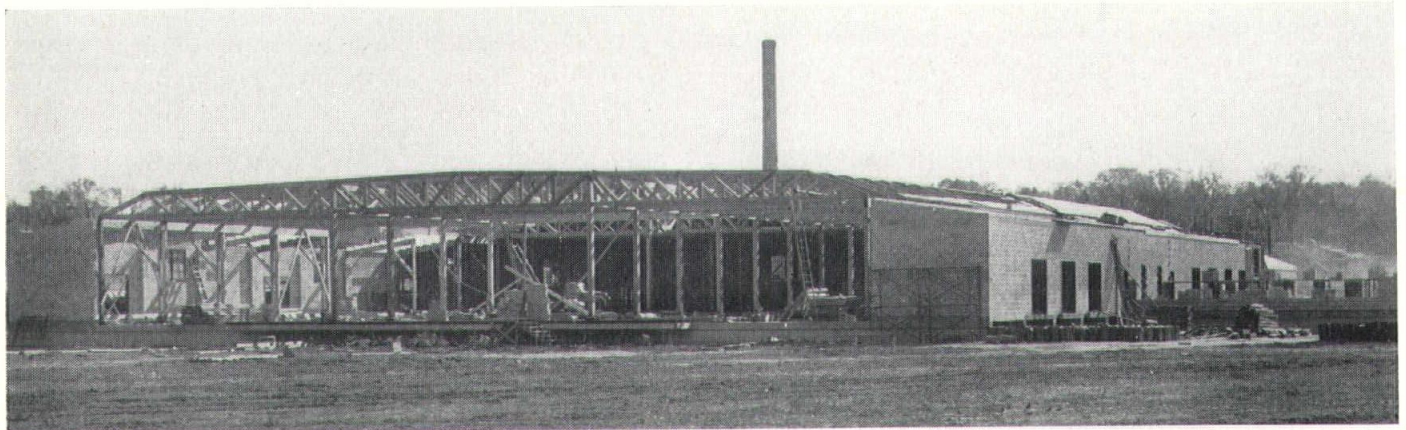
Congratulations to the Cleveland Chapter, Producers' Council. Not the largest chapter but pretty large at that—44 members as given in their useful roster now going out to all architects in northeastern Ohio, but no doubt the liveliest in the country.

Show "Never Say Die" Spirit

These columns have on several occasions mentioned the various excuses given by prospective candidates for being absent from state examination for architects. They reflect the effect of the war and marriage on the task of obtaining an education during these uncertain years.

One applicant had a new child born just two weeks previous to the start of the examination. His other two children had the measles. His wife was in the hospital for an appendix operation to take place on the first day of the examination. These facts were of course sufficient to justify the absence of this applicant. Similar situations and circumstances are constantly reflecting the determination of this generation to surmount all obstacles.

ROOF TRUSSES by CARTWRIGHT & MORRISON, INC. HOLCOMB, NEW YORK



Construction view of warehouse recently completed by Brockport Cold Storage Co., at Mt. Morris, N. Y.

• Main Building is 168 ft. by 211 ft. with plant wing 45 ft. x 45 ft. and office space 33 ft. x 45 ft. Enclosure consists of corridors 16 ft. wide down each side, separately framed and separated from the storage proper by a 6-inch wall of cork. Roof structure of storage space is in three 44 ft. bays, with columns 16 ft. apart. Trusses are spaced 8 ft. o. c. with two-inch d & m decking spanning from truss to truss. Cork insulation was laid on top of decking. Use of timber roof trusses eliminated sway bracing between trusses and freed additional space for storage. Length of the building was reduced 16 ft. for equivalent number of pallets stored, as compared to steel construction.

Plans and specifications for the structure were prepared, and construction supervised, by H. E. Plumer and Associates of

Buffalo, New York.

Entire roof structure including columns and decking was furnished and installed by Cartwright and Morrison, Inc., of Holcomb, New York, for the sum of \$51,750.00, or \$1.32 per sq. ft. of floor area.

Contract for roof structure and deck was awarded April 1, 1952, and work was completed in place on May 26, 1952, eight weeks elapsed time.

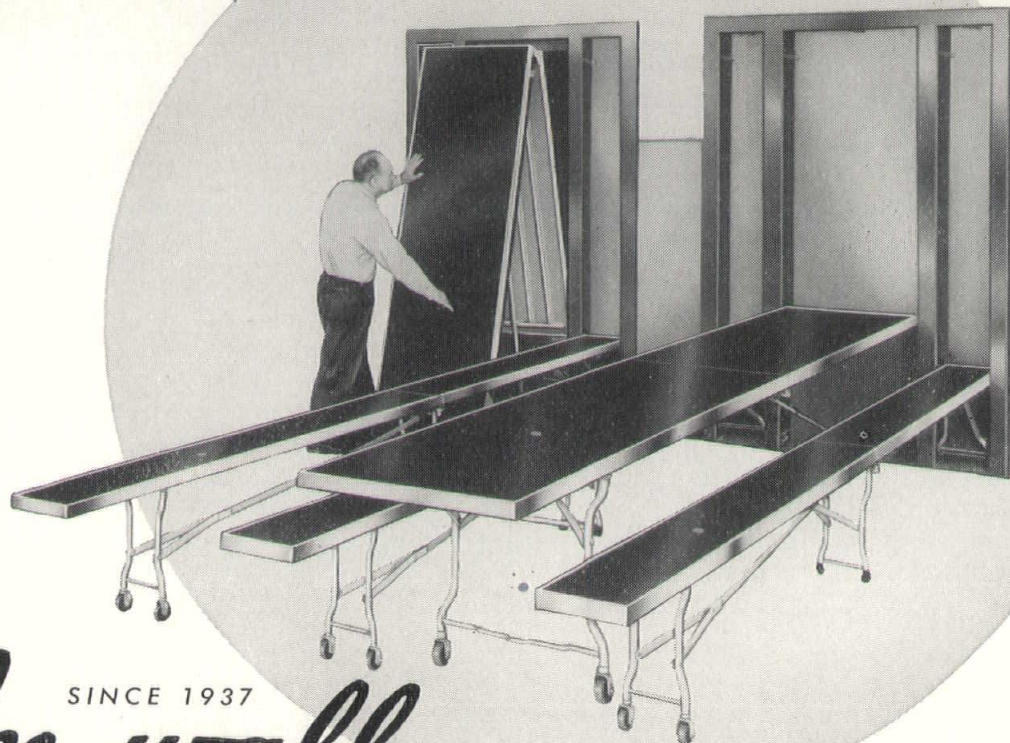
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the first Schieber In-Wall school installation, made 15 years ago, is still in daily use and operating to complete satisfaction

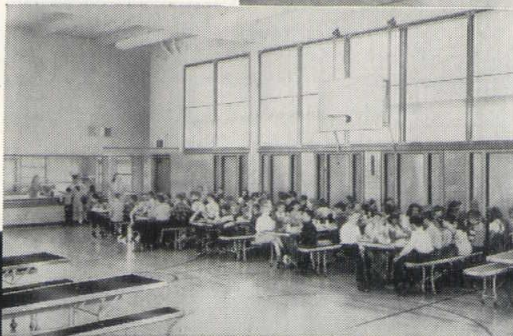
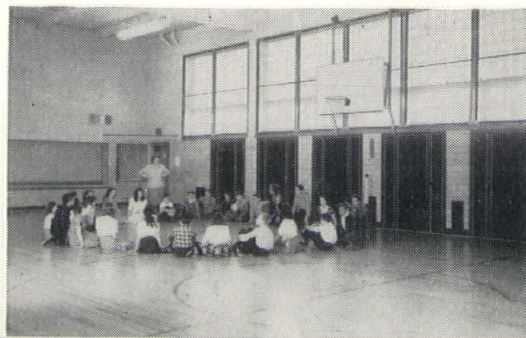


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Schieber IN-WALL folding tables and benches are now in use in hundreds of public and parochial schools, large and small, from coast to coast. They are engineered and built to absorb daily hard use year after year while the user enjoys the benefits of multiple-use-of space. No attempt to imitate Schieber IN-WALL equipment has ever been successful. Based on this experience leading school architects consistently specify Schieber IN-WALL units.

One building area serves two purposes, reducing new building costs. Conversion from activities room to lunch room for as many as 200 students can be made in 8 minutes — between classes.



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Toledo Architects and Wives at General Electric Model Home

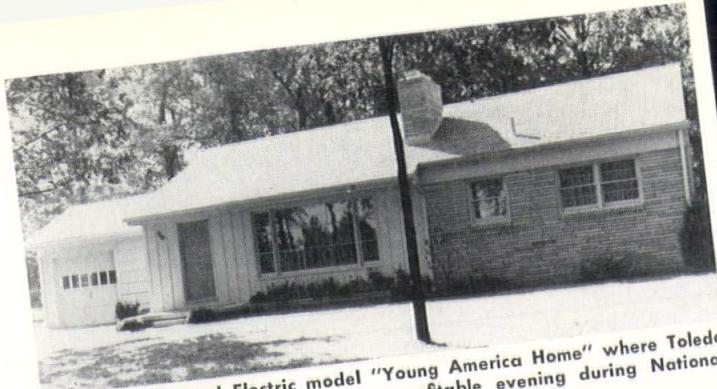
During the recent National Home Week, Toledo architects and their wives were pleasantly entertained at a pre-showing of the Toledo entry of "Young America Home" sponsored by the General Electric Co. with the Toledo Edison Co. as hosts. This G-E model home was built by Roger Dunbar, Toledo contractor, and designed by Karl Becker, A.I.A.

The last word in "light conditioning" and "light recipes" was graciously mingled with cocktails and tasty snacks. A very pleasant and enlightening evening was the result.

Miss Rose Coakley and Mr. Hayden Carney were the cordial greeters for the Toledo Edison Company.



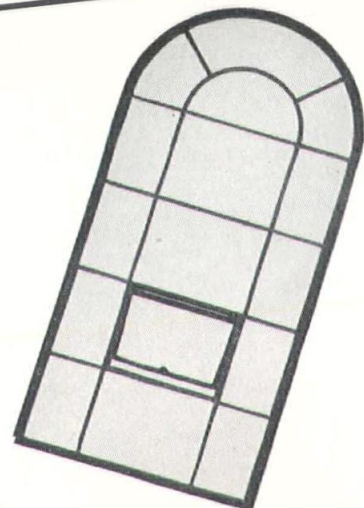
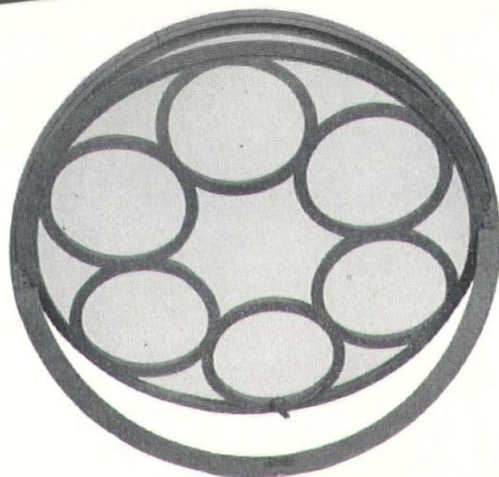
A group of young Toledo architects are enjoying the latest story of their genial host Mr. Carney, of the Toledo Edison Co., at the "bar" in the kitchen of the Toledo G-E model home during National Home Week. Starting at left are Bob Sullan, Dick Troy, L. A. Farnham and host H. Carney.



The Toledo General Electric model "Young America Home" where Toledo architects and their wives spent a profitable evening during National Home Week.



Willis Vogel, Toledo Chapter, and Mrs. Vogel have just been greeted by th host, Hayden Carney, of the Toledo Edison Co. during the architects' evening at the Toledo entry of the G-E model light conditioned home.



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THE O F

Flexicore in Philippines

I. A. Marquez, 12 Pi y Margal, Quezon City, recently completed negotiations with The Flexicore Co., Inc., of Dayton, Ohio, for an exclusive franchise to manufacture and market Flexicore precast concrete floor and roof slabs in the Philippines.

Robert E. Smith, vice-president and manager of The Flexicore Co., announced that Marquez's newly-formed company has begun erection of a manufacturing plant, which will cost an estimated \$150,000 with equipment.

Marquez, who looks forward to producing a million square feet annually, will make Flexicore slabs in 8" x 16" cross-section and lengths up to 26' 8". These floor and roof slabs fit any structural system and are widely used for industrial, commercial and housing projects; schools, hospitals and other types of building. The slabs are cast with integral, prestressed steel reinforcement and two hollow cores which reduce slab weight to about half the weight of a solid slab. This method provides structurally sound floors and roofs with less dead weight.

Marquez, an established architect and well-versed in the building trades, felt that Philippine construction offered an excellent market for precast slabs. Before contracting with The Flexicore Company, he made a personal investigation of both European and American precast methods and equipment. Last winter he visited several of the 14 Flexicore plants in the United States, and then spent three weeks at the Dayton plant, making an intensive study of this system.

In June, Marquez sent his legal representative, Jose Africa, of Quezon City, to Dayton to complete his Flexicore contract.

Smith pointed out that this is the second franchise his company has granted outside the United States this year. The slabs were introduced to Canada in April, 1952, when Murry Associates Limited, of Richvale, Ontario, began production.

Johnny Jones of the Columbus Dispatch picked up the following Ohio song which was used at a meeting of the Business and Professional Women's Club at Marion, Ohio.

