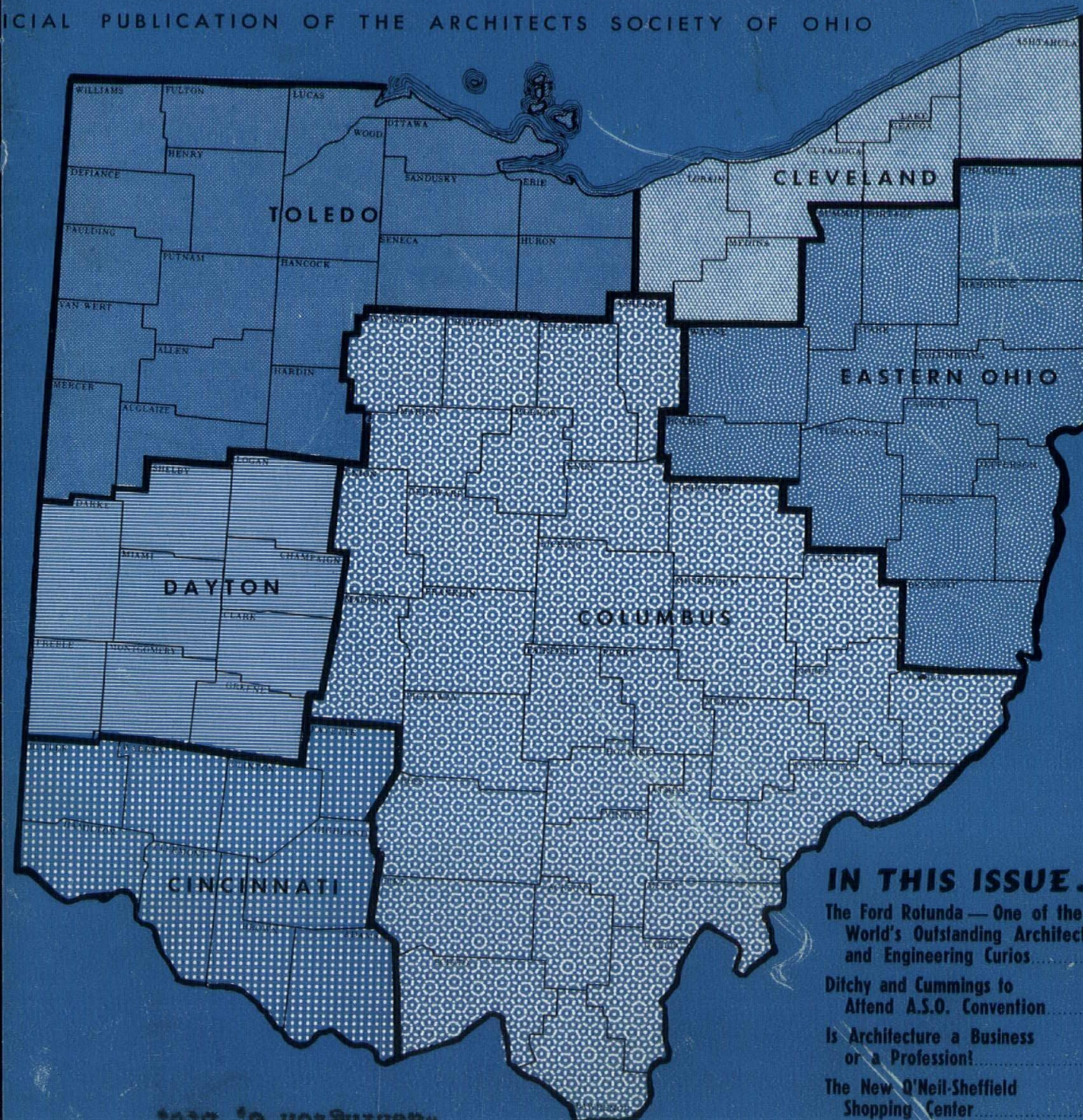


OHIO ARCHITECT

SPECIAL PUBLICATION OF THE ARCHITECTS SOCIETY OF OHIO



IN THIS ISSUE...

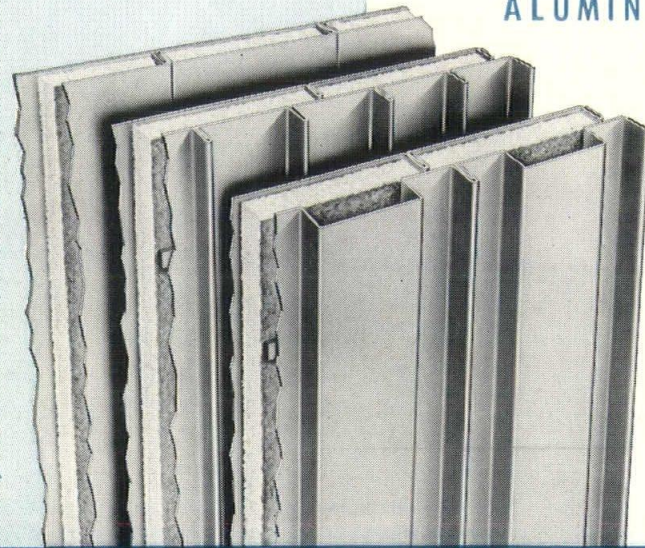
- The Ford Rotunda—One of the World's Outstanding Architectural and Engineering Curios..... 12, 13
- Ditchy and Cummings to Attend A.S.O. Convention..... 15
- Is Architecture a Business or a Profession?..... 16
- The New O'Neil-Sheffield Shopping Center..... 18
- Alphabetical Roster of Ohio's Licensed Architects..... 41

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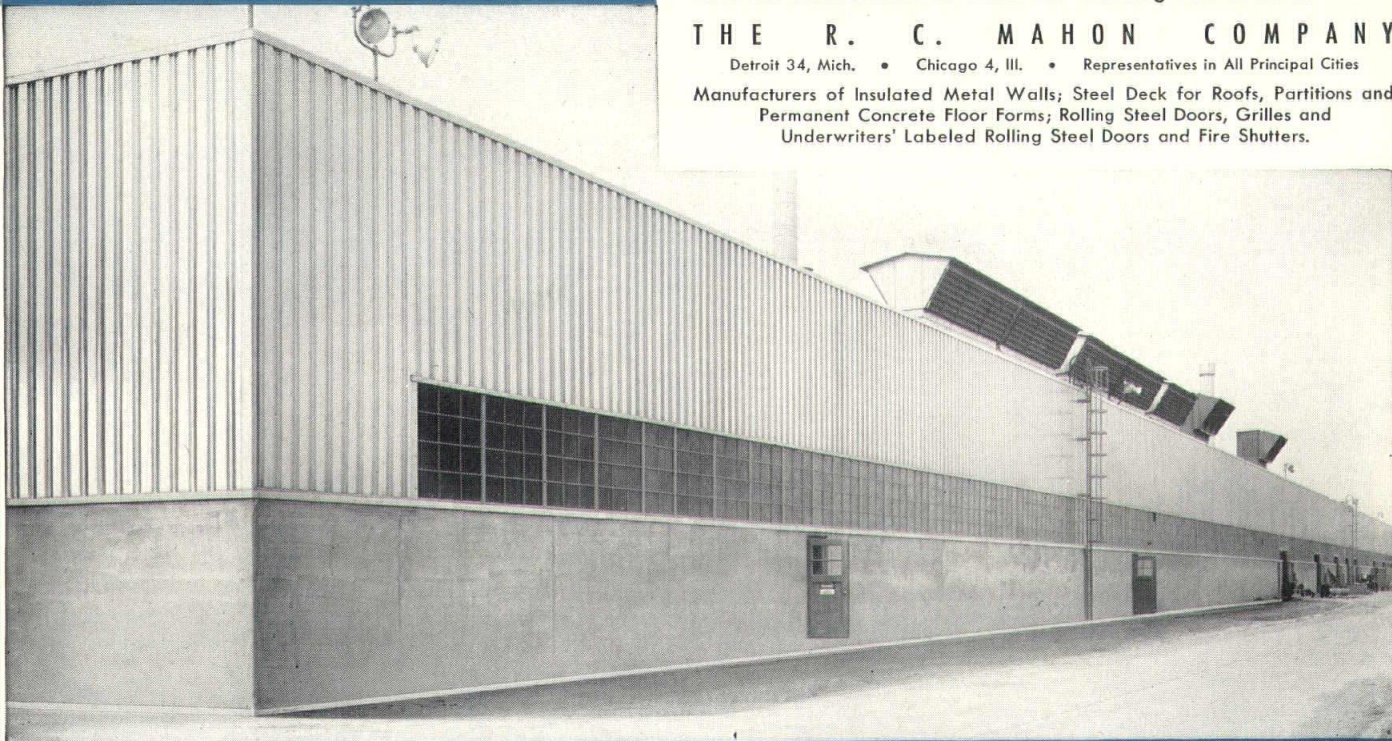
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The trend to metal walls for new industrial and commercial buildings is evidenced day after day with more architects and designers turning to this modern, economical, timesaving, permanent type of exterior wall construction. The Lincoln-Mercury plant illustrated below is one of three complete plants built by one manufacturer employing aluminum exterior walls throughout . . . another manufacturer has employed Mahon Aluminum Insulated Walls on two completely new plants involving fourteen separate buildings. One Power Company has built three large steam powered generating plants employing Mahon Stainless Steel Walls on one, and Aluminum on the other two. Insulated Metal Walls offer definite advantages in lower cost of both materials and labor, reduction in construction time—plus the fact that these walls can be erected under weather conditions which would preclude masonry construction. Insulated Metal Walls also lend themselves to individual architectural expression in building design. Mahon Insulated Metal Walls are available in the three exterior patterns shown at left. The Mahon "Field Constructed" Fluted or Ribbed Wall can be erected up to sixty feet in height without horizontal joints—a feature of Mahon walls which is particularly desirable in powerhouses or other buildings where high expanses of unbroken wall surface are common. See Sweet's Files for information or write for Catalog No. B-53-B.

