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Gliding and Picture Window Installation . . . John W. Little, Cleveland, Architect

Ohio Architect

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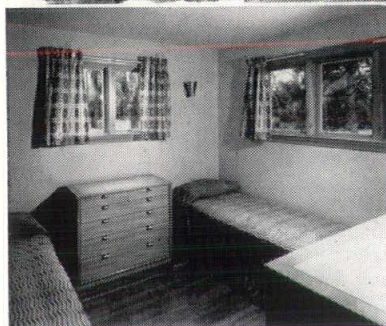
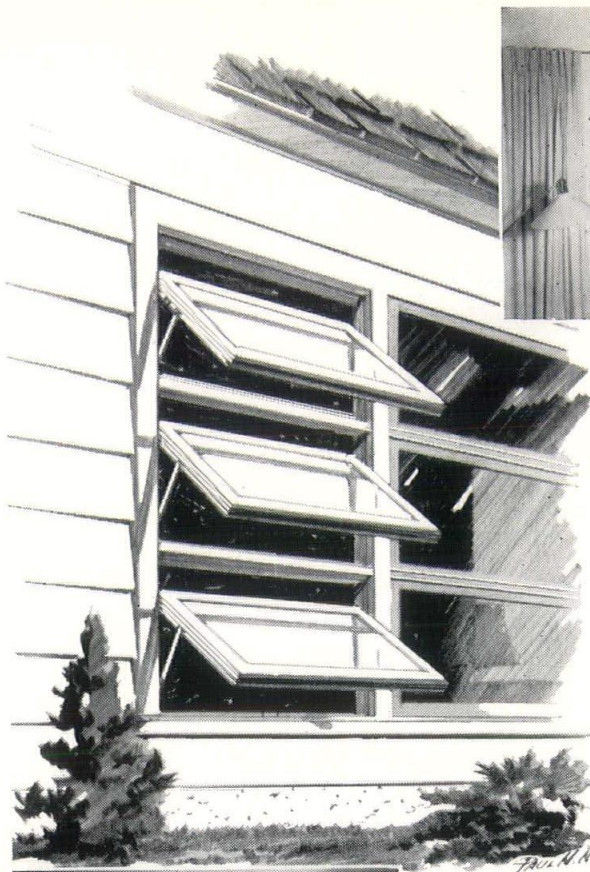
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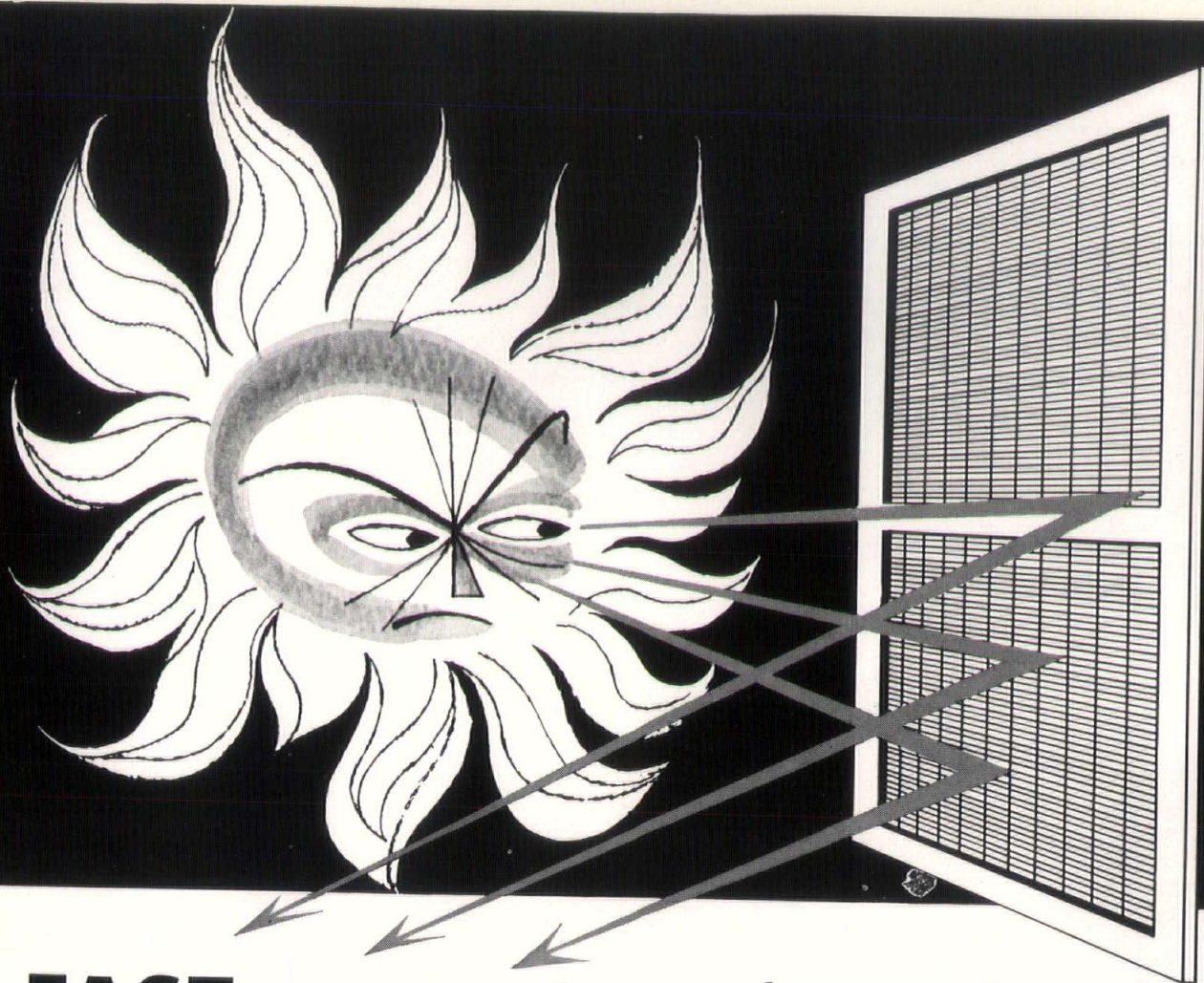
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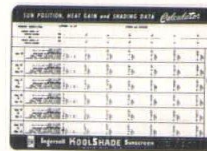
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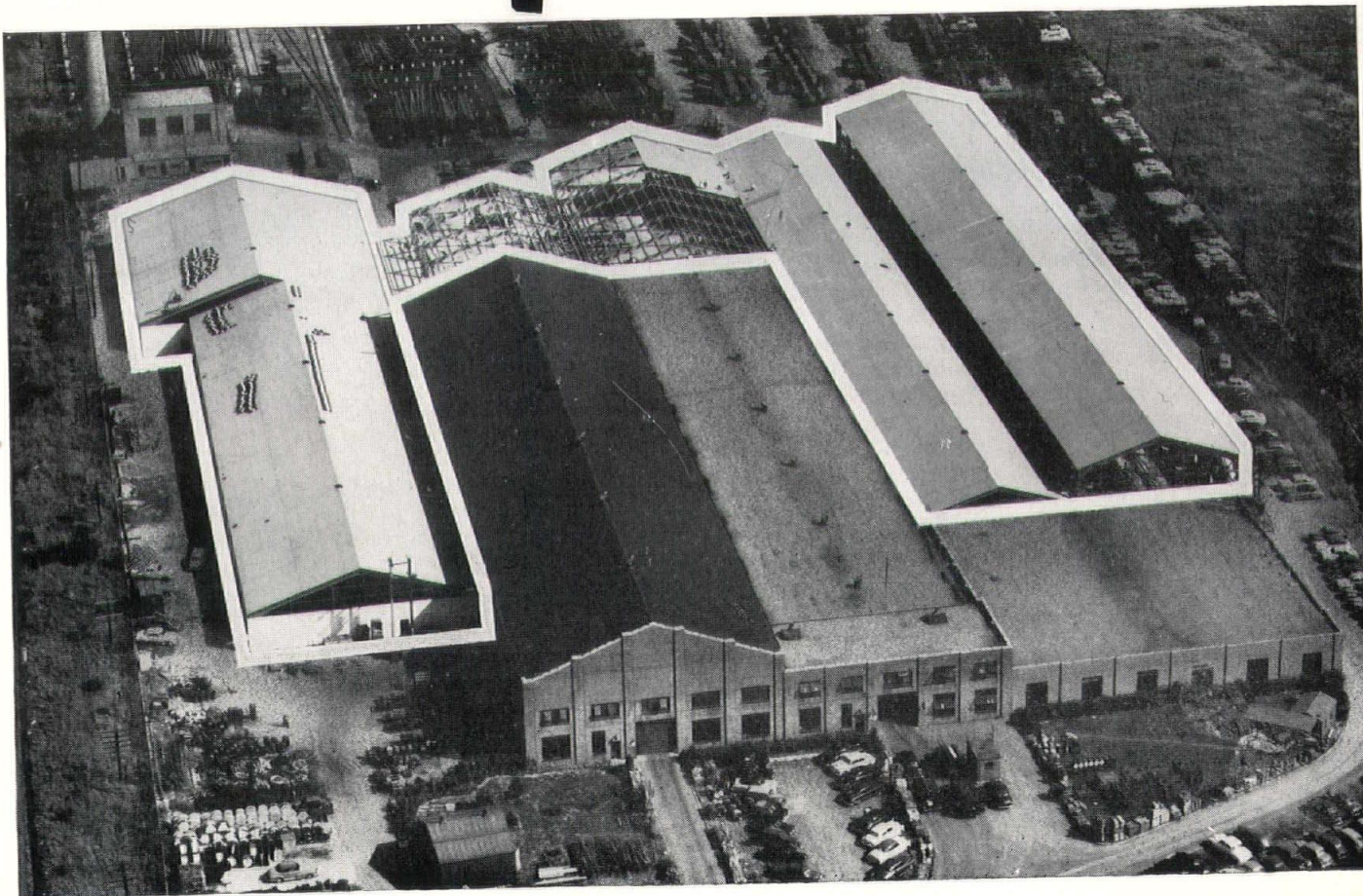
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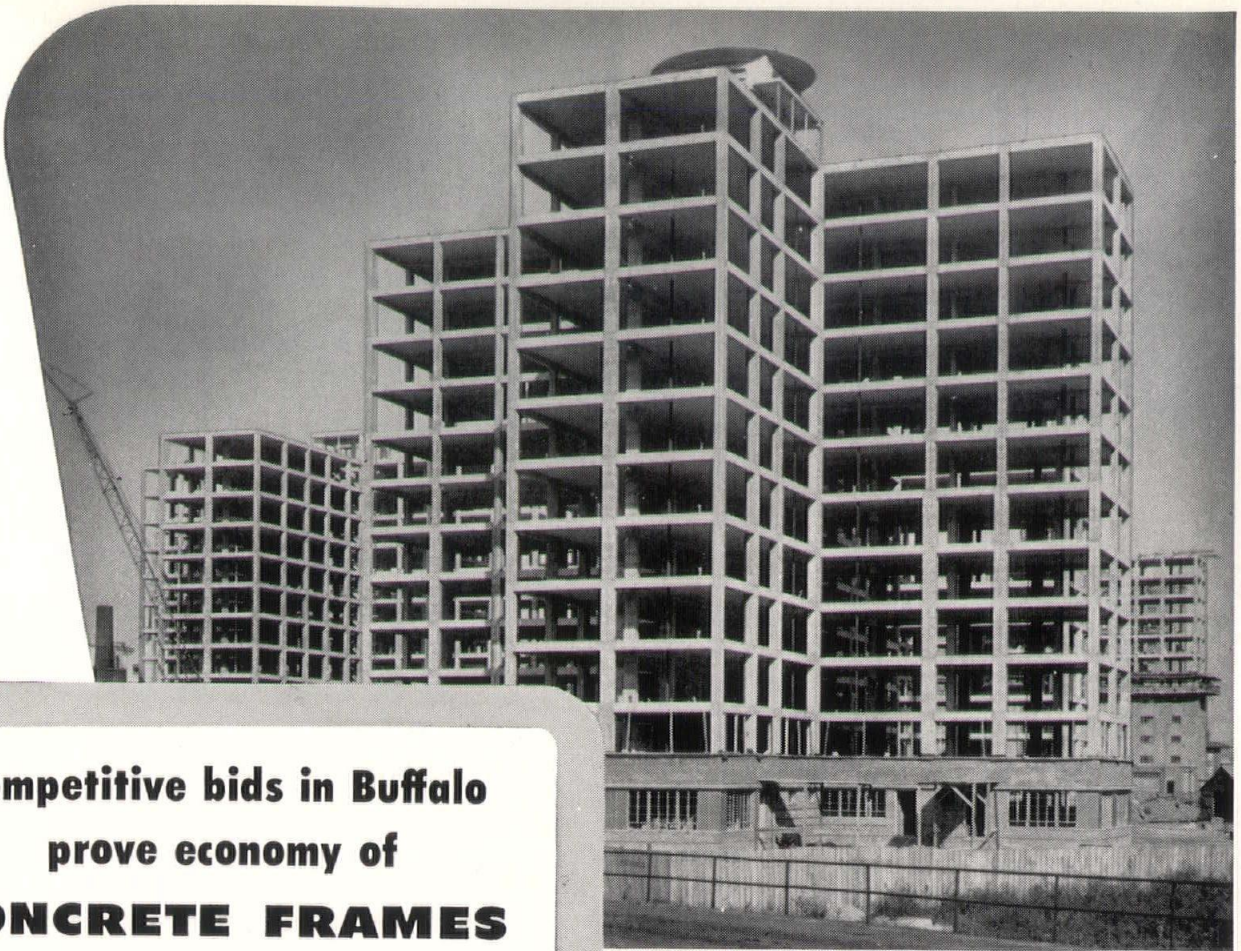
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Architects for Dante Place housing project were Backus, Crane & Love of Buffalo. Consulting engineer was James N. De Serio of Buffalo. General contractors were John W. Cowper Co., Buffalo, and Corbetta Construction Co., N.Y.C.

In planning the Dante Place housing project, the Buffalo Municipal Housing Authority thoroughly studied frame and floor construction costs. First, they examined records of the New York City Housing Authority, a leader in the field. There more than 95 per cent of the multistory units were built with concrete framing. Second, they made preliminary designs which indicated concrete would permit substantial savings. Third, complete floor and column designs were prepared for each type of construction and submitted for bids. Four out of five contractors priced concrete lowest.

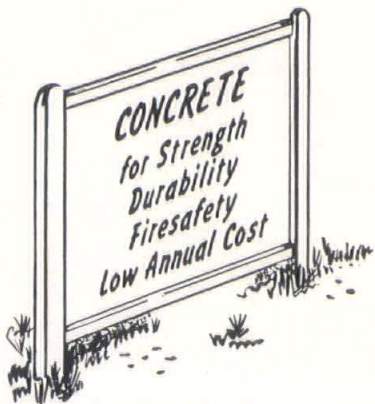
The Buffalo Authority therefore specified concrete frames and floors for the seven 12-story buildings to house 616 families—and saved more than \$230,000 on framing costs alone. The concrete design also saved almost a full story in the height of each building, with accompanying savings in masonry, partitions, stairs, conduits and piping.

Concrete frame and floor buildings are low in first cost, require little or no maintenance and give long years of service. The result: **low annual cost.** Such buildings also are sturdy, durable, firesafe.

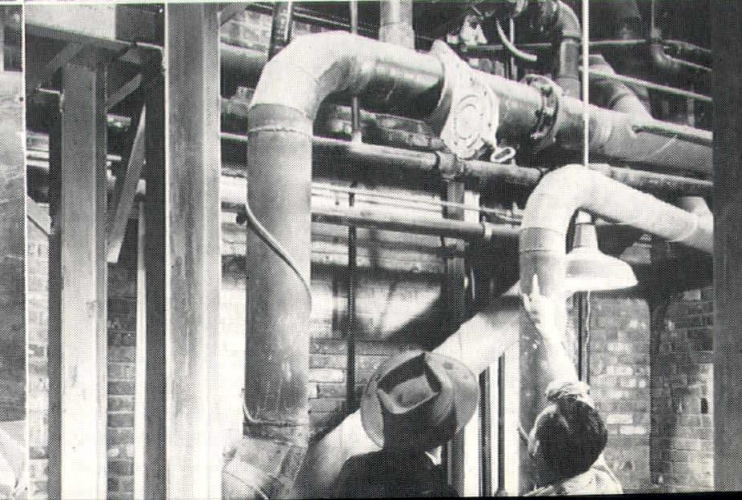
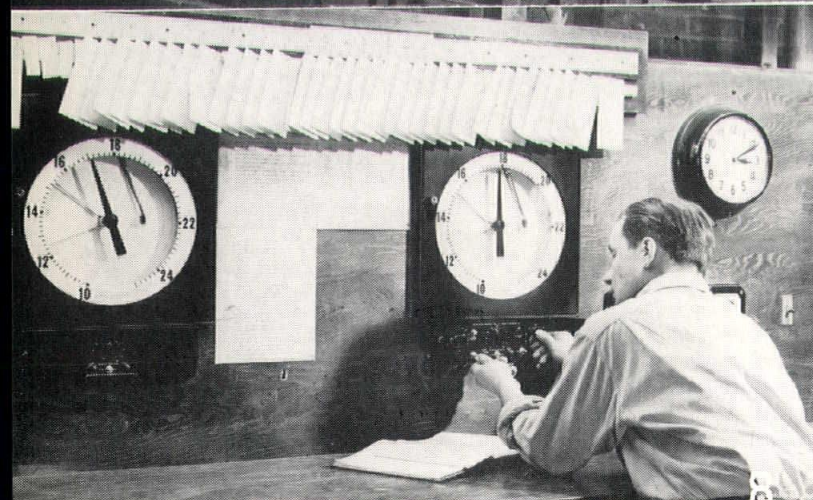
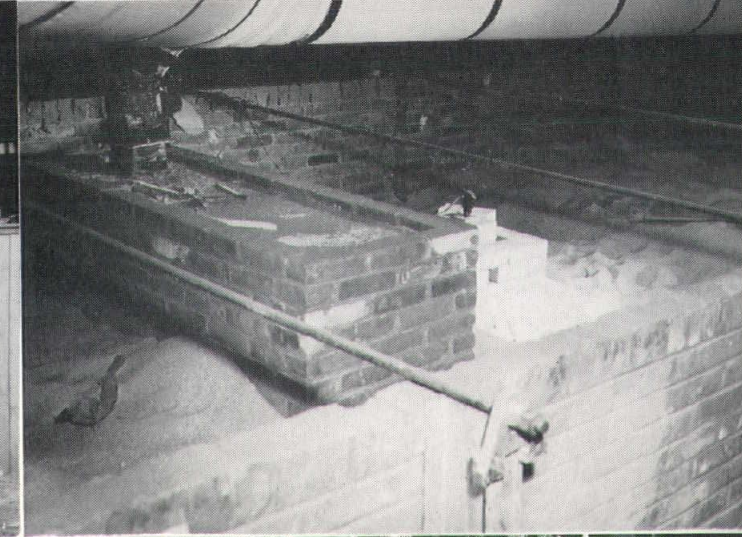
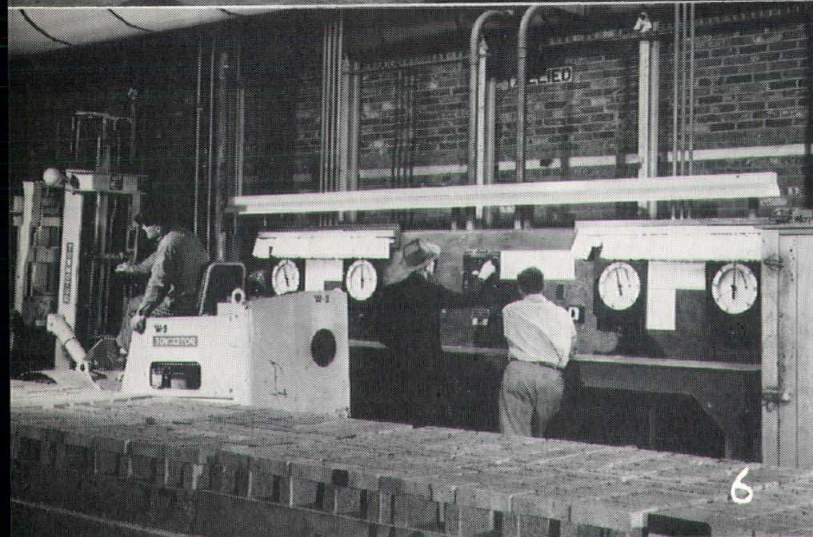
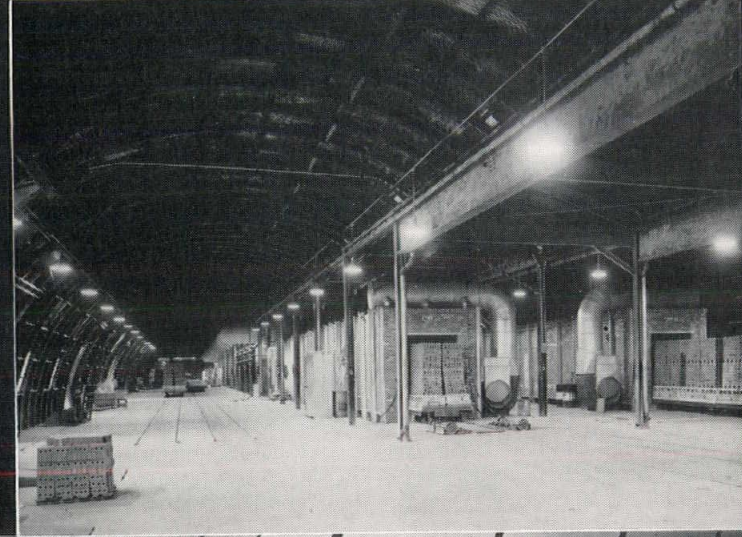
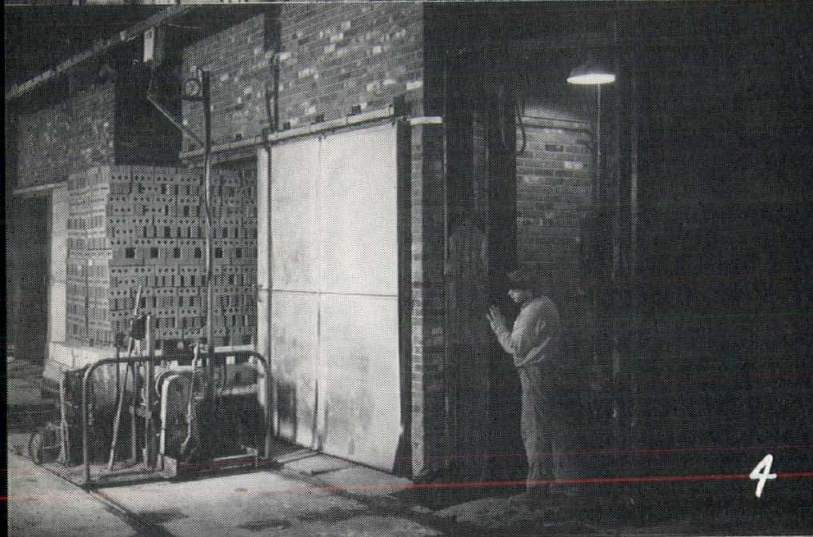
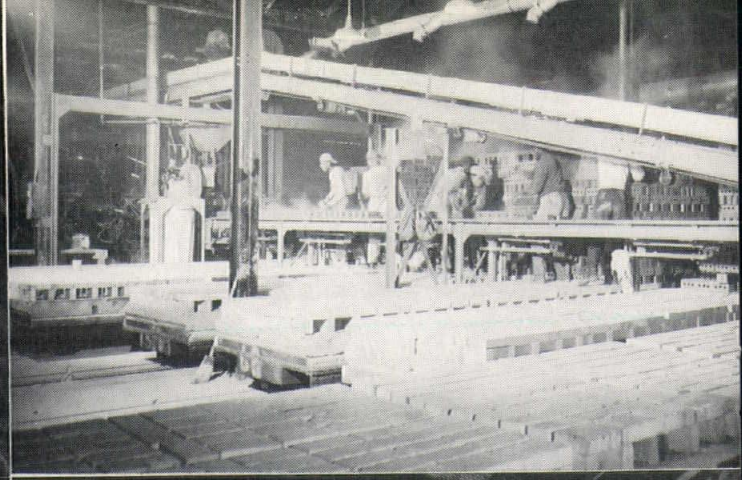
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HOMESTEAD BRICK—TOUCHED BUT ONCE