On the north it's bounded by Lake Erie

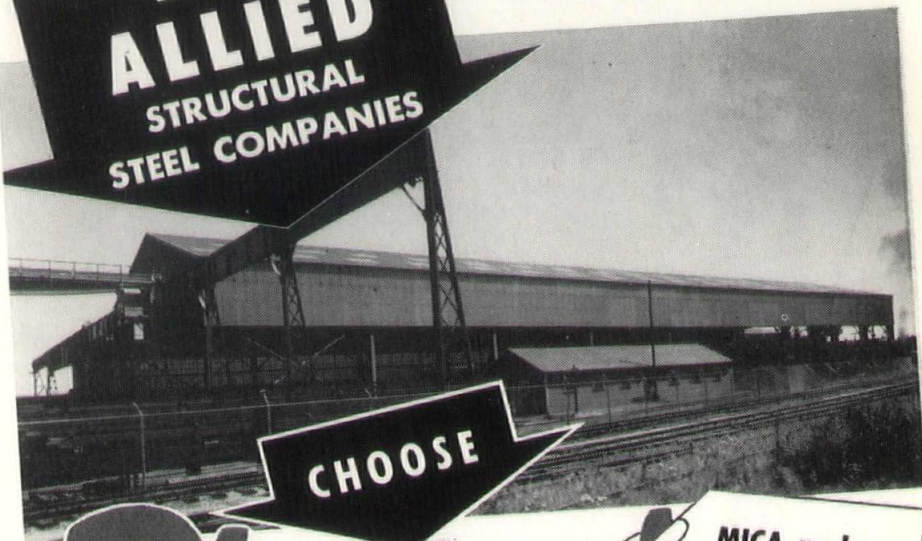
And just a bit of Michigan, too.
On the south by West Virginia,
And Kentucky with its grass of blue.

On the west by Indiana
Pennsylvania on the east you know,
In the center of this great boundary
Lies O-H-I-O.

ARCHITECT

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PLASTEEL—Chosen by Allied Structural Steel Companies' Clinton Bridge Corporation Division for its west loading yard building at Clinton, Iowa because "Plasteel has lived up to all of its statements in every respect."



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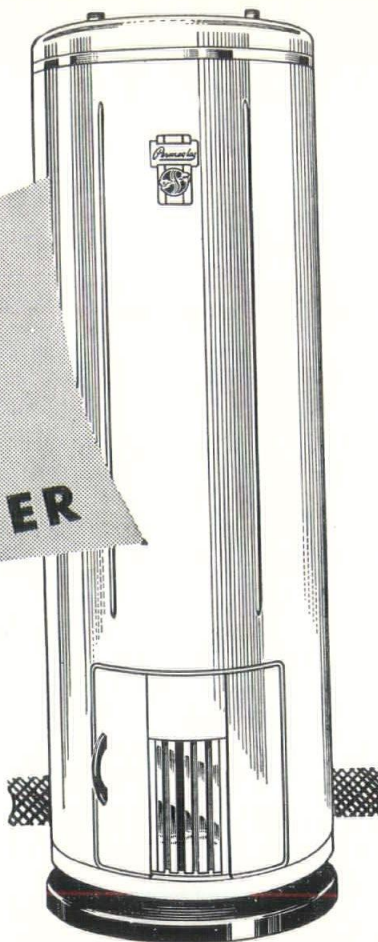
[October, 1952] 19

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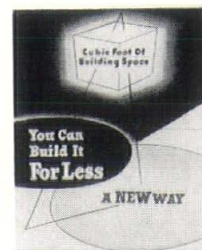
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RADIANT CO., INC.	743 Kiser St., Dayton

NEW LITERATURE

Every now and then someone comes out with a new piece of literature that is of unusual merit. Such is the J. A. Zurn Mfg. Co.'s book, entitled,

"You Can Build It and Maintain It For Less A New Way."



With the spirit of progress that is abroad in the field of tall building designing, it is only natural that the use of lightweight

materials would spread to all new structures. These new materials as used in the walls and floors, are finding expression in such things as stainless steel, aluminum, glass, pumice, concrete, vermiculite plaster, and cellular steel panels.

These new methods and materials require a reconsideration of all of the essential components of a modern structure. Transportation, lighting, heating, air conditioning, as well as the sanitary facilities that form the mechanical core of these living machines, fall in the spotlight.

Zurn's new book, goes a long way toward clarifying the problems of modern rest room planning. Sanitary mechanical considerations are reduced to fundamentals, while keeping in mind the cost, weight, and convenience factors.

As Zurn would have it; there is no substitute for Wall-Type plumbing fixtures. If the record of outstanding new buildings like:

Health Center, Toledo, Peterson-Huffman-Grow Student Union, Columbus, Bellman, Gillette & Richards Psychopathic Hospital, Lima, Cornelius-Sims & Schooley Warrensville T. B. Hospital, Cleveland, Geo. S. Rider Co. New Zanesville High School, Outcalt-Guenther & Assoc.—and many, many other representative structures are any criterion; the fixture-bare floor is a 'must' for all new commercial, industrial and Institutional construction.

If you would like a free copy of this fine new book we would be happy to pass your requests on to Zurn Co.

Carey Asbestos-Cement and Siding Manual

The Philip Carey Mfg. Company has just completed a Manual giving complete data and specifications for Careystone Corrugated Asbestos-Cement roofing and siding.

Included in this 82-page Manual are numerous drawings and photographs showing exact method of application and erection. Application recommendations, shipping and crating information, suggested specifica-

tions and suggestions to users as well as information for estimating quantities are incorporated.

A description of the Carey service and engineering service can also be found in this complete Manual. Additions and changes in specifications will be provided all holders of the Manual to keep the book up-to-date.

Write The Philip Carey Mfg. Company, Dept. FCM, Cincinnati 15, O.

Carey Roofing Specifications Manual

The Philip Carey Mfg. Company has also announced the completion of a new Built-Up Roofing Specifications Manual.

The Carey Manual, the most complete ever produced for architects, is a compilation of valuable roofing data.

Included in the 80-page Manual is complete information necessary for the specification or erection of bonded built-up roofs. New and changed specifications can be added to keep the Manual up-to-date.

Write the Philip Carey Mfg. Company, Cincinnati 15, Ohio, Att. Dept. FBUM.

CEline Booklets on Cold Cathode Lighting

"Cold Cathode Lighting"—The story of cold cathode fluorescent lamps and lighting.

"Cold Cathode School Lighting"—How cold cathode is used in lighting new and modernized schools.

"Cold Cathode Industrial Lighting"—Trouble free industrial light in fixtures and in rows.

"Cold Cathode Commercial Lighting"—Merchandising with light.

"Cold Cathode Custom Lighting"—Special shapes and contours with complete layout data.

Write Chicago Electro Laboratories, 220 North Fourth Street, St. Charles, Illinois, Public Information Department.

Dodge Vinyl-Cork Floor Tile Catalog

A completely revised catalog on Dodge Vinyl-Cork Floor Tile has been published by Dodge Cork Company, Inc., Lancaster, Pennsylvania.

The revised 8-page catalog describes in detail the features of the tile and shows in a color chart the 16 patterns in which the tile is made. In addition, a comparison table gives the results of numerous tests made by an independent testing laboratory on Dodge Vinyl-Cork Tile and other hard surface floor coverings. Design data, installation specifications and directions for the care and maintenance of Dodge Tile complete the information available in this catalog.

Write Dodge Cork Company, Inc., Lancaster, Penna.

Strengthen Your Prestige...

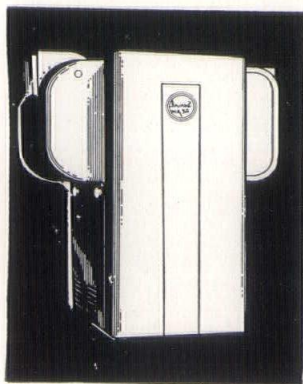
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**All-Year GAS
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RECIPROCAL REGISTRATION

As only those architects who practice out of state become familiar with reciprocal procedure, it seems proper to at least mention that phase of the State Board of Examiners activities. That function of the Board was particularly prominent when in one recent morning's mail, 6 applications with National Council records were received, each from a different state, including Michigan, Indiana, Illinois, New Jersey and New York.

In addition to the above mentioned cases there are others currently going through the necessary Board procedure from Pennsylvania, Florida and other states, with two or three from foreign countries.

Due to training, education, experience and place of legal residence, each such application presents individ-

ual and distinct problems to be correlated with the laws of the states involved, technical training and experience must be evaluated, authenticity of facts and information presented must be determined and the professional titles they propose to use in their practice in Ohio must be clearly established.

Architectural registration laws have been passed from the first state, Illinois, in 1897 to Wyoming in 1951 and, as can be surmised, no two are alike. We do now, however, have a very good working understanding in which the National Council of Architectural Registration Boards serves as the clearing house for almost all the work involved.

The biggest headache is the neglect of the architects to apply for out-of-state registration promptly. Too often,
(See opposite page)

Use of Marble Campaign

The Marble Institute of America, armed with facts and figures which prove the economy of marble wainscoting, is instituting a nationwide campaign, directed toward owners, building managers, and maintenance engineers, with emphasis upon the use of marble in remodeling and renovating out-of-date buildings.

First move is the publication of a sixteen-page brochure "Proof that Marble Costs Less," which insiders are referring to as "9.5" because it demonstrates that marble wainscoting three-feet six inches high, with painted plaster walls above, will pay for itself in 9.5 years, as against a 6" marble base with painted plaster above, through yearly savings in the cost of maintenance.

Featured in the Brochure is the story of the Bartholomew Building, 205 East 42nd Street, New York City, a twenty-story building which is in the process of being remodeled, one floor at a time. At the present date, ten floors have been completed and each corridor on these floors now glows with newly installed marble wainscoting to a height of five-feet four-inches. The remaining ten floors will be renovated in the same manner, a floor at a time.


Other buildings illustrated in the brochure demonstrate the unchanging beauty of marble in structures over half-a-century old, as well as its use in modern skyscrapers. And the building owner or manager in each case has written a testimonial giving his own experience on the low cost of marble maintenance.

Write Managing Director, Marble Institute of America, Inc., 108 Forster Avenue, Mt. Vernon, N. Y.

PERSONAL NEWS

Hiram H. Van Buren of 1882 Stanford Rd., Columbus, has opened his office for the practice of Architecture at 1160 W. Goodale Blvd., Columbus.

THE OHIO



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Since Duriron is designed as a permanent installation, the first cost is the last cost, in most cases. Labor cost is the same as that for installing ordinary soil pipe.

Jobbers in principal cities are stocked with Duriron pipe and fittings for early delivery. Write for Catalog PF/1.

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they wait until working drawings have been completed and ready for bidding and then registration is sought over night. When such is not forthcoming, they cut several years off their normal span of life, complaining about useless red tape. It's not the red tape that causes all this but the lead in the west side of their own knickerbockers.

Practice of architecture starts when contacts are made with a prospective client relative to obtaining the commission or the contract for the professional services to be required on a proposed building. Such activities, without due regard for registration laws, are in violation of such laws. In many instances, Boards have sufficient evidence on hand to really establish a violation and, could therefore, very justifiably refuse registration. Some states.

HONESTY IS THE BEST POLICY

At the last meeting of the Cleveland Chapter of the A.I.A. held at the Allerton Hotel, Tom Hatch, Vice President of Whitmer Jackson Co., distributors in Cleveland area for Anderson Casement Windows was a guest.

In paying for some refreshments before the meeting, Tom inadvertently neglected to get some change coming to him. Miss Gloria Petroll of the hotel auditing staff looked up Tom, told him what he had done and paid him the money he had coming.

That's one of the many reasons the Cleveland Chapter of the A.I.A. continues to have the Allerton as their regular meeting place. The Cleveland Chapter of the Producers Council also uses this hotel for their meetings.

Incidentally, the Lobby of the Allerton has a "new look" with its Vermont Marble and U. S. Plywood.

A Continuing Relationship

An old lady who was barricaded by a sewer trench and perturbed by sidewalk construction was once known to remark that she would like to see the world when it is finished.

A reasonable ambition, perhaps but doomed to non-fulfillment. Almost nothing in this world is finished at any one time and when nominal completion finally arrives, portions have begun to grow old.

Almost every building job involves some postponements. Appropriations do not quite stretch or conditions are not ripe.

Because the architect's mental planning so often goes beyond the immediate building job, we have always contended that an architect's relation to his creations should be a continuing one — that he should be in charge of extensions, improvements and alterations.

Tremco men in their maintenance contacts always are happy to find that the original architect is still entrusted with what affects the condition of the structure.

—Tremco News

are more strict than others about such situations. Perhaps more states should follow that pattern.

Reciprocal registration would not be either lengthy or unnecessarily burdensome if the seeker of such consideration would promptly contact his own State Board and the Board of the State in which the proposed project is located, giving both Boards *all* the facts in the first letter. There is little or nothing that anyone needs to be cagey about and without all the facts, more letters, more delay and more high blood pressure.

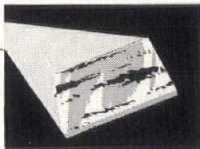
Most Boards of Examiners meet only four times a year and some only twice a year, the number of meetings usually being determined by law and often by availability of funds. The Ohio Board tries to meet six times a

(See next page)

Check *Vina-Lux* Quality Against the Field!

Today, it's more important than ever to know the *quality-differences* among vinyl-asbestos tiles. Examine Vina-Lux point-by-point and compare it with other similar tiles.

1.



SMOOTH SURFACE

Your own eyes will tell you Vina-Lux surface has no peer.

2.



COLOR BRILLIANCE

Look at the colors. Note the wide range. See how bright, how clear Vina-Lux colors are.

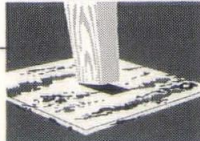
3.



FLEXURAL STRENGTH

Bend a 9"x9" sample and feel the almost rubber-like flexibility.

4.



RESISTANCE TO INDENTATION

Put Vina-Lux under a straight chair and tilt back —hard! After 24 hours, note how well Vina-Lux withstands this type of abuse.

5.



RESISTANCE TO SPECIAL ABUSES

Pour some gasoline, naphtha, alkali or common acid solutions on Vina-Lux. After 24 hours, test with your fingernail and see how well Vina-Lux stands up.

Vina-Lux is made only in *architecturally accepted* thicknesses of $\frac{1}{8}$ " and $\frac{3}{16}$ ". The new Vina-Lux Color Chart is now ready. Ask for it and a set of Vina-Lux samples.

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Makers of AZROCK Asphalt Tile, AZPHLEX Thermoplastic Tile, VINA-LUX Reinforced Vinyl Tile

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Why make a major problem out of plumbing drainage specifications? Why spend valuable time, why take chances guessing which drain to use when the answer may be found quickly and easily by consulting the Josam Catalog.

Because of the extent of the Josam line, chances are that there is a drain designed to meet any requirement exactly. For example, there are over 870 types of floor and roof drains. Do as the majority does—get the details first on Josam Drains. You can depend on Josam Products to provide permanent protection throughout the life of the building.