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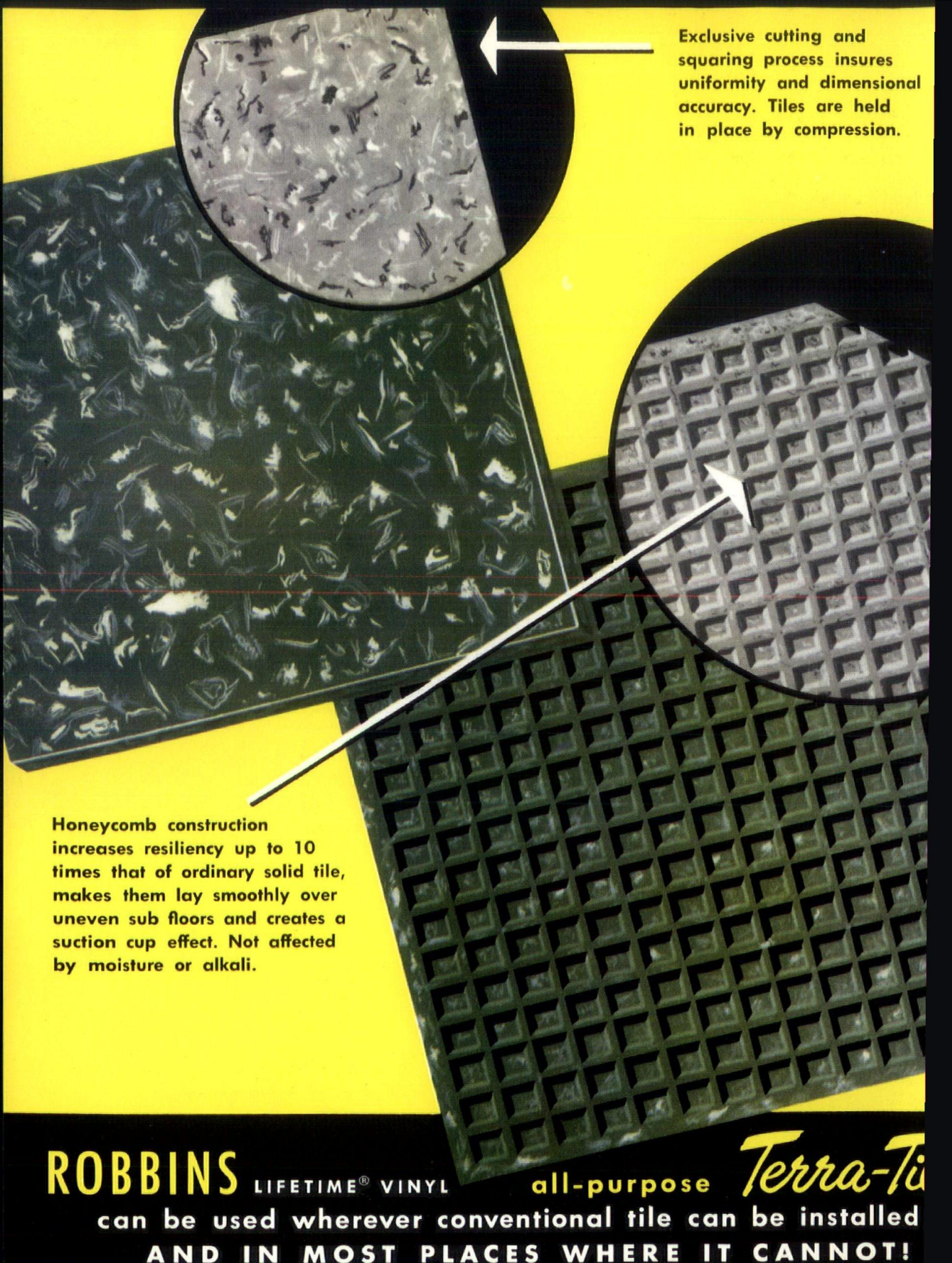
the tile that needs no adhesive!



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LIFETIME® VINYL
all-purpose
Terra-Tile



You don't
believe it?..
Turn the page
and see
for yourself!

The advertisement features a bright yellow background. Two large, dark-colored tiles are shown. The tile on the left has a marbled pattern with white and grey swirls. The tile on the right has a honeycomb or grid pattern. Two circular insets provide magnified views of the tile surfaces. The top-left inset shows the marbled pattern in detail. The bottom-right inset shows the honeycomb pattern in detail. Two white arrows point from the text blocks to their respective insets. The top-right arrow points to the top-left inset, and the bottom-right arrow points to the bottom-right inset.

Exclusive cutting and squaring process insures uniformity and dimensional accuracy. Tiles are held in place by compression.

Honeycomb construction increases resiliency up to 10 times that of ordinary solid tile, makes them lay smoothly over uneven sub floors and creates a suction cup effect. Not affected by moisture or alkali.

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Terra-Tile

can be used wherever conventional tile can be installed

AND IN MOST PLACES WHERE IT CANNOT!

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4A

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NEEDS NO ADHESIVE

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CAN BE INSTALLED WHERE CONVENTIONAL TILE CANNOT!

For the first time in the history of floor coverings it is possible to lay tile on below grade areas, where moisture is excessive, without fear of failure. Alkali and moisture oozing through concrete attack and eventually destroy the adhesive, causing seepage through the joints. The exclusive and revolutionary construction design of Robbins Lifetime Vinyl All-Purpose Terra-Tile, however, completely overcomes this problem. No adhesive is used in the installation of this tile. The honeycombed construction of the tile back eliminates the possibility of any moisture being forced out through the joints.

IMPERVIOUS TO MOISTURE OR ALKALIES!

Unlike many flooring materials, Robbins All-Purpose Terra-Tile is completely unaffected by water or alkalies. It will not absorb moisture; will not swell or curl. It does not deteriorate when subjected to chemical attack and is, therefore, ideal for use where such conditions are prevalent.

EASILY MOVED TO NEW LOCATION!

Robbins All-Purpose Terra-Tile gives luxurious lifetime service... *wherever you go!* It can be taken up and transported to another location at will. It represents a truly *permanent* investment—one that is not lost if a change of locale becomes necessary. It can be moved from room to room easily and quickly... can be rearranged to achieve different pattern and design effects whenever desired.

UNAFFECTED BY SHIFTING OF SUB-FLOOR!

With Robbins All-Purpose Terra-Tile, shifting of wood sub-floors due to expansion and contraction is no longer a problem. Since the tile is not affixed to the floor, any fluctuation of the sub-floor has no effect upon the tile floor covering. The expensive—and often unsatisfactory—procedure of applying composition board, plywood, or felt underlay is eliminated. In addition, the sub-floor needs no special preparation, such as removing paint or wax, before the tile is put down.

10 TIMES MORE RESILIENT THAN CONVENTIONAL TILE!

Robbins All-Purpose Terra-Tile provides unheard of comfort underfoot. Hard-surface flooring that produces muscular fatigue can now be made pillow-soft. Despite its exceptional resiliency, however, All-Purpose Terra-Tile resists excessive indentation from furniture legs properly protected by supports. This high resilience factor gives the floor superior wearing qualities over ordinary tile.

TWICE AS THICK AS CONVENTIONAL TILE!

Because of its honeycombed construction, Robbins All-Purpose Terra-Tile is twice as thick as conventional tile. As a result, it wears longer, provides improved walking comfort, and greater sound and shock absorbency. This added thickness also enhances the inherent "lie-flat" characteristics of the tile, giving extra protection against bending or buckling under pressure. Despite this increased depth, however, the terrazzo design is still *tile-thick!*

INSULATES AGAINST TEMPERATURE EXTREMES AND DAMPNES!

Pockets formed by the unique honeycomb construction trap air which comprises an effective insulating layer between floor and tile.

COSTS LESS TO INSTALL THAN CONVENTIONAL TILE!

Elimination of adhesives and felt makes Robbins All-Purpose Terra-Tile substantially less expensive and far simpler to install than ordinary tile. From a long range standpoint, its economies are even greater because of superior wearing qualities, transportability, and increased utility.

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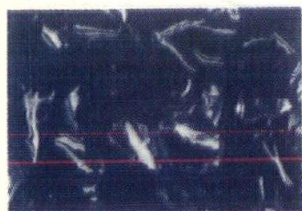
It needs no waxing... ever!

It is not a laminated, sandwich-type flooring. The brilliant terrazzo design is *tile-thick*!

It is designed to give a *lifetime* of luxurious service... to resist grease, oils, fats, acids, alkalis, and harsh cleansers.

It can be kept spotlessly clean with occasional mopping and buffing. Iodine and fruit stains readily succumb to a damp cloth.