By A. A. BONNEMA, Ass't. General Sales Manager, Cleveland Builders Supply Company, Cleveland

Brick manufacturing has now been robotized to the point where machines have practically eliminated man.

The Cleveland Builders Supply Company's new 1½ million dollar Warner plant just outside of Cleveland, takes raw shale from their back yard and processes it in such a manner that the bricks are touched by hand but once before they are mortared and tapped into place by a brick-layer. The country's most modern brick plant incorporates the latest equipment and methods to produce well over 140,000 common bricks per day.

The principal product of the new Warner plant is "Homestead" sand-faced brick. "Homestead" bricks are available in plain red and a flashed range which meet the most exacting requirements of both Federal and A.S.T.M. specifications for exterior brick. The suede-like texture of Homestead brick produce walls of beauty, uniformity and colorful warmth.

The trade name Homestead may be remembered by many of the older members of the industry, for that was the name used by the Farr Brick Company many years ago to identify the sand mold brick which were selected from directly above the arches in the old Skove kilns. The original Homestead brick were regarded by the industry as the "cream of the crop." The new product will without question maintain that reputation. To identify the different ranges of flashed brick, a number conforming with the flash-

ing cycle will be used in conjunction with the name "Homestead." The new brick, made by the stiff mud process, is 2¼ inches x 8 inch face, with a 35⁄8 inch bed. It weighs 4½ pounds with 3 hole coring (for low breakage and ease of cutting) with no hole closer than 1⅛ inch to face. In addition to sandfaced Homestead Brick the new plant is also producing unsanded common brick.

Almost everything in or about the new Warner plant is unusual. For example, if the Warner name were not so prominently displayed on the front of the building it might easily be mistaken for some military installation on far off shores. All operations and facilities are under one roof—shale storage space, crushing equipment, brick machine, kilns, and even the office. The unusual continues on from the strange structure itself and the material processing equipment to the unique loading docks.

Parallel with these unusual features is an unbelievably simple automatic temperature control system on the two firing kilns. Only two Electronik potentiometers control the temperature of each 320 foot long Allied* kiln. While utilizing only the two instruments per kiln, so precise is the control that records show no appreciable temperature deviation from the desired setting. Close temperature control is imperative since fluctuating kiln temperatures result in bricks of varying size and quality.

For a better description of operations which may well be the ultimate of brick manufacturing of the future,

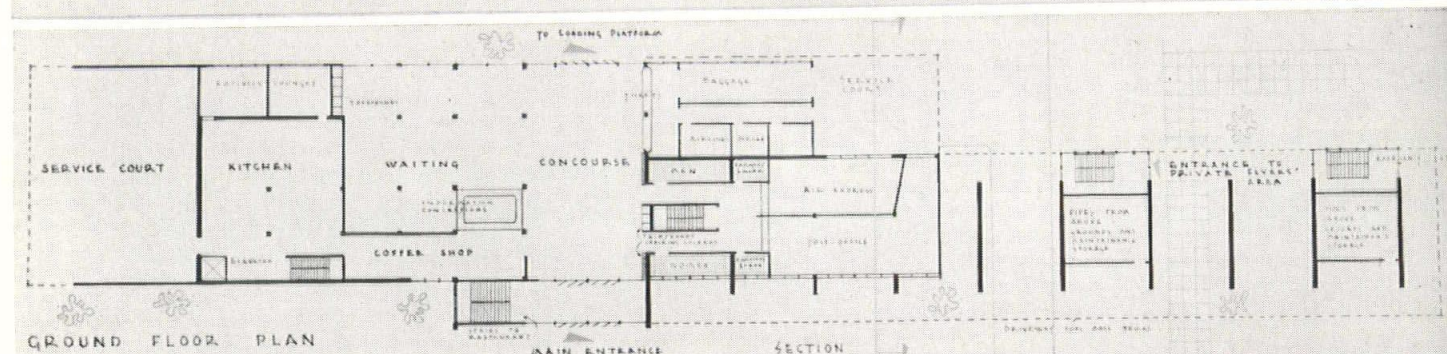
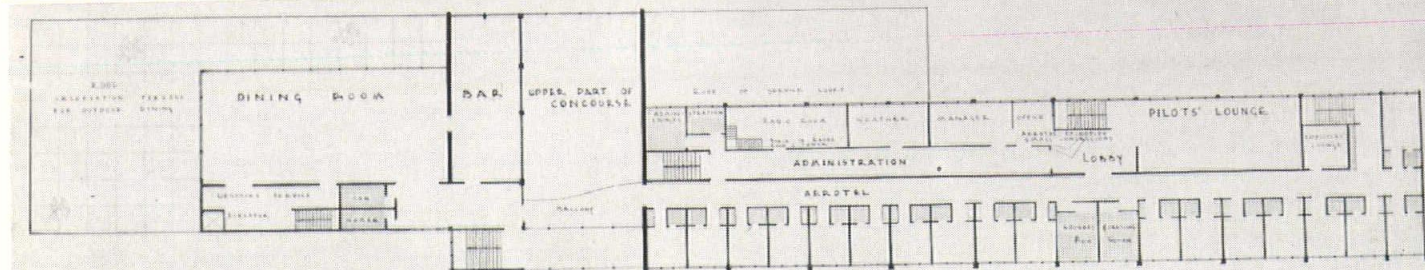
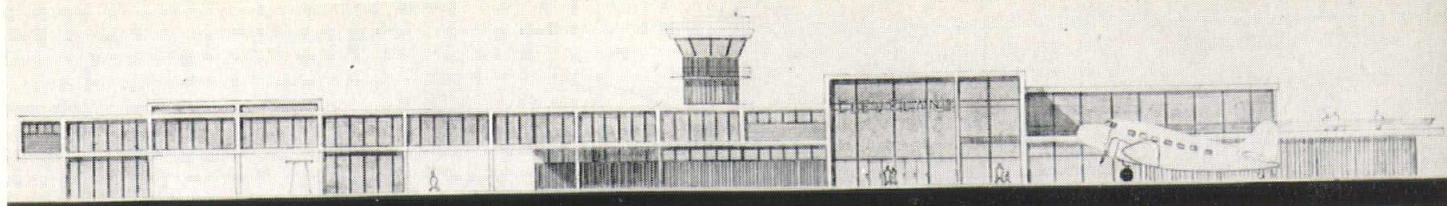
(Continued on page 29)

Pictures on Opposite Page

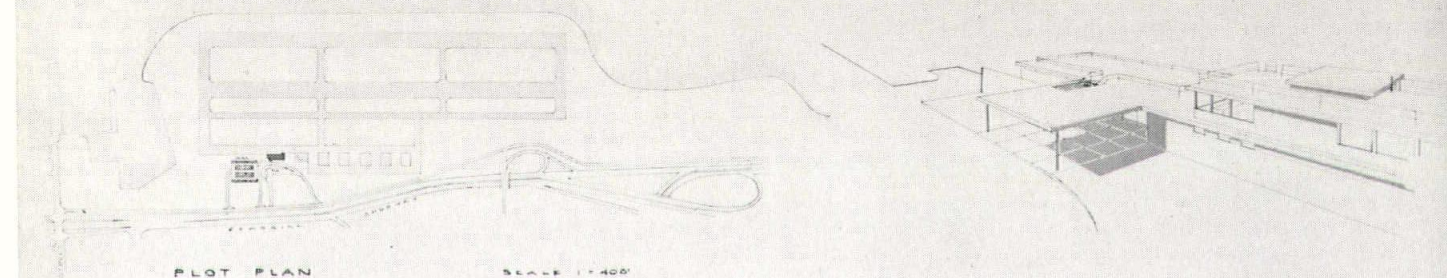
(2) Shale is hauled by truck (center) to the back door and dumped into a hopper feeding the giant crusher (left), or stored under-cover (right) for a rainy day (actually capacity for 15 inclement days). From the crushing operation, the shale is carried by conveyor for grinding and screening to the combination pug mill and brick machine which (3) is equipped at the exit end with the only humans in the entire operation that need touch the product. As the bricks are extruded and cut, the "hackers" pick them off of the continuous belt and stack them on kiln cars that (4) are transferred from the hacking tracks to the entrance of either of two waste-heat dryers. A hydraulic ram pushes the car into the dryer and (5) about 66 hours later the car with about 2,000 finished Homestead brick emerges from the exit end of the inter-connected dryers and kilns. Almost completely automatic, the kilns are equipped with devices such as timer controlled flashing burners (to produce varicolored face brick), an alarm system on the hydraulic ram which signals each car's completed kiln time, or if there is an obstruction in the kiln, and (6) the master control panel which houses the four Electronik electric control potentiometers, and an indicating potentiometer with four thermocouple switches for checking temperatures at various points in the kilns. Both control and checking thermocouples are mounted (7) at specific locations in the tops of the kilns. These thermocouples with double protecting tubes send an emf to (8) either the indicating or controlling potentiometers. The Electronik controllers (pictured) are equipped with Electr-O-Line electric control units which automatically proportion the heat input and compensate for load changes by (9) operating reversible motors mounted on adjustable port air valves feeding key burners, which can burn either natural gas or oil as the occasion demands. With this type of automatic temperature control (see page .)

All of the operations start and finish in this 720 foot building which has over 75,000 square feet of concrete floor space. Shale is mined from the hills in the background.



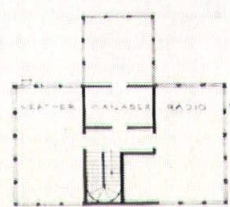


LAKE ERIE

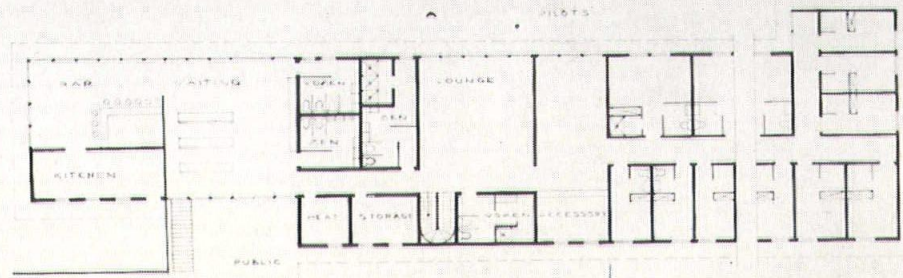


PLOT PLAN

SCALE 1" = 400'

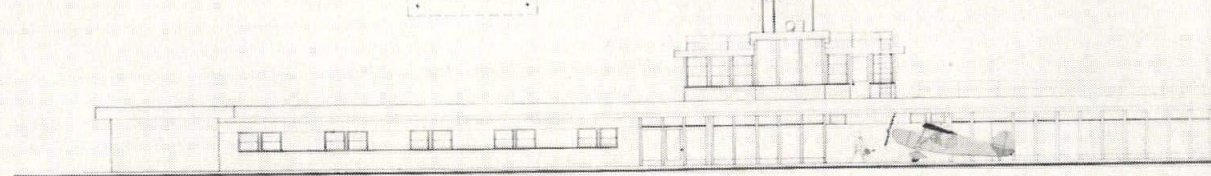


SECOND FLOOR PLAN

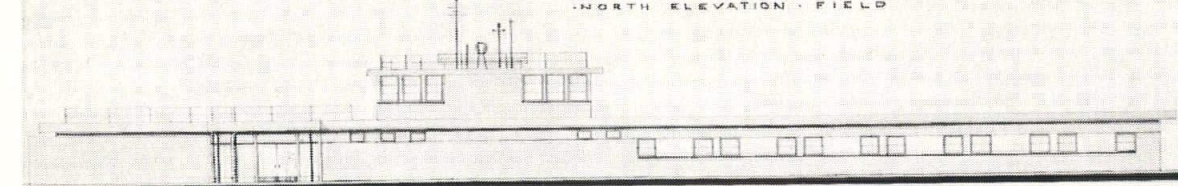


FIRST FLOOR PLAN

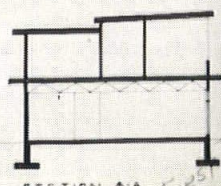
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SECTION A-A

STUDENT DESIGN COMPETITION ON THE CLEVELAND LAKEFRONT AIRPORT

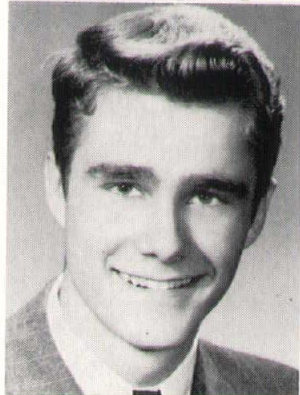
By CLYDE A. PATTERSON, JR., Dept. of Design,
School of Architecture, Western Reserve University

(See Pictures on Opposite Page)

To make Clevelanders aware of the possibilities for the development of the Lakefront Airport, the Cleveland Aviation Club sponsored a design program at the School of Architecture of Western Reserve University. Franklin Scott, visiting critic, and Clyde Patterson were critics for the two classes of design participating.



EUGENE SAGADENCKY



DONALD GLASER

The five week program called for the design of the terminal and ground facilities, considering the unlimited possibilities for such a development. The advanced students designed in terms of a "25 year thought projection" while the sophomores thought in terms of an interim air station intended for use until the larger terminal would be required. Ideas included were restaurants, outdoor dining terrace, lounges for pilots, "aerotel" for overnight accommodations, public observation deck, accessory shops, etc.

At the time the program was issued the student's ideas and aviation vocabulary were expanded as a result of lectures by planners, architects and aviators of the city. They also were made aware of the contribution they could make to the general plan of Cleveland through their designs.

First prize of \$100 for the advanced design group went to Eugene Sagadencky, son of Reserve graduate in architecture, Trefon Sagadencky of Cuyahoga Falls. First prize of \$50 for the interim air station design went to Don Glaser of 4631 Lanchester Rd., Cleveland. Four hours were spent awarding these and seven other prizes. For the advanced design problem, cash awards of \$50, \$25, \$15, \$10 went to Pat Zabaldo of Niagara Falls, N. Y.; Nick Vodanoff, 12022 Angelus Ave., Cleveland; Donald Landin, Sugar Grove, Pa.; and Robert Cady of 2810 Division Ave., Cleveland. Sophomores receiving \$25, \$15 and \$10 were Joe Tamulewicz, 3623 E. 75th St.; Julius Cers, 1 Russell Rd., and Ernest Nesi, 2852 Mayfield Rd., all of Cleveland.

Judges of the designs were James Lister, City Planning Commissioner; Claude King, airport commissioner; Carl Guenther of Outcalt & Guenther, Cleveland-Hopkins air terminal architects; C. Ralph Fletcher, architect; Wallace Nichols, President of the Cleveland Aviation Club; Jack Doyle, manager of the Lakefront Airport; Charles Knight and Sherman Thomas of R. H. Cutting and Associates, architects; Dr. John F. Novatney, Aviation Club official, and Gil Carrier, of Outcalt & Guenther.

Awards were presented at a dinner meeting of the Cleveland Aviation Club by Col. Roscoe Turner, three time winner of the Thompson Trophy Race.

ARCHITECT

THE CONSTRUCTION INDUSTRY—OUR PROFESSION

By ELLIOTT C. SPRATT, President, Producers Council
Before Joint Meeting Cleveland Chapter, A.I.A and
Cleveland Chapter, Producers Council, March 25th

The Construction Industry—our profession—was the largest in the United States in 1951, and again in 1952. Greater than agriculture—greater than the automobile industry—\$42.3 Billion in 1952.

Fully one-half of all the buildings in the United States should be torn down or substantially modernized. Of the 45 million buildings in the United States, 22 million were built prior to 1919. Cleveland has many fine homes and many other splendid modern buildings, but all of you, including those in whom civic pride burns most fervently, will have to admit that you also have many buildings which have completely outlived their usefulness. Of the 348,063 buildings in greater Cleveland, 207,867 were built prior to 1919. Believe it or not, 30,859 buildings were built prior to 1889, and over 10,000 of this number were built prior to the Civil War.

These old buildings fall so far short of modern standards of safety, health, comfort, convenience and economy that they could not find a buyer if some misguided person were to build them anew for today's market. Prospective owners or occupants would not even go in to inspect them.

The one tremendous challenge and opportunity which we in the construction industry face is that of making the public dissatisfied with those obsolete, uneconomic structures. This complacency about old buildings just does not make sense. We in the construction industry, can no longer afford to sit back and wait for the public to slowly and gradually recognize the inconsistency of trading in automobiles, factory equipment, etc. for latest models, and yet live and work in wholly inadequate buildings.

The construction industry must sell and promote a modernization program, or let buildings slip into functional obsolescence, and let the consumer dollar be taken by other industries.

The Producers Council is a unique organization in a unique industry. P. C. actually in everyday life, stands for "Profitable Cooperation." There is no major industry in which there would be any occasion for such an organization as the Producers Council, except the Construction Industry. Where else can you find an industry in which to get the finished product to the ultimate user and owner, it is necessary and desirable to utilize the services of so many specialists? Construction requires one or more architects, several hundred manufacturers, many dozen wholesalers or jobbers, one or more retail distributors, a building or general contractor, numerous sub-contractors, a dozen or more kinds of skilled workers, and a financing institution.

Modernization must be handled the planned way. Haphazard procedure without an architect, without a general contractor, is expensive, and wholly inadequate.