Illustrated below are a few types of floor drains and roof drains.

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Series No. 300



Series No. 3610

ROOF DRAINS



Series No. 4060



Series No. 410



Series No. 4110

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year. All of which constitute a major reason why inquiries should be prompt so that complete records can be available for Board review and action.

No attempt will be made here to explain the details of reciprocal registration procedure as the variations in some make this impractical, and all the information any one may need is only twenty-four hours and a 3-cent stamp away. And, of course, the A. T. & T. and the Western Union are still in business.

The office of the State Board of Examiners of Architects 50 W. Broad St., Columbus 12, Ohio, except in very rare instances, answers all inquiries pertaining to reciprocal registration by return mail. The National Council of Architectural Registration Boards, 736 Lucas St., Chariton, Iowa operates under a similar policy.

If you *think* you are going to get a job over the fence, follow the above advice before the sun goes down. By so doing, you will save yourself a lot of embarrassment and will not be tempted to try to impose on some of your good friends to get you out of a tight spot.

"V.I.P." TABLE

(See top of page six)

When Past President Britsch reminded Past President Huff that he was through and finished and that he now belonged at the "table below," this is what he was referring to.

Seated at this table are some V. I. P.'s from Michigan. Seated at this table: left to right is Tal Hughes, F.A.I.A., Editor "Michigan Bulletin" and "National Architect"; Mrs. Claire Ditchey, Mr. Leo M. Bauer, Pres., Michigan Society of Architects; Mr. Claire Ditchey, Detroit, re-elected last June as Secretary of the American Institute of Architects. We always like to brag about Claire being a native Buckeye.

Now for some V. I. P.'s from Ohio: Mr. Joe Weinberg, who flew from Cleveland to Detroit and then to Cincinnati to be with the other Past Presidents. Mr. George Mayer also of Cleveland sits next to Mrs. Russell S. Potter with Chas. E. Firestone of Canton and Mr. Russell S. Potter of Cincinnati. Other Past Presidents present were Chas. Cellarius of Cincinnati with Mrs. Cellarius and Geo. S. Voinovich of Cleveland with Mrs. Voinovich.

Paint Consultant at Convention

In his capacity as Paint Consultant for Benjamin Moore & Co., with Ohio headquarters at Cleveland, C. E. Heimbrodt found architects attending the Cincinnati Convention much interested in paint and what it can do for their finished jobs. He found them willing and ready to cooperate with reliable paint manufacturers on this problem.

The architect realizes that regardless of his design, structure of the building, etc., the finished product is often appreciated more by the proper use of paint and color scheme.

Mr. C. E. Heimbrodt, himself an architect and a member of the Chicago Chapter of the A.I.A. has experience and background well fitted for his position.



C. E. HEIMBRODT

Report of Resolutions Committee 1952 A.S.O. Convention

Resolution No. 1

WHEREAS, the Cincinnati Chapter of the American Institute of Architects has extended its hospitality to the Architects Society of Ohio of the American Institute of Architects, gathered in its Nineteenth Annual Convention, together with the Great Lakes Regional Seminars, and

WHEREAS, Eugene F. Schrand, President of the Cincinnati Chapter, Edgar D. Tyler, General Chairman of the Convention Committee, and Mrs. Carl Strauss, Chairman of the Ladies' Program, have so efficiently and graciously organized the activities of the Convention:

NOW, THEREFORE, BE IT RESOLVED, the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled, October 3, 1952, does hereby express its appreciation of the efforts expended in its behalf, which have culminated in such a successful and enjoyable convention.

Resolution No. 2

WHEREAS, the Manufacturers and Distributors of Building Materials and Equipment, who through the unparalleled extensiveness of their exhibits and the solicitous attention of their representatives, have added so much to the substance of the convention.

THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects, in this Nineteenth Convention assembled, October 3, 1952, does hereby express its appreciation of the co-operation of these exhibitors in bringing to the attention of this body the most recent developments of their various products, and

FURTHER, BE IT RESOLVED, that a copy of this resolution be forwarded to each of the exhibitors.

Resolution No. 3

WHEREAS, the officers, directors, and committees of the Society have served the Society well and faithfully during the year;

THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, does hereby commend the officers and committees for their services to the organization, particularly the retiring President, Mr. William B. Huff.

Resolution No. 4

WHEREAS, the management and personnel of the Netherland Plaza Hotel have provided every possible facility for the comfort and convenience of the members attending the annual meeting of the Society.

NOW, THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, does hereby express its appreciation of the services rendered.

Resolution No. 5

WHEREAS, the Ohio Society of Professional Engineers has furthered the spirit of co-operation and fraternalism between the Architects and Engineers of Ohio by the appearance of Mr. Raymond Freese, its President, at sessions of this convention.

NOW, THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, does hereby express its gratification at the mutual understanding which is being nurtured between the two Societies.

(Continued on page 26)



This new Shaker Square office of The National City Bank of Cleveland was decorated by Irvin and Company, Inc., to provide maximum customer comfort and service. Special care was given to the lobby appointments. The counters and lower portion of the walls are paneled in pale oak with upper walls in sage green.

The National City Bank of Cleveland was founded in 1845 in a small building on West Superior Street. Today, eleven National City branches serve all parts of greater Cleveland.

107 Years Old and Still Growing

Irvin and Company, consulting with this bank's architects, Garfield, Harris, Robinson & Schafer, designed all interiors of their new branch bank on Shaker Square. Perhaps we can serve you in a similar capacity.

Irvin and Company also designed and had painted the mural showing the site of the original bank and pictures of early Cleveland, which decorate the lobby walls.



IRVIN and COMPANY
INCORPORATED
INTERIOR DECORATIONS
Shaker Square

Resolution No. 6

WHEREAS, the Great Lakes Regional Seminars have contributed immeasurably to the success of the convention; and

WHEREAS, their inclusion in the convention program was largely through the efforts of our Regional Director, John N. Richards, and Bergman S. Letzler, co-chairman of the Seminar.

NOW, THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, does hereby express its gratitude to Mr. Richards, and Mr. Letzler, and to those who participated in the seminar panels; and

FURTHER, BE IT RESOLVED, that a copy of this resolution be forwarded to each of the Seminar Speakers.

Resolution No. 7

WHEREAS, the presence of the distinguished Vice President of the American Institute of Architects, has brought a refreshing congeniality to our Mid-West convention;

NOW, THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, hereby expresses its appreciation to Kenneth E. Wischmeyer for giving so unselfishly of his time to be with us.

Resolution No. 8

WHEREAS, John W. Root, Chairman A.I.A., National Committee on Public Relations gave a most timely and inspirational message on public relations.

NOW, THEREFORE, BE IT RESOLVED, that the

Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, hereby expresses its gratitude to Mr. Root for enhancing the program of the Convention.

Resolution No. 9

WHEREAS, both the Educational Committee and the Architectural Registration Committee have recommended consideration of continuity as much as possible in personnel of Committees; and

WHEREAS, it has been recommended by the Secretary that new committees be appointed prior to the annual meeting;

NOW, THEREFORE, BE IT RESOLVED, that the Executive Committee be instructed to study these problems and be hereby given authority to act as they may determine best before the next annual meeting.

Resolution No. 10

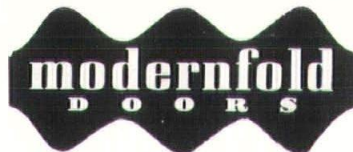
WHEREAS, the State of Ohio is preparing a State-wide celebration commemorating its 150th Anniversary.

NOW, THEREFORE, BE IT RESOLVED, that a Standing Committee be established to co-operate with the celebration of the Ohio Sesqui-Centennial and that such a Committee be continued permanently to interest itself and to interpret to the Architects Society of Ohio the preservation of fine architectural examples remaining in the State.

Resolution No. 11

WHEREAS, the Secretary has recommended that a paid continuing secretary be employed to keep the permanent records of the Society and to disseminate information and literature to members and outside individuals and organizations;

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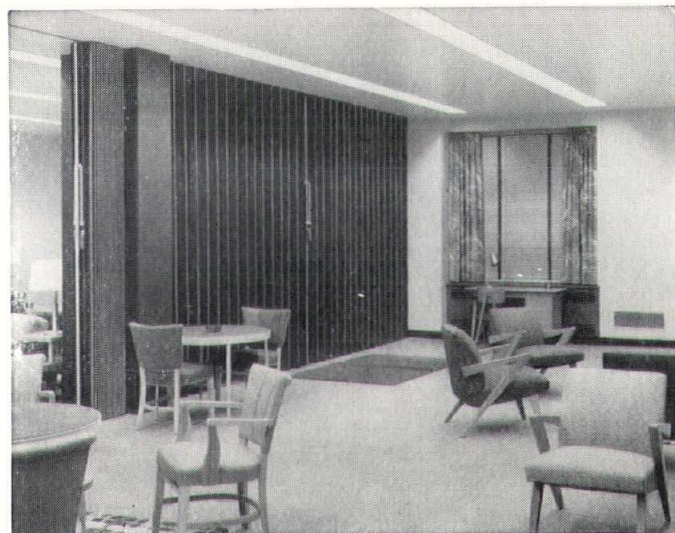
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MODERNFOLD IN A CLUB LOUNGE

NOW, THEREFORE, BE IT RESOLVED, that the Executive Committee be empowered to investigate the possibility of engaging a full-time Secretary.

Resolution No. 12

WHEREAS, the response of the Architectural Schools and their students of the State of Ohio were very gratifying, as shown in their exhibits;

NOW, THEREFORE, BE IT RESOLVED, that the Architects Society of Ohio of the American Institute of Architects in this Nineteenth Convention assembled October 3, 1952, does hereby commend these schools and students who took time and effort to present such inspirational exhibits, and thereby contributing to the success of this Convention.

Respectfully submitted,

THE RESOLUTIONS COMMITTEE:

Charles Firestone

Max Mercer

Frederick Hobbs

George Voinovich, Chairman

IN THE DAILY PRESS

A Slight Error in Installation

Coeds in five new dormitories at Alabama Polytechnic Institute blush when they look at a goldfish bowl. They know how it feels to live in one.

A chivalric southern gentleman hinted that all was not as it should be with bathroom windows in the new dorms.

The window panes are designed so a girl taking a bath can see out but outsiders can't look in.

The windows had been installed backwards because the factory put handles on the wrong side by mistake.

P.S. From subsequent dispatches it is understood that the error has been corrected.

Baltimore Aide Views Rigid Codes as Key to City Fixup

Enforcement of building codes is one of the principal ingredients of successful urban redevelopment, Richard L. Steiner, redevelopment director of Baltimore, told the Cleveland Chapter, American Institute of Architects, at their regular meeting, Wednesday, Sept. 24, at Hotel Allerton.

The first of five speakers on city rebuilding who will appear at successive monthly meetings of the organization, Steiner described the "Baltimore Plan," which employs all legal resources to compel landlords and tenants to bring worn-out dwellings up to minimum standards. A special housing court has been set up to deal with violations.

"The plan," Steiner said, "helps to prevent the spread of slum blight."

"The country is at the threshold of tremendous activity in city rebuilding," Steiner said. "We have developed an overwhelming productive capacity. What are we going to do with it when emergency needs are filled? I can't help but feel that city rebuilding will absorb a large part of it."

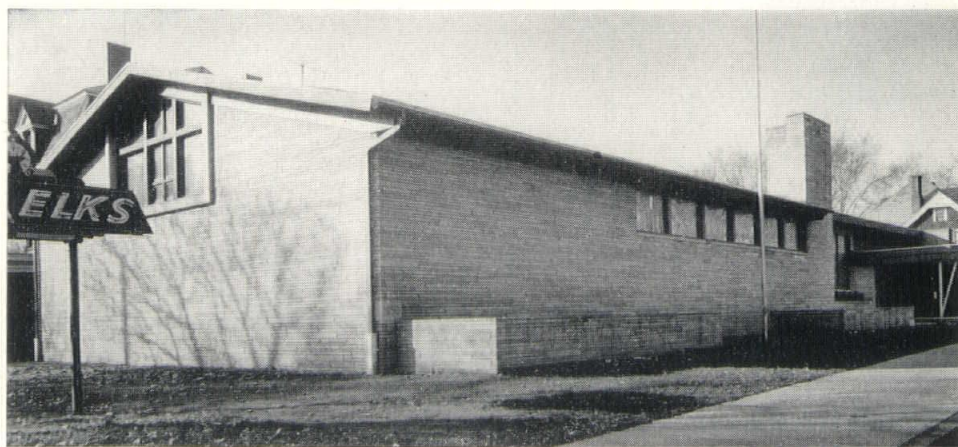
Steiner reported Baltimore had started two urban development projects, had purchased 75% of the land needed for them and had relocated 300 families living in homes that had been razed.

Commenting on the \$7,000,000 urban redevelopment bond issue which will be submitted to Cleveland voters in November, Steiner said Baltimore experience showed that when people were given a full understanding of the benefits of city rebuilding, they would vote for it.

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Prizes for Edward B. Berry Memorial Competition

The Cincinnati Architectural Society presented at its first meeting of the season on Sept. 23rd the prizes for the Edward M. Berry Memorial Competition. The competition was conducted for 5th year Co-op students at the University of Cincinnati.

The problem for Sec. I students was a "Furniture Factory". First prize, Harry J. Bothwell; second prize, Marcel E. Sedlecky; third prize, Roy F. Andrews.

The problem for Sec. II students was "A Small General Hospital". First prize, James H. Preston; second prize, Leslie J. Halfpenny; third prize, Robert W. Smith.

Prizes were autographed copies of the book, "The Buildings of Frank Lloyd Wright," and were presented by Benjamin Dombar, past president.

President Erich Zwertchek introduced Charles F. Cellarius, who presented "A Quick Trip Thru Europe," with colored slides and an interesting description of buildings old and new photographed on his recent trip to Europe.

What Can One Man Do?

(Continued from page 14)

designed to submerge the individual in an all-powerful political group. It was a theory that man exists for the government, not government for man. It was a blueprint for the destruction of the dignity and spiritualism of the individual in favor of the grandeur of the states.

In the short space of 100 years, this ideology has so grown in power that it now threatens to engulf the achievements of the previous 500 years wrought by blood and proved by performance.