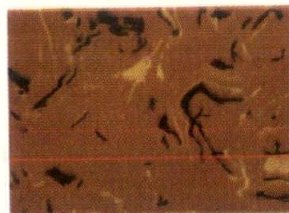
It provides virtually unlimited design possibilities through the 16 different color combinations shown below.



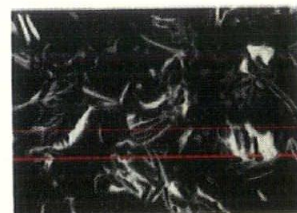
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AP-59 Blue Frost



AP-32 Aztec Red



AP-15 Ebony Etch



AP-35 Riviera Rose



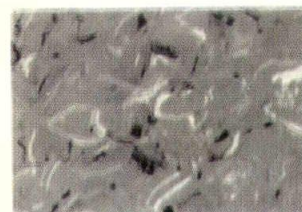
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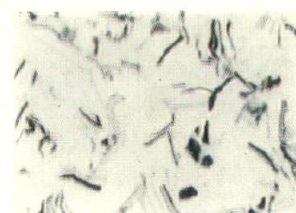
AP-36 Coral Gold



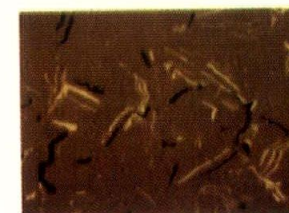
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AP-56 Green Frost



AP-24 Harvest Brown



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2750, 50 W. Broad St., Columbus 15, Ohio
CHARLES L. BURNS.....*Business Manager*
Publication Office: 6523 Euclid Ave., Cleveland 3, Ohio
Telephone EXpress 1-8700
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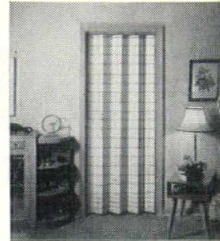
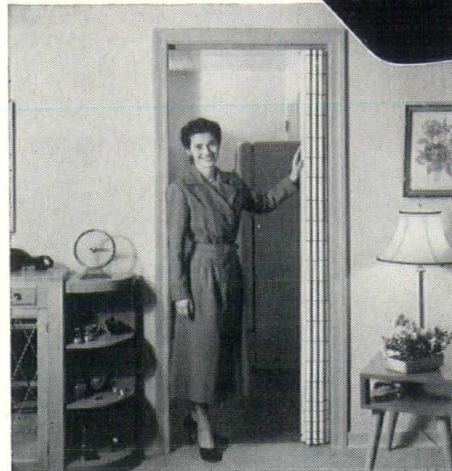
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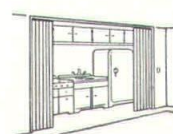
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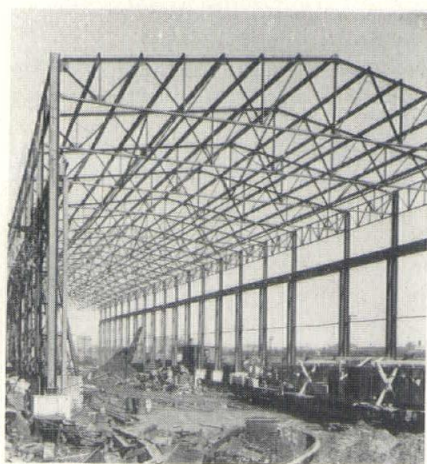
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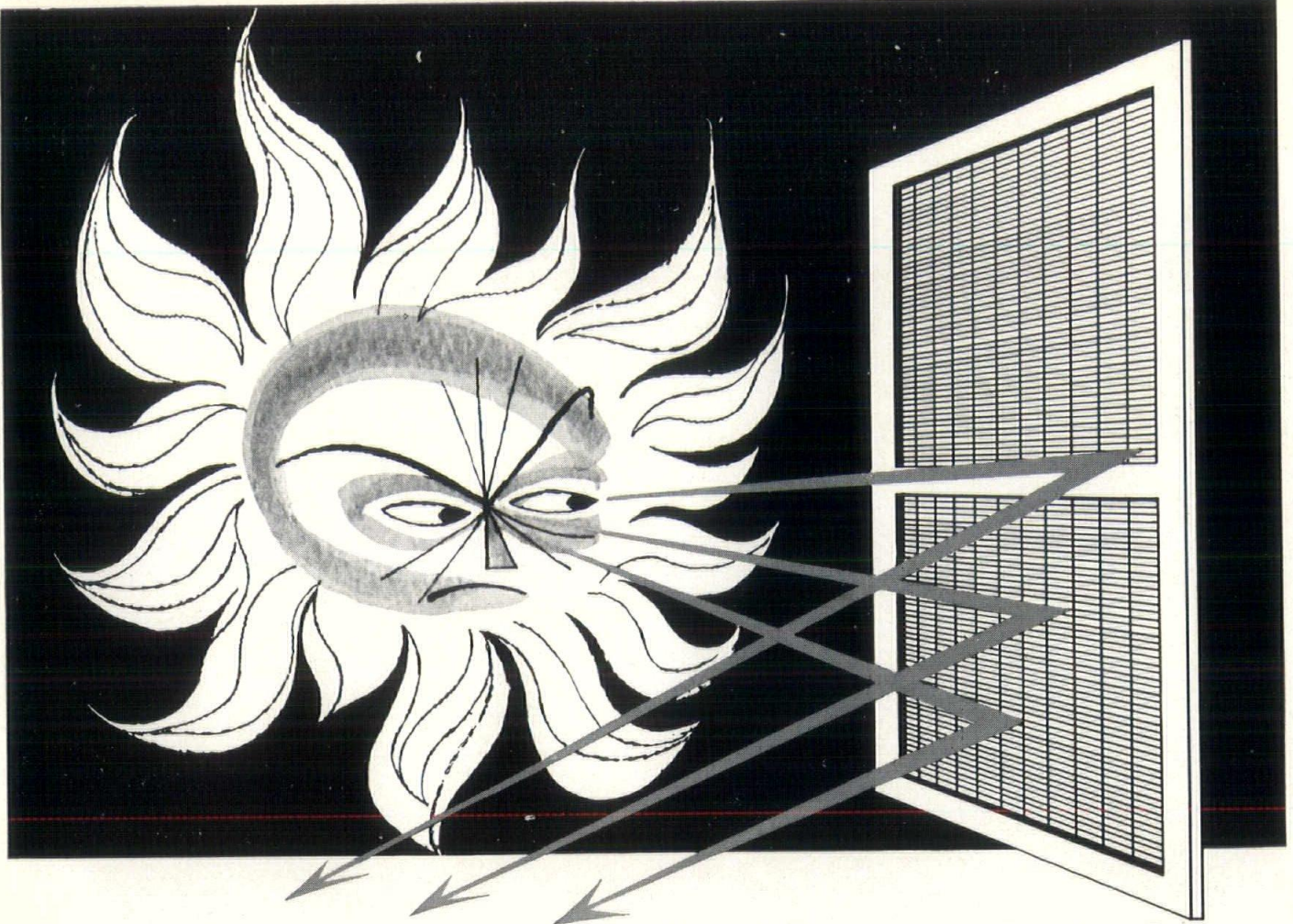
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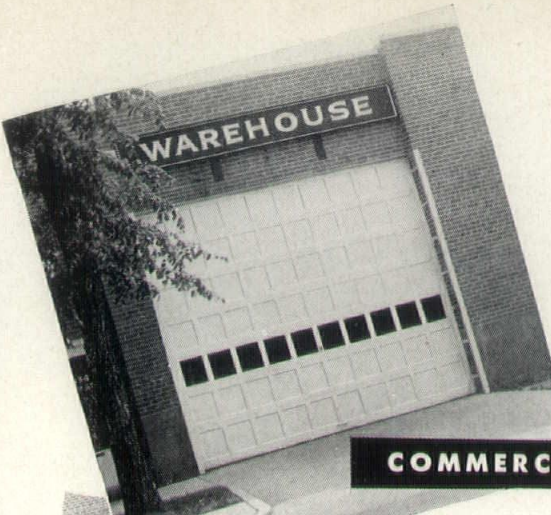
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IN MANY PLACES

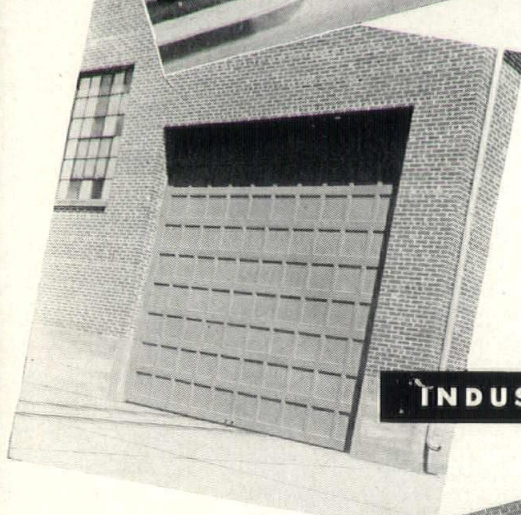
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RESIDENCE



One of the World's Outstanding Architectural and Engineering Curios

The Ford Rotunda, Detroit's biggest tourist attraction and gateway to the famous Rouge plant, was reopened to the public June 16 as part of Ford Motor Company's 50th anniversary observance.