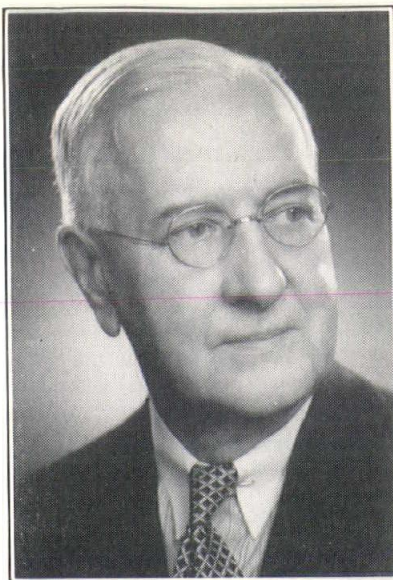
In addition to new construction demanded by an increasing population, and material production, there is an almost unlimited opportunity of replacing the millions of obsolete, aging, unsuitable buildings to be found in virtually every town and city in this great country of ours.

Editor's footnote: This is an abbreviated version of Mr. Spratt's talk. He did not use a manuscript.

"LET'S SKEDADDLE TO SEATTLE"

CHARLES F. OWSLEY

F. A. I. A.



1880-1953

Charles F. Owsley, 73, a registered architect of Youngstown, died in his country home on Warner Rd., Youngstown at 6:30 P. M. on Tuesday, March 17. He had a stroke after the Christmas holidays and was in a hospital for several weeks before being taken home on February 19th.

Funeral services were held at 2:30 P. M. on Thursday at the King Funeral Home. There were no calling hours and the family requested that material tributes take the form of contributions to the Rotary Club Convalescent Home for Crippled Children.

Mr. Owsley was born in Trumbull County Jan 10, 1880, a son of Charles Henry and Mary Jane Williams Owsley. His father was a noted architect, so young Owsley naturally became interested in the career which he was destined to follow.

Studied in Paris

The family moved to Youngstown when Mr. Owsley was in grade school and he attended Oak St., Wood St. and later Rayen schools, taking his architectural work at the University of Pennsylvania. Following graduation, he went to Paris to study and was among the first architects in the Western Reserve who had studied abroad.

Until 1910 he was a junior member of the architectural firm of Owsley, Boucherle & Owsley. After that firm dissolved he became associated with various architects in the community, then headed his own firm. He had designed Buechner Hall, Buechner Nurses' Home, Titusville (Pa.) Hospital, First National Bank of Salem, Grove City (Pa.) Hotel, Mercer County Courthouse and Jail in Mercer, Pa., the Public Library, South High School, Rayen School, Home Savings & Loan Co. building, First Federal Savings & Loan Co. building, Mahoning Valley Sanitary District, St. Elizabeth Hospital, the Isaly building, Youngstown City Hall, Lisbon Courthouse, East Liverpool City Hall, Buhl Hospital in Sharon, and residences and other schools for miles around.

In recent years he liked to drive about the countryside and point out homes and buildings he had designed. He had a flair for doing things differently, for giving each building he designed some distinctive touch.

Founded Rotary Here

One of his greatest contributions to the community was founding and organizing the Youngstown Rotary Club, 137th in an organization that is now international in scope, with 7,575 clubs and more than 300,000 members.

In 1914 the idea was taking hold that men could get

together for luncheon once a week, sing and laugh together, have a speaker who would contribute something and to be of community service. There were 50 chartered members and Mr. Owsley was the first president. He was re-elected, the only man in the history of the organization to serve twice as president.

Through many active years he worked for the various projects that Rotary took up, crippled children, student loans, community service of all kinds. On several occasions he gave the program himself, speaking from his rich experiences.

Rotary had honored him with a rare honorary membership and he had served as chairman of all the important committees.

Had Artistic Ability

Mr. Owsley was an artist of more than average ability and enjoyed painting and sketching wherever he went. He was an ardent and skillful hunter and on one occasion brought down a 300-pound bear when it charged him during a hunt in New Brunswick. He prized the antlers of a 1,000-pound moose shot in northern Ontario and enjoyed duck and geese hunting at James Bay.

In 1923 he spent a year traveling in Egypt, where he was the second outsider to visit King Tut's tomb. In 1935 he was a member of the group that organized the Metropolitan Housing Authority. He liked to spend odd moments at "something useful" and in his spare time took up hobbies at which he soon became an expert.

After moving to the country he interested himself in nature and enjoyed walking through the woods and studying wild life.

He was a member of the Buckeye Art Club, and has served on the Board of the Children's Service Bureau.

He liked to travel, had been abroad many times and covered most of United States at one time or another.

He was a member of First Presbyterian Church, the Elk's Club, Youngstown Club and Youngstown Country Club.

He leaves his wife, the former Kate McKelvey, whom he married in 1905; two daughters, Mrs. Charles W. Bray of San Antonio, Tex. and Mrs. John R. Warwic of Bronxville, N. Y.; two sons, Richard P. of Youngstown and Charles H. of Washington, and 14 grandchildren.

The Eastern Ohio Chapter of A.I.A. has presented a set of architectural books to the Youngstown Public Library in memory of Mr. Owsley.

The Architect and the Law

By BERNARD THOMPSON

An Address before the Michigan Society of Architects 38th Annual Convention

Note: to be read carefully at least three times by all architects—The Editor.

There is a problem in public relations which requires the immediate attention of all organizations of architects everywhere. Strangely enough the general public has only a vague conception of what constitutes an architect's services. Many people, including those who certainly should know better, think of an architect principally in terms of supervision of construction and as one closely related to what the architect would designate "a clerk of the works." The public knows the value and duties of a lawyer and doctor; everyone understands the financial worth of design (as distinguished from tailoring) in women's clothes; all appreciate that an inventor is entitled to a monetary return for a novel idea or design embodied in a patent. But for reasons unknown, the architect is not properly regarded as one whose ideas for design embodied in sketches and working drawings are compensable. Those who understand the true function of an architect in building form a very small minority. This is one of the basic problems facing the profession. Just as no one should think in terms of disease, actual or potential, without also thinking of a doctor, so no one should think of the problems affecting construction without also thinking of an architect.

It is unique that the general public, (which group includes individuals contemplating the building of their homes and business concerns entering into large construction projects) fails to realize the extreme importance of the services rendered by an architect. The attitude has long been that the fees paid for such services are merely evils preliminary to actual construction. The fact that without the architect the private dwelling or plant, when completed, would fail to perform its desired function, is completely overlooked. It is for the benefit of the general public who cannot judge for themselves, that legislation controlling the practice of architecture has been enacted.

As in most public relations problems, one must consider the group seeking to promote itself, as well as the general public. There are some among architects who do not feel the need of proper registration legislation. These individuals misconceive the purpose of such legislation and advance some of the following arguments: (1) the statutes set up a favored class; (2) State Registration Boards have acted arbitrarily and their examinations have encompassed controversial material; and (3) a "good architect" does not need this political crutch.

It is the purpose of registration statutes to provide for the public, qualified architects and engineers, and such qualification should concern itself with: first—the ability of the applicant, and second—his character. As for the first item, you are all aware of the importance of proper planning not only in connection with proper materials, construction and other particulars dealing with safety, but also that of design. It is the responsibility of the architects as a group to see to it that the modern developments of today do not become the slums of tomorrow. A "good practice statute" insures the public that the practicing architects are qualified individuals.

The second requirement—that of character—requires equal consideration. The relationship of the architect and his client reaches the same fiduciary standard as that

which exists between attorney and his client or a physician and his patient. The standard to which your profession must be held has been aptly stated by Mr. Justice Benjamin Cardozo in these words:

"Many forms of conduct permissible in a workaday world for those acting at arm's length, are forbidden to those bound by fiduciary ties. A trustee is held by something stricter than the morals of the market place. Not honesty alone, but the punctilio of an honor the most sensitive, is then the standard of behavior. As to this there has developed a tradition that is unbending and inveterate. Uncompromising rigidity has been the attitude of Courts of equity when petitioned to undermine the rules of undivided loyalty by the 'disintegrating erosion' of particular exceptions. Only thus has the level of conduct for fiduciaries been left at a level higher than that trodden by the crowd. It will not consciously be lowered by any judgment of this Court."

In ordinary practice the attorney or physician owes his allegiance to his client or patient alone. The position of the architect is however more complicated. In almost every case he must act as arbiter between his client, by whom he is paid, and the contractor, by whom he is not paid. In performing this task he must be diligent in behalf of his client but not overbearing, a situation which sometimes requires divine guidance. Furthermore, under recent Supreme Court rulings, an architect may be placed in the position of sole judge and jury in connection with the performance of construction contracts. From the foregoing, the necessity for proper registration legislation, can be easily seen. The practice of architecture requires persons qualified not only by reason of their ability, but also by reason of their character and temperament, to carry out the purpose and aims of their profession.

Licensing Laws Generally

The need for proper licensing laws is quite ample. The problems are: What are proper statutes? How are they secured and maintained?

Considerations of public health, safety and welfare have impelled all but a negligible number of states to enact legislation controlling those who engage in occupations dealing with the planning and construction of buildings and other structures. Regulatory legislation has been enacted in recognition of the need to protect the public against persons who are not qualified by training and experience to render successfully and efficiently the services they offer to perform for compensation.

Broadly speaking, the statutes require those intending to engage in the normal pursuits to secure from proper authorities a license or certificate to practice. Under these enactments, Boards, Commissions, or other authorities, are given the task of certifying those candidates who meet the qualifications set up by the legislature. These authorities have broad powers, in many instances, to prescribe their own rules and regulations within given standards.

It is well settled that a state may, in the exercise of its police power, regulate the conduct of such occupations. The registration laws of some states specify the purpose of the act is "to safeguard life, health and property, and to promote the public welfare."

(Continued on page 41)

Team of Merchant-Builder-Architect Can Stimulate Home Sales and Cut Costs

The key to increased sales of moderate-priced homes, with better designs and at price reductions as great as \$1,000 a house, lies in a close working relationship between merchant builders and architects, according to an article in the March, 1953, issue of "House & Home."

Such a relationship, established by Ray Hommes, Los Angeles builder, and Edward H. Fickett, Beverly Hills architect, resulted in setting up a new standard for volume-built housing in a San Fernando Valley development, Sherman Park. Competitors are quoted as predicting the formula will become a major factor in the home-building field.

The Fickett-Hommes subdivision is "outselling conventional tracts" nearer to Los Angeles. "In two weeks Sherman Park sold out its first unit of 251 houses; the next 315 were not even advertised and as many as 33 were sold on a single weekend." Among the buyers were some 20 architects and draftsmen.

"Hommes attributes his fast sales to the contemporary design, the spacious feeling that open planning and high beam ceilings give the interiors, and the patio living and color styling.

"A clever architect working closely with a merchant builder makes an unbeatable combination," Mr. Hommes is quoted in the article. "An architect with vision, ability and training can create something unique, functional and appealing, and through research add new ideas in materials and equipment. A builder who doesn't use an architect is out of date and won't be able to compete."

Two NAHB Merit Awards were recently won by the Sherman Park tract. The citation for the 940 sq. ft. entry read: "Well-designed for families with children . . . large amount of storage space and an excellent arrange-

ment of porch and carports." The citation on the 1,145 sq. ft. entry was: "Good styling of porch . . . simple roofing system . . . bedrooms well separated from the living area."

The following ten new and old cost-cutting techniques were used by Mr. Fickett in designing the Sherman Park houses, rectangular plans to eliminate expensive corners, jigs and jogs; post-and-beam construction; slab floor, instead of a more expensive wood floor on joists; deck roof; carports, instead of garages, which saved \$50 a house; less trim by which \$25 was saved in labor; dry wall, eliminating plaster troubles, asphalt tile finish floors; louver windows; and chipboard, which costs only 20 cents per sq. ft.

Six years ago, the article declares, Mr. Fickett "was just another young man with a T square, an agile pencil and an urge to go places in architecture."

"Today he heads a ten-man office in the Beverly Hills section of Wilshire Blvd. and grosses over \$100,000 a year, almost all of it from a source that other architects had scratched off their lists as 'impossible' long ago."

"The market Fickett tapped was not an easy one, the big-time merchant builders who were having no trouble at all selling mile upon mediocre mile of conventional bungalows. Burgeoning postwar Los Angeles was so hungry for houses it asked only that they have roofs and a little plumbing. At that time phrases such as 'open planning,' 'sales appeal' and 'architect-designed' weren't a necessary part of a builder's working vocabulary. For an architect, the market Fickett tapped had the hidden potential of a Los Angeles oil field. But it required patience to drill through to it. In the past six years what he has learned has gone into no less than 18,000 houses for a dozen different builder clients."

A RESOLUTION BY THE A.S.O. EXECUTIVE BOARD RELATIVE TO THE NEW OHIO CODE

The Executive Board of the Architects Society of Ohio, in their regular meeting held April 11, 1953 at Toledo, adopted the following Resolution:

Whereas: a thorough study of the present draft of the new Building Code, known as House Bill No. 285, will consume considerable time for the purpose of thoroughly familiarizing the architectural and engineering profession with its contents and their effect upon the life, safety and health of the citizens of Ohio, as well as cost of building construction; and

Whereas: this Executive Board finds it imperative to give this proposed Code further, careful study, for the purpose of facilitating its true interpretation by the Public Affairs Committee of the Ohio Legislature, now therefore be it resolved, that this Board favors the enactment of the new Building Code, after the necessary revisions and or additions are recommended by the members of the six Ohio Chapters of the American Institute of Architects and be it further resolved that this Board submit these recommendations to the Public Affairs Committee on or before May 12, 1953 for their consideration prior to enactment of said bill into law.

The Architects, led by A.S.O. President Rosser presented this resolution personally before the House Committee in Columbus on Tuesday, April 14.

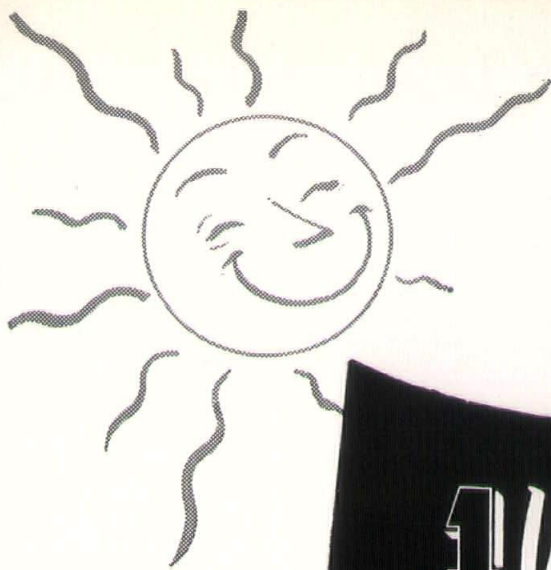
On the basis of the presentation, together with the statements of several other individuals and groups, this bill will very probably remain "status quo" until after the May 12th reports are received.



"If those nasty men in Columbus knew Joe couldn't spare the time, they'd stop demanding that he take the Architect's examination."

President Fred Kock of the Cincinnati Chapter sent us this timely cartoon. Who will be next?

THE OHIO

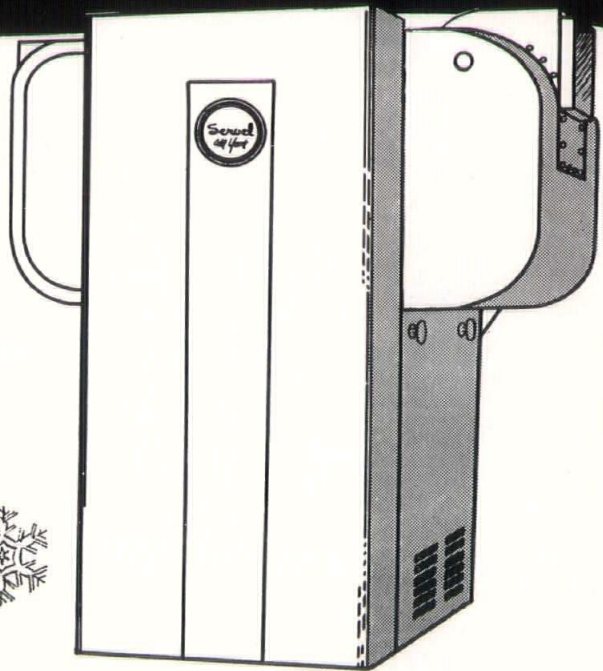


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We Are on the Defensive As a Profession

By JOHN W. ROOT, F.A.I.A., Chmn., Committee on Public Relations of the A.I.A.

I know little about Public Relations. It is the most elusive kind of a field. You cannot set rules, and have them act as guides, too rigidly. It is highly specialized. I am not sure that an architect's training is necessarily of value in Public Relations. One of my experiences in



JOHN W. ROOT, F.A.I.A.

Public Relations was when Andrew Rebori and I took the concession "The Streets of Paris" in the 1933 World's Fair in Chicago. Here our Public Relations were most successful,—they were built around Sally Rand. Practically unknown, she turned out to be the right person in the right place and so dramatized the whole Fair.

This is the first chance I have had to make any report on Public Relations to members of The Institute. If it is a little disorganized, I hope that you will bear with me.

Originally I wrote a few remarks for the Chicago Chapter Bulletin on my concern on how much the profession was suffering from serious competition from other groups. The Chicago Chapter presented a resolution at the 1951 Convention (subsequently passed) in favor of a Public Relations program. I was appointed Chairman of the Committee to get together enough information so the matter could be considered by the Convention. A program, amplified by a Public Relations Counsel selected to help us, was presented and authorized by the Convention. President Stanton reappointed the same committee consisting, besides myself as Chairman, of Harold Sleeper, of the New York Chapter, Joe McCarthy of the Northern California Chapter, and Karl Kamrath, of the Houston Chapter. Glenn Stanton has added two more names—Frank McNett of Nebraska and Herbert Millkey of Georgia.

We had our first meeting September 25, 1952. President Stanton, Ned Purves, Executive Director, Fritz Gutheim and the three members of the Committee first mentioned were there. Mr. Purves and Mr. Gutheim presented their points of view. They had given a great deal of thought and Mr. Gutheim had a very lengthy and very valuable series of notes that will be helpful to the Committee. It was agreed that professional counsel was essential with the understanding that he should not duplicate the valuable work that the Octagon is doing in Washington.

At the meeting, we interviewed the firm of Ketchum, Inc. (who had assisted in preparing the original program) on their ideas. They were asked to prepare a proposal. This they have done.

The Public Relations program must be reinforced by the staff in Washington. The relationship of Ned Purves and of the staff with the government agencies is unexcelled.

It was recognized at the meeting that in the long run the individual member and the Chapter are primarily responsible for the character of our Public Relations. The Octagon, the Committee and the counsel can be guides only.

There is not much use in rehashing the need for a Public Relations program. Our position obviously is challenged. *We are on the defensive as a profession.* Serious inroads are being made by competitive groups. Much design and planning is being done by realtors, by builders and industrial engineers.

Recently, on Cape Cod, my wife purchased an old house and moved onto property on the river. The mover, a typical New Englander, told her, "Well, I think this will work out all right. It's a good thing you haven't an architect." I am glad I wasn't there.

An evidence of the weakening of the profession is expressed in Gropius' idea that we have to become contractors and builders in order to survive. I, for one, think that to lose our professional position would be a tragedy. I pointed out in New York that our associate in Brazil, Henrique Mindlin, explained with great pride that in the last ten years, fourteen architects in Rio have established themselves on a professional basis and felt that they had passed a milestone.

We are all tired of being pushed around, of not being recognized. We have as a profession terrific responsibilities that require more and more knowledge. Our fees as such are inadequate. I saw a list of the professions and their relative earning capacities. There were thirty. At the top, the civil engineers, the twenty-ninth, the architects, the thirtieth, the poets.

We should hope that a program of Public Relations would build confidence in ourselves. Ketchum, Inc. did just that in Pittsburgh. Their first problem was to sell Pittsburgh to the citizens of Pittsburgh. To accomplish this the architects must improve their standards, extend their education. The architect should understand the problem of public speaking and handling himself in a group.

We need a dynamic program to tell the public what we do. I heard a half-hour program over the air about three or four weeks ago, given by the University of Chicago by three anthropologists on the Profession of Anthropology. It was an interesting half hour but I think the architects could have presented something even more interesting.

We suffer from the competition of other groups who emphasize business problems. The architect is not often considered a good business man, yet he can well profit by the mistakes of subdividers, realtors and government agencies. Here he can show that he understands commercial problems better than any of these groups.

In the development of The Triangle in Pittsburgh, three office buildings being built were apparently designed by the builders and realtors. The architects were brought in rather late. Actually the plans of these office buildings can be shown to be inefficient.

The public must understand that the architect recognizes the owner's needs as paramount.