I shall not debate the merits of the philosophy of

Anglo-Saxon individual freedom versus Collectivism. I shall assume that everyone here believes that governments are established for the benefit of the governed and that government, in and of itself, is not a positive good for any people.

I do not assume, however, that everyone here is fully aware of the extent to which the principles of the Communist Manifesto of Karl Marx and Friedrich Engels have, in the space of 100 years, been established in these United States.

Let us review their principles briefly. There are ten of them:

The first principle is the abolition of property in land and the application of all rents of land to public purposes. Where do we stand in this test? Almost 1/3 of all our land is owned by one government or another—53% of all of the land in the 11 Western States of the United States is owned by the United States Government and 99% of Alaska is so owned. Rent Control, which is control of a property in land, has survived the war period by five years. Over one million housing units have been established by the Federal Government. Regulation of the use of farm land has become so entwined with governmental control that the farmer can no longer truly call his land his own. Marx would be pleased.

The second principle of the Communist Manifesto is a heavy progressive or graduated income tax. Where do we stand on this? We adopted it before World War I, almost 40 years ago. During congressional debate on the Income Tax Amendment its proponents assured the American people that such a tax would never exceed 4%. We have reached the point now where in some brackets 91% of the incremental earnings of an individual are taken by the Federal Government alone and Congress may increase this. In some places, both state

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

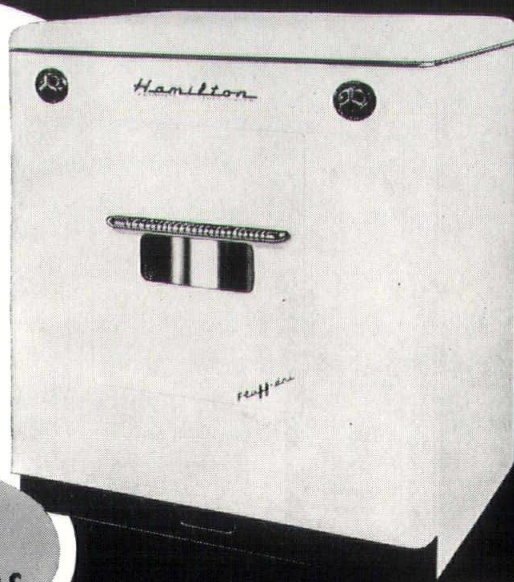
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and city income taxes are added. And double taxation is applied to all corporate dividends. Some corporate stockholders in 1951 may have to pay as much as 98% of every incremental dollar of corporate earnings in taxes. Karl Marx would have called this progress. He dreamed of no more at this stage of his blueprint.

The third principle is the abolition of all right of inheritance. Again, both state and Federal governments follow the line of Karl Marx. They have now reached the point where as much as 70% or 80% of the incremental savings of people may be taken by their governments.

The fourth principle is the confiscation of the property of all emigrants and rebels. This has no present application to our country, although England applies it rigorously.

The fifth principle of the Communist Manifesto is the centralization of credit in the hands of the state by means of a national bank with state capital and an exclusive monopoly. Our government, through a Federal Reserve Bank, a bond sale and purchase system, and multiple regulations, controls credit today. In addition, credit and money are brought under the thumb of central government by mounting debt structures, deficit financing, and devaluation mechanics. These are not by the means visualized by Karl Marx. They are more devious methods to achieve the same result. Marx's methods are present, too. We have established loaning agencies of many kinds superceding the banking functions of a free economy—the RFC, the FHA, the FMA, the Commodity Credit Corporation, the Federal land banks, the REA loans, and more. The Hoover Commission found thirty or forty. Congressman Clarence Brown counted ninety-three.

The sixth principle is the centralization of the means

of communication and transport in the hands of the state. Communication in the form of the telephone and telegraph systems, radio, and publications is not in the hands of our state, but the process of take-over has started. Radio communication is licensed and strictly regulated by the Federal Government. General communication through the distribution of printed material was once the exclusive privilege of private citizens, but in 1949 our Federal Government issued over 88,000 tons or almost 1½ billion pieces of printed material. The airwaves are flooded with government radio programs paid for by the taxpayer in promotion of more government. The recent Presidential order, authorizing Federal civilian agencies to withhold data from the public, places vast discretion in the hands of a large number of officials, with no adequate check on how that discretion is exercised. It represents still another Federal rein on communication. Transport is not in the hands of the state, in part because of very bad Federal management of railroads during World War I. However, under Federal statutes, labor unions periodically force government operation of the railroads. Highways are subsidized by the central government, waterways are controlled, airports are controlled, flying is subsidized, and ocean shipping is either owned or subsidized. Seventy-five different Government Bureaus deal with transportation. The process is under way.

The seventh principle is the extension of factories and instruments of production owned by the state, the bringing into circulation of waste lands, and the improvement of the soil generally in accordance with a common plan. The furtherance of this idea is apparent in the electric utility business. In 1933 Federal and municipal electric light and power systems were serving 2,200,000 customers, or 9 per cent of the nation's total.

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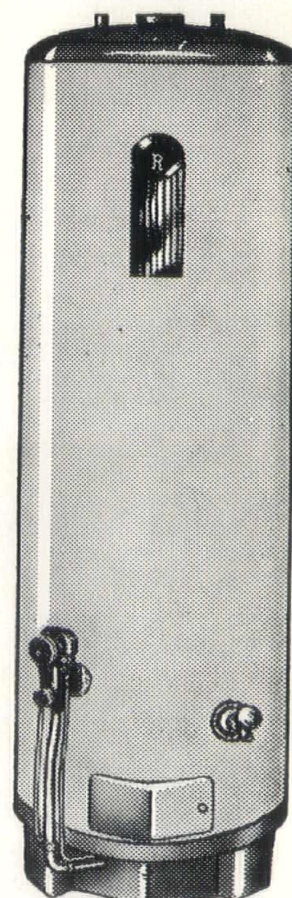
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Up to 1930, the Federal government had built only 17 small hydro-electric plants, each of these as an adjunct to an irrigation dam. Total installed capacity was 226,000 kilowatts. During the past 20 years the government has increased its power plant capacity more than 20 times over. And in another 10 years the Federal government will have in operation 172 plants with a capacity of about 20 million kilowatts.

The Federal government has usurped this business through competition based on discriminatory taxation and other financial devices.

But the electric industry is not the only point of penetration. Over 20% of our total national wealth, other than land, is owned by the government.

We have the government in at least 100 industries—fertilizer, rubber, rum, sugar, housing, building construction, chemicals, alcohol, shipbuilding, petroleum production, smelting, and so on. We have plans for nine great valley authorities in the United States to take over the cultivation of waste lands and the improvement of soil generally in accordance with a common plan. We have the Defense Production Act embodying the principles of the Spence Bill and an Economic Expansion Act, under each of which the government could regulate or compete with virtually any private industrial enterprise in the United States. We have both the practice of price controls and the threat of further price control with the inevitable implication that all things that go into the price of a product must, in the long run, also be controlled.

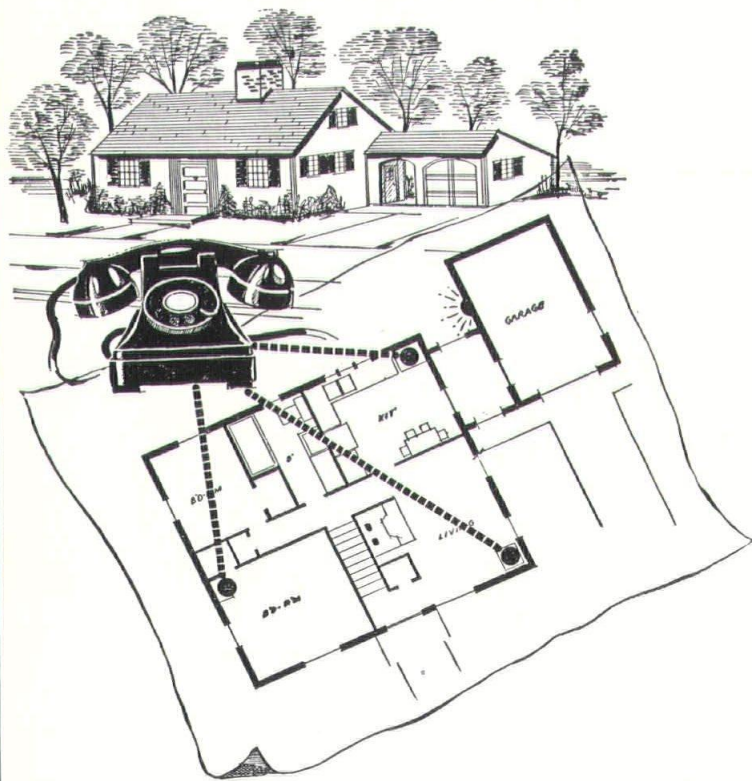
The eighth principle is the equal liability of all to

labor with the establishment of industrial armies, especially for agriculture. We have not reached that point in America. But we have had the discriminatory Wagner Act. We have had many of the initial steps which have led to the creation of industrial armies. Instead of stimulating productive industry as a cure to the great depression and a method for much-needed relief, we had WPA, PWA, and CCC work camps. And we have the limitations on savings which will ultimately compel the equal liability of all to labor.

The ninth principle is the combination of agriculture with manufacturing industries and the gradual abolition of the distinction between town and country by a more equitable distribution of the population over the country. How do we stand on this? The tax-favored Super Co-op is with us. The Brannan Plan is before Congress. The recently announced industrial dispersion policy of the Executive Branch of the Federal Government, after rejection of the policy by Congress, threatens to effect an artificial relocation of workers. The valley authority plans have been blueprinted. They permit 27 men not directly responsible to any legislative body to have control over nine great regions in the United States in the heart of our most productive centers of agriculture and industry.

And finally, the tenth principle is free education for all children in public schools; the abolition of children's factory labor in its present form; and the combination of education with industrial production. Karl Marx did not originate this idea—he adopted it from others and advocated its control by central government. Free elementary and high school education has been accomplished here, not through a central government but through local school districts managed and paid for by the parents of the children taught. This is good.

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But the urge for central government control through subsidies is now awakening. Moreover, college education, which is the more important phase of schooling in the sense of creative thinking, opinion molding, and research direction, is drifting more and more into the hands of big government and out of the hands of institutions completely free to think, write, and teach according to their conscience. The strength of independent schools grows less and less as government restrictions on the ability to make a fair profit increasingly limit the income from their endowment and their students.

Thus is the blueprint of Karl Marx being carried out in our own country.

The inevitable effect is that the Magna Charta-Bill of Rights doctrine of freedom for the individual must decline as the Marxian theory of power for the ruling group increases.

We who have so much to lose idly watch this process expand. And all too often we do nothing about it. Yet it is entirely clear that only individual action will save a political economy based on individual freedom. We cannot depend on any collective move to re-establish the rights of individuals. An individualistic philosophy will be re-established only if individuals, as such, re-establish it for themselves.

That presents the question: "What can one man do?" What can I do — what can you do — to restore the basic concepts of sound political, economic, and spiritual existence?

The importance of this question is indicated by a survey of Central Surveys, Inc., which reveals that even though businessmen feel the need to do something, only 1 in 7 actually does anything about it. And 2 in 5 say they want to work against the trend, but don't know exactly what to do.

There is hope, however, if people realize that there is a problem and have a desire to do something if told what to do.

So I would like to explore with you what you can do as an individual.

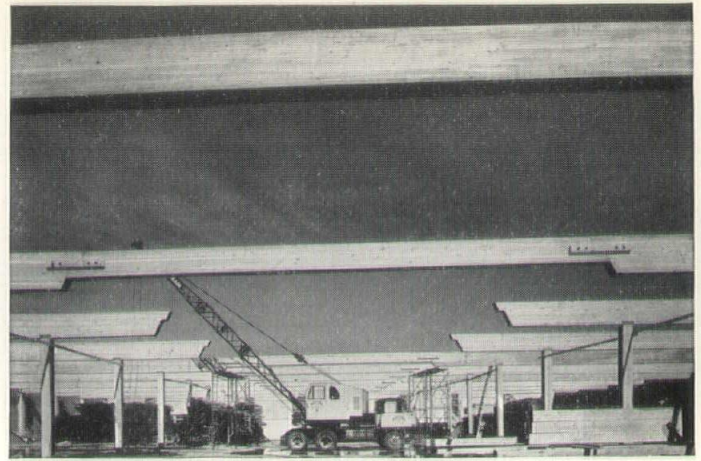
First, let me say that all individuals have various capacities. I shall discuss what you can do in three separate capacities:

- (1) What you can do in your capacity as a citizen-member of a democratic government;
- (2) What you can do in your capacity as a member of your community; and
- (3) What you can do in your capacity as a businessman.

Let us begin by looking at the problem of what you can do, on your own and without control, as a citizen entitled to exercise a franchise in a democratic government:

First, you can register as a voter. A shocking number of young businessmen are not registered as voters and, consequently, they do not vote. In one of our major cities, a survey recently revealed that 40% of the members of the Junior Chamber of Commerce were not registered as voters. And the Junior Chamber of Commerce at that very time was conducting an extensive series of panels throughout its city to encourage better citizenship and more knowledge of a sound economy. In the 1950 elections, 98,000,000 people were eligible for registration but only 70,000,000 were actually registered. Are you registered? If you are not, you are not doing the simplest thing that one man can do. Moreover, you are not a good citizen.

Second, you can inform yourself of the issues and candidates of the day. This is not difficult. The process is simple. Read the editorials in any good daily news-



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paper. Read any good weekly news magazine. Do these two things and do them regularly and you will know what the issues are and who supports each side of them.

Third, you can vote at every primary and general election. Simple statistics show the necessity for voting. In 1948, Truman was elected President by less than a majority of the votes cast and less than 1/4 of those

eligible to vote. And thus, an election resulting in fundamental economic changes was controlled by one-fourth of the people of the United States entitled to vote.

In the November, 1950 elections, the Republicans received 21,000,000 votes and the Democrats 18,700,000 votes. But here is the vicious thing — 57,000,000 people stayed away from the polls. Almost 40% more voters stayed away from the polls than voted.