Yes, this Rotunda could also be well termed the "Gateway to Detroit" since the story of Detroit and the story of the Ford Motor Company cannot very well be separated.

Albert Kahn Associated Architects & Engineers were the original designers of the "Rotunda." The remodeling work on this unique structure was done by The Walter L. Couse & Company, General Contractors. After its formal opening in June, the building will be receiving visitors seven days a week, including holidays, from 9 a.m. until 10 p.m.

With an accent on the future, artists, designers and architects have completely remodeled the 110-foot-tall gear-shaped structure which was built for the Chicago World's Fair in 1934 and later moved to its present location in Dearborn, Michigan.

Animated displays, sculptures, murals and dioramas in the air conditioned building tell the story of progress in the automotive industry—how science and manufacturing skills have been combined to produce a better way of life, and what they hold for the future.

The exhibits portray the conversion of raw materials into finished products; the effect of industrial advancement on standards of living; the role of research and engineering in automotive production, and the potentialities of a modern industrial organization.

A renovated theater, with a seating capacity of 385 persons, will present film programs daily. The W. B. Ford Design Corporation has developed a scale-model

"city of the future" to show what life will be like in years to come. Marshall Fredericks, the sculptor, has fashioned 16 massive reliefs to depict the contribution of basic industries to the making of the automobile. R. Buckminster Fuller, structural theorist and designer, has developed a geodesic dome that will cover the circular inner court of the Rotunda.

When the building was reopened to the public June 16 as part of Ford Motor Company's 50th anniversary observance, the court housed an animated relief map of part of the Western Hemisphere, showing all Ford installations and the flow of traffic between them.

On the grounds, a half-mile roadway will contain sections of different road surfaces that have evolved with high transportation over the world.

More than five million persons visited the Rotunda in Dearborn before World War II, when its display areas were converted to office space.

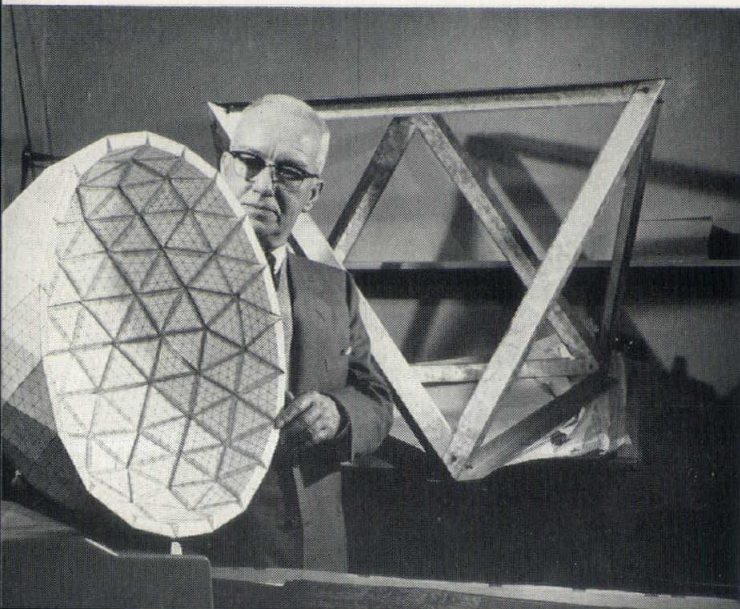
A Most Unusual Building

A geodesic dome, the first commercial application of a new structural principle, now covers the Rotunda's circular inner court. Design of the dome was done by R. Buckminster Fuller and his associates. Construction began March 23.

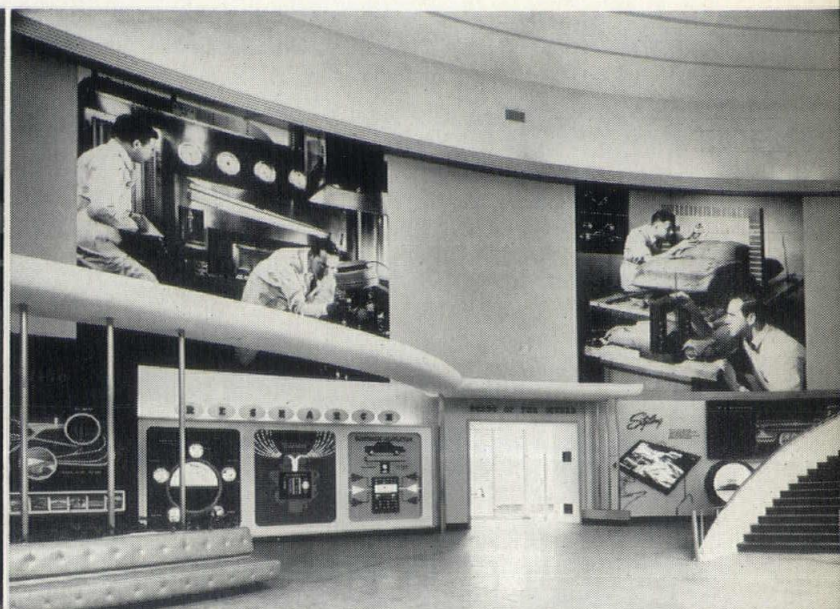
At its rim, the dome is 60 feet above the court and soars to 106 feet at its zenith. Its base is 93 feet in diameter and it has circumference of 292 feet. To build it, contractors and fabricators applied techniques learned in strengthening wings and fuselages of large planes.

The dome, made of 19,680 aluminum spars, weighs about 17,000 pounds. A conventional steel structure the same size would weigh 325,000 pounds. Yet despite

R. Buckminster Fuller and a model of his revolutionary Geodesic Dome and a typical octahedral section.



The interior features many photographic enlargements and reliefs showing modern methods of engineering control and procedure.



its light weight, the dome has amazing strength. Rigid tests on dome parts were performed at the University of Michigan's aeronautical engineering laboratories before final designs were approved.

Erection of the dome was performed in four phases. First came assembly of simple triangles using aluminum spars. Next, workmen built these triangles into an octahedral frame. Then 10 octahedra were combined into a triangular truss. Finally the trusses were put into place to form the dome grid.

The dome's design adds new words to the vocabulary of the construction trade. An octahedron is a small aluminum framework which has eight nearly equal-sided triangles on the outside. Each octahedron is built from three triangles and three additional spars with the triangles meeting to form six points. The truss is a collection of 10 octahedron joined to give mutual support and to prevent weight distortion.

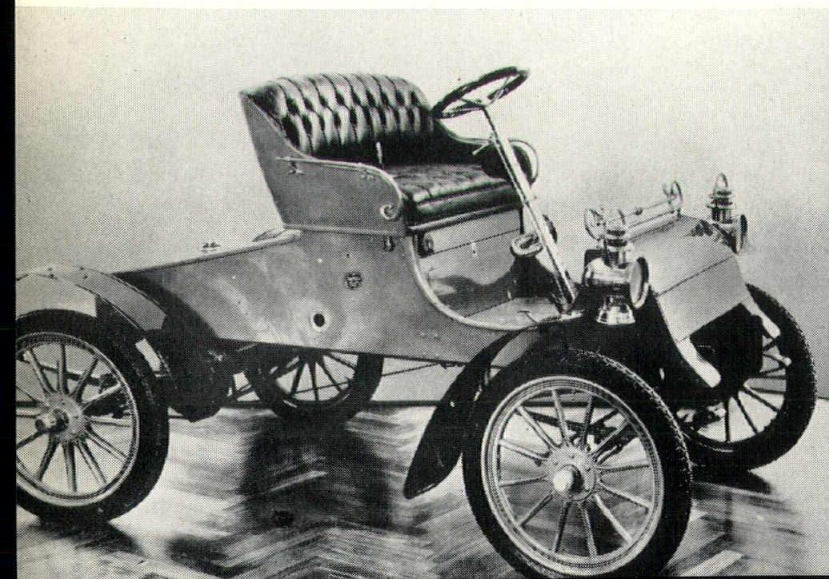
The erection of the Rotunda's geodesic dome was as unique as its design. The design developed by Ford's Plant Engineering Office involved building a steel tower in the Rotunda court. On this a 30-foot wide wooden platform was laid across the diameter of the open roof. Finally, a mast was set within the scaffolding, rising through the platform and toward the zenith of the prospective dome. Using this mast, trusses comprising the dome's top were positioned. Then as work continued downward and outward the mast was progressively raised. The dome went up looking like a gradually enlarging umbrella.

In erecting dome assemblies at the 60-foot wide rim of the Rotunda roof, construction crews had to do no dimensional calculating or layout work. Variations in size of pieces and hole arrangements were specified by the designers. Six different sizes of struts were packaged separately and each piece was marked by colored tape—red, green, orange, blue, yellow or black.

Workers merely matched colors and joined spars in triangles, triangles into octahedra and octahedra into trusses—like playing with an over-size Erector set. The dome's components are held together by 160,000 aluminum rivets and 7,000 stainless steel bolts.

An aluminum hub is used on the corner of each truss. Joining the 160 trusses are 91 six pound hubs. Radiating from the hubs and connecting them are 250 aluminum spines, each about 13 feet long and weighing 30 pounds.

The 1903 Model "A" Ford Runabout, the first cars produced by Ford Motor Co. This two cylinder, eight horsepower vehicle sold for \$800. 1708 of them were produced between 1903 and 1904. 36,000,000 cars followed this one.