On our problem of Public Relations, we analyzed professional publicity, we studied the newspapers. Among the professions the greatest amount of space was credited to the physicians and the dentists. The architect did not do too badly but this publicity was largely confined to the names of the firms or to illustrations credited to the architect. This type of publicity is not too helpful. The medical profession, for instance, makes quite a point of what their profession is doing for the public—the contribution that the profession is achieving or some inci

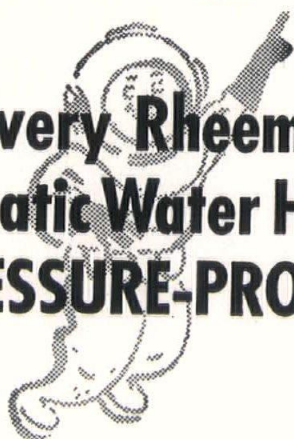
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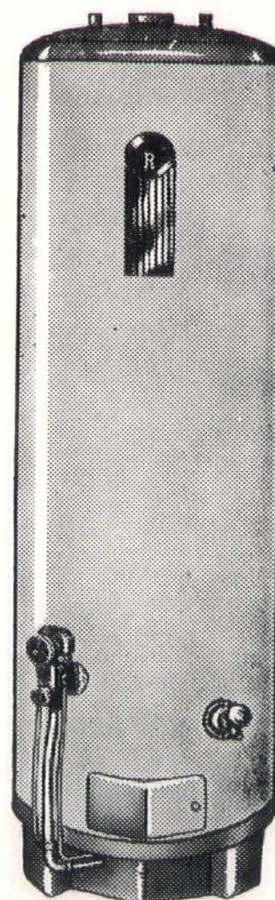


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TOLEDO ARCHITECTS TAKE TRIP TO NELA PARK

A group of Toledo architects were guests of the Toledo Edison Co., Tuesday, March 24, at the General Electric illuminating research center, Nela Park, Cleveland.

The group left Toledo by auto early Tuesday morning and arrived in Cleveland about noon, had lunch and then proceeded to Nela Park. They spent the afternoon attending lectures and viewing the latest in modern lighting which was presented in a novel and interesting manner by a capable staff of workers.

After a very enjoyable afternoon the architects had dinner and returned to Toledo the same evening.

TOLEDO ARCHITECTS ATTEND DINNER

The Pittsburgh Plate Glass Company played host to the Toledo Chapter, A.I.A. at their regular monthly meeting Tuesday, March 10, 1953 at the Villa Restaurant, just north of Toledo.



Cocktails and a fine steak dinner were served along with an interesting and informative talk and slide study given by Richard P. Bell, Assistant General Paint Manager of Pittsburgh Plate Glass. Mr. Bell talked on color dynamics and its application in industrial and commercial buildings, hospitals, schools and homes.

Herman Feldstein, president of the Toledo Chapter, A.I.A. presided at the meeting.

TALCO, INC., HOLDS PRE-SHOWING FOR ARCHITECTS

Talco, Inc., 2323 Chester Ave., Cleveland distributors of St. Charles Metal Kitchens; Coppes-Napanee Wood Kitchens; Geneva Metal Kitchens and the Talco Wood Kitchens will hold a preview of their new display rooms on Friday afternoon and evening, April 24th, for architects only. Refreshments and a buffet lunch will be served.

We have seen this display room and this complete line of quality kitchens and mentioned it in the February issue of "Ohio Architect." We feel that Cleveland is to be congratulated in having such a modern and up-to-date display of this important home necessity—the kitchen cabinet.

GROUP INSURANCE FOR A.S.O. MEMBERS

All of our readers are familiar with the advantages of Group Insurance, whereby a specific group of persons such as employees in a factory, or members in a fraternal society, etc., are covered by insurance under a Group Plan.

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It is the old tale of "strength in numbers." Available to you as a member of The Architects Society of Ohio, is a Professional Plan of accident and sickness insurance that is really outstanding in its coverage and low cost. For less than \$20.00 per month you are covered with weekly indemnity for total disability beginning with the first day and payable as long as you live and suffer such disability, \$75.00; weekly indemnity for partial disability beginning with the first day and payable up to six weeks, \$37.50; actual medical expense up to the amount of one week's indemnity in case of non-disabling injuries, \$75.00.

For disability due to illness you are covered with a weekly indemnity, up to 52 weeks . . . whether confined to the house or not . . . beginning with the eighth day of disability or the first day of hospital confinement (whichever occurs first, \$75.00).

For accidental death and dismemberment you are covered with loss of life, both hands, feet or eyes, \$3000; loss of any two such members, \$3000; loss of speech and hearing, \$3000; loss of any one such member or faculty, \$1500; loss of thumb and index finger, \$750. (The above amounts are payable in addition to any other indemnity provided in the policy.)

Plans at lower premiums are also available.

A folder with a complete and simple coverage of all these plans' features may be had by writing Samuel White, 810 The Arcade, Cleveland 14, Ohio.

CINCINNATI CHAPTER OF PRODUCERS COUNCIL ACTIVE WITH ARCHITECTS

The last meeting of the Cincinnati Chapter of Producers' Council was a joint meeting with the A.I.A. at the Engineer's Club where Product Literature of the members was discussed by a panel of Architects. Mr. George Roth acted as moderator and they divided the literature into three groups. Group 1—"Technical or Handbook Information" was discussed by Mr. Ed Tyler. Group 2—"Manufacturer's Product Information" was discussed by Mr. Bernard Pepinsky. Group 3—"Special Advertising and Promotional Literature" was discussed by Mr. Karl Straus. No awards were made at this meeting as to the best of the product literature which was submitted by the members of Producer's Council.

On Monday, March 30, the meeting was an "information meeting" with the Architects, sponsored by Great Lakes Steel Co. at the Cincinnati Club Ball Room. The Table Top meeting is April 27 at the Gibson Room Garden. The Golf Outing in conjunction with the architects is scheduled for June 16 at Maketewah Country Club.

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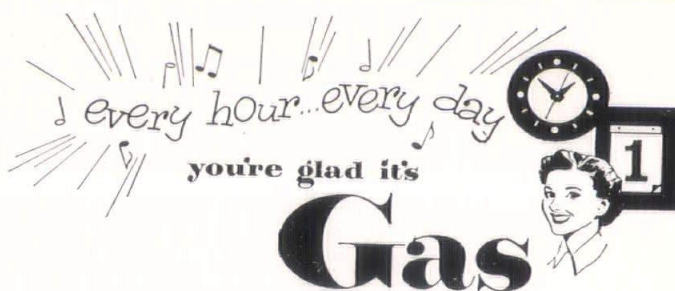
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A.I.A. BOARD ENTERTAINS GOVERNMENT BIGGIES

(See Picture on Front Cover)

During the three-day, semi-annual spring Board of Directors of the American Institute of Architects held recently in the Institute's historic Octagon House, a



luncheon was given by the A.I.A. Board in honor of incoming government dignitaries. On our front cover, members of the Board chat with the new Secretary of the Interior Douglas McKay.

Among the honored guests was Senator Guy Cordon of Oregon. The picture above shows Senator Cordon (left) chatting with Fellow Oregonian, A.I.A. President Glenn Stanton.

School Administrators to Meet June 17

A two-day meeting of value to architects in Ohio who are interested in school design will be the semi-annual meeting of the Superintendents' Dept. of the Ohio Educational Assn. at Cedar Point, Wednesday and Thursday, June 17 and 18.

A panel discussion on the "Planning of School Plant for Modern Curriculum Offerings" is scheduled for Wednesday afternoon and a panel discussion in co-operation with the A.S.O. on "Economics in School Building Construction" is scheduled for Thursday morning. In the afternoon, discussions will be on "School Lighting with Relation to Color Dynamics and Equipment" and "Heating, Plumbing and Ventilating."

Among the speakers will be Dr. Clyde Hissong, State Director of Education; J. Conrad; Paul Baseler; Wm. Hallauer, Asst. Supt. of Schools, Toledo; Carl F. Guenther, Cleveland Architect and Edward Kromer, Architect for the Columbus Board of Education. Our Sandusky friend, Architect Harold Parker is going to serve as chairman.

Another feature being planned for the meeting will be an exhibit depicting the current work of Ohio Architects in the school building field. The exhibit will be limited to rendered drawings, photographs and models of completed projects. The term "completed" to include projects for which construction contracts have been signed before June 10th, 1953. This exhibit will be in the custody of Chairman Parker's committee so exhibits can be sent in his care if personal attendance is not possible. We are not all going to Seattle and Cedar Point in June would be a fine place to relax, fish and swim, all of which most architects and their families need about this time of the year. Specific details will be carried in the May issue of the "Ohio Architect."



LITTLE DESIGNS FACE LIFTING JOB IN PORCELAIN ENAMEL

John W. Little, AIA*, of Cleveland was given the problem of renovating the antiquated exterior of the International Machinists Union Building at 2906 Euclid Avenue.



JOHN W. LITTLE, A.I.A.

The owners wanted to modernize the building but they wanted to do it at the least possible expense for alteration work. They also wanted a building front that would be colorful and of a permanent nature. It was also their desire that the material used be of permanent color and of an enduring nature; maintenance being one of the items they wished to cut to a minimum.

After considerable study of various possibilities, Mr. Little decided on the use of Architectural Porcelain Enamel, feeling that it was the

one material that seemed to best fulfill the requirements.

One big factor in the selection was that a very minimum of alteration work to the building itself was necessary to go into heavy general alteration work. There was no need of making heavy alterations as Architectural Porcelain adds very little to the weight of a building. Therefore the present structure was of sufficient strength for the small additional load requirements.

It was decided to use Porcelain Enamel on the exterior with Aluminum sash as being the most economical and the most adaptable with the minimum of structural changes.

The design was influenced by the existing structure because of the necessity of avoiding cutting and patching wherever possible.

The second floor office partitions also had to be kept in their respective locations, which also influenced the design.

You will note from the photograph of the remodeled job that these problems were worked out very well, keeping Architectural balance in mind for the finished project.

Biography of John Walker Little, A.I.A. Born in Scotland, December, 1901; Studied—Glasgow Royal Technical College, Glasgow School of Art, Glasgow School of Architecture; Graduate 1923 Glasgow School of Architecture; Studied under Alex N. Paterson, M.A., A.R.S.A., F.R.I.B.A., Architect, Glasgow, Scotland; Associate The Incorporation of Architects in Scotland, Affiliated to the Royal Institute of British Architects - 1923; Lecturer, McGill University, Montreal, Canada, under Professor Traquer; A supervising architect for the Cleveland Union Terminals Co. on the Terminal Buildings, Cleveland.

Established own office for practice of architecture in Cleveland in 1933, and has practiced since.

A member of American Institute of Architects and of Cleveland Chapter.

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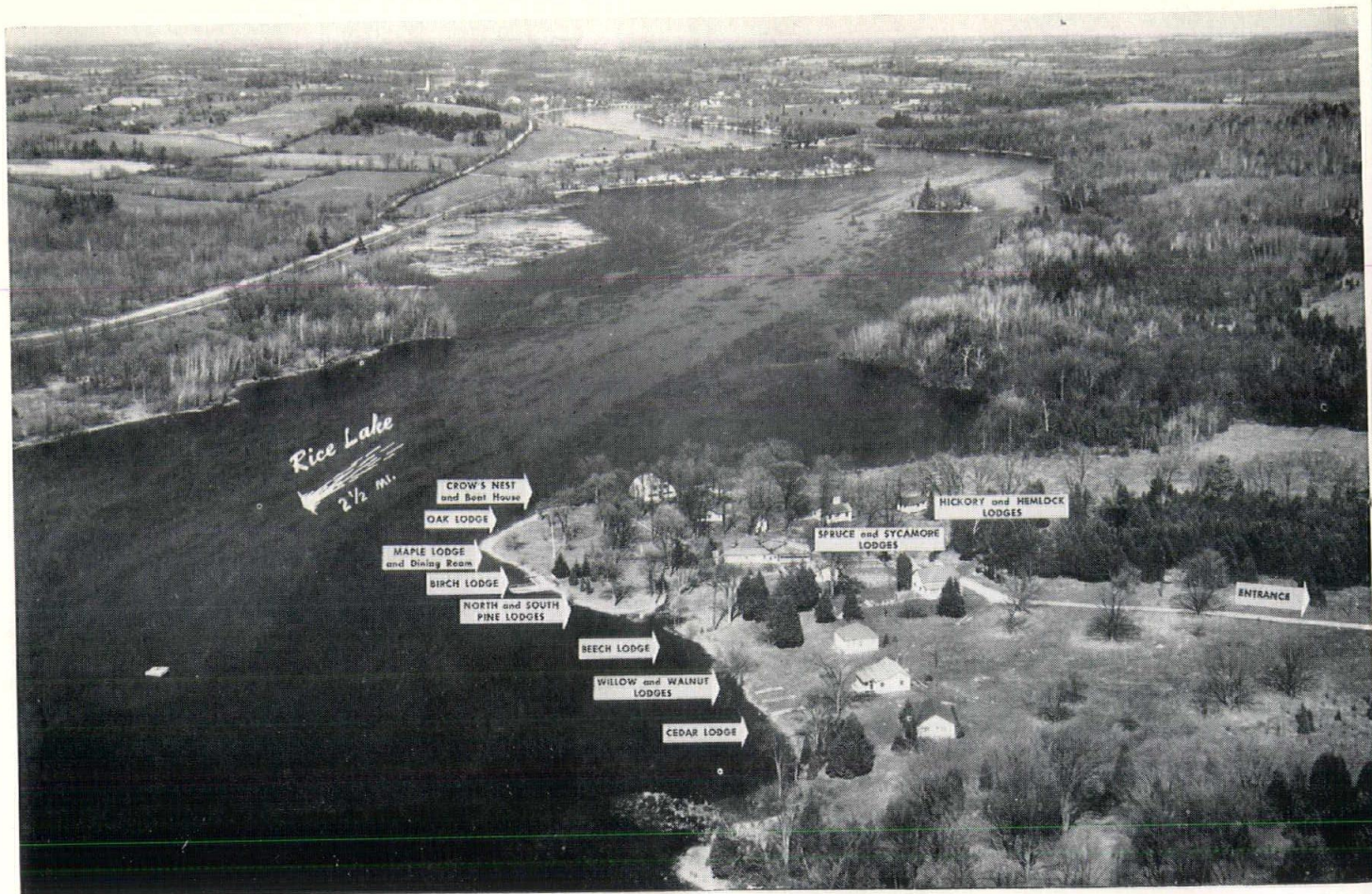
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Trentwood is a vacation resort, owned and operated by Americans, designed and equipped to give American vacationers to Canada the conveniences and comforts to which they are accustomed, amid the surroundings of beautiful Canadian scenery.

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

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

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

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

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

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

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

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A.I.A. Announces Awards

Washington, D.C.—A new series of awards for distinguished reporting in the field of architecture will be initiated this year by the American Institute of Architects it was announced today by Edmund R. Purves, Executive Director.

They are the first national awards ever to be given in the specialized sphere of architectural journalism.

A total of \$1500 will be awarded in prizes of \$250 for the best published work in each of six categories, including both writing and photography.

The 1953 awards will cover the work of the current year, and deadlines for submission of material will be announced later. At that time a selected list of newspapers and magazines will be asked to enter a maximum of four articles (two factual reports and two feature stories) and a maximum of three black and white photographs which they consider the best of their published work for the preceding year.

Awards will be made by the local A.I.A. Chapter Presidents in the home cities of the winning publications. In addition to the money prizes, a plaque or certificate of merit will be presented to the winner in each class, and a similar one to his publisher.

These new awards were noted by the A.I.A. Board of Directors in order to "recognize and encourage writing . . . that will further the public understanding of Architecture and the Architect."

The six categories in which work will be considered include:
NEWSPAPERS

Best factual reporting on an architectural subject or personality.

Best feature story on an architectural subject or personality in a newspaper, newspaper supplement or newspaper magazine.

MAGAZINES

Best article in a popular magazine on an architectural subject or personality.

Best article in a professional architectural magazine.

PHOTOGRAPHY

Best photograph of an architectural subject used in a newspaper.

Best photograph used in a magazine devoted to Architecture and Home Building.



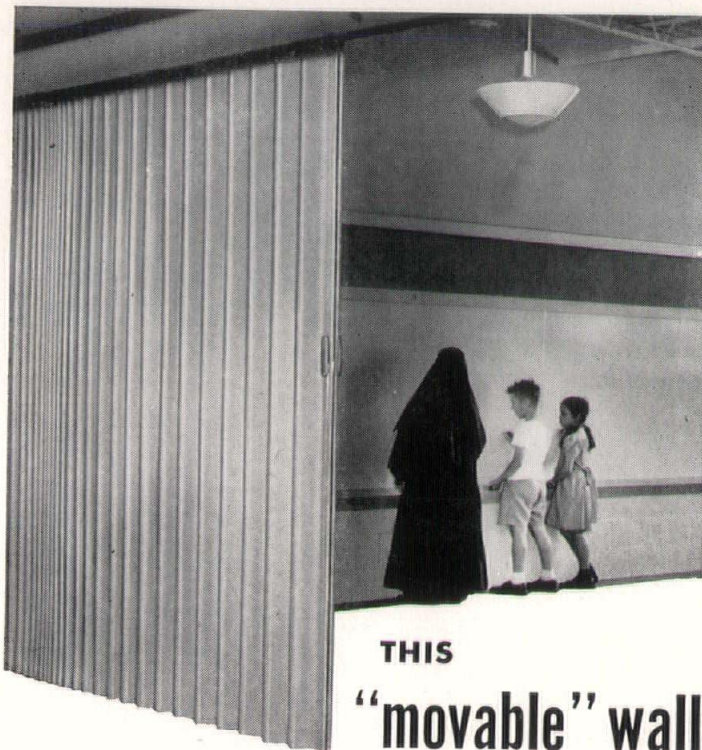
She: "John, the baby has swallowed the matches. What shall I do?"

He: "Here, use my cigarette lighter!"

* * *

Now is the time to start your savings account to provide funds for the trip to SEATTLE next June.

ARCHITECT



THIS

"movable" wall

makes teaching more effective!

Yes, Modernfold accordion-type Doors make Sister's job easier. These "movable" walls are a real aid in these days of crowded school conditions. They make it possible to convert a single room into two classrooms in seconds or provide more effective group control.

For example, when two classes are pursuing different studies, this "movable" wall divides them. Each group has absolute privacy, with no disturbance to either. But when it is necessary for all to work together, Modernfold Doors are easily and quickly folded against the wall.

These fabric-covered, metal-framed closures are very successfully used elsewhere in the parochial school. Indeed, throughout the entire parish establishment! In the convent, rectory or church itself—either as a "movable" wall or as an attractive, space-saving closure for all types of openings. They're fabric-covered for beauty—metal-framed for rigidity and strength. Look under "doors" in your telephone book for the name of our installing distributor.

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MALT-A-MASTER wood window units connote "quality." Here is a unit with removable sash, built-in weatherstrip and invisible balances. Since Malta mills them, you are sure of precision milling, quality woods and the most careful workmanship. The price is less than you would expect.

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Sash can be removed in a matter of seconds for easy window washing or painting.



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WISCO APPOINTS RICH

Wisco Aluminum Corp. of Detroit, an aluminum mill producer and a leading manufacturer of storm windows and doors, announces the establishment of a Prime Window Division with Samuel Rich as Division Sales Manager. The new Wisco window will be made of aluminum in a wide range of styles and sizes for residential, commercial, and industrial buildings.



SAMUEL RICH

Rich, who comes to Wisco from Baron Steel Co., was formerly sales manager in charge of residential sales for Copco Steel & Engineering Co. Previous to that he was for four years associated with Detroit Steel Products Co. in its Window Sales Division. He is a graduate of Cornell University and served during the war as an officer in the Marine Corps.

Initial plans call for marketing the Wisco prime window in a four-state area consisting of Illinois, Indiana, Michigan and Ohio. The pattern of distribution worked out in these states will form the basis for expansion over a wider area and ultimately throughout the United States and Canada. The company's combination storm windows and doors are presently sold in 26 states ranging from Colorado to New England. Wisco is one of the few companies in the aluminum building products field that does a complete manufacturing job from ingot to finished product.

SHIBA NEW BUILDERS STRUCTURAL SALES MANAGER

Frank T. Shiba has been appointed Manager of Sales of the Structural and Ornamental Divisions of Builders Structural Steel Corporation it was announced recently by N. Lockshin, Vice President in charge of Fabrication.

Shiba, attended Fenn College, after receiving his early education in California. He was a supervisor and structural designer at Design Service Company prior to joining Builders Structural Steel Corporation four years ago. He has managed the Ornamental Steel Division at Builders up to now.

A member of the Cleveland Engineering Society and the Japanese-American Citizens League, he resides at 12905 Emery Avenue, Cleveland, O.