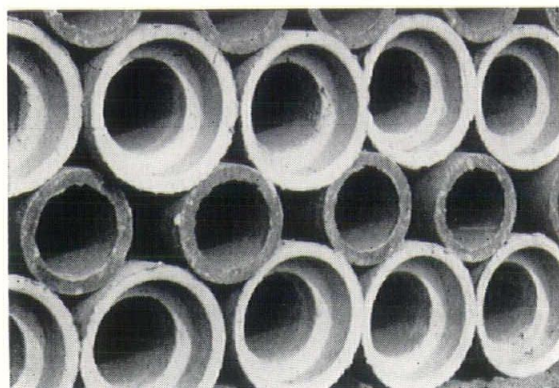
Here in Ohio we complimented ourselves on the excellent turnout in the 1950 November election. Yet, in Ohio, only 60% of those eligible voted.

A great many people in this very audience helped to bring this about by failing to register or, having registered, by failing to vote. Those who do not protect their freedom are not entitled to it.

The fourth thing you can do is belong to a political party and support it. This is a two-party country. A two-party system of government is a sound system of government. It is the soundest system of representative government yet established. The success of our form of government depends on a two-party system. But merely calling yourself a Democrat or Republican, as a matter of inheritance or for luncheon club popularity, is a weak way of belonging to a political party. Operations are not performed in the vestibule — you have to get into the operating room. There are two other things you can do. First, you can make a contribution to your party. It takes money to run a political party. Second, you can do some work for your party. Get in and pitch if you want your party to think your way.

The fifth thing you can do, as a citizen-member of a democratic government, is to contact the officials who represent you in the government. This is the only way they will know what you think. It involves talking to local representatives as well as national ones — to trustees, mayors, councilmen, commissioners, judges, governors, Congressmen, and Senators. You may not have access to all of the people who represent you, but you certainly have access to some. And remember this — the demands for subsidies, federal regulation, federal intervention and collectivism in general arise from local sources. They arise from people you know. They are sponsored by people some of you have helped put into office. Yet the chances are that only a small fraction of you who are assembled here today have ever taken the trouble of objecting to the demands made by people you yourselves have elected, even though such demands mean more government, more taxes, less freedom, and a lower standard of living for us all.

Finally, you can have the guts to oppose unsound action by the government, even though it personally benefits you. It is the policy of all power-hungry people to



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obtain wide support by bribing different segments of the population one at a time. If you want the whole evil process of government vote-buying to stop, you must quit accepting it yourself. You must not be in favor of rent control because it enables you to steal legally from your landlord. You must not be for perpetual support of veterans without regard to need or merit because you were once a veteran. You must not be for increased state aid to your local school district because it will reduce your taxes at someone else's expense. You must not be

for Federal subsidies for any local project which your own taxes ought to pay. The list is endless. Unless you and I have the moral stamina to resist this kind of temptation, our logic will be defeated by our action.

These, then, are the things that each of you can do as a citizen. They are not only your rights, they are your obligations. You can register as a voter. You can inform yourself. You can vote. You can be active in a political party. You can tell the government people who work for you what they ought to do. And you can practice what you preach.

Now let us see what you can do as an individual in another capacity. What can you do as a member of your community?

First, you can support moral and spiritual values in your daily life. The disintegration of family influence is the fault of the heads of families. You can't pass the buck for the moral and spiritual training of your children to a public school or summer camp. You can rationalize your failure to go to church but you can't defend it to your conscience. This country was settled by people who came here for God, not for gold. This is a part of the credo that has made us great. It is entirely a personal matter. You and only you can examine your own performance in your home and your church to see whether you are maintaining those spiritual values for yourself and your family which are necessary to any improved civilization.

Second, you can belong to opinion-making organizations. You can support these organizations in two different ways: One, by making contributions to them if they are doing the kind of work which you believe needs to be done. This is important. Organizations are manned and trained to do an effective job. Pick out a good one and support it. Second, you can be active in the affairs of opinion-making organizations. Become an officer if you can. Get on the program committee. See to it that your views are given a hearing. Let yourself be heard.

The third thing you can do in your community is to make the acquaintance of opinion-making people and give them your views. These include the preachers, the priests and the rabbis, the school teachers, the college professors, the editors, the authors, the labor leaders, the lecturers, the commentators, the heads of local institutions, and the leading business and professional peo-

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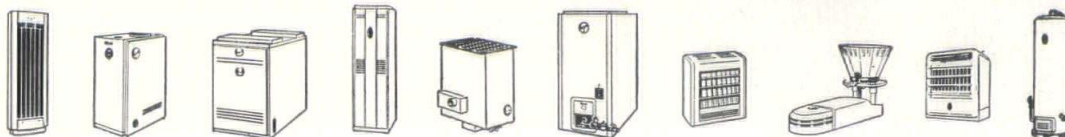
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ple in your community. You cannot know all of them—but know some of them. If you have studied the issues and candidates of the day, you can tell each of them something he does not know. You can correct misinformation he has. He, in turn, will reach many people that could not be reached by you.

Fourth, if you have the ability, you can write. Publish your articles if you can. Write letters to the editor. Write to everyone in a responsible position whenever you have an opportunity to praise or correct his political or economic views.

Fifth, you can speak to groups of people if you have the gift of public speaking. The opportunity is available for the asking. There are scores of organizations in need of any well-prepared speaker. You can be the one. You can multiply your effectiveness with a very little effort. A handful of Communists have preached

their doctrines to all of the people in the United States. They are seeking power. You are preserving freedom. Which is the greater cause? They have succeeded by following the simple methods I have outlined to you. They have been active, they have been prepared, and they have used opinion-makers and opinion-making groups at every opportunity. They have done this through individuals. You outnumber them—you can do it, too. One man can do it.

Finally, let us discuss what you can do in your capacity as a businessman.

Many of my readers are young men. You may not have reached the stage in your advancement where you formulate the policies of your company. But you are undoubtedly the policy makers of tomorrow. Many of you already have sizable numbers of employees reporting to you. All of you have some influence with the thinking of your own company. Therefore, it is essential that you, as the individuals representing business in whatever capacity you hold, do the right thing as an individual to preserve for business the right to be in business.

Here are the things you can do:

First, you can treat your employees right. You can be sure that you have good employee relations. You can be sure that your working conditions are good. You can endeavor to give your employees an ever increasing standard of living if your business can afford it. The working man of this country can be sold on the system of private enterprise if he can be convinced that private enterprise not only has produced more for him in the past than any other system, but what is more important, that it will produce more for him in the future than any other system. The first step in establishing this conviction in his mind begins in the shop in which he works. To the extent that you have control over the affairs of an employee or can influence the policies which affect the affairs of employees, see to it that this conviction is established and justified.

Second, you can educate your employees. Your employees are being propagandized by labor unions, by subversive groups, and by government itself. They are being misled and they are being subsidized. They are being told half-truths. It is up to you, as a businessman, to tell them the facts. *Nothing but the facts is needed.* The truth is sufficiently powerful, if simply told, to convince the ordinary employee that his own best interest lies in the avoidance of taxes, governmental wastes, and loss of freedom. Of course, it will take time and effort to do this. But it can be done. And to some extent, at least, you can do it.

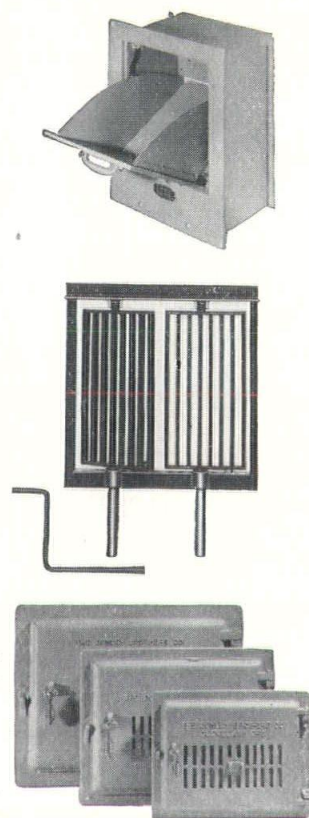
Third, you can be familiar with the story of what your own company has done, both for its employees and

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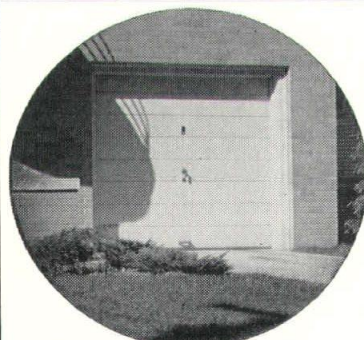
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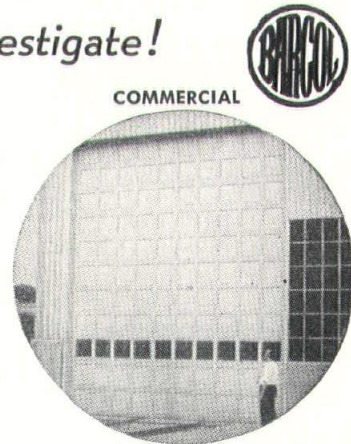
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for society. Your company's story is probably good. The story of most American business is good. But it has not been told. And who will tell it if you do not tell it. Even people in your own community are probably unaware of many of the fine things which your company has done. You are the person to tell your community.

Fourth, you can analyze your own company's practices in the light of the social needs of the community you serve. You can then advocate practices by your company which are for the good of the community and which will, to the extent of your company's ability, satisfy the needs of your community. Let us be specific. There is a need in your community to care for disabled people who can do some work. Does your company share in employing them? There is a need throughout this country to give economic opportunity to the negro. Is your company giving economic opportunity to the negro? There is a need to develop our productive system in all of its broad aspects in order that we may have more goods and services to establish a better standard of living. Is your company helping to expand the productive system? There is a need for companies to be good citizens and keep their neighborhoods clean, their local enterprises healthy, and their local communities modern. Does your company do this?

You can help mold the thinking of your company along these lines. I am merely saying that you must recognize that many proposals for reforming the American economy stem from real problems. If business is to hold the high place it seeks in this economy, it must not only recognize these problems—that calls for study by you—it must do something more, it must have a program for solving the problems. Business must be for something, not merely against things; it must be for progress and change; it must avoid a pure negative attitude; it must find solutions.

Solutions to problems come from individuals, not from corporations. That means you. Among my readers, there is enough ability right now to create solutions to our social, economic, and political problems far superior to those advocated by groups in search of political power. But this cannot be if you, as individuals, are unacquainted with the simple facts and arguments in support of the things you advocate. If you do not understand the basic principles of our political setup, if you do not understand the basic principles of our economics, if you do not understand the form of method and attack of the Communist, if you are thus unprepared, you cannot do it. What can one man do? He can prepare himself for the struggle against the continuing spread of Communism.

Every reader of this article would be willing to take

up arms against an outside invader—to give his time, to give his property, and, if need be, to give his life. Many of you have already made or risked these sacrifices. Actually, we have an invader from within whose threat to our security is greater than any invasion threatened from without. What can one man do about it? He can take up the challenge of fifth-column invasion. He can learn the answers. He can preach the gospel. He can change the trend. But he can do this only if he has the conviction of the need, the weapons for his fight, and the will to win the struggle.

Never before in the history of America has any American had the opportunity for greater service to his country at less sacrifice to himself than the opportunity which is presented to you today. It is the opportunity to save America for Americans with freedom as a bonus.

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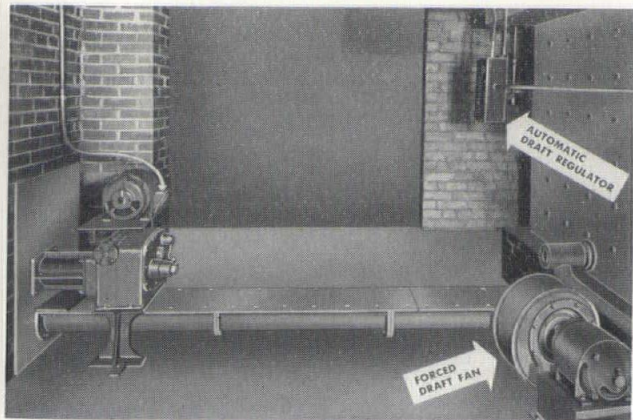
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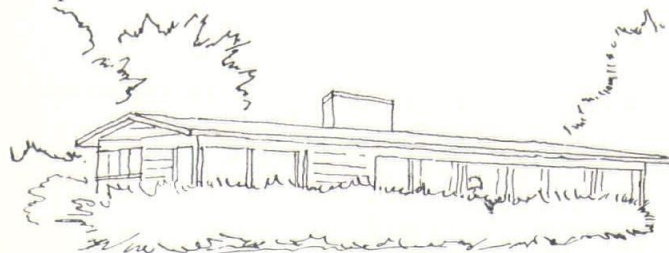
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ARCHITECT

50 Years of Architecture in Toledo

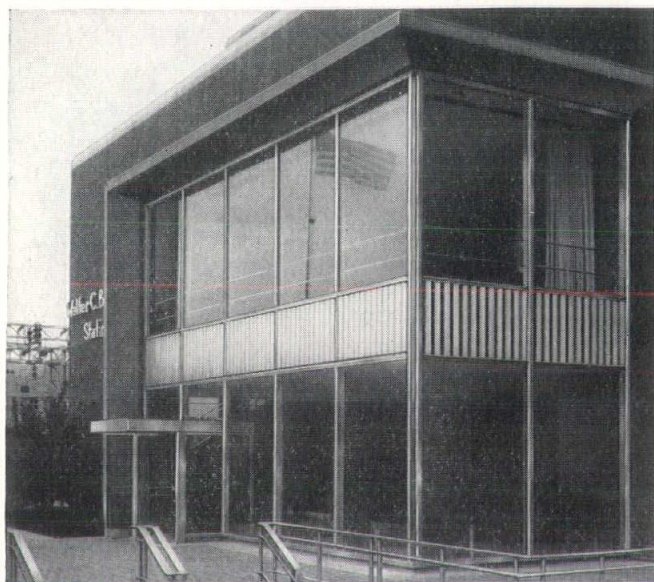
(Concluded from our September issue)

Then things moved fast. Even the modified details were shed, and the architects, freed from stylistic encumbrances to planning, massing, fenestration, began a fresh attack on their architectural problems and achieved both practical and attractive solutions like Brand Whit-



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lock Homes, The Toledo Scale Company Factory, the Martin-Parry (American Propeller Corporation) Factory, and the pioneering little residence at 2245 Marengo Drive.