Since the outside of the dome is composed of the flat surfaces of 160 trusses, the outer side is covered by 160 flat triangles of translucent polyester resin plastic, reinforced with a fiberglass mat. The plastic triangles are 1/25th of an inch thick and weigh about 30 pounds.

The Sculpture

A mobile sculpture 20 feet wide will be the first object seen by visitors entering the remodeled Ford Rotunda.

The mobile will express the theme of "Progressive Research and Engineering" which is carried out in three-dimensional and animated displays, movies, huge photographic murals and sculpture.

Designed and built by Malcolm E. Moran, Detroit artist, the 100 pound mobile will hang from a swivel in the Rotunda ceiling. Air currents will keep it rotating slowly. Carefully balanced individual parts of the figure will turn freely.

The mobile's backbone is a long curved crossbar. At its ends are balanced the two main parts of the figure. One of these parts is composed of three aluminum rings, one within the other, which Mr. Moran designed to represent the structure of matter and the universe. On the rings are clear plastic balls which symbolize atoms and planets traveling through space.

Centered in the aluminum rings is a plastic disc with a man's silhouette in its center. An arrangement of colored balls signifying nuclear research hangs from a small crossbar, balanced by a revolving mirror. Its flashing light stands for man's search for newer and better things.

At the opposite end of the main crossbar are seven free-moving colored silhouettes. They balance the larger composition and represent basic car outlines, from early-day high top models to modern ground hugging designs.

ELECTRICAL WORK — IMPORTANT FEATURE OF FORD ROTUNDA REHABILITATION

The Ford Rotunda was originally constructed for the world exposition, Century of Progress at Chicago in 1933-1934. The building was Ford's exhibit at the Fair and afterwards was taken down and shipped to Dearborn, Michigan, to be re-erected at its present site on Schaefer Road. As an exhibition building from 1936-1942 it was visited by more than five million people.

During the war years and until 1953 the exhibits were
(Continued on page 54)

The XL-500, an experimental design model car developed by Ford Motor Co. for display at the Chicago Automobile Show. Three separate bumpers protect the rear section.



Ditchy, Cummings to Attend A.S.O. State Convention

Members at the state convention of the Architects Society of Ohio, to be held in Youngstown, October 14, 15, 16 will be honored by the attendance of top American Institute of Architects officers, it was announced by William Boyd Huff, co-chairman of the convention. Clair W. Ditchy, president, and George Bain Cummings, secretary, both recently elected at the annual A.I.A. convention in Seattle, have accepted invitations to participate in the three day meeting.



CLAIR W. DITCHY, F.A.I.A.

GEORGE B. CUMMINGS, F.A.I.A.

President Ditchy will be honored on Thursday evening, October 15. Officially known as "Clair Ditchy Night," the evening's schedule will include a dinner, a message from the national president, and a most unusual entertainment program. Secretary Cummings will be the featured speaker at the luncheon the next day. In addition to these two top men, convention goers will also have the opportunity of meeting Raymond S. Kastendieck, newly elected Director for the Great Lakes District, A.I.A. Kastendieck, from Gary, Indiana, replaced John N. Richards of Toledo who has served so nobly on the national board for the past three years.

Ditchy was elected the 34th President of the A.I.A. by delegates attending the Institute's 85th annual convention in Seattle. He was outgoing national Secretary of the Institute, a post he has held since 1947. A distinguished member of the architectural profession, he has been in private practice in Detroit since 1921 and has specialized in the design of schools, hospitals, and housing projects. Of particular note are his Alice Crocker Lloyd Dormitory at the University of Michigan, the Grade School Building, Shrine of the Little Flower, Climax Molybdenum Laboratory; and the Highland Park General Hospital, all in or near Detroit. Among housing projects on which he collaborated with others are Brewster Homes and Parkside Homes, both located in Detroit.

Since 1924, when he became a member of the American Institute of Architects, he has devoted much of his time to the professional society. He has served as Director, Secretary, Vice-President and President of the Detroit Chapter, A.I.A. and as Director, Vice-President and President of the Michigan Society of Architects. From 1938 to 1941 he was a Regional Director of the A.I.A. and in 1941 acted as President pro tem of the annual convention.

In 1944, Ditchy was elevated to the rank of Fellow of

the A.I.A., an honor bestowed for distinguished performance in design, education, literature, public service or service to The Institute. From 1945 to 1948, he served on the Jury of Fellows which, each year, elects the new A.I.A. Fellows. Other Institute activities include work on the Committees on By-laws, Unification, the National Capital, Housing, and Chapter Affairs. He has represented The Institute in Europe, Mexico and at many official functions in America.

Ditchy was born at Kelly's Island, Ohio, in 1891. He received his A.B. in 1911 from the University of Michigan and his B. Arch. in 1915. In 1920 he married Bernice Bookmyer and is the father of three children, Diane, Elaine and Julie.

Ditch's first architectural experience was gained in the office of Albert Kahn, where he was employed from 1915-17 and from 1919-21, the intervening years being spent as a lieutenant in the American Expeditionary Forces. For one year he was on detached service with the Fourth French Army as Instructor in *Cours des Instructeurs pour l'Armee Americaine*. In 1927 he was appointed Instructor in design at the College of Architecture at the University of Michigan. During 1928 and 1929 he was a special writer on architecture and building for the Detroit Free Press. He has also contributed to American and foreign magazines in the field of architecture.

The new president of The Institute is a past Director of the Michigan Engineering Society, and was on the Board of Founders of the Engineering Society of Detroit, of which he has been First Secretary, Director and Assistant Treasurer. He has been Chairman of the Associated Technical Societies of Detroit and Secretary and Vice-President of the Detroit Interprofessional Council. He has also been active in the Citizens' Housing and Planning Council as Director and Secretary. He is an Honorary Member of Tau Sigma Delta and Sigma Rho Tau, and has been National President of Alpha Rho Chi.

Secretary Cummings is a member of the firm of Conrad and Cummings of Binghamton, New York. A leader among New York State architects, Cummings is well known for his work in city planning and civic improvement. At present he is Vice Chairman of the New York State Building Code Commission and a member of the Panel of Community Consultants for the New York State Department of Housing. He also served for many years on Binghamton's City Planning Commission and on the Broome County Planning Board. In 1949, the Central New York Chapter of The American Institute of Architects awarded Cummings a citation for "Public Service in Civic Improvement."

Other professional achievements include: member, commissions on Schoolhouse Ventilation and Illumination under the New York State Department of Education (1953); Founder and Chairman, Broome County Community Council (1943-49); Inspector, Federal Housing Administration (1935); Mayor's Emergency Housing Commission for Binghamton (1945-46).

Born in Ipswich, New Hampshire in 1890, Cummings received his architectural training at Cornell University, and for five years after graduation was employed by Carrere and Hastings, famed New York architectural firm. He has worked in Binghamton since 1920 and has been a partner in his present firm since 1926.

Cummings became a member of The American Institute of Architects in 1921 and was elevated to the rank

(Continued on page 56)

Is Architecture a Business or a Profession?

I can't put it off any longer. So let's get into the topic I chose for the evening which is, "Is Architecture a Business or a Profession?"

Obviously the answer is that Architecture is a profession, but looking at both the status and the work of our profession in the City of Detroit, (and I can't even call it our fair city), I am sure that all of us have wondered at some time or another whether Architecture has not become just a business.



MINORU YAMASAKI, A.I.A., of the Detroit and St. Louis firm of Leinweber, Yamasaki & Hellmuth, was a recent speaker before the Detroit Chapter, A.I.A. After showing a number of slides of architectural examples, he delivered the following address:

To get the record straight, I am not talking about the idealism which we all say is inherent in our daily work . . . the idealism, which is the drive to make our world a better place in which to

live. And physically, who beyond we architects can contribute more to the Utopian environment to which most of us aspire?

Yet, here in Detroit, where if only because of the size of many of our organizations, we could have been a powerful voice in the determination of the environment, we have contributed little if anything to our ever-decaying city.

We have been strangely silent partners in the monstrous crime of letting Detroit become one of the ugliest, most unpleasant cities in which to live in the whole of the United States.

In commercial areas, in industrial districts and in residential sections, there is almost inescapable ugliness.

Look at our newer shopping streets—Grand River, Gratiot and Livernois, . . . confusions of neon, of building heights, of contradictory designs. If order is basic in architecture, this can only be anarchy.

Look at our industrial areas—buildings crowded into spaces where no buildings should be—walls so close to each other that we can almost feel them gasping for air.

Look at our central areas where the softness of grass and trees are a rarity, where hard, parched, dusty piles of masonry, of never-ending pavement become unbearably hot in the summer and are canyons for freezing winds in winter.

Look at our residential streets, row on row of like boxes. One with a blue roof, the next with a green one—houses where the limitations are so shackling that it is hopeless to make them even decoratively pleasant.

Perhaps my description sounds exaggerated, but those of us who travel Detroit with open eyes know full well that this and worse is tragically true.

What have been the obstacles for us as architects in the face of this situation?

Are the pressures so great and our influence so limited that we can only assume the role of bystanders?

And while we stick our collective heads in the sand—civilization will steam roll by and our role will become more useless by the moment.

Or is it because in our daily practice we have been seduced so often by the purveyors of selfish interest—or their fellow travelers—that their thinking has become our thinking?

In other words, is our role in society draftsmen who have become numb to those fine architectural ideals with which we each began our careers?