THE OHIO

STAINLESS STEEL COATING NOW DEVELOPED IN 10 COLORS

A new line of products now available under the trade name STEELAST has come out of the research work done on Stainless Steel Coating. The formula for STEELAST products is basically the same as that of Stainless Steel Coating in that both use a vinyl plastic vehicle, the primary difference being that a change of pigment makes possible the manufacture of all colors including: Black, White, Gray, Ivory, Green, Red Orange and Yellow.

STEELAST produces the toughest type film of any tested in Steelcote Laboratories, impervious to moisture, resistant to most chemicals, and is odorless and non-toxic when dry.

The uses in which STEELAST offers advantages over ordinary coatings are protection and finishing of metal surfaces on original equipment, and maintenance of machinery, pipes, tanks, duct work and metal building materials, indoors and out. STEELAST can be sprayed, brushed or dipped. It will withstand constant wet heat up to 180° Fahrenheit and constant dry heat up to 300° Fahrenheit. Dries to handle in 30-60 minutes after spraying; 2-3 hours for recoating. May be force dried in 10 minutes.

Can be applied to rusted or bare unruled metal after surface has been treated, or over painted surfaces that show positive after pretest with primer. Available in quarts and gallons. One gallon covers up to 600 sq. ft.

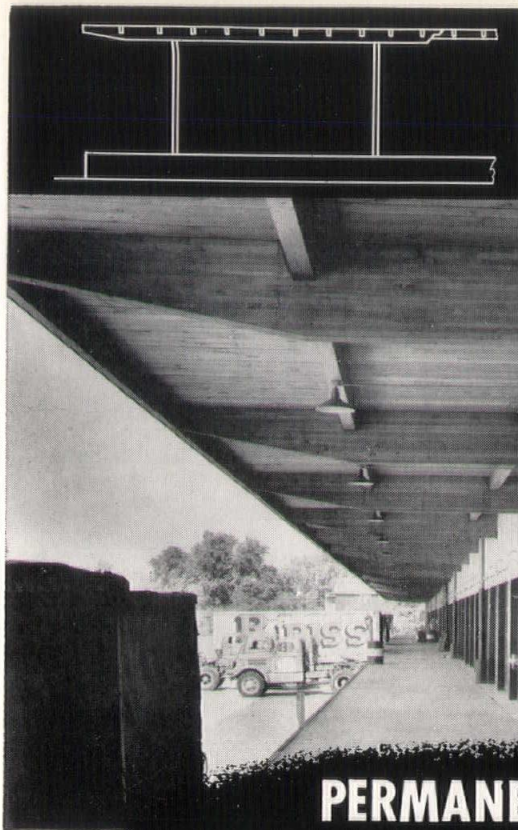


NEW LITERATURE

Use of Engineered Timbers

Published as a guide and source of authoritative information for architects, engineers and contractors, a new booklet entitled "Modern Construction with Engineered Timbers," has recently been issued by Timber Structures, Inc. of Portland, Oregon. The booklet consists of 12 pages printed in full color. It shows how timber is used in conjunction with other suitable materials as a modern engineering material with known structural values. Glued lamination of timbers is discussed and illustrated by applications of glued laminated beams, arches and trusses.

Technical data includes sizes and properties of glued laminated beams; typical purlin sizes; standard thicknesses of laminations and limiting curvatures; arch section dimensions for various roof slopes, spans and loadings; dimensions, sizes and weights of bowstring and parallel chord trusses. (Continued on page 26)



Warehouse of Riss & Company, Boston, Mass. Size 138x500 feet. Roof is cantilevered to provide covered loading dock, and is supported by glued laminated beams spaced at 20 feet, with purlins of 6'8" spacing.

PERMANENT, ECONOMICAL WAREHOUSES

*designed for today's service, with
flexibility for tomorrow's changes*

Combining permanence, economy and adaptability, this warehouse will remain a profitable investment for generations. Large open areas of floor space promote efficient use of modern equipment and methods, make the building suitable for changing requirements of the future.

Key to the efficient design of the building is the system of glued laminated beams which supports the roof. These are dimensionally stable structural members which stubbornly resist destruction by fire, and lower construction costs due to...

Fast erection of prefabricated beams, with practically no jobsite assembly.

Low walls and no unusable cubage which reduce both construction and operating costs.



Get Full Information on Glued Laminated Timbers

Detailed information on this modern engineering material is contained in the authoritative booklet, "Modern Construction with Engineered Timbers". Get it today from your nearest Timber Structures office; or write us directly and your copy will be sent immediately.

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Store Modernization and Construction Show Highest Increase in Building Activity

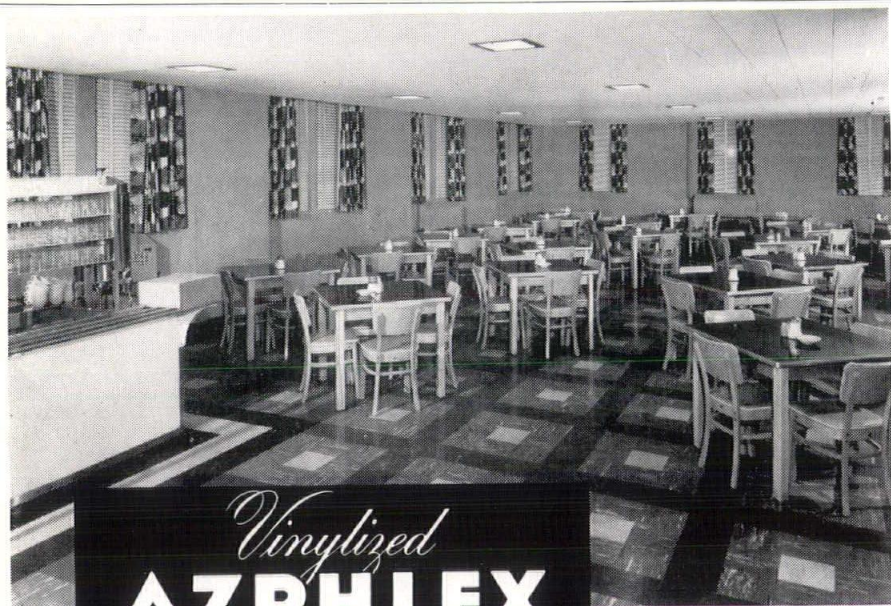
With government controls now lifted on commercial construction, and with more materials available, stores are going ahead with building and modernization plans that have been deferred in some cases for over two years. According to joint figures of the Departments of Commerce and Labor, commercial construction shows the highest increase of any type of building activity, with a 40% jump over 1952 figures so far this year. It is estimated that \$3 Billion will be spent by stores in 1953 for building and modernization.

To assist stores with their plans, and to let retailers see and compare the latest developments in building materials, fixtures and equipment, the Store Modernization Institute is holding the 4th National Store Modernization, Building and Maintenance Show June 9-12 in

New York in air conditioned Madison Square Garden.

Concurrent with the exhibits are daily afternoon Clinics and Forums where the country's leading experts discuss store modernization and building, materials handling and warehousing, with emphasis on cost-cutting through more efficient methods and uses of material. Retailers attending these clinics can ask questions from the floor and get authoritative answers to their own store modernization and building problems.

Advance ticket requests have already been received from more than 8,000 retailers, most of whom have indicated that they are waiting until after their visit to the Show to begin their modernization. Free tickets may be obtained from the headquarters of the Store Modernization Institute, 20 East 55th Street, New York 22, New York.



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AZPHLEX

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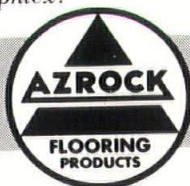
Better Grease Resistance, Smarter Colors, Same Low Cost

New Vinylized Azphlex gives you floors with superior greaseproof qualities — *at no more cost* than ordinary grease resistant asphalt tile — greater resistance to all kinds of greases and oils. New Vinylized Azphlex has *distinctive new colors*, heretofore unavailable, to meet today's decorative and light-reflectance requirements .. *stepped up flexibility* for more strength .. greater resilience for additional walking comfort .. *new, smoother surface* that keeps floors looking cleaner, makes them easier to clean.

Before you specify floors for restaurants, cafeterias or any food serving area, find out more about Vinylized Azphlex!

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"Azrock Makes Fine Floors"

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NEW LITERATURE

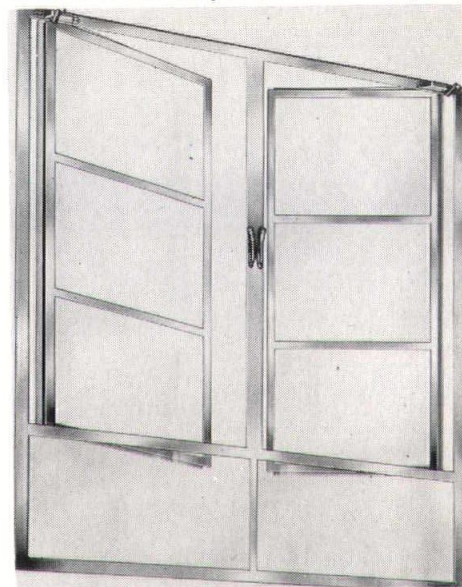
(Continued from page 25)

Timber Structures, Inc. is a pioneer in engineered timber construction, and America's largest laminator and fabricator of structural timbers.

The booklet and further information may be obtained by addressing them at P.O. Box 3782, Portland 8, Oregon.

New Truscon Aluminum Casement

A new folder in three colors on their new Truscon Aluminum Casements has just been issued by Truscon Steel Div. of Republic Steel Corp. of



Youngstown. It contains complete detailed information, including types and sizes available. These casements can be furnished in Modular widths to coordinate with modular construction. Copies are available on request.

Space Heaters in Schools

Bulletin No. 560-59, just released by Dravo Corporation, Pittsburgh, Pa., describes the use of warm-air space heaters in school buildings.

The 4-page folder explains how using individually fired heaters for intermittently heated areas such as auditoriums, kitchens, cafeterias and rest rooms can reduce the size and cost of the classroom central heating system, and save on the fuel bill at the same time. Ventilation possibilities are also discussed.

Grease Interceptors

A technical guide of the proper sizing and selection of grease interceptors has just been published by the J. A. Zurn Mfg. Co., Erie, Pa. This Zurn Technical Bulletin 6-52 (A.I.A. File No. 29c4) lists four reasons why effective grease interception saves time and money for users such as hotels, large cafeterias, food processing plants, ship galleys and other installations where accumulations of grease may present problems. Text and detailed charts describe how capacity of grease interceptors is determined. Advantages of flow control fittings, for use wherever overload conditions can occur, are explained. The Bulletin contains illustrations, operating descriptions and charts giving sizes, dimensions, capacities and weights of all types of Zurn Greaseptors including all-welded steel and Zurn vitreous glazed earthenware greaseptors. A simple checklist for determining types of greaseptors to be used in various installations makes it easy to quickly select the greaseptor most suitable for any given installation.

Copies are available from J. A. Zurn Mfg. Co., Erie, Pa.

Chalkboard Lighting

A new 9-page illustrated pamphlet titled "Why chalkboard lighting in schoolrooms?" dealing with the problems of chalkboard lighting in schools has recently been written by Leonard V. James, noted illuminating engineering consultant, and for many years chairman of the American Standards Association Committee on standard practice for school lighting.

The pamphlet thoroughly discusses every factor having to do with proper lighting in schools. Among the subjects that James covers are the effects of glare to the eye, the light distribution over the chalkboard, the tasks of the chalkboard, and numerous others. James states that despite the tremendous improvements that have been made in school lighting in recent years, the average classroom still has insufficient light at the chalkboard. He also reports on the development of a new chalkboard light that provides increased light on the chalkboard without glare.

(Continued on page 46)

ARCHITECT

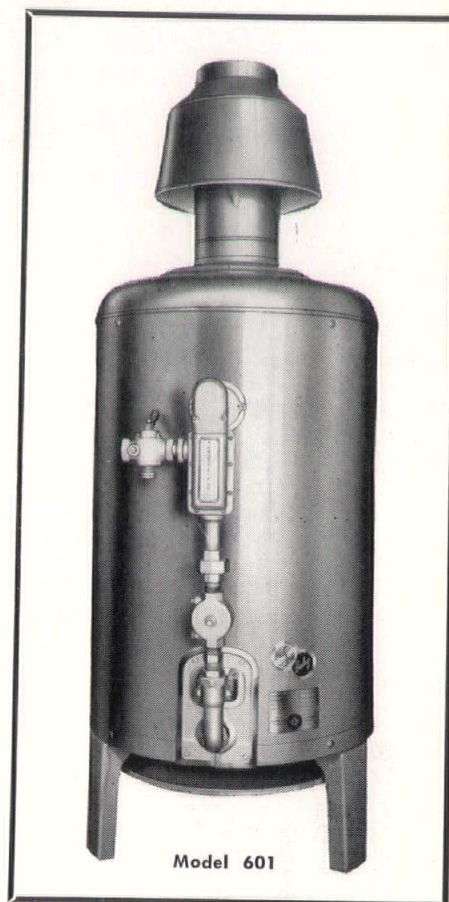
The Water Heater to Specify

For any commercial installation

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Perform efficiently
and economically as:

- **Instantaneous Heaters** — operate as self-contained units — for use in service stations, barber shops, beauty shops and other service businesses.
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- **Booster-Recovery Heaters** — supply 140° hot water for general use and 180° hotter water for sanitizing purposes at the same time — perfect for restaurants, grills and fountains.



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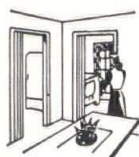
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FUNCTIONAL . . . Use Ra-Tox Folding Doors as closet closures, room closures or folding room dividers. Lend themselves to modern planning, contribute to economical construction, and a fitting complement to modern decor.

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FOR HOMES . . . An important factor in achieving new and wanted practical features — at a modest cost level.

BULLETIN 706 . . . Write to your nearest Ohio distributor for a copy of Bulletin 706. It gives you complete data and details basic types of installation. Your inquiry is invited.

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A.S.O. CONVENTION DATES SET

The 1954 Convention of the Architects Society of Ohio, Inc. will be held at the Pick-Ohio Hotel in Youngstown on October 14, 15 and 16. These dates are tentative and final dates will be announced later.

The Convention Committee of the Eastern Ohio Chapter, headed by Past President Wm. Boyd Huff of Akron is planning a most interesting and entertaining convention and as plans develop they will be announced in "Ohio Architect."

Make your plans now to take time to attend this convention. It will be well worth the investment in time and money required.

CLEVELAND CHAPTER JOINT APRIL DINNER MEETING

The Annual Joint Meeting of Cleveland Chapters of A.I.A., I.E.S., and S.I.D. was held Wednesday, April 15, 1953 at the University Club.

The speaker was Mr. Ralph M. Evans, Superintendent, Color Control Division of Eastman Kodak Co. who spoke on "The Expressiveness of Color."

It was an outstanding program. Mr. Evans (MIT '29), a rare combination of engineer, artist, author, and lecturer, is one of the country's leading authorities on color and has been credited with the outstanding presentation and demonstration of color of this generation. His book "Introduction to Color" is a classic and he presented his subject so simply and clearly that it was easy to understand and completely fascinating.

The talk he presented at the joint meeting was prepared for a Chicago IES conference last September. The presentation quickly covered some of the physics of color and then illustrated, with exceptionally beautiful colored slides, some of the rules for designing with color.

Many of the wives attended, and they agreed with the men that this was a completely absorbing presentation.

Results of the annual competition were announced and the work was on display. A discussion of the student's work by the jury (J. Byers Hays, Sam Sheer, and E. W. Commery) was held prior to dinner at 5:30 P. M.

WEISS JOINS MICHAEL KANE

Jerry F. Weiss, registered architect, has been made an associate in the firm of Michael M. Kane & Associates, 12381 Cedar Rd., Cleveland Heights, Ohio.

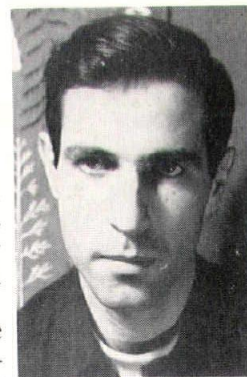
After studying under internationally famous architect, Mies Van der Rohe, Weiss worked for several leading architectural firms in Chicago and New York.

Before joining Kane, he worked a year with architects in Copenhagen, Denmark on the design of the first Danish skyscraper as well as numerous community designs encompassing housing, shopping centers, schools and industry.

In Detroit, Weiss designed and built a cooperative housing development originally begun by famed architect, Frank Lloyd Wright.

While working with Kane the past two years, he has designed several large apartments, shopping centers and home developments.

Weiss's hobby is photography and he had three studies hung in last year's May show at the Cleveland Museum of Art.



JERRY F. WEISS

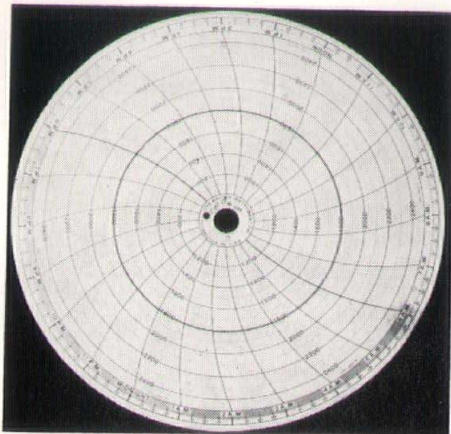
HOMESTEAD BRICK — TOUCHED BUT ONCE

(Continued from page 9)

follow along on this pictorial trip through the new Warner plant.

See pictures on page eight and captions on page nine and continue to pictures below.

*Allied Engineering Division, Ferro Enamel Corp., Cleveland.



results are so good that the actual chart record appears as an almost perfect circle. The final over-all result is quality finished ware that is—



toted by fork truck to the loading docks equipped with hydraulically powered steel gangways which can be positioned for any size of truck to facilitate loading. Or, if the brick masons are not exceptionally busy that day, the lift truck can—



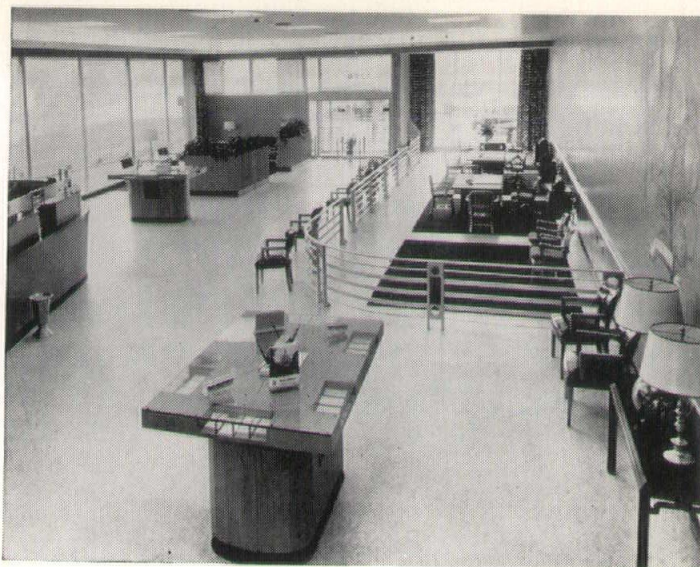
deposit the bricks outside on a huge paved storing area for future use.

And that's the end of our pictorial "Cook's Tour" through the most modern brick plant in America, where time and convention have bowed to modern machines, precision operations, and automatic control.



"LET'S SKEDADDLE TO SEATTLE"

ARCHITECT



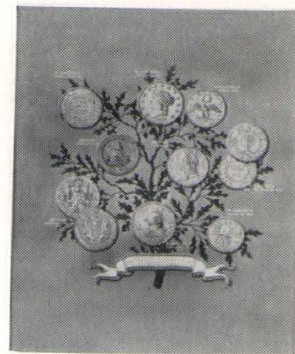
This new West Side office of The Ohio Savings and Loan Company was designed and decorated by Irvin and Company, Inc., around the theme of "customer service". The walls are a soft copper color, the rugs a deep copper color. All railing work is aluminum, with wood furniture blond, upholstered in green.

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

A Place to Build Security

Irvin and Company, consulting with this company's executives, designed all the interiors of this new branch office. Perhaps we can serve you in a similar capacity.

This mural, painted by Owen Coghlan, Irvin designer, shows the evolution of money in North America and Britain.



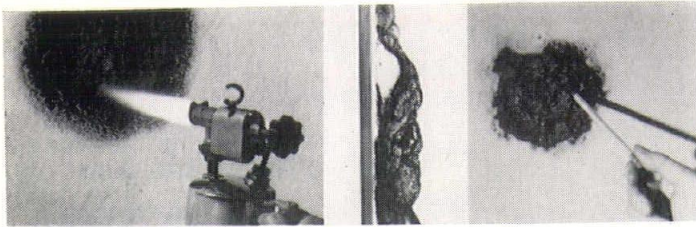
IRVIN and COMPANY
INCORPORATED

INTERIOR DECORATIONS

Shaker Square

Improved Fire Retardant Coatings (Paint Type) Tested and Rated by Underwriters' Laboratories

Two new fire retardant coatings for wood and metal surfaces—ALBI 99 and ALBI PC—have recently been subjected to severe tests at Underwriters' Laboratories to measure their ability to prevent the spread of flame, as well as their durability under various conditions. Underwriters' Laboratories have just announced fire retardancy ratings for the two coatings.