By mid-century, the battle of "Modern" was essentially over. Except for alterations to or extensions of projects already begun in a stylistic manner, and except for the field of domestic architecture, the clothing of architecture in copied historical details was no longer considered either appropriate or necessary. The trend was furthered by the ever-increasing cost of such details and the growing public desire to eliminate "gingerbread" from buildings and thereby profit from the practical advantages which non-stylistic designing permits.

All major projects built in Toledo after World War II have been in the new vernacular. The Rossford Library features outdoor-indoor relationship through large glass areas, and testifies to the pleasantness this may give to interiors when combined with proper orientation and site development. The Toledo Trust Company Branch Bank, again using the openness of large glass areas, achieves thereby a friendly intimacy between the bank and the passer-by, and asserts, apparently to the complete satisfaction of the banking public, that the security of the institution lies not in great piles of stone masonry, but rather in the open honesty and economic integrity thus expressed.

The Medical Building at 2500 Central, the Home for the Aged, the Receiving Hospital at Toledo State Hospital, and especially the Salvation Army Building



Salvation Army Building

all show that dignified and appropriate architectural design can be achieved without recourse to historic ornament. Effects are simply and directly obtained by disposition of masses, placement of openings, considered use of color and intelligent choice of materials. The designs of Holy Trinity Lutheran Church and Zenobia Temple in addition feature the use of purely decorative architectural elements, the portico of the latter, the exedra end of the former, but these too are developed without recourse to period details.

In the field of domestic architecture, however, Toledo's acceptance of modern design has been the exception rather than the rule. The stylistic house, especially



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when of "Colonial" antecedents, has had much in its favor, pleasant appearance, nostalgic associations, "safe" style, standardized materials and favorable costs. The great post-war boom in house-building, largely the work of the operative builder, has in the main produced a crop of routine dwellings variously dressed in period forms, some well designed, but others displaying only a questionable assortment of stylistic clichés.

The modern house grows out of modern living needs, and its creation requires the skill of a sympathetic designer. It is therefore in the field of the custom built house that we see the best examples of the style. The Morris house, like the earlier house at 2245 Marengo, achieves a very livable residential character, and a pleasant inter-relation between house and grounds, between inside and outside living areas. The Roskin residence has an original and unusual distribution of living spaces well adapted to a pattern of modern living. Appreciation of merits inherent in the style is growing, especially among the younger people, and popular demand may lead to its increasing use in the operative builder's field.

We are too close to the modern movement to properly evaluate its historic meaning. That is for another day to say. Perhaps at some future time another analyst of Toledo's architectural history will view it in its proper perspective, and show in what way the spirit of these times has expressed itself in this phase of the city's architectural development.

7. History in Steel and Stone

Yes, in steel and stone Toledo has written history. Ever active in American life, her achievements have expressed the common goal, and as America has built, Toledo has built likewise. Her story, frozen in stone and steel, ties her clearly and inseparably to the story of America, and while in ways she may have followed while others led, her monuments unite her spirit with the America of which she is so much a part. If in some sense she has achieved in less measure her fullest aims, in larger measure she has built well, and her sons and daughters should cherish with pride the architectural heritage they have received.

—IMPORTANT—

Your vote at the coming election will count as never before. The voting record of the professions leaves a lot of room for improvement. Here again Public Relations begins at home. It is your duty and obligation to the profession of Architecture to help make this record equal to the best.

HUGH M. BROOKS

Architects of Central Ohio have lost a friend and worthy practitioner with the passing of Hugh M. Brooks on Wednesday, October 8th at White Cross Hospital in Columbus.

A veteran of both World Wars, Mr. Brooks was graduated from Ohio State University in 1921 and was employed in the state architect's office for 21 years.

Following World War II, he joined Tibbals - Crumley - Musson, architects, as a field superintendent.

He was a member of the Zanesville Masonic Lodge of Amity, No. 5, Scottish Rite and Alladin Temple of the Shrine, Columbus. He also was a past commander of the Leasure Blackston Post of American Legion, Worthington.

Following services in memory on Friday, burial was made in Walnut Grove Cemetery.



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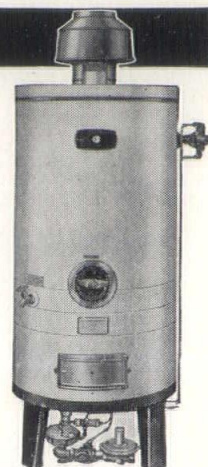
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The Materials Exhibit at Cincinnati

(Continued from page 7)

The booth of THE CINCINNATI GAS and ELECTRIC CO. was next and here the architects vied for cigars and cigarettes by trying to toss three steel rings over a projection in the back of the booth, 1 ring over for a cigar, two, a pack of cigarettes and three, two packs of cigarettes. From our several inspections we don't believe the drain on the cigar and cigarette stocks of Cincinnati was very severe as a result of the architect's efforts. Here BEN COOPER, CHARLIE BONDY and ROBERT CLORE acted as pitchmen.

KNAPP BROS. MFG. CO. was next with an exhibit of Architectural Metal Trim that was of interest to many visitors. Here we met ART DAHLMAN and FRANK SANER. We looked for JOE GERBER but always missed him.

The display of Etling Windows by THE QUEEN CITY WHOLESALE CO. of Cincinnati was next and a standard size Etling Window was on display here. Architects were interested in this window which moves up and down like a standard window yet swings inward so that the outside of the pane may be washed from inside the room. The staff here were ROBERT VODDE, RUSSELL H. CESSNA, ROBERT LEWIS, BILL LAWTON and OSCAR RODEFELD.

Next to Etling was the exhibit of RATHKAMP BROS. of Cincinnati. Here was a full sized aluminum window display of the Ludman Auto Lock Weather-stripped Awning Windows which are available in both aluminum and wood. This display was quite interesting to the architects at the convention and here to meet the Architects were ROY MILLER and DON MASSIE, representing the manufacturer.

A display of unusual interest to the architects was next, the "Carrier Weathermaker," displayed by THE CINCINNATI AIR CONDITIONING CO. A "packaged" heating unit furnishing summer cooling (by electricity) and winter heating (with gas), with filtered air and maintaining proper humidity, this unit created considerable favorable discussion. Here to explain its many advantages were ART RADTKE, V. P., ED WILLIAMS and HARRY SHELBY of Cincinnati Air Conditioning and BILL RIDER of Carrier Corp.

Next was the display of BACKUS BROS. CO. of Cincinnati which featured all types of office and drafting room furniture of which this company is a leader.

Here from Heywood-Wakefield were HERBERT HEDGES, ROBERT BACKUS and BLAIR MADDUX and from Backus Bros. Co., HENRY BACKUS, HARRY BACKUS and COL. BILLY SCHNEIDER.



Next to Backus Bros. was the exhibit of THE BRESSE BROS. CO. of Cincinnati featuring "Breco" Steel Roof Decks. A cutaway section showed how insulation and roofing is applied to these decks. Also framing the display was an erection of Stran-Steel Steel Joists which Bresse Bros. handle in the Cincinnati area. Capably manning this booth were JAC R. BREESE, W. F. AHL-BRANDT and JACK VAN LANDINGHAM.

Next was the booth of LOFTUS AND SCHOENBERGER of Cincinnati which featured a display of Plumbing Equipment including Bathroom Fixtures, Soap Dispensers and Stainless Steel Sinks. This company specializes in the hospital field. Here acting as hosts to the visiting architects were EARL LOFTUS, AL SCHOENBERGER of Just Mfg. Co. of Chicago and A. M. HUBERTY, Indianapolis representative.

A large corner display which was next in line was the exhibit of DURBROW-OTTE ASSOCIATES, INC. of Cincinnati. Here was a very diversified display as Durbrow-Otte are aggressive sales representatives of a variety of products of interest to the architect. Here on display were Modernfold Doors, Croft Windows, "Al-wintite" Aluminum Windows, Ellison Doors, Sanymetal Toilet Partitions and Metal Gratings. The hosts at this display were PETE and JACK DURBROW, SHERRILL SCALES, BOB HOUGH and CHARLES ISAACS.

Next we came to the booth of THE CINCINNATI TIME RECORDER CO. which had on display Time Recorders and Master Time and Signal Control Systems for schools, factories, institutions and industry. Here we met F. J. MULHERN, Asst. Sales Mgr., J. C. BLUM, Sales Representative from Cincinnati and ELDON STERN, Sales Representative from Cleveland.

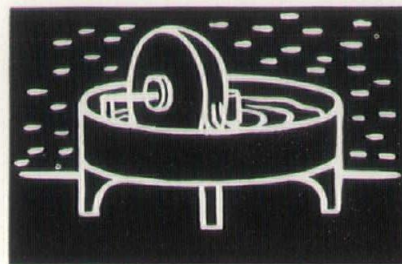
The display of MEDAL BRICK AND TILE CO. of Wooster and SMITH BRICK CO., their local representatives was next and featured panels of face and roman brick. J. KENT HAMMER, Mgr. of Sales of Medal Brick and E. DALE SMITH of Smith Brick Co. were hosts here.

Next was a very colorful exhibit by ARGUS INDUSTRIES, INC. of Cincinnati. Full length corrugated sections of Translucent "Corrulux" in many colors were available for inspection by the architects as were "Stran-Steel" Cold Formed Structural Sections. Here as hosts to the architects were W. N. ANDREWS and GLEN HALE.

Along the north wall of the South Hall were six exhibits, first in line that of ARMCO DRAINAGE AND METAL PRODUCTS, INC., Middletown, Ohio which devoted its space to a display of "Armco Steelix Build-

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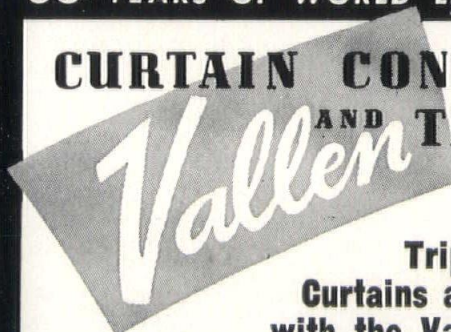
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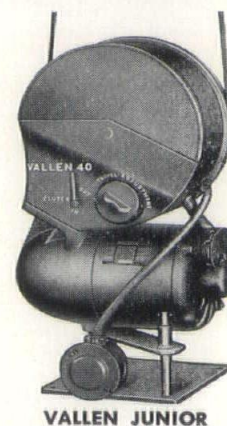
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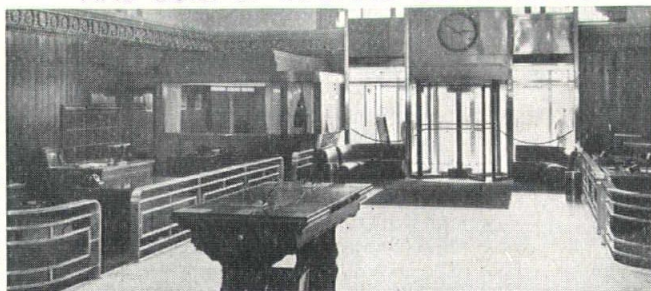
and

THE WADSWORTH BRICK & TILE CO.

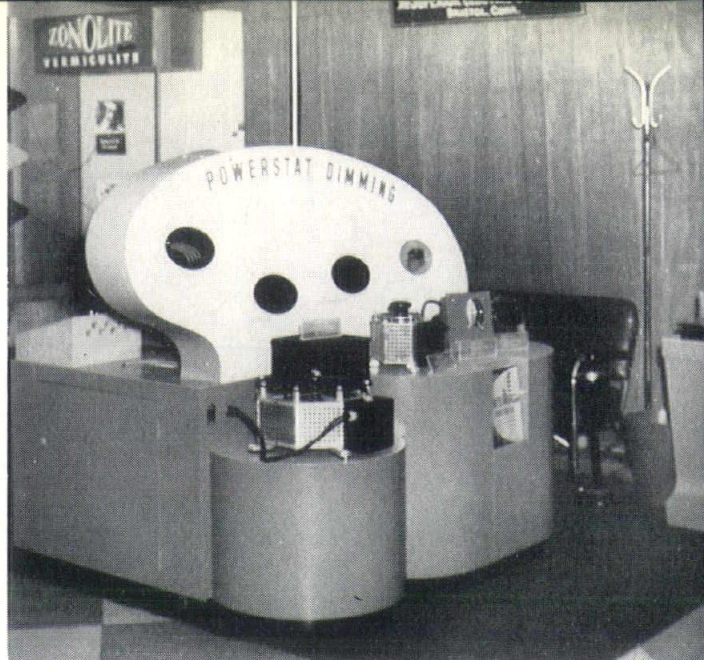
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ings" with large photographs of typical units. Here from Middletown were MERLE PAUL, J. F. JOHNSON and R. W. KINDIG assisted by C. B. TRUEBLOOD, their Cincinnati representative.

Next to Armco was the display of THE TECTUM CORP. of Newark, Ohio and featured their Roof Plank made of wood fibre. Samples of this 4" thick fibre plank, covered with waterproof roofing felt base sheet attracted much favorable attention, as it is termite, fungus and compression resistant, is easy to handle and has acoustical merits. Acting as hosts here were V. E. TOBIN, Sales Manager, assisted by ED HALL and LOWELL JOHNSON.

Occupying a double booth display, THE POLLACK STEEL CORP. was next and featured the new Pollack Rail Steel Reinforcing Bars. Samples and large colored photos were on display here, and present to talk to the architects were CARL VOLKMAN, Sales Mgr. of the Cincinnati territory assisted by ED GEBAUER, Asst. Sales Mgr. and LUKE RARIG of Cincinnati and BEN YALMAN of Columbus.

Next was a display of Koolshade Screen and Ingersoll Storm Windows by INGERSOLL PRODUCTS. The shading qualities of Koolshade were shown by contrast with other shading mediums by displays thru which the heat transfer thru these mediums could be measured by the architects. Hosts at this booth were JOHN WORKMAN and GENE DICKTEN, proprietors of All-Weather Co., Cincinnati representatives, JAXON MILAM, their associate, O. B. THOMAS, District Representative of Ingersoll Products and AL HOLDEN, Cleveland Representative.