Many of us have asked ourselves these same questions, when we have been faced with compromise of one type or another.

I had bad twinges of conscience while putting this talk together, at the memories of moments of weakness when keeping the job seemed much more important than fighting to the end for an obviously better solution.

The hard fact remains that we have not upheld our responsibilities to our city, or Detroit would not be in the condition that it is today.

We can try to place the blame on irresponsible builders, but we cannot escape the fact that our training and only our training can prepare for the kind of leadership that society should have to fashion the environment, and if we had provided that leadership the builders would have been forced to follow.

Each and every piece of architecture that we design is a vital part of the city and the relation of that building to the city and the city to the building must be completely analyzed and respected.

And our responsibilities are not only to the buyer of the structure we design, but to the people who use it and visit it, to the people who live in the buildings surrounding it and to the people who see the building as they pass by.

Simply put, we have economic responsibilities, aesthetic responsibilities and social responsibilities.

And I'm afraid that our cost-conscious world has driven us into a corner where we always recognize economic responsibilities, sometimes aesthetic responsibilities and hardly ever our social responsibilities.

But our slums, our confusion of new buildings, our ugly city comprise overwhelming and undeniable evidence that this short-sighted economy in which our society widely indulges today is no economy at all.

If those before us had exercised some larger degree of social and aesthetic thinking we might have had a better springboard on which to launch our visions of a fine environment.

But this is wishful thinking for the general direction which we so hastily pursue today can only end in having our children make identical criticisms of ourselves.

There must be some excuses for the fact that we as a profession have not taken stronger leadership in the development of our environment.

We've heard the standard cliché's such as, "The client is always right," "It isn't practical"; "It isn't economical" so often, that they have become scare-words in building, like crying "Communist" at the first sign of progressive thinking.

We all know the client isn't always right, the most pointed example being the frustrated architect bureaucrat who controls so much of building today.

Not so long ago I heard several officials in public housing actually crow because some architect had designed some barrack-looking housing that was bid at the price of \$1,700 a room. Public housing may have had

hour, but how about the years that people will spend living in these grim surroundings.

Perhaps you've heard of the story of Mies Van der Rohe and the librarian at the Illinois Institute of Technology. An argument between them over the color of paint in the library waxed so hot that it reached the President's Office. He decided in favor of Mies.

A few months later the librarian left to take a better job elsewhere.

Perhaps the color of paint isn't all important, but it could have been and very often is a more serious problem that divides architect and client. Buildings almost invariably last much longer than the client, so why should his fears or infamiliarity with architecture distort the building for the countless others who will use it. As for economy and practicality, I believe there should be only one kind of economic thinking in architecture or in the building of our environment, not only by architects but by society as a whole; and that is to work toward the design of an environment which will give us the most efficient framework within which to pursue the happiness we so urgently seek.

The realm of aesthetics in architecture has been so thoroughly discussed, it certainly does not need additional verbiage from me.

In passing, I'd like to quote from Emerson, who in the middle of the Nineteenth Century understood the essence of beauty in architecture so much better than many of us.

He said:

"Beauty rests on necessities. The line of beauty is the result of perfect economy. The cell of the beehive is built at that angle which gives the most strength with the least wax. The bone or the quill of the bird gives the most alar strength with the least weight.

"There is not a particle to spare in natural structures. There is a compelling reason in the uses of the plant for every novelty of color or form; and our art saves material by more skillful arrangement; and reaches beauty by taking every superfluous ounce that can be spared from a wall and keeping its strength in the poetry of columns."

He continues:

"If a man can build a plain cottage with such symmetry as to make all the fine palaces look cheap and vulgar; can take such advantages of nature that all her powers serve him, making use of geometry instead of expense, tapping a mountain for his water jet, causing the sun and moon to seem only the decorations of his estate, this is still the legitimate dominion of beauty."

Only a look at today's buildings in Detroit and we realize how much improved our environment would have been if we had carefully followed Emerson's beliefs in the design of our buildings.

One other point I would like to make on aesthetics is that it is probable here that those of us who profess to practice modern architecture err most seriously.

With overemphasis on aesthetics we tend to do exactly that which we have been criticizing our predecessors for doing; that is to start with a particularly desired form and stuff the functions into it naturally or unnaturally. Whether the form is a Greek temple or a clean glass box, the error is deliberate and unworthy. Unfortunately, many of our more beautiful modern buildings are guilty of this sin.

We have another regrettable inheritance from our predecessors, and that is the habit of promiscuous monumentality.

Monumentality was the universal prescription for everything, from banks to fire stations, to garages, by

the architects of our fake classic era and we seem to be having difficulty completely eradicating the disease.

Unfortunately, even some of the better examples of our Architecture today show signs of being afflicted. And each of us has succumbed to its temptation at one time or another.

I remember several years ago, in making sketches for a County-City Building in Port Huron, I despaired because I was unable to make it any higher than four stories. I wanted to make it a landmark to dominate park and river.

Years later I thought of how much better the building would have been, had it been conceived as a friendly one-story building, built around lovely garden courts.

Buildings should be friendly and inviting, not overwhelming, or dominating.

The atmosphere of a fine restaurant in an old house is much to be preferred to some of the overpretentious dining rooms in our hotels even though food and prices are on a par.

The value of understatement is important and necessary in architecture and the universal appreciation of that understatement is indispensable to the cause of better architecture.

So often we hear the complaint, "but it looks bare in contrast to the over-ornamented surroundings to which we have so long been accustomed."

With the elimination of misused monumentality or ostentation as a requirement for architecture, we can achieve the friendly, pleasant surroundings which should form the background of the delightfully informal way of life which is ours to enjoy.

It is in the field of social responsibility, I believe, where we have been most derelict.

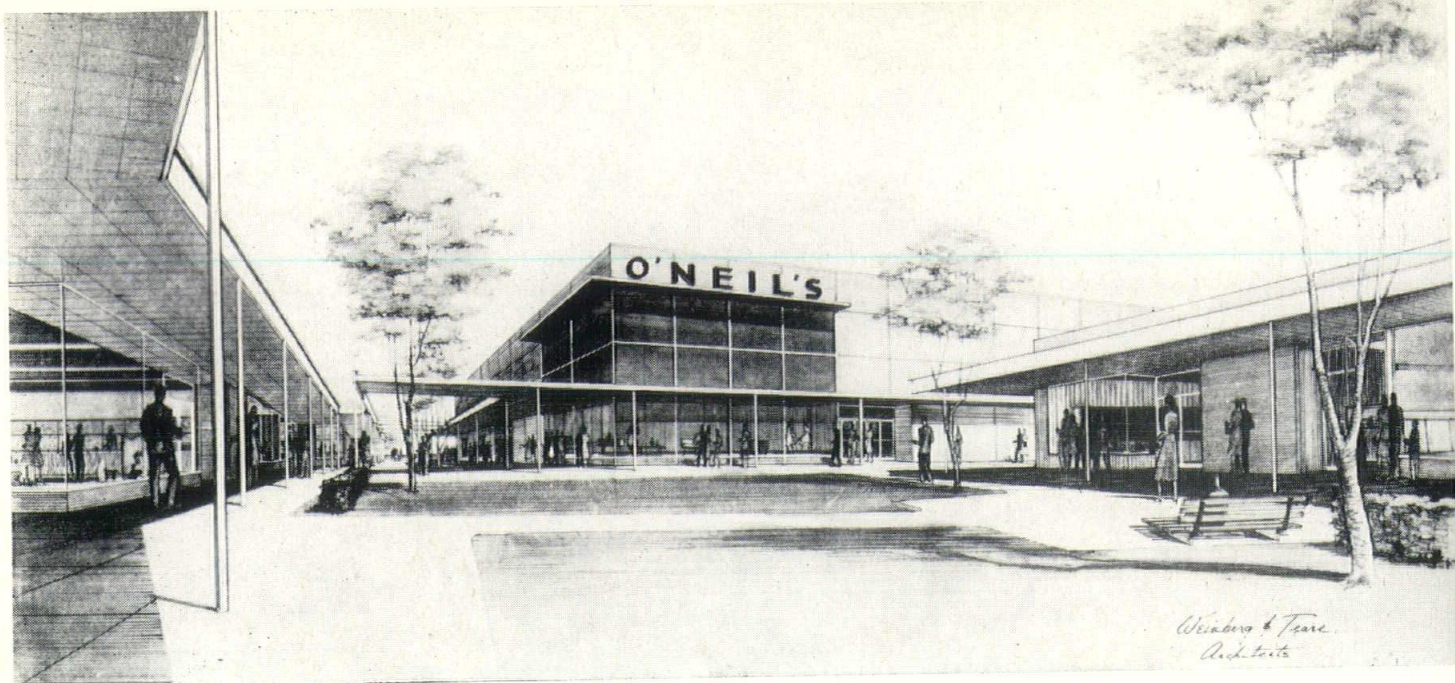
To highlight the architect's possible contribution to society, let me read the letter of a thirteen-year-old girl in England describing the present proposal to build a new town at Stevenage.

"The present Government intends to enlarge and make Stevenage into a satellite town. Most Stevenage people greatly oppose this proposition because it will mean that some of the beautiful old houses, of which we are so proud, will have to be condemned. Large smoky factories will spring up and perhaps crowded houses will be built to accommodate the homeless crowds of Londoners who intend to live here.