Left: Cellular mat starts to form on ALBI-treated panel under intense blowtorch flame. Center: Side view of insulating "puff." Right: Puff is easily scraped off, revealing undamaged surface ready for refinishing.

The test results indicate that ALBI 99 and ALBI PC provide the most effective protection ever attained against the penetration and spread of flame. ALBI 99 and PC are the first coatings ever developed in which the washable, moisture-resistant finish of ordinary paints has been obtained along with the maximum fire retardant qualities formerly available in ALBI water-base coatings.

These coatings applied by brush or spray gun, produce a hard, durable finish in any of several colors. When exposed to flame, they form a cellular insulating

"mat" that resists both heat and flame (see illustrations). The mat can be scraped off easily, revealing the undamaged surface ready for refinishing.

The following conclusions are taken directly from the Underwriters' test reports, just released:

ALBI 99, applied at the rate of 150 square feet per gallon in two coats on Douglas fir, received a flame spread classification of 50, or "slow burning." When applied to Cellulose board at the rate of 175 square feet per gallon in one coat, the flame spread was 35-45, or "fire-retardant."

The coating will not hasten the corrosion of metal, and will withstand washing, changes in temperature, and humidity conditions normally encountered by such materials. No apparent effects to the coating were noted after prolonged exposure to water or temperature at 212 to 220 F.

No difficulty was experienced by the painter in applying the material by both brush and spray methods commonly used.

One coat of ALBI PC, at 250 square feet per gallon, was rated at 50-60 (slow burning), while one coat applied at 100 square feet per gallon, reduced the spread of flame to 30 (fire retardant).

Thus any desired degree of fire protection can be obtained by applying the ALBI coatings at the indicated rates of coverage.

Other tests, not included in the recent Underwriters' reports, demonstrated the ability of ALBI 99 to bond securely to metal (steel, aluminum, etc.), and to insulate against the transmission of intense heat, which ordinarily causes failure of metal structures during fire.

NEW GLIDDEN COLOR SELECTOR FOR ARCHITECTS

**New SPRED SATIN Color Deck will
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Simplify color visualizing and painting specifications with the brand new pocket-size Spred Satin Color Deck. 180 Beautiful Spred Satin Colors in divided chips to help you select striking color combinations quickly. Back pages contain color harmony chart providing over 4800 gorgeous color schemes.

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CLEVELAND'S ART PROJECTS DEVELOPING

Two Cleveland projects of interest to architects and others interested in cultural education, were announced recently as having made progress. With one million dollars already in its building fund to start and a three-acre site fronting on Wade Park at East Boulevard and Belleflower Rd., officials of the Cleveland Institute of Art are interviewing architects.

The present building of the Institute, formerly the School of Art, at 11441 Juniper Drive was "outgrown" as long ago as 1930 according to trustees. The new site lies just east of the Museum of Art Bldg. across East Blvd.

On Thursday, March 19th, the Cleveland Museum of Art announced that J. Byers Hays and Paul C. Ruth, Cleveland Architects had been engaged to design the new four million dollar annex that will double the capacity of the present Museum of Art overlooking Wade Park Lagoon.

These are the newest developments of plans in a series by various cultural, educational and welfare institutions for development of the "world's greatest cultural center" at University Circle.

CLEVELAND NEWS ITEMS

Jack Alan Bialosky, for the past four years associated with Charles Colman, Cleveland architect, has announced the formation of his own office to be located in Carnegie Hall, 1220 Huron Road, Cleveland.

* * *

C. Ralph Fletcher, an associate for the past three years with the Cleveland firm of Outcalt, Guenther & Associates, has opened his own practice on Fernwood Rd., Chagrin Falls. Fletcher was one of the principal designers of the General Motors Bldg. at the New York World's Fair.

APPOINTED DISTRIBUTOR IN OHIO

The Ingersoll Division of The Borg-Warner Corporation, Chicago, has recently appointed Framing Systems, Inc., East 196th Street and Nickle Plate R. R., Cleveland 17, Ohio, as its distributor of Koolshade Sunscreen and Framing in Northern Ohio.

Koolshade is a sunscreen, a metal fabric that screens out the direct heat rays of the sun. It replaces awnings, venetian blinds and other similar sun shading devices.

It is a revolutionary product that is unlike anything on the market. KOOLSHADE stops up to 90% of the sun's heat and only pleasantly diffused light enters. The visibility from the inside is excellent with none of the obstruction of view found in drawn shades, lowered awnings, etc. If your building is air conditioned, KOOLSHADE blocks out the solar heat and the cooling operation is more economical. When your windows are equipped with KOOLSHADE, the required cooling capacity is substantially reduced.

Framing Systems, Inc. is now prepared to render complete service in analyzing, estimating and installing KOOLSHADE SUNSCREEN.

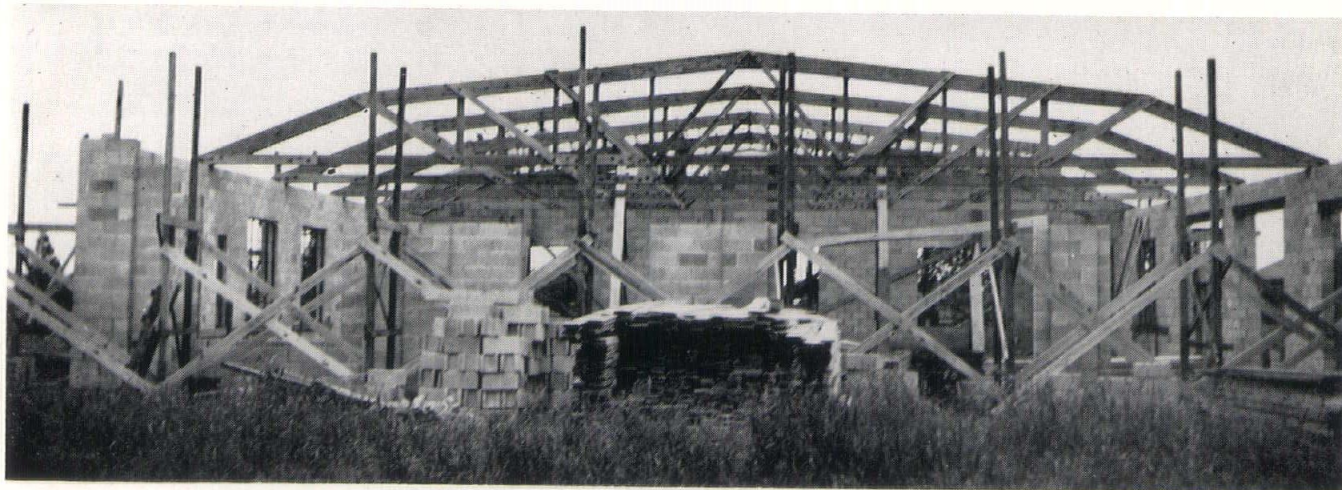
REFRIGERATION EQUIPMENT CATALOG

A new refrigeration catalog for Architects has just been released by The C. Schmidt Co. of Cincinnati.

Complete specifications and prices are given for all types of refrigeration equipment used in the modern commercial kitchen. Included are walk-in, reach-in, normal and low temperature refrigerators, mortuary refrigerators and storage refrigerators for flake and cube ice.

A free copy will be sent to architects who request it on their letterhead. Address requests to The C. Schmidt Company, 1712 John Street, Cincinnati 14, Ohio.

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



Typical 60' Modified Bowstring Trusses for Buick Garage at Honeoye Falls, New York. Designed, furnished and erected by Cartwright & Morrison, Inc., Holcomb, New York.

EASTERN OHIO REPRESENTATIVES

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OFFICERS OF NEW OHIO CONCRETE BLOCK ASSOCIATION

Shown, left to right, are Samson I. Crew, vice president and treasurer, Crew Builders Supply Co., Cincinnati, elected treasurer of the newly organized Ohio Concrete Block Association, Inc., Harrie P. Clegg, Jr., president of The Crume Brick Co., Dayton, first vice presi-



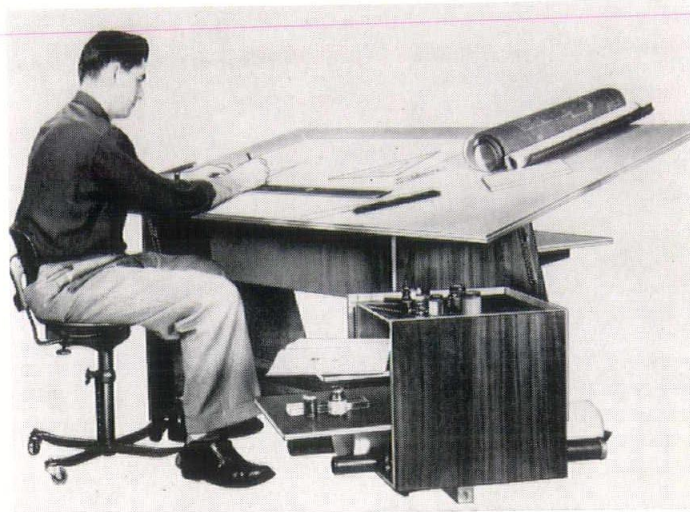
"Columbus Dispatch" Photo

dent, R. E. Francis, president of Reading Concrete Products, Inc., Cincinnati, president, and William A. Rodgers, division manager, Basic Construction Materials, Chillicothe, second vice president.

John F. Royer, secretary of the Columbus Concrete Block Association, was chosen secretary. The group was organized at a meeting in Columbus March 19th of 25 Ohio manufacturers. Trustees elected in addition to the officers are O. H. Seeger, immediate past president of the Columbus Concrete Block Association, H. J. Schmitz, Mansfield, Dan G. Newton, Hamilton, V. J. McDevitt, Mogadore, William H. Ebling, Lima, E. E. Osborn, Wilmington, Frank D. Snyder, Marengo, and Robert W. Geist, Piqua.

New Multi-Purpose Tec-Table Serves As Adjustable Top Drafting Table or Desk

Primarily designed as a drafting table which can be used with an ordinary chair or stool, the new Tec-Table is ideal for almost any type of clerical job. When disassembled, Tec-Table requires only 3' x 3' x 6' storage space.



The cost of the standard Tec-Table of white pine plywood is about one-half that of conventional drafting tables. Table illustrated, of cabinet wood available at additional cost.

For complete particulars, write Tectonic Services, Inc., 2075 E. 36 St., Cleveland 15.

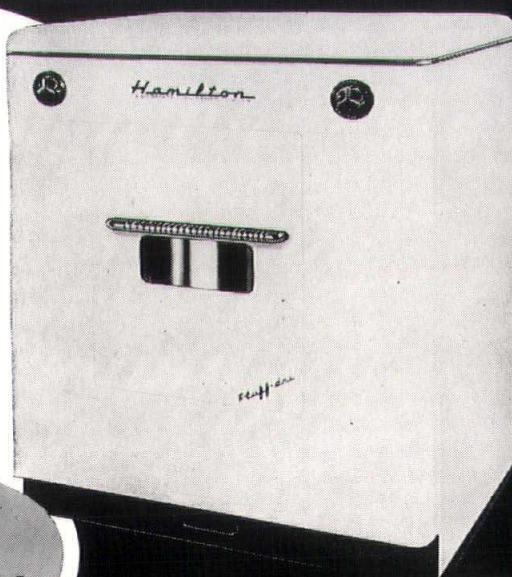
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A. I. A. 85th ANNUAL CONVENTION

by JOHN N. RICHARDS, Regional Director, A.I.A.

The 1953 Convention, the 85th, will be in Seattle, Washington, from June 15th to and including June 19th, 1953.

The program is now thoroughly organized, under the Chairmanship of the Director of the Northwest District, Jim Smith. Theme is, "A New Country — A New Architecture."

The first day plans present a Logging Camp Tour—from cutting down a big tree, through the Saw Mill, right down to the plywood, as it comes out of the Mill—finished.

This trip is made possible by the Simpson Logging Co. of Seattle, Wash., and among its architectural products well and favorably known to our architects in Ohio is the Simpson Acoustical Tile, distributed by the Midwest Acoustical & Supply Co. of Cleveland.

Three Technical Seminars are planned—

"Wood—Construction Uses

"Wood—The Forest"

"Wood—Processing"

The programs are arranged in collaboration with the West Coast Lumbermen's Association and the National Lumber Manufacturers' Association.

Two concentrated business sessions are planned, and the membership will receive an agenda previous to Convention time, covering the subjects to be discussed at these sessions. Further Institute Sessions include a Chapter Problems Meeting, and the Student's Forum, Chapter Affairs Meeting, Chapter Officers' Meeting, Chapter Editor's Meeting. The fun, entertainment, and fellowship affairs will be—the President's Reception, at the famous

Rainier Club, Dinner Cabaret Party, and the Annual Dinner, with its colorful fellowship presentation program, and a Nationally known Speaker.

The Convention Headquarters will be the Olympic Hotel. Since the Olympic has only 300 rooms available, you are urged to make your reservations immediately upon receipt of the Reservations Forms.

The Convention Committee has arranged a very interesting program for the ladies, and lounge facilities will be provided for the ladies and the Teen-Agers. You have been thoroughly informed by Bulletin from the Octagon regarding the CONVENTION SPECIAL TRAIN with two options for returning to Chicago.

The Bulletin further describes the POST CONVENTION AIR CRUISE TO ALASKA. Both of these Cruises will, I assure you, be most interesting and educational to all Architects and their families.

Mrs. Richards and I took the Post Convention Trip a few years ago, under the sponsorship of the same Agency sponsoring these trips, the United States Travel Agency, Inc., and we highly recommend the manner and care which was given to each individual traveler.

After hearing Convention Chairman, Jimmy Smith, and Arthur Holmes, of the Institute Staff Convention Manager, describe the Convention program at the March Board Meeting of the Institute, I can assure you that this 85th Convention is very well organized, and that you and your wife and family will receive a most hearty welcome—"Out in the Great Northwest."

Make your plans NOW to be in Seattle from June 15th to June 19th.

It was done in PORCELAIN ENAMEL



International Machinists Building before remodeling

The owners required not only the modernization of the building inside but a colorful front. This was done in a permanent color and of an enduring nature, where maintenance was cut to a minimum by the use of

Architectural Porcelain Enamel

Architect John W. Little of Cleveland, wanting to renovate the antiquated exterior of the International Machinists Building, 2906 Euclid Avenue, Cleveland, Ohio, chose Architectural Porcelain Enamel.

➡ The above building after remodeling—showing beautiful effect of use of Architectural Porcelain Enamel

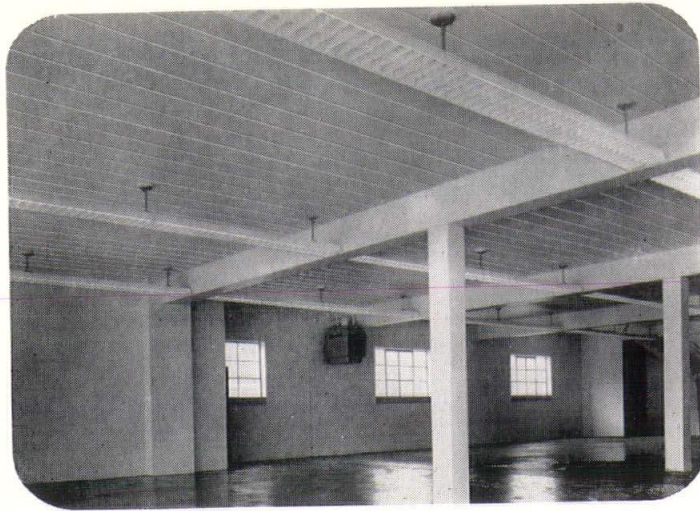


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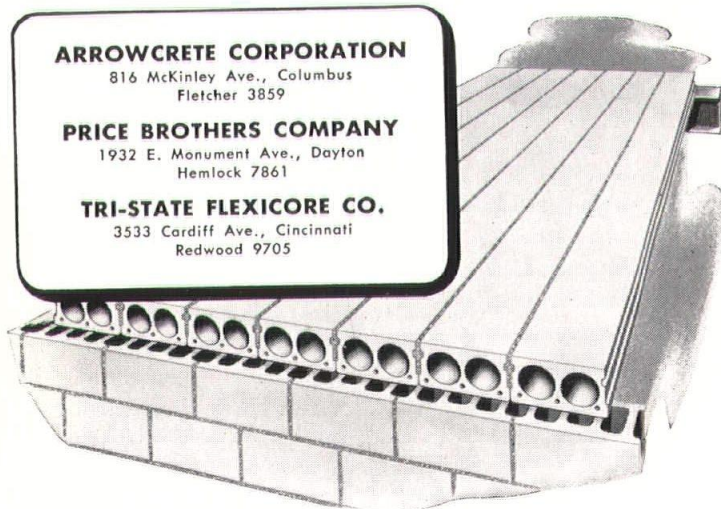
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OUR PRESIDENT'S MESSAGE

During the past two months there has been much activity in and around the State House in Columbus on several important items of legislation directly affecting the architectural profession.



ROLLIN L. ROSSER

On March 17 the Legislative Committee held a hearing on H. B. No. 256 relative to the reorganization of the state boards for the licensing of the various professions and occupations. Included in this category are the accountants, architects, real estate dealers, engineers, surveyors, barbers, cosmetologists, manicurists, dentists, morticians, optometrists, pharmacists, doctors, surgeons and osteopaths. Almost all of these professions and occupations were represented and without exception each speaker expressed opposition to the bill. This last Monday night, April 6, a second hearing was held at which time another bill, H. B. No. 565 was read. This latter bill apparently supersedes bill No. 256 and instead of placing the architects registration board under the Department of Commerce the board is to be placed under the jurisdiction of the Secretary of State who would appoint a Director of Licensing Boards. The accountants, architects and real estate dealers had been invited to speak and did so at this meeting. There will be more hearings and much discussion but it behooves us to be alert and follow further developments very closely.

Last week the Public Affairs Committee held a hearing on the bill for the revision of the building code and at this session much opposition was expressed both to the passage of any new code and especially to the one presented. The facts concerning the new code are not at all clear and apparently many factions and interests are working at cross purposes thereby confusing the issue more completely. It is of vital importance that we be very wide awake on this matter and try to resolve all difficulties to the end that we do not come out of the melee with something less than what we have.

These matters of legislation are not romantic and are certainly far afield from the practice of architecture as expressed in our professional journals but I feel that such things must be publicized even at the risk of seeming dull and uninteresting. Therefore, watch for more news regarding your professional interests and may we be intelligent about the issues at hand.

Sincerely yours,

ROLLIN L. ROSSER

Note: In connection with the last paragraph, it is quite pertinent to read and compare what Bernard Thompson has to say on this particular point. See the article on page 13 of this issue.

The Editor

INDOCTRINATION

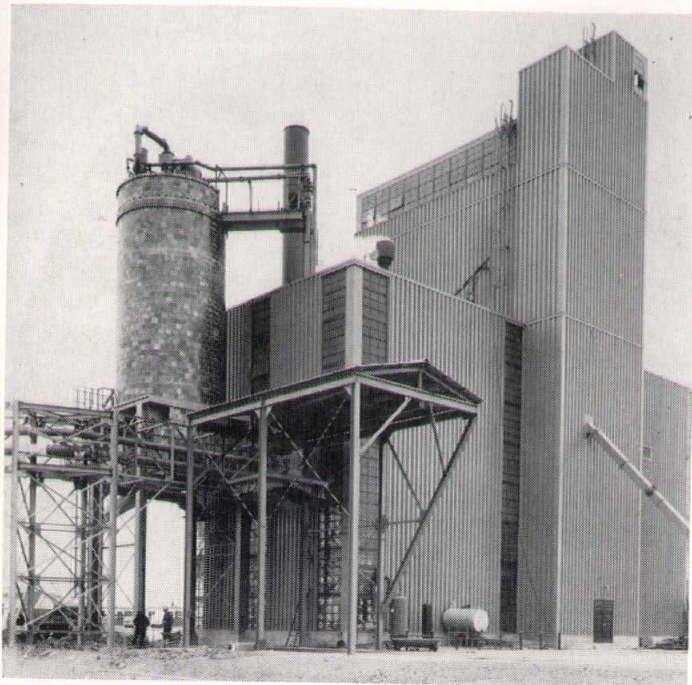
New corporate members of the Kansas City Chapter go through an indoctrination period according to a recently established procedure. They are given information in regard to fees, ethics, the relation to the profession, their responsibility to younger members, and the contribution they can make through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

"LET'S SKEDADDLE TO SEATTLE"

THE OHIO

INSULATED METAL WALLS

This powerhouse is constructed with Mahon Insulated Metal Walls up to the first eave line without a horizontal joint, by using 56'-10" Continuous Exterior Wall Plates. The overall "U" factor is equivalent to or better than conventional 16" masonry walls.