Next was the display of Roof and Floor Drains by the JOSAM MANUFACTURING CO. which also displayed large illuminated photographs of cutaways and cutaway installations of these products. Meeting the architects here were E. H. GARDNER and J. M. BEGLEN.

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Next to Josam was the display of THE R. C. MAHON CO. of Detroit, Building Products Dept., represented by WALTER SHEETS, Sales Mgr., JIM MOORE and HARRY REBLIN of Detroit and FRED M. COLE, their Cincinnati representative. This display featured Mahon's Insulated Metal Walls and was of great interest to the many architects who called at their booth.

Down thru the center of the South Hall were two rows of displays, back to back. Opposite Mahon was the display of M. A. KNIGHT CO. of Akron which featured "Knightware" acid proof tile for laboratory and similar uses and "Permanite" Cement and Brick Industrial Floors for Food Products and Dairy Plants, etc. Here to greet the architects were M. A. KNIGHT, JR., assisted by W. E. FORINGER, who covers the State for Knight. There was much interest in these products by the architects as they solve many ticklish problems for them.

Next was the display of THE RELIANCE ART METAL CO. of Cincinnati which featured Metal Work in Aluminum, Bronze and Stainless Steel under the trade name "Ramco." This company specializes in non-ferrous architectural metal work such as Canopy and Marquee Facias, Copings and Spandrels, Bank Screens and Wickets Railings and Gates, Store Fronts, etc., and was capably represented by OTTO BUFE and F. E. JANOWITZ.

Next was the exhibit of L. M. PRINCE CO. of Cincinnati and displayed a drawing table and equipment for draftsmen, etc. It also featured their blue and B-W print service service to architects. Here to greet the architects were L. M. PRINCE, JR., LARRY WESSELS and CARL H. MENNE.

Next was an exhibit of "Arrowcrete" by PRICE BROS. CO. of Dayton. This booth had three large photographic panels of typical installations and a continuous talking movie on the many uses and advantages of "Arrowcrete." Here we met J. B. HENRY of Price Bros.,

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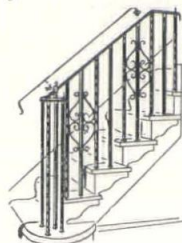
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WILLIAM BROWN of Arrowcrete Corp., Columbus and PAUL RUSSELL of Tri-State Flexicore Co. of Cincinnati.

Adjoining Price Bros. was the display of the PITTSBURGH PLATE GLASS CO. which featured "Solex" Heat Absorbing Glass, with a display which invited the architects to "feel the difference" of heat transmission of "Solex" contrasted with other glass. Also featured was colored glass, and Pittco Store Front Material. Two large panels of display charts on Paint Orientation Principles and Color Dynamics were shown. Hosts to the architects here were JACK MULLINS and AL SUHRE of the Cincinnati office.

Next was the display of the PORTLAND CEMENT ASSOCIATION with a backwall of colored photographs of typical cement buildings and a panel of the various brochures available to architects from the association on the various applications of cement products. Here to greet their many architect friends were N. O. WAGNER and J. R. SNOWBALL.

In back of Portland's exhibit was a display of THE ART METAL CO. of Cleveland which displayed their various types of lighting fixtures. Hosts here were GEORGE GLATTHAR, President and ARTHUR W. MATTESON.

Next was the exhibit of STRUCTURAL CLAY PRODUCTS INSTITUTE, INC. which featured examples of Insulated Cavity Walls and exhibited a backwall display of enlarged photographs of typical examples of the use of Structural Clay Products. Genial JACK NEIGHBOR was only here a short time as he had pressing business elsewhere but the exhibit spoke for itself.

The next display, that of the DURACRAFT PRODUCTS, INC. representing HUNTER DOUGLAS CORP. featured an All Flexalum Venetian Blind over which water was continually passing, emphasizing its waterproof feature. Here representing Duracraft were WM. C. BOCK and LEO HUNTEMAN and representing Hunter-Douglas was W. PARK, JR.

Next was the booth of THE CINCINNATI BUILDERS SUPPLY CO. with an interesting display of Schlage Locks (which can be mounted in the center of a door) "Rocket 1000" Sliding Door Hardware, Panic Devices for schools and other public buildings and the Rixson Door Check (which is mounted in the concrete at the bottom of the door, out of sight). Here as hosts were L. D. WILDE, Sales Mgr., JOE HOCK and TONY MALJE.

Two familiar faces greeted us at the next booth, that of THE WILLIAMS PIVOT SASH CO. of Cleveland.



They were those of KARL DOMINO and his son PAUL DOMINO who have displayed at our A.S.O. exhibits since we started. Featured here was a full-sized casing with Williams Pivot Sash, which tilts to permit washing from inside the room, and enlarged photos of buildings, large hospitals, institutions, etc. which are equipped with Williams Pivot Sash.

Completing our tour of the booths in the South Hall was the booth of THE F. C. RUSSELL CO. which featured Rusco Prime Windows of Armco "Zinc Grip" Tubular Steel Construction, bonderized, factory painted, and completely glazed. Hosts at this display were VERNON LONG, LEONARD KEMPER and RAY KUNZ of the York Supply Co., Cincinnati and Dayton distributors, EARL PAGE and F. E. RIVIERE of N. J. LeCrone Co., Columbus distributors and TOM GORMAN of Builders Metal Products, Cleveland distributors.

NORTH HALL DISPLAY

Moving over to the North Hall, the first display we came to was that of THE H. NEUER GLASS CO. of Cincinnati with a display of Fabrow Window Walls, Alsynite plastic glass fibre panels, Permalume shower doors and tub enclosures and Sun Sash Louvered Windows and Jalousies. We tried to meet ART NEUER here but he was too busy. We did meet SAM MANDELEIL however, and he explained his products to us very capably.

Next was the display of THE CRAWFORD DOOR SALES CO. of Ohio which consisted of a back wall display of Glide-All Sliding Doors, a comparatively new product by Woodall Industries that Crawford has just taken on and the Crawford Marvel-Lift Garage Door, with which most architects I talked to were quite familiar. Shown also was the Radio Controlled Operating Unit that raises or lowers the garage door by radio signal from your car. Here we met LEONARD HAHN, president of Crawford, JOHN HOMUTH and K. C. COOK of the Cleveland office and GENE DOWERS of Cincinnati. Explaining the door opening mechanism was R. TETAZ of Crane and demonstrating the Glide-All Sliding Door was JOE SLOCUM of Woodall.

Another Cleveland manufacturer was next, THE TREMCO MFG. CO. of Cleveland with a display on their "Tremglaze" Mastic Glazing Compound which needs no painting, Tremco Bituminous Moisture Barriers and their Mulsomatic Flooring for application over worn-out flooring. Greeting the architects here was AL HURLEY of the Cleveland office, C. F. MURPHY of Columbus and ED JARVIS of Cincinnati.

Adjoining Tremco was a display of a Stainless Steel Steam Table and Server for Cafeterias, etc. by the HOTEL AND RESTAURANT SUPPLY CO. of Cincinnati.

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Across the aisle was the exhibit of CINDER PRODUCTS, INC. of Cincinnati featuring their Straub Cinder Block, with samples of their various sizes and shapes of block. Two large photographic panels were displayed here, one showing the manufacturing and testing methods and the other typical jobs on which Straub Cinder Block were used. Host to the architects here was EDGAR JOHNSON.

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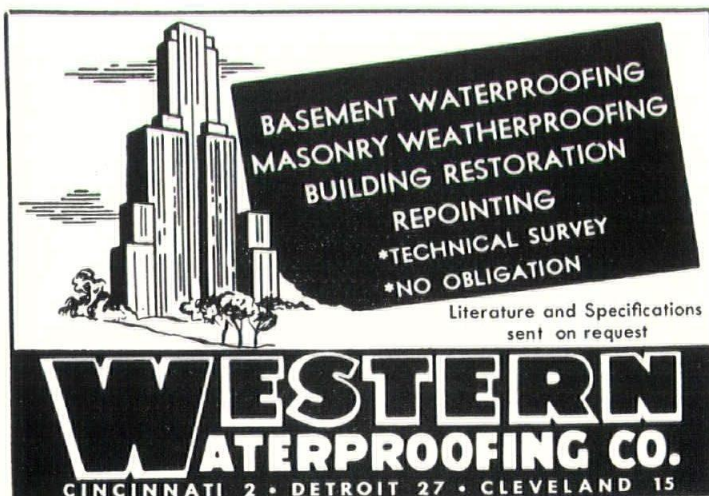
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Next was another familiar face, a display on Acousti-Celotex by THE GEORGE P. LITTLE CO. of Cleveland, Columbus and Akron and E. G. DECKER & CO. of Cincinnati. This display featured a back panel with various sizes and styles of Acousti-Celotex board, including the new random pattern recently offered architects. Hosts here were GEORGE P. LITTLE of Cleveland and R. M. LEE, Mgr. of Little's Columbus office.

Around the corner from Little was an impressive display of Powerstat non-interlocking dimming apparatus for theatres, school auditoriums, etc. by the SUPERIOR ELECTRIC CO. of Bristol, Conn. This display intrigued the architects, as they could operate the mechanism and observe the way the dimmer responded to their touch. In charge of this display was J. LOUDEN, General Sales Mgr. and F. A. MOLANDER of Bristol, Conn. and E. S. WILLIAMS, their Cleveland representative.

THE ZONOLITE CO. of Dearborn, Michigan was next with an unusually attractive yellow and white booth displaying Zonolite Insulating Fill, Acoustical Plaster and Concrete and Plaster Lightweight Aggregates. Hosts here were BOB UPCHURCH and BOB KORDEN-BROOK of the Cincinnati office and E. L. WILLIAMS of the Cleveland office.

Across the aisle from Superior Electric was the display of THE DURIRON CO., INC. of Dayton, with an attractive display of their Duriron Acidproof Pipe and Fittings. They also had on display Sink Strainers, Traps and Exhaust Fans, and featured an attractive illuminated back panel on which were mounted photos and samples of their products. Hosts to the architects here were WALTER H. RIEGER, Cincinnati Branch Manager, WM. J. KILLIAN, District Manager and WM. H. FOGARTY of the Cincinnati branch office.

THE GLOBE OFFICE EQUIPMENT AND SUPPLIES, INC. was next and featured a single unit display, that of "Techniplan," the original, complete modern office in steel. The attractive desk and work surface in grey enameled steel which utilizes a corner space was very inviting and there to explain "Techniplan" were JAMES ROBERTSON, DON BIEHL, BOB EVESLAGE and STAN TUTTLE.

Occupying the next corner booth was a display of Modular Ceramic Tiles for bathrooms, kitchens, patios, etc., very attractive and colorful by CAMBRIDGE TILE MFG. CO. Featured also was an illuminated back panel of colored photographs of tiles and installations of Cambridge Tile. Hosts to the architects here were D. T. BRADY, District Manager, J. J. BURCHENAL, Advertising Promotion and HARRY J. MACKE and STANLEY PEARCE of the Art Dept. of Cambridge. We were hoping to see R. L. CARLEE, Gen. Sales Mgr. of Cambridge but he could not attend due to other commitments.

Backing the Cambridge exhibit and occupying two booth spaces was one of the largest, most compact and comprehensive exhibits of the show, that of THE PHILIP CAREY MFG. CO. which featured a house section, complete with roof (which displayed Carey's "Shasta-Snow" Fire-Chex Shingles). Here also were shown in various attractive manner, Carey-Stone Corrugated Asbestos Cement Roofing and Siding, Carey Thermo Board and Careysote Board, Carey Ceramo Siding and various wall insulation materials of that company. Of much interest were the Carey Kitchen Ventilators and "Miami" Medicine Cabinets, Mirrors and accessories. Hosts to the architects for Carey were W. H. SKINNER, Dist. Sales Mgr. and J. O. McFALLS, Asst. Dist. Mgr., ably assisted by WM. R. KING, JOHN E. DICKERSON, RAY H. HALLMANN, DAN H. MCKINNEY, HARRY SCHAEPERKLAUS and L. W. CLARKE, JR.

Across the aisle from Carey was another old friend, MIDWEST ACOUSTICAL AND SUPPLY CO. with a display of their Acousti-Rail system for installing acoustical tile, the new Martin-Parry "Metlwal" Partitions and various styles of acoustical tile sold by Midwest. HOWARD WILEY, President was here for a brief stay before going on to Chicago but he left three capable substitutes, LEONARD COULTER of Toledo, PAUL L. SMITH of Dayton and DAN BARRETT of Springfield.

Across from Carey also was a display of CRAB ORCHARD STONE with various samples of this remarkable product on display. Here to explain its various features was JAMES E. DUNAWAY.

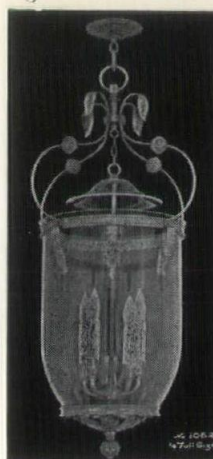
In the opposite corner was THE H. H. ROBERTSON CO. display of Q-Flooring. The display, which showed the electrical distribution system for high and low tension services through "Q-Flooring" and the cutaway showing concrete topping applied and finished floor installed was of considerable interest to the architects. On duty here were B. P. SLUTES, Sales Mgr., DICK MANSFIELD and GEORGE TRIMBLE.

Next to Robertson was the display of the INTERNATIONAL BUSINESS MACHINE CORP. (I.B.M.) which featured their Electric Time System. Four Branch Managers were hosts here, A. J. CONRAD of Cincinnati, H. R. JACKSON, JR., Dayton; PETRIC MOFFATT, Columbus and H. N. McLAREN of Cleveland.

THE CHARLES HAAS CO. display of Individualized Windows in Steel and Aluminum occupied the next two booths and CHARLES HAAS, in person, was kept busy explaining that his product was entirely Custom-Built to fit various requirements. Several attractive church frames and round frames drew critical examination from the visiting architects.