"A group of inhabitants have raised funds among themselves and are going to argue the plan out in court. These men, mostly owning land and houses, have lived in Stevenage, all, or for the greater part, of their lives. They do not want to see untidy smoky buildings appearing in place of their green fields. They do not want to live among strangers. All they want is to see the familiar sight of farmhands, trudging along the country lanes, leading their old cart horses and loads of sweet-smelling hay, everyone knowing everyone else, sharing each others' troubles and pleasures and leading a happy and carefree life.

"Yet there is another side to the question, the side of the poor, homeless Londoners, with nowhere to live but a damp back room shared by many families. Why should these be deprived of a home? Why should they live in misery, when a peaceful country town could be altered to accommodate them? This scheme will cost the Government many millions of pounds and the country is short of money and badly needs more food. Is it worth the trouble and money? Which side will win? Will Stevenage rejoice in the near future, or bitterly remember the day of its downfall? Soon the answer will be known."

(Continued on page 53)



View looking North from Central Mall of O'Neil's Sheffield Center

The New O'Neil-Sheffield Shopping Center

O'Neil's department store will be the heart of the new shopping center, located in Sheffield Township, Ohio, about 45 miles from Akron, and 30 miles from Cleveland. The site is on Route 254 near its intersection with Route 57, the direct route to Akron, Ohio. The Ohio Turnpike will pass within two miles of the center.

Approximately 200,000 people live in the area the new center will serve. Sales volume of the entire center is estimated from \$20,000,000 to \$25,000,000 a year. Parking facilities accommodating 3,000 cars, with space for an eventual 5,000 cars, surround the store buildings.

In addition to O'Neil's, the center will have approximately 50 tenants including supermarkets, variety stores,

apparel, shoe, drug, bakery, florist, dry cleaning, and other establishments.

The center is scheduled for completion in February, 1954 and was planned by Weinberg & Teare, Cleveland architects, who have also designed Shoreville Shopping Center in Euclid which includes a branch department store for The Bailey Co., the Euclid Richmond shopping center in Euclid, Van Aken Center in Shaker Heights, and many apartment buildings including Forest Hill Park Apartments of 174 suites in East Cleveland, and 11820 Edgewater Drive Apartments of 230 suites in Lakewood.

Planning and Land Buying for Public Housing Banned

Planning and land buying for any new public housing construction in Cleveland and other Ohio cities were banned July 29th by order of the Public Housing Administration in Washington.

The order affected 4,606 low-rental units allocated to Cleveland. These were among 6,000 for which the federal government had entered a contribution contract with the Cleveland Metropolitan Housing Authority.

Of the 6,000 units, 408 are under construction on Central and Scovill Avenues S. E. between E. 30th and E. 24th Streets as an extension to the Cedar Apartments.

In addition, 986 units were to have been built in the Lee-McCracken area, but these were halted by protests of neighborhood residents. These may still be built if vacant land can be found, according to Ernest J. Bohn, director of the housing authority.

Vigorous Fight Seen

Bohn was not ready to concede that the public housing program has been liquidated by the Washington action.

"We don't expect that any Congress will stand for the repudiation of contracts of the federal government," he said.

He pointed out that the conference committee of the

House and Senate, which agreed to permit construction nationwide of only 20,000 of the 62,000 units for which the government has made contract commitments, had instructed Housing Administrator Albert M. Cole to bring in a report by Feb. 1 on what the future of the public housing program should be.

"The fight for low-income housing has just begun," he said. "We have lost one battle to the bigots. The fight will be continued with renewed vigor."


Blames Speculators

Bohn said that, except for "real estate speculators who fanned racial hatreds" in the Lee-McCracken area, the 986 units planned for that section would be under construction.

"We can thank those speculators for continuing the housing shortage," he added.

A total of 13 localities and 11,769 units in Ohio were affected by the Public Housing Administration ban. Affected, besides Cleveland, were:

Canton, 350 units; Lorain, 185; Elyria-Lorain Metropolitan Housing Authority, 100; Warren, 125; Youngstown, 631; Cincinnati, 1,896; Columbus, 1,676; Dayton, 1,500; Hamilton, 150; New Boston-Portsmouth Metropolitan Housing Authority, 110; Portsmouth, 190; Steubenville, 250.



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ARCHITECT

[August, 1953] 19

HOTEL BUILDING BOOMS IN U. S. AND OVERSEAS

But New Hotel Sums are Dwarfed by Remodeling Outlays

The hotel industry is in the midst of a building boom, according to "Architectural Forum."

For the first five months of this year \$28 million has been spent on 1,067 big and little hotels, indicating a year second only to 1950 when new hotel construction amounted to \$84 million.

But hotel association tabulations report plans during the first six months of 1953 to spend a whopping \$153 million for new construction. Even this large figure is pint size compared to the continuing boom in hotel modernization and renovation. The American Hotel Association puts remodeling outlays at \$2½ billion in the last five years. Currently, estimates Executive Vice President Charles A. Horrorth, modernization is costing \$500 million a year.

Among new hotels, the need for making a ground-floor space provide a handsome return was leading more operators to follow the lead of Cincinnati's Terrace Plaza, in planning combination department store-hotels, or office-hotels.

Realtor William Zeckendorf plans a 30-story combination Statler Hotel-merchandising center-parking garage on Courthouse Square in Denver. In Houston, the Shelby Construction Co., on a site facing the Shamrock Hotel, will build a 17 story \$5 to \$6 million annex with a department store on the first two floors, office space above it and 200 hotel rooms from the 11th floor up.

In Philadelphia, the Sheraton Corp. announces it will build a \$14 million 1,000 room hotel about 30 stories high, above a two-story arcade in the new Penn Center Development.

Dallas is due to get a 1,000 room, 17-story Statler Hotel, Tampa a \$12 million 400-600 room combination hotel and department store, surmounted by a television tower and Houston, a \$6 million luxury 14-story apartment hotel.

Overseas U. S. hotelmen are eyeing nearly every major city in the world as a hotel site. Hilton opened the 350 room Castellana Hotel in Madrid this month, is building a hotel in Turkey and has advanced negotiations under way for others in Rome and London. Another \$10 million Hilton Hotel is being designed for Havana.

Leo Corrigan, who owns the Los Angeles Biltmore and Dallas' Adolphus plans to lease a \$3 million hotel in Nassau to woo more tourists. Intercontinental Hotels, a Pan American Airways subsidiary, is opening three Latin American hotels this year. San Salvador plans a new million dollar smaller hotel for commercial travelers.

On the remodeling side, Philadelphia's Bellevue-Stratford will spend \$4 million for structural renovations, air conditioning and interior re-design. Many other hotels are converting rooms, originally designed for maids, into guest rooms. Chicago hotels are in the midst of a \$12 million expansion program to offset the lack of a city auditorium for conventions. Kansas City's Muehlebach is building a 12 story annex.

Hotelmen's biggest problem remains: how to attract the increasing large segment of people who travel by auto. In the crowded East, one answer is typified by plans for the new Penn Sheraton which will include an auto lobby where motoring guests can register and whisk upstairs in an elevator without having to go through the main lobby. The American Hotel Association figures 40% of this year's outlays for modernization will go for facilities for the guest who arrives by car.

COLLEGE BUILDING BOOM GOOD FOR TEN YEARS

In a desperate effort to catch up with the post World War II boom in enrollments, American Universities last year added 865 new buildings at a cost of 840 million to their existing facilities.

"Architectural Forum" reports on the continuing shortage of buildings, problems of design and the current difficulties in financing special purpose buildings and dormitories urgently needed to care for the 60% to 100% increase in students estimated over the next ten years.

The 1954 enrollment will be about 2¼ million students, equal to the peak year 1947 when half of the students were GI assisted.

"The question where the money is coming from to finance even the most economical of college construction is a tough one. Already this money question has changed the complexion of education in the United States. Twenty years ago most college students were attending privately endowed colleges; today two-thirds are state-supported institutions.

"Dormitories or student unions are the only college buildings that can be financed conventionally; their prospective incomes can be applied against loans or bond issues and amortizing stability can be obtained. But even with dormitories it has become necessary for some colleges to mortgage both old and new dormitories to get loans to build the new ones. Other college buildings must be built by grant or gift.

"Endowments are up in the private colleges, where fund-raising organizations have made a major industry of soliciting alumni, but they are not up as high as the school building index cost, which has doubled since 1939.