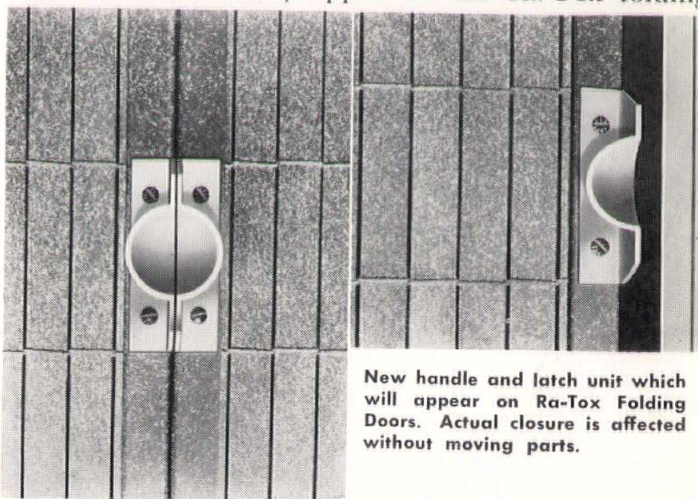


Insulated Metal Walls continue to gain favor with both Architects and Owners throughout the country.

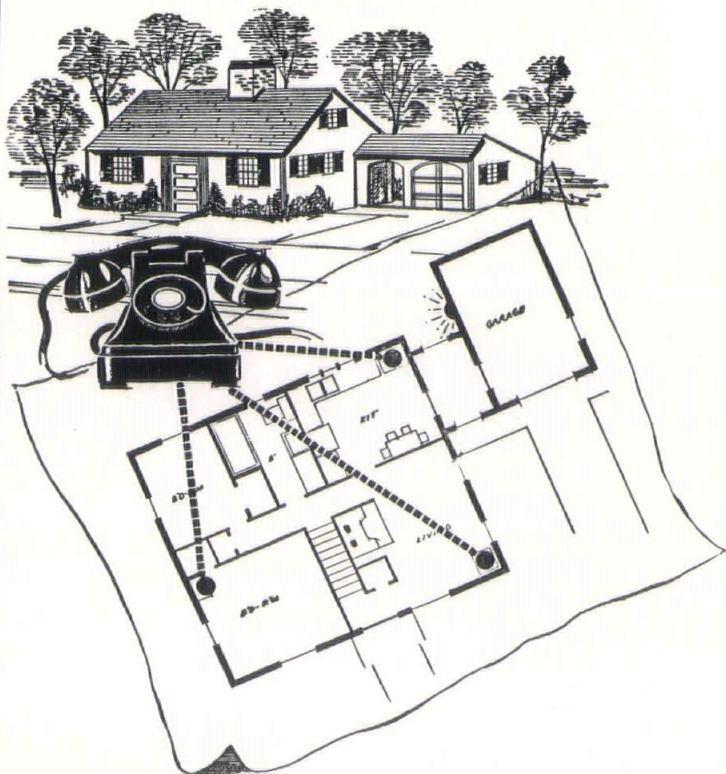
And, the reason is obvious . . . these modern walls have revised previous concepts of permanent, firesafe construction. Their lower cost, in both material and labor, and the reduction in construction time — plus the fact that Insulated Metal Walls can be erected under weather conditions which would preclude masonry construction, are just a few of the advantages. Insulated Metal Walls also lend themselves to individual architectural expression in design — the powerhouse illustrated here is a good example. In this building, vertical panels of continuous sash in combination with a Mahon Fluted Metal Wall produces a striking appearance.

RA-TOX Folding Doors Offer New Handle

Two innovations—a new finish and a new handle-and latch unit—will shortly appear in the Ra-Tox folding



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door line manufactured by The Hough Shade Corporation, Janesville, Wisconsin.

The new stipple finish provides an extremely durable surface with a textured effect created by a fine, small-scale two-tone mottling. It is available immediately, in two color combinations—green on ivory and white on gray—at the same price as standard lacquer finishes.

The new handle was designed by Walter Dorwin Teague Associates. It brings the user's thumb into play in opening the door. Natural position and movement of hand and arm produce a smooth, straight-line push that slides the door away with a minimum of effort and no balking or jamming. Reverse motion in closing the door is accomplished with equal ease by thumb and forefinger.

The thumb recess gives adequate operating clearance

even for a single door closed flush to the door jamb. Identical units serve either single or double doors and are now standard equipment with all doors.

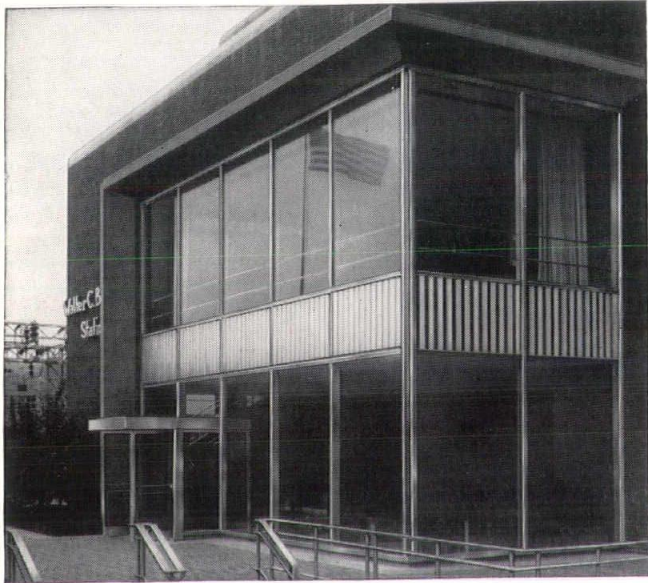
The new handle, of molded phenolic plastic, will be offered in only one color, a light neutral gray. Actual closure is effected without moving parts, by a simple friction catch insert of nylon. A design patent has been applied for on the unit.

The handle and latch hardware will be packed with each door, for installation on the job—an operation simple enough for self-installation by home owners. One-sixteenth of an inch may be routed out to install the latch flush with the door edge, or it may be installed without recessing.

Ra-Tox Folding Doors are distributed in Ohio by: Ken Dimond Co., 3455 Edwards Road, Cincinnati; C. Roy Arnold Co., 2546 Payne Avenue, Cleveland; Toledo Builders Jobbers & Distributors, Inc., 3922 Secor Rd., Toledo.

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THREE-DIMENSIONAL PLANNING

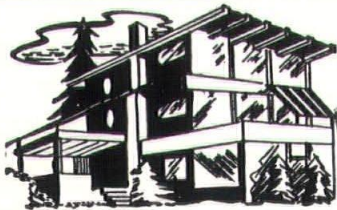
Draftsmen's layouts and blueprint drawings have long been the standard forms of architectural presentations of library furniture arrangements and plans.

Lacking in the planning stages—but sorely needed by laymen—was a visual conception of the completed library



as seen by the human eye. This need has been met by a new technique developed by John E. Sjostrom Co., manufacturers of NEW LIFE Library Furniture. "Three-Dimensional Planning" brings new life to the presentation of library layouts—by the simple click of a camera.

(Continued on page 37)



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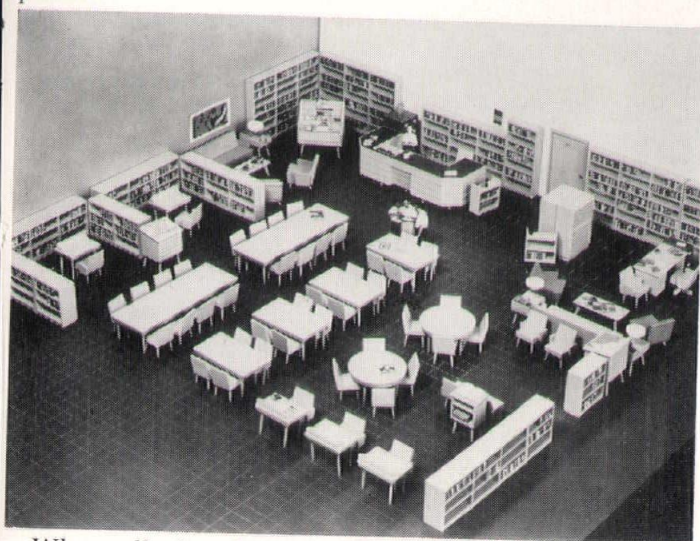
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It is an effective, dramatic addition to the customary blueprint, layout and pencil sketch renderings.

Here's how "Three-dimensional Planning" is used by Sjoström's Library Planning Service: From a complete set of accurate, half-inch scale models, the shelving, tables, charging desk and other items required to complete the library are selected by NEW LIFE's Planning Staff. The models are then placed in position on a planning table which has been properly scaled to conform with dimensions called for in the architect's building plans.



When all the elements of the library are in their proper positions and all requirements have been met, the miniature library is photographed. The photos are then attached to the draftsman's layout and forwarded to the client who can now "see" his library as if it were already finished.

This procedure is quick, simple, and involves no time delays. In fact, it increases efficiency in planning and presentation alike. The library design, furniture arrangements, available floor space are clearly indicated on the photographs.

Long after the library has been completed, the scale photographs can be used in analyzing traffic flow should changing library functions necessitate rearranging the furniture.

Full information may be obtained from Library Planning Service, 1727 N. Tenth Street, Philadelphia 22, Pa.

Wischmeyer Tells of A.I.A.'s Attitude On Current Public Housing

Kenneth Wischmeyer, vice president of The A.I.A., shared the speakers' platform with Elliott C. Spratt, national president of Producers' Council, at the March 25th joint meeting of the Cleveland Chapter and the local group of Producers' Council.

He opened his talk on Public Housing by stating that the Institute had gone on record as approving the Housing Act of 1949. And, again in 1952 it had reaffirmed

(Continued on page 48)

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We Are On the Defensive Professionally

(Continued from page 16)

dent that suggests a public service. Though it is important to have our names attached to our projects, the approach that the medical profession has developed should be fostered too.

There is nothing more valuable than the right kind of publicity in the press. The press will always support a good story. As a member of the Chicago Plan Commission we were eager to get the approval of an underground garage with park above as a bellwether for the treatment of the banks of the Chicago River. I talked to the chief editorial writer of the "*Chicago Daily News*" who supported the idea vigorously—only I had approached him too late.

In the magazine survey it developed that the interest in architecture was never higher, but again, not enough

emphasis was put on service to the public.

One public relations counsel we interviewed analyzed the shelter magazines for one month. He found that even the names of the firms who had designed the material in the illustrations in both the advertising sections and the magazine itself were omitted to such an extent that the space lost to the profession amounted at the advertising rate to a total for the one month of more than nine hundred thousand dollars.

We are advised that there are a great many openings in television and radio for our professional publicity. These have to be studied carefully.

Publicity in the schools is very valuable. It is one way of interesting the parents in the profession. In Pittsburgh, the schools were a valuable factor in selling the public on the need for the establishment of the Greater Pittsburgh Authority which has done so much for that city's improvement.

No other profession enjoys such a widespread interest without receiving proper credit as do the architects.

One of the first objectives of the program is to stimulate interest in the national program through all chapters. Another is to establish in the minds of the public through every medium we can think of the prestige of the profession and its membership. We must find ways and means of pointing out the advantages of employing the architect in our growing competition with the package builder. The program too must be planned where possible to supplement the activities of the Octagon in stemming the tide of government encroachment.

Continuous emphasis must be placed on educating the individual architect on the problem of Public Relations.

General policies might be as follows:

1. The Public Relations program of the Institute should encourage public relations at chapter level. Chapters are to be provided with public relations programs to aid.
2. It should promote the prestige and services of the profession through national, state and local media. It should not interfere with but advise the promotional chapter activities.
3. With the collaboration of the chapters it should provide public opinion channels with the necessary material and set up the necessary cooperation to identify the actions of the Institute and its members when they are of public interest.

The program is at least a three year program.

The first year there ought to be, if we can manage it, a limited spot survey of those that use the profession and of architects themselves. Our counsel must promote understanding of public relations within the association, enlisting the members participation in developing the public relations program. The goals must be realistic.

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One necessary element in the first year program should be the facts package. Reporters, editors, commentators, correspondents and people who influence public opinion are generally in a hurry. They haven't time to get information. They depend on material at hand. We should see that they have that information, a brochure carefully prepared for the type of people that are going to use them, giving information about the architect, about what they do, what their profession really consists of, so that they can turn to it and find what they need when something comes up that has to do with the profession.

The programs of civic agencies should be studied and the value of working with the civic agencies established. These agencies too, are interested in good government, in how taxes are spent. They must be provided with information to help halt government encroachment.

The next tool is the Public Relations workshop. Establish local public relations opportunities and how to use them.

Use the publications of industry where possible to publicize industrial architecture. Jack Hunt, of Foote, Cone & Belding, Advertising Advisors to Minneapolis-Honeywell, has told me that their clients feel they would like to tell the public something about the function of the architect in a dignified yet effective way. They are willing to spend quite a little money. They believe they would benefit. We are exploring this.

Whenever possible architects ought to provide speakers to the civic groups. There is much to be gained from press parties, from conferences with influential organizations. Joe McCarthy told me that for one session of his chapter they asked a panel of local news men to discuss the architectural profession. It was a riot. They stirred up quite a controversy yet the architects went away with a better understanding of what newspapermen wanted and the newspapermen understood far better what the architect did. They both made some friends and established personal contacts with the press.

In the program there should be a public relations instruction letter. This will advise the chapters that there is a central pool of public relations information at the Octagon and also methods and advice on how to use it. Projects of interest to the national program should be forwarded to all chapters through this instruction letter with detail and how to use the nomenclature.

For the individual architect we need a handbook to help him get business for himself and to uphold the prestige of the profession. This booklet should cover the best ideas on such subjects even as office atmosphere and telephone technique, club affiliations, associations, the value of contributions to community projects. Even calling cards and letterheads.

Popular magazines, of course, are media that we should be much interested in breaking into where possible. This requires experience, a knowledge of what the great publications want and how they want it presented.

The Statler organization had three articles in *The Saturday Evening Post*. They enlisted the services of a writer who knew exactly the kind of thing the *Saturday Evening Post* wanted. He spent several weeks with the Statler organization, some time with us and then wrote his article. Some things that we wanted to have mentioned or Statler wanted, he refused to use. He insisted that the article should be his article, otherwise it would not be accepted.

At the end of the first year, we should have:

1. Furnished leading newspapers, magazines and radio stations effective background reference material concerning the architect and the scope of his service.

2. We should have given the chapters an understand-

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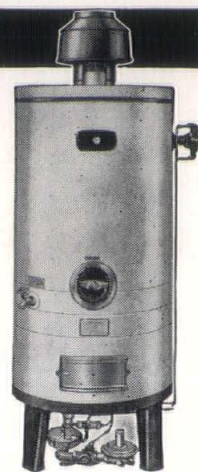
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ing of Public Relations work, also provided them with ideas helpful to work in their community.

3. They should be provided with Public Service Agencies to inspect the material in cooperation in the fight against government encroachment.

4. Obtain a better picture of the national organization, its relationship with various industries, all important in launching the second year program.

Now, in the second year program, a committee service program and the national school program would be added.

In the national school program some of the trailer companies, the railroads and others, the railroads particularly, have done such stunts as furnishing some kind of a kit to the schools so that teachers can understand something of the railroad problem and will make the

children visualize it through blocks, toys of various kinds. Architects could through the schools themselves do a great deal to give a picture of the elements of building and design to the pupils. Building is almost of surefire interest to children and they talk about it to their parents.

In the third year the same program that has been carried out in the other years should be enlarged to include the AIA motion picture. This picture is one of the things President Bauer of the Michigan Chapter has advocated strongly. We might be able to handle it before the third year. It ought to be a professional job, done by professionals, directed by professionals, and done in a really authentic manner. It will cost a good deal of money, perhaps eighty to a hundred thousand dollars. We have reason to believe that we might get an angel or a couple of them to back it.

The public relations counsel should have certain additional responsibilities. He should advise on special projects, on special exhibits, chapter programs, and other public relations of that nature.

There is one project that in my opinion would do a great deal for our profession. That is the development of a great research center. If the architects could sponsor for the whole construction industry a research center designed for accurate, authentic, unbiased information of materials, on construction methods, it would be of the greatest value to the construction industry. I am sure that you all feel the way I do. We don't dare to experiment too far with our client's money and time, yet we do want to progress. We do not know enough about many problems, to go ahead with some things we would like to do. We haven't the definite information, perhaps only a salesman's word. I visualize a great research center as a group of buildings sponsored by an independent agency. Such a scheme is sponsored by the British government. I understand from Mr. Mathew, architect for the London County Council, that it is of great value to the whole construction industry.

The Public Relations Committee must work with other committees of The Institute. Other committees may find angles and thoughts in their particular responsibilities that would be of value to the Public Relations Committee.

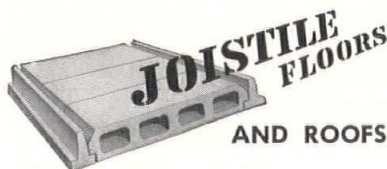
I have a note here about the College of Surgeons. The College of Surgeons impressed me with the job they have done in public relations. Gradually they have put themselves in a position of extraordinary strength. For instance they found that they were receiving applications for help from students sent in by the hospitals. The forms were all different. The College of Surgeons asked the hospitals if they would like to have a uniform form.

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A uniform form was set up and a complete inspection and certification of hospitals followed. Members of the College of Surgeons cannot operate in hospitals that are not so certified. They have done the same thing with the education of the young men. They watch their education for nine years and guide it.

Now, emphatically, the profession is responsible for public relations. The Public Relations Counsel and the Committee can only help. We need, gentlemen, all the help you can give us.

ROBERT E. BUCKLEY NEW MANAGER BRUNING CLEVELAND BRANCH

On March 1st, the Charles Bruning Co., announced the appointment of Robert E. Buckley as Manager of their Cleveland Branch.

It was six years ago that Charles Bruning Company purchased the L-K-N Blue Print Company to open their fifteenth branch. The company is serving architects and industry throughout the state as suppliers of drafting and engineering equipment as well as Copyflex machines and paper.

A career in engineering brought this New Englander to the Midwest after graduation from the University of Vermont. He has covered most of the United States on business, because he found his interest in the selling phase of engineering.

Buckley comes to Cleveland after eight years with the Charles Bruning Company in Chicago.

He has always enjoyed his trips to Ohio and is pleased to make his home in Cleveland.



ROBERT E. BUCKLEY

WE SHOULD HAVE LIKED

To have included in the page advertisement appearing on page six, H. W. Marcuson Builders, Inc., the names of those architects and engineers of the Cleveland Electric Illuminating Co. who were involved in this expansion program.

However, because of policy reasons on the part of C.E.I., this was impossible. Suffice it to say that they know and have approved of the insertion of this advertisement.

THE ARCHITECT AND THE LAW

(Continued from page 13)

While the courts have justified such statutes on the grounds of public welfare, these laws are also necessary to protect the qualified individual from unethical competition by unskilled and incompetent practitioners. It is important that professional societies recognize the unfortunate consequences of such competition and it is largely due to their efforts that such protective legislation has been enacted, but more on this precise point later.

Title Statutes

However, the mere fact that the state within which you practice your profession may have adopted an "Archi-

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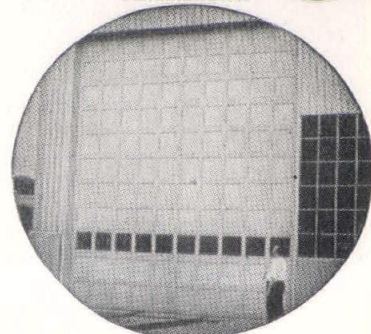
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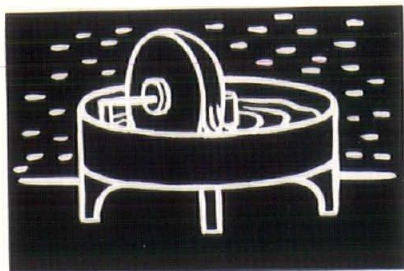


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tectural Registration Law," does not of itself mean that the public as a whole and the qualified architects as a group have been amply protected. A recent survey of the licensing provisions of the registration statutes now in effect throughout the United States has shown a remarkable diversity in scope and effectiveness within such laws. These various statutes may be placed into two general categories (a) Those which restrict the use of the title "architect" and (b) those which restrict the practice of architecture. We shall refer to the first group as "title" statutes and the second as "practice" statutes.

These "title" statutes merely restrict the use of the word "architect," but do not ban the practice of architecture by unqualified persons. The recent Wyoming Statute, approved February 17, 1951 is a typical TITLE Statute. Section 13 reads as follows.

"Section 13. No person or persons shall be required to qualify or register as an architect in order to make plans and specifications for buildings or supervise the construction, erection, enlargement or alteration of any building, provided such person or persons do not use the designation of the word 'Architect' or any term derived therefrom."