Across the corridor, completing our tour of the Exhibit and occupying two booth spaces was the exhibit of THE OWENS-CORNING FIBERGLAS CORP. of Toledo, with branch offices in Cleveland, Columbus, Toledo, Dayton and Cincinnati. This display featured an illuminated back wall of enlarged photographs of installations of their various products and two panels devoted to product display, which included their Sonofaced Acoustical Tile, which comes in six colors and has a plastic film facing, Roof Perimeter and Building Insulation and form board. Hosts here were GILBERT BAECHLE, Mgr. of the Cincinnati office and four Cincinnati representatives, KARL STURTZ, GEORGE WERTZ, HOWARD ERRIN and WALLACE FLOWERS. We were hoping to see B. G. McCABE of Toledo.

It has been a long and tiresome but educational inspection trip and most of the architects made several visits to see the entire show. It was a pleasant experience, greeting old friends and meeting new ones. Of course, as in all such exhibits, there were long pauses between active periods when the architects were busy doing other things, such as going to meetings, eating, watching the progress of the World's Series on television or radio or just visiting the rooms of friends but for the actual time of three days, the various representatives of the displaying companies met and talked with more interested architects than they could otherwise contact in three weeks or months by the office call method. Those architects who stopped to inspect the displays were interested in learning all they could about the products shown and the questions asked were searching and definite. The visit of the Democratic candidate for President on Thursday noon was a disturbing factor, altho it provided some amusement to what was otherwise a serious and exhaustive task. There is no doubt that the Building Materials Exhibit is one of the most important features of the A.S.O. Conventions and many exhibitors are looking forward to the next year's show in Youngstown.



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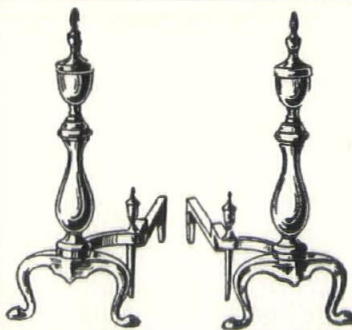
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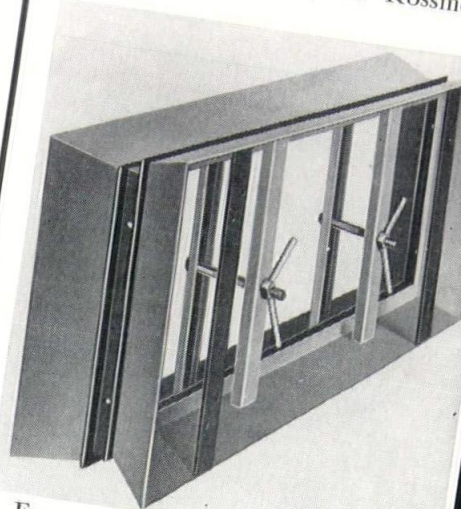
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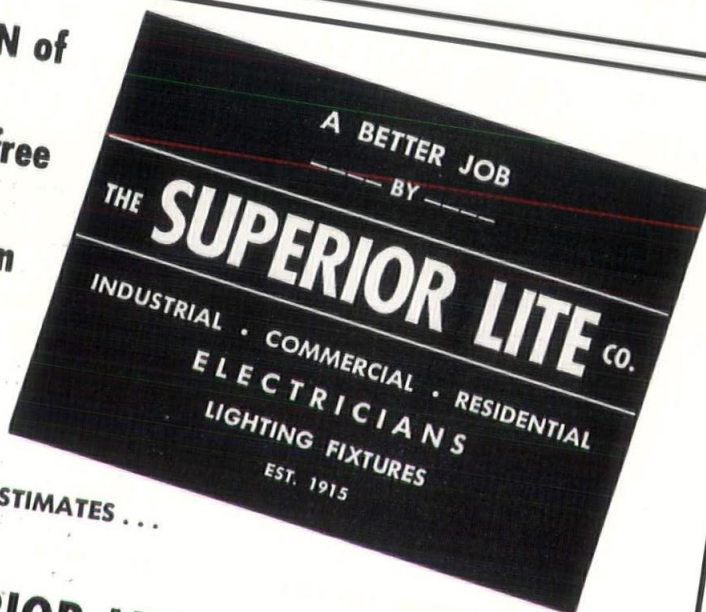


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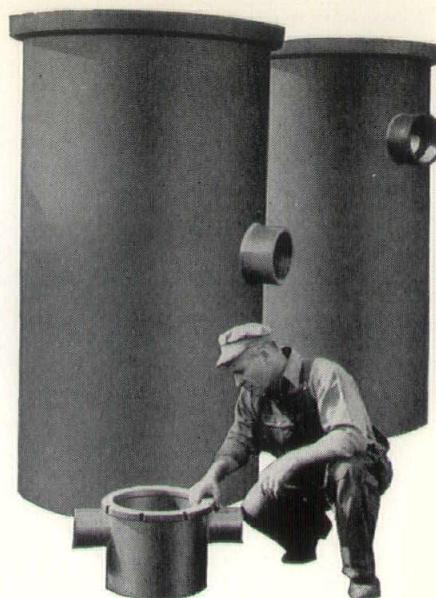
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PERSONAL NOTES

Frank Travers, formerly with Smith Bros. of Columbus, announces the formation of a new firm, Architectural Hardware, Inc., 195 Chittenden Ave., Columbus of which he will be General Manager. George C. Ansel is to be associated with him.



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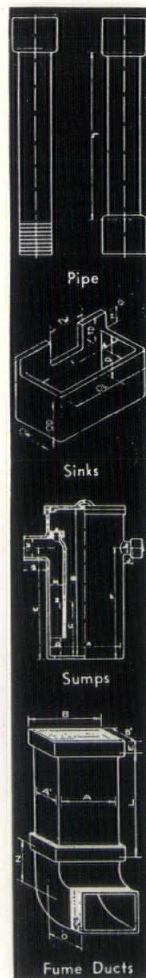
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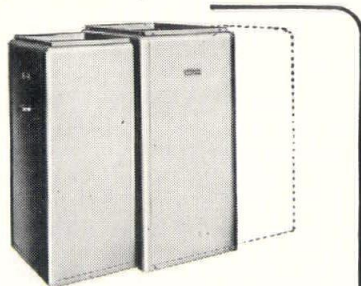
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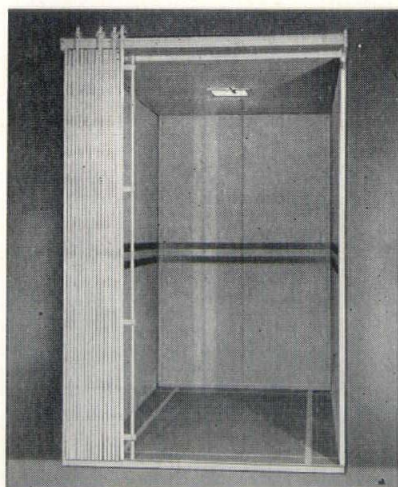
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PERSONAL NOTES

Miss Nancy R. Hess, a registered Architect of Dayton, has temporarily left the practice of architecture and has enrolled at Ohio State University for post graduate work in specialized research relating to her professional training.

Architect Frank Mason of Columbus, is again out calling on his friends after quite a rough siege, as a result of an automobile accident last summer.

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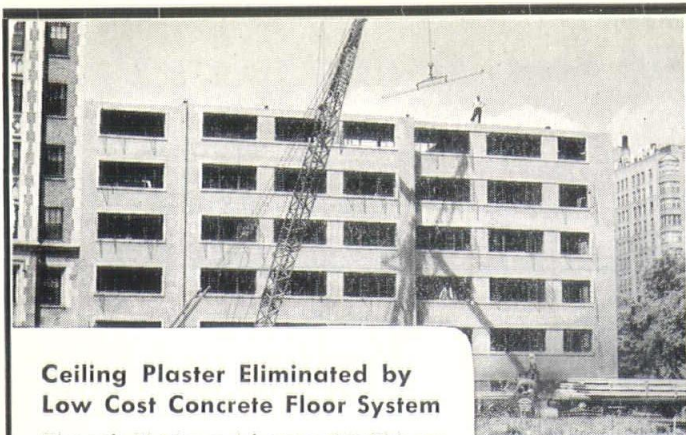
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OUR PRESIDENT'S MESSAGE

THE ARCHITECT AND TODAY

The beginning of a new year always brings to mind the old saying that there is "nothing so permanent as change". However trite it may be, we should be thankful that it is so or else we would still be erecting pyramids.



ROLLIN L. ROSSER

This year many of us are looking for a change and whether it is a "new deal," a "fair deal" or a "raw deal," that which most of us hope for is a "square deal." Perhaps you will read this after the "deal" has been settled but let us each see that all the cards are placed on the table. It is my conviction that an architect — by the very nature of his profession — should take an active interest in the life of the community of which he is a part. We can talk and talk and lay big plans for all sorts of public relations and the like but the best PR that we can get is to go out and "be" our own PR. Our slogan for the next year should be "Everyone a PR."

Whatever we hope to do in this coming year, we may be sure that there will be some success, some failures, some disappointments, but may each one of us do something for the profession by which we live. Since we don't presume that this column shall be more than the parsley on the potatoes and since it is not the intent of this column to sermonize, let it be said that the preaching is over. May we have keen vision for a firm basis of sound progress during the ensuing year.

May we not return to the "good ol' days" when our "grandmother, on a winter's day, milked the cows and fed them hay, slopped the hogs, saddled the mule, and got the children off to school; did a washing, mopped the floors, washed the windows and did some chores; cooked a dish of home-dried fruit, pressed her husband's Sunday suit, swept the parlor, made the bed, baked a dozen loaves of bread, split some firewood, and lugged in enough to fill the kitchen bin; cleaned the lamps and put in oil, stewed some apples she though would spoil; churned the butter, baked a cake, then exclaimed, "For heaven's sake, the calves have got out of the pen"—went out and chased them in again; gathered the eggs and locked the stable, back to the house and set the table, cooked a supper that was delicious and afterward washed up the dishes; fed the cat and sprinkled the clothes, mended a basketful of hose; then opened the organ and began to play, "When you come to the end of a perfect day."—*Kalends*

Sincerely yours,
ROLLIN L. ROSSER

AN EXPERT OPINION

To the "Ohio Architect":

Hearty congratulations on your August issue of the "Ohio Architect."

Probably no one but another editor would appreciate all the work that has gone into this.

"With all the best."

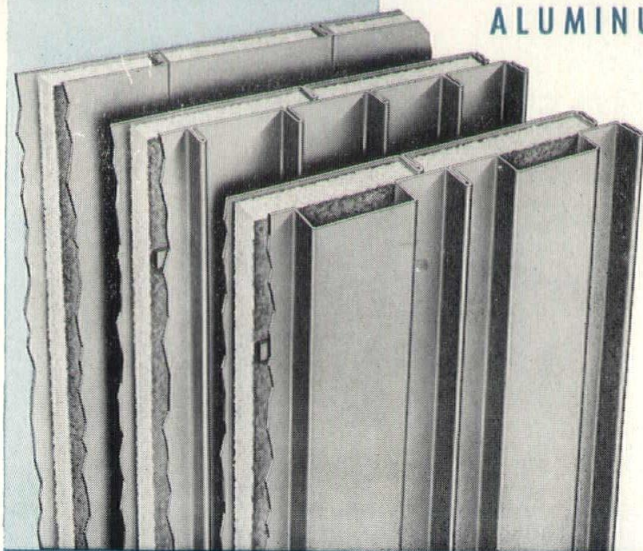
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Signed—Henry

P.S. If you do not yet fully appreciate that Henry H. Saylor, F.A.I.A. is an expert you will be convinced when you buy and use his new Architectural Dictionary.

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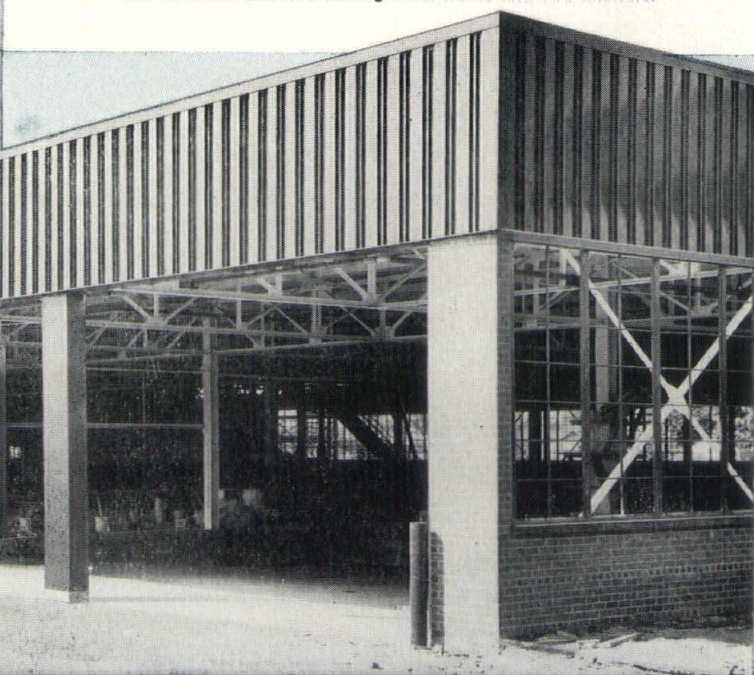


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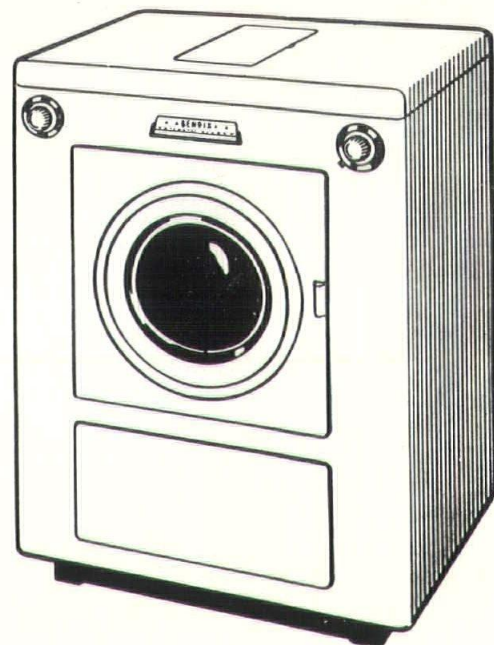
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