The Courts, when confronted by statutes of similar import have held that the purpose of such statutes is the protection of the public from mis-representation and deceit and its prohibition is no greater than called for by this purpose. This present Wyoming statute and similar provisions in eleven other states have had the fantastic result of permitting anyone to practice architecture, without regard to the public health, safety and welfare. The practical effect of such laws upon the qualified and trained architect, is to compel him to compete against those, who, but for the laxity of the registration laws, would merely execute his plans and specifications.

Practice Statutes

In sharp contrast to the *title* statutes are those which we designated as *practice* statutes. Under this type of statute, only qualified professionals are permitted to practice architecture. An effective statute of this type reads as follows:

"In order to safeguard life, health, and property, no person shall practice architecture in this state, or use the title architect or any title, sign, card, or device to indicate that such person is practicing architecture or is an architect, unless such persons shall have secured from the regents a license or temporary permit as architect in the manner hereinafter provided, and shall thereafter comply with the provisions of this article."

Not only is the title "architect" restricted for the use of qualified persons but only such qualified persons may practice. The result which is obtainable under statutes of this character is obvious. The public as a whole, as well as the architects as a group, share the benefit of such legislation.

Other Types of Statutes

There are other types of statutes, some restricting the practice of architecture to qualified persons in one section then only to emasculate this by some late proviso allowing anyone to practice as to certain types of buildings and structures. Others exempt the buildings erected for the use of the builder, while still others exempt certain buildings and structures not exceeding in cost a given figure. While these latter statutes are preferable over the typical "title" statute they still leave a great deal to be desired.

One could scarcely imagine a statute which purports to regulate the practice of medicine by merely restricting the use of the title, doctor, while allowing anyone to practice medicine; or exempting from the scope of the statute the treatment of certain named diseases. Yet, there is little or no difference between the position of the physician and architect in relationship to the general public, which each serve.

A clause emasculating the purpose of a statute was recently adopted in Oklahoma, whereby a rather effective practice statute was seriously weakened. The 1949 Oklahoma amendment states in part that the provision making it mandatory for architects to be licensed was inapplicable to:

" . . . any building, or to the repairing or remodeling of any building, to be used for one family residential purposes, duplexes, or apartment houses not exceeding two (2) stories in height, Hotel, Lodge or Fraternal or Institutional buildings not exceeding two (2) stories in height, or to any school-houses where the reasonably estimated total cost of such building, remodeling or repairing does not exceed the sum of Ten Thousand Dollars (\$10,000.)

The practice statutes of Nebraska, Missouri and Kansas, contain similar exemptions.

The purpose of a registration law is to restrict the practice of architecture to those certified by the state authority as qualified professionals, in order to insure the public's health, welfare and safety. By adding to any effective practice statute excepting provisos of this nature, we are retreating from the position which should be held, and to an extent nullifying the benefits of the statute. While some might take the position that the exception contained in such statutes is not great enough to seriously affect the practice of architecture in a given state, we should like to point out that such exemptions allow the practice of architecture by incompetents, bilks the public and cuts into the livelihood of qualified architects.

The state of Michigan provides a fine example of what can be accomplished by an alert and vigilant group of architects. In that state the process of statutory evolution may be readily seen, for though they were saddled with a so-called "Title Statute" in the beginning, Michigan now has an effective Practice Statute. On August 14, 1915 Section 8668, et seq. became effective. The registration law then read:

"8668 Registration of architects, engineers and surveyors; necessity; construction of act. Section 1. Any person who represents himself to be an architect or as an engineer, or as a surveyor in any of the branches hereinafter mentioned, in the State of Michigan, shall be registered as hereinafter provided. Nothing in this act shall be construed to prevent any person, firm or corporation from preparing plans and specifications for buildings to be erected by themselves."

"8688 Private construction. Sec. 21. Nothing in this act shall prevent any person from doing any of the engineering, architectural or surveying work mentioned herein upon or in connection with the construction of residence buildings, barns or garages and other private buildings." And there was a further provision requiring the use of registered architects for public construction exceeding \$2,000.00.

It is interesting to note that at this time the legislation dealing with the practice of hair-cutting was proper and effective. Section 8691 of the Michigan Laws read as follows:

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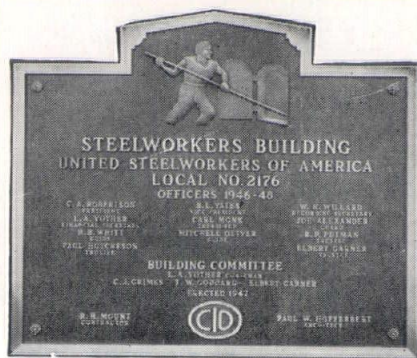
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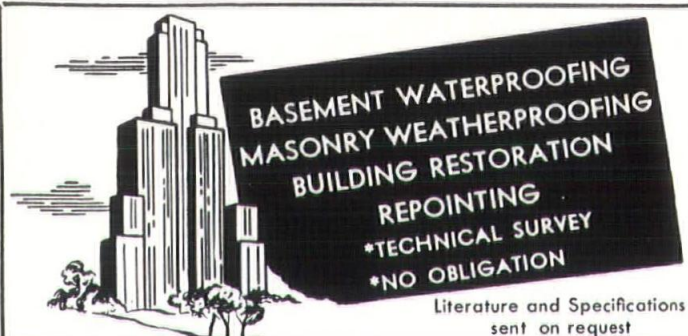
specializing in residents — contemporary or traditional — find I work with the proper understanding of their designs. Those I have served tell me this. Perhaps my work will satisfy you.

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"8691 Unlawfulness of practice without certificate. Section 1. It shall be unlawful for any person to follow the occupation of a barber or hair cutter in this state unless he shall have first (1st) obtained a certificate of registration as provided in this act, except as herein provided."

The situation as it then existed is no doubt well known to some of you. It was not until July 21, 1937 that this was remedied. The then existing law was scrapped and the following substituted:

"Persons practicing the profession of architecture, engineering or land surveying; registration required. Section 1. In order to safeguard life, health and property, any person practicing or offering to practice the profession of architecture, profession of engineering or of land surveying, shall hereafter be required to submit evidence that he is qualified so to practice and shall be registered as hereinafter provided; and it shall be unlawful for any person to practice or to offer to practice the profession of architecture, the profession of engineering or of land surveying in this state or to use in connection with his name or otherwise assume, use or advertise any title or description tending to convey the impression that he is an architect, a professional engineer, or a land surveyor, unless such person has been duly registered or exempted under the provisions of this act."

Thus was replaced a *title statute* with an effective and proper *practice law*. In 1941 (June 17th) the definition section was further amended to prohibit the use of the term architect of any unregistered person.

A similar statutory evolution took place recently in another state.

On December 13, 1951, we spoke before a similar gathering of architects at Atlanta, Georgia. At that time we pointed out that the then effective statute of Georgia was the typical "Title Statute." Said statute read as follows:

"Nor shall anything contained in this Chapter prevent persons, mechanics or builders from making plans and specifications for, or supervising the erection, enlargement or alteration of buildings or any appurtenances thereto to be constructed by themselves or their employees: Provided, that the work-



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ing drawings for such construction are signed by the authors thereof with their true appellation, as 'Engineer', or 'Contractor', or 'Carpenter', etc., without the use in any form of the title 'Architect'."

This past week, we received a copy of the new licensing statute of Georgia, and was gratified at the change. The former title statute has been scrapped and an effective practice statute submitted. The new law states:

"Certificate of Qualification to Practice Under

Title of Architect: An architect within the meaning of this Act is an individual technically and legally qualified to practice architecture and who is authorized under this Act to practice architecture. Any person wishing to practice architecture who prior to the passage of this Act shall not already have been registered to practice architecture in the State shall before being entitled to be known as an architect secure from the Georgia State Board for the Examination, Qualification and Registration of Architects a Certificate of Qualification to practice under the title of Architect as provided by this chapter and the amendments thereto. The renewal of Certificates of Registration issued to architects registered prior to the enactment of this amendment shall carry the obligations required by this amendment to the original Act under which their previous registrations have been granted. Except as otherwise provided in this Act, no person shall practice architecture in the State of Georgia or use the title 'architect' or 'registered architect' or any words, letters, figures, or any other device indicating or intending to imply that he or she is an architect without having qualified as required by this Act. No firm, company, partnership, association, corporation, or other similar organization shall be registered as an architect. Only individuals shall be registered as architects. Firms, companies, partnerships, associations and corporations may prepare plans, drawings, and specifications for buildings and structures as defined by this Act and perform the services heretofore enumerated common to the practice of architecture, provided that at least one of the chief executive officers of such firms, companies, partnerships, associations, corporations, or similar companies, are registered architects in the State of Georgia under this Act and provided further that the supervision of such buildings and structures shall be under the personal supervision of said registered architects and that such plans, drawings and specifications shall be prepared under the personal direction and supervision of such registered architects and bear their individual signatures and seals."

It is possible therefore to secure proper legislation.

How Effective Practice Statutes Are Secured and Maintained

The type of legislation which is required by architects within any state can be readily ascertained. The question, however, is the methods employed to see to it that such legislation be enacted.

Any discussion of legislation must of necessity involve, if not revolve, about lobbying—a word which too often conjures up something evil and sinister in the minds of most people. A notable exception to this point of view is the experienced member of the legislature. He welcomes information from reliable representatives of particular interests. It is often his only way of knowing how those who would be most directly affected feel about proposed legislation. There must be within the ranks of A.I.A. chapters in your state, public spirited individ-

(Continued on page 47)

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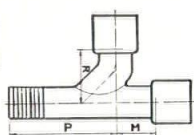
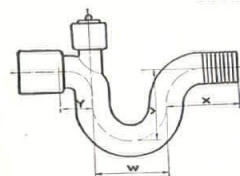
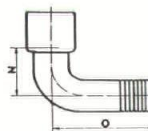
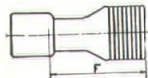


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OHIO IS "GREAT"

The word "Ohio" is an Iroquois Indian word meaning "Great."

* * *

In the 15th century legal forms in England were bound with a red ribbon. Hence "red tape."

* * *

Chinese words "Koo" meaning strength and "Lee" meaning hire form the word "Koolie" or hired labor.

* * *

An English artist in 1770 observing the capacity of a new substance as an eraser of pencil marks by rubbing, originated the name "Rubber."

* * *

In the olden days a girl was not married until she had spun a full set of household linen. Until married they were referred to as "Spinsters."

* * *

"Leathernecks" as a name applied to U. S. Marines, came from a leather band inside the collars of their uniform.

* * *

"Scot" was a fine once levied in England which was suspended, hence the expression "Scot free."

* * *

In a town on the Pacific coast an earthquake shock was felt, and when the municipal building rocked, the city fathers left without formalities.

The clerk, a man of rules and regulations, was hard put to it to give his minutes the proper official tone. Finally, he evolved this masterpiece.

"On motion of the city hall, the council adjourned."

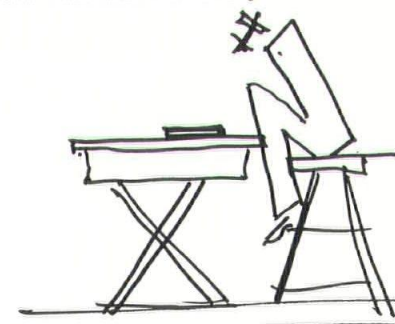
* * *

Customer in Drugstore (on Sunday morning): Please give me change for a dime.

Druggist: Here it is. I hope you'll enjoy the sermon.

* * *

Robert Broida could find only 1½ minutes the week of March 23 to make this sketch. He promised to do



more for future issues of the "Ohio Architect." A lot of registered Architects will recognize this drafting table.

NEW LITERATURE

(Continued from page 27)

The informative pamphlet can be obtained free of charge by writing Solar Light Manufacturing Company, 1357 South Jefferson Street, Chicago 7, Ill.

VINA-LUX REINFORCED VINYL TILE

A new folder in brilliant colors, describing Vina-Lux Reinforced Vinyl Tile, the new wonder floor, has just been released by Uvalde Rock Asphalt Co. These tiles, which have a bright, glossy finish never need waxing and because of their vinyl asbestos content are almost impossible to wear out with normal usage. They are rapidly gaining in popularity as a floor covering in homes, business and institutions. Write Uvalde at San Antonio 6, Texas, for your copy.

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uals, who are interested in the welfare of the public as a whole and are undoubtedly the leaders in their own profession. There should be no question of the propriety in requesting these individuals to aid in legislative matters. But, these individuals, important as they may be, are not enough. If a state organization is to lobby effectively, the presence of a full time representative at the state legislature is of primary importance.

The effectiveness of any lobbyist is in direct proportion to the degree of confidence and trust in which he is held by the legislators. False, or misleading information is a cardinal sin. Truthfulness, even to the extent of pointing out the possible interests of those who have raised some objection to the proposed legislation is essential.

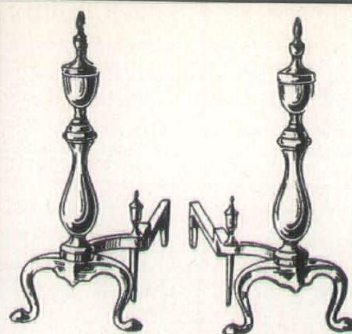
No stigma should be attached to ethical lobbying. Architects, through their state groups have a responsibility to preserve and protect their profession.

There is a wide variety of methods which may be used to produce desired results. Extensive entertainment, usually associated with lobbying is not only unnecessary, but often in poor taste. It is also generally agreed that the so-called "one-shot" policy is not very successful. This involves appearing at the Capitol and approaching legislators only when legislation affecting architects is to be considered. In such cases the representative is a stranger and the legislator has not been advised by groups within his own district.

If architects consider legislation important, they should be properly represented. This is not as extensive a problem as it might appear, since most state legislatures meet only during short periods each year.

Architects throughout the United States should be aggressive in dealing with the problem of weak licensing statutes which permit incompetent designers to prey upon the public. This procedure is applicable not only for the enactment of proper legislation but also to forestall the passage of provisos emasculating the purpose and effect of a good practice statute. We have but to look at the events which ensued in Oklahoma to realize what can follow once the authorities become lackadaisical. As I have previously stated, there, a practice statute was rendered ineffectual by the subsequent exemption of a great deal of construction work from the operation of the statute. Proper legislation is not accidental, and only eternal vigilance keeps it effectual.

Unfortunately there is some muddled thinking even within the profession on this problem. It is sometimes stated that such a statute "protects" the architects and creates a "favored" class. Such an illogical argument would be applicable to the practice of medicine, pharmacy, law, or any other profession where licensing is necessary "for the public health, safety and welfare." This is the test and not whether architects are benefited. When the question is squarely put—"Is it necessary for the 'public health, safety, and welfare' for architects to be licensed?," the answer is not only plain, but has already been answered in the affirmative in almost every state in the union. The recognition of this as a fact should permit no exceptions which endanger life, health, safety and welfare.



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its position when private industry was unable to produce buildings for low income families. It, however, qualified this latter approval as current housing was not up to certain standards.

Mr. Wischmeyer expressed personal opposition to most of the housing that had been done in our cities since 1949, as sixty percent of those that had been approved were high rise buildings. This type of building contradicts every survey that has been made here and in England of family type living, which is in two and three story units where mothers can supervise the activities of their children and each family can have its own plot of ground. He further emphasized the contradiction in high rise dwelling units by pointing out that our government is stressing decentralization, yet we are concentrating forty families per acre.

He bluntly stated that he believed that we had gone on a Le Corbusier jag, which for many years to come will cause embarrassment to housing authorities. Tall buildings are totally impersonal and do not yield the simple and family life which we expect. A small percentage of high rise buildings are suitable for the old and the single, but major housing demands are for families. He wondered if we could picture small children roller skating and riding wheeled toys on midair metal clad balconies.

The most sensible part of the Housing Act of 1949 is the part which permits cities to acquire land and clear our slums. Then to turn it over to private promoters or groups for development. Very few cities have actually taken advantage of this part of the Act in order to provide lower income housing.

Mr. Wischmeyer concluded that he believed that we were facing a very serious problem of inner decay within our cities and that it was our public responsibility as architects to uphold and stimulate any sound program of rehabilitation. And, that if we continued to build high rise units, we would drive more and more families away from the center of the cities to seek small plots of their own and normal American family living

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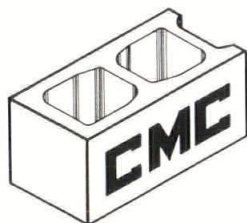
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and the inner core of our cities would more and more become blighted.

Upon questioning as to how we could reduce the density and relocate the people, Mr. Wischmeyer advised looking for obsolete warehouse and business areas for first projects. Utilizing these would obviate the necessity of finding other homes in which to house the occupants. This first property could then be used for rotation purposes and to absorb the decrease in population in other areas.

CASEY HEADS METAL LATH MANUFACTURERS

For the second consecutive year, G. J. Casey was elected president of the Metal Lath Manufacturers Association at the group's annual meeting held recently in Cleveland. Casey is metal lath sales manager for the Truscon Steel Division of Republic Steel Corporation.



G. J. CASEY

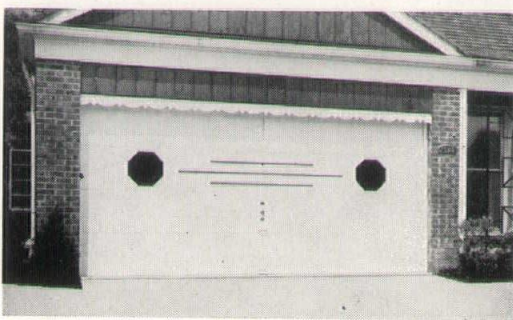
The Metal Lath Manufacturers Association with offices in Cleveland conducts a nation-wide program of promotion and research for the industry under the supervision of Donald R. Wadle, Managing Director. In recent years emphasis has been on the fireproofing of structural steel buildings with a light-weight membrane of metal lath and plaster.

D. L. Rossiter, sales manager of the metal lath division of Inland Steel Products Corporation, was elected vice-president of the Association.

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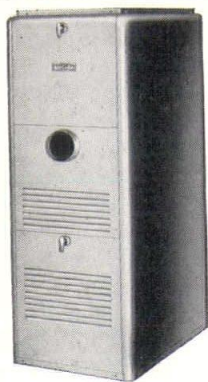
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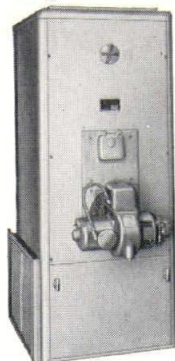
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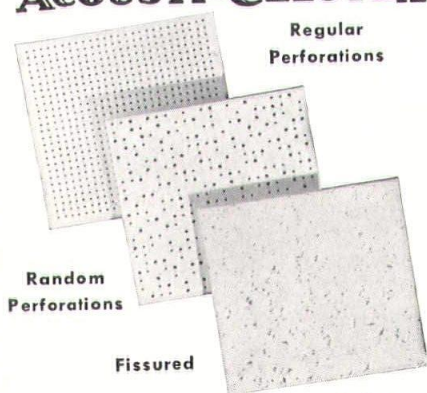
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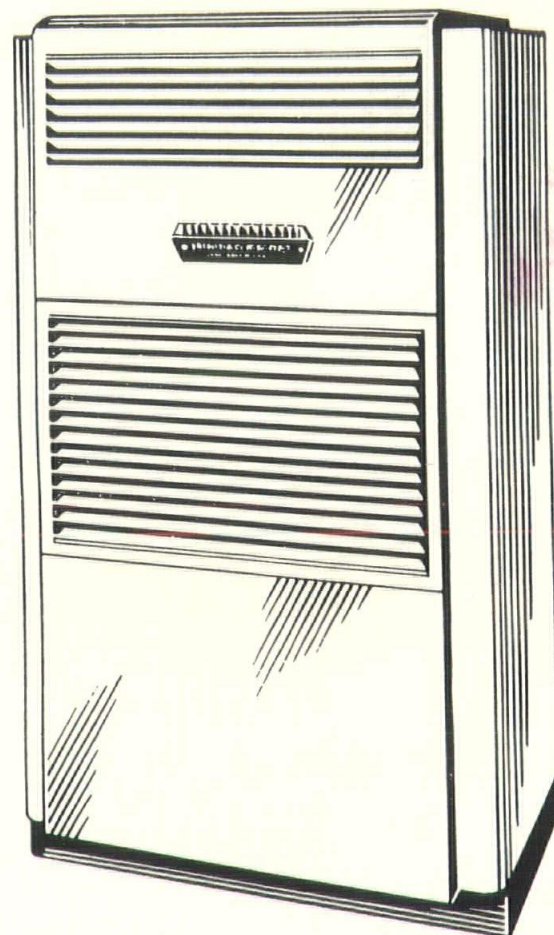
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