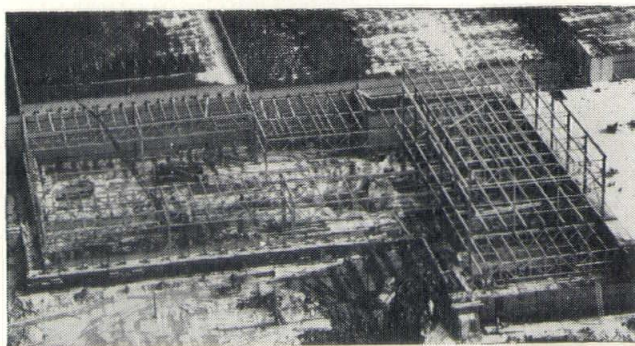
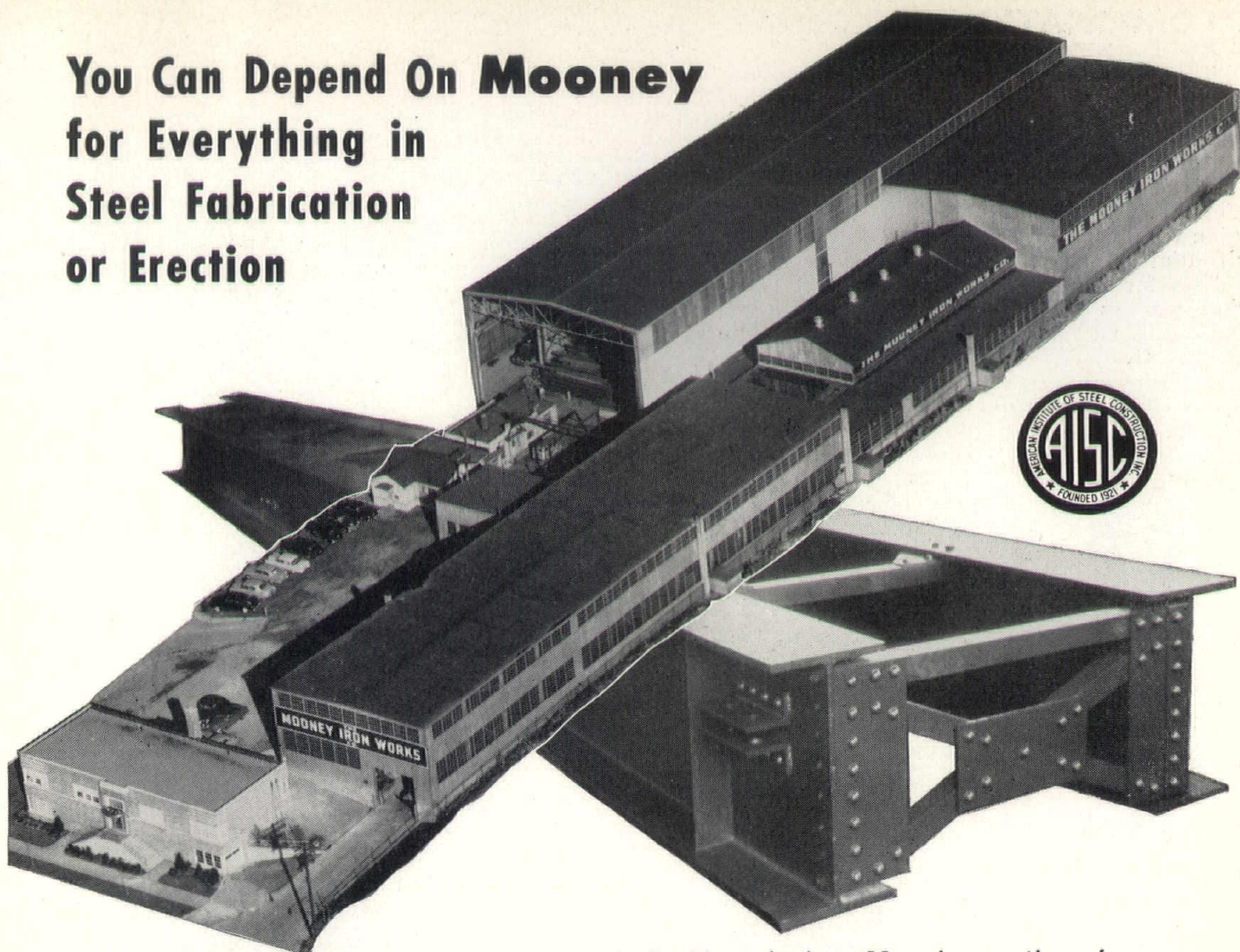
"A federal inducement for corporations, which allows donations for education up to 5% of income before determination of taxes, will help, but on the other federal hand, Washington's generally tighter money policy is not going to make it any easier for most universities to finance their construction. Another gloomy suspicion by educators: even federal assistance to state universities under the land grant may be out."

Since the graphs indicating potential students are climbing, the growth of the educational plant in the United States will probably continue.

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3. Praise good work regardless of who did it.
4. Talk with calm assurance, but always keep an open mind.
5. Let your virtues, if you have any, speak for themselves. Refuse to talk of others' vices or gossip.
6. Pay no attention to ill-natured remarks, about yourself — just live so no one else will believe them.
7. Never give anyone a "piece of your mind" lest you be found wanting in time of need.
8. Be a booster — praise generously; criticize tactfully, if at all.
9. Take pride in all work, in personal appearance, and in the office.
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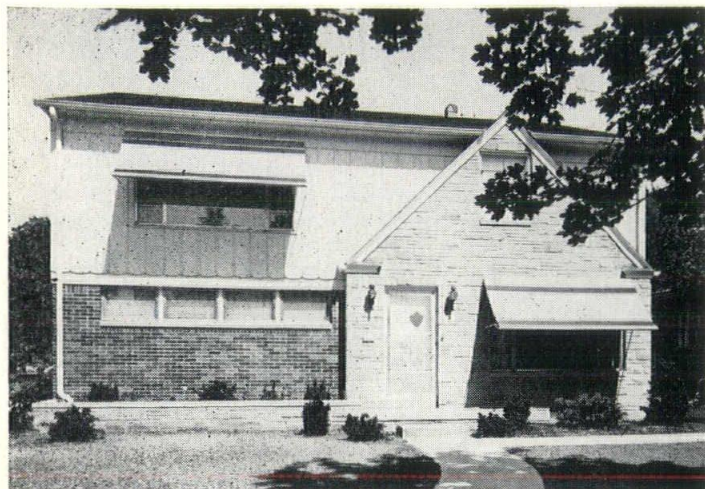
CLEVELAND 27, OHIO

A COMBINATION RESIDENCE AND DENTAL OFFICE

A modern dental office with all the features of a residential home on the outside has been opened in Toledo by Dr. S. S. Rimer, veteran Toledo dentist, and his son Dr. Robert E. Rimer.

Located on the southeast corner of Bancroft Street and Brookdale Road in the fashionable Indian Hills section of Toledo, the new office blends nicely with the residential area that surrounds it.

Offices for the two men are on the first floor while living quarters for Dr. and Mrs. S. S. Rimer are on the second. Dr. and Mrs. Robert E. Rimer live in nearby Maumee, O.



Modern in every respect, the offices provide easy maintenance, made possible through extensive use of plastic, rubber and Fiberglas tile, Nelson E. Thal, the architect said. Throughout the downstairs there is no plaster, wall paper or wood except for a few natural finish birch doors. Majority of the doors are of the folding accordion type.

The building is air conditioned throughout with a gas air conditioner furnishing heat in the winter and cool air in the summer.

Exterior of the building is brick veneer. Stone and vertical siding also were used on the front which has two large picture windows, one in the first floor waiting room for patients and the other in the second floor living room.

The first floor dental offices include the 11 by 16½ foot waiting room, a private office 11 by 11 feet, general office 8 by 15 feet, four operating rooms and a laboratory, 8 by 11 feet each and a dark room equipped and designed by Eastman Kodak Co. for developing X-ray film.

All interior walls are of prefinished paneling made of masonite and plastic with the front entry in marble panels, the waiting room and offices in various wood paneling finishes, operating rooms and laboratory in gloss finish of either yellow or green. Rubber tile was used for covering the entire first floor.

Off-white Fiberglas Sonofaced acoustical tile was installed in ceiling areas of the first floor and the kitchen on the second floor. The tile is non-combustible and like the plastic and rubber tile may be cleaned easily with a damp cloth. The tile is faced with a plastic film which vibrates and transmits sound into the absorbent fibers of glass. Besides having a high noise reduction efficiency it also has good light reflection properties.

The upstairs apartment for Dr. and Mrs. S. S. Rimer includes a living room, dining room, two bedrooms, bath,

laundry room and dinette besides the kitchen. It may be reached by both front and rear stairways.

The 36 by 40-foot building stands on a lot 60 by 145 feet. There is a two-car brick garage and a seven-car parking lot with entrances from both streets running along the corner lot.

FHA SEEKING HOUSING PILOT TEST IN CLEVELAND

The Federal Housing Administration is proposing to Cleveland, Memphis and New Orleans that each city in its rehabilitation campaign develop one block as a complete rehabilitation pilot program.

Data from the pilot programs would be the basis for an FHA request to Congress for authorization to back rehabilitation programs the country over.

FHA Commissioner Guy T. O. Hollyday discussed this program at a Hotel Allerton luncheon of the Joint Rehabilitation and Redevelopment Council recently.

He toured several sections of the city with city redevelopment, local FHA and building association officials, and broached the idea at an informal dinner of the Home Builders Association of Greater Cleveland.

Cites Opportunity

Rehabilitation offers FHA an even greater field for service to the public than it has exercised so far, Hollyday said. Where local authorities are sufficiently organized and authorized to proceed, he said, he would recommend FHA backing for such projects, once Congress legalized them, Cleveland, he said, is much better organized than most communities to accomplish these purposes.

Richard V. Hopkins, redevelopment program director, said the city's building, sanitary and safety inspection forces were nearly organized to enforce regulations on which rehabilitation programs could be based.

Hollyday suggested that the Private Enterprise Redevelopment Corp., which is the building industry's effort to replace blighted areas, build two structures on its E. 35th street acreage in Cleveland.

One would be rental apartments. The other would be co-operatively owned apartments. Each would also serve as pilot development in its field. Hollyday said he had no doubt that such apartments would be judged "economically sound" and thus qualify for FHA backing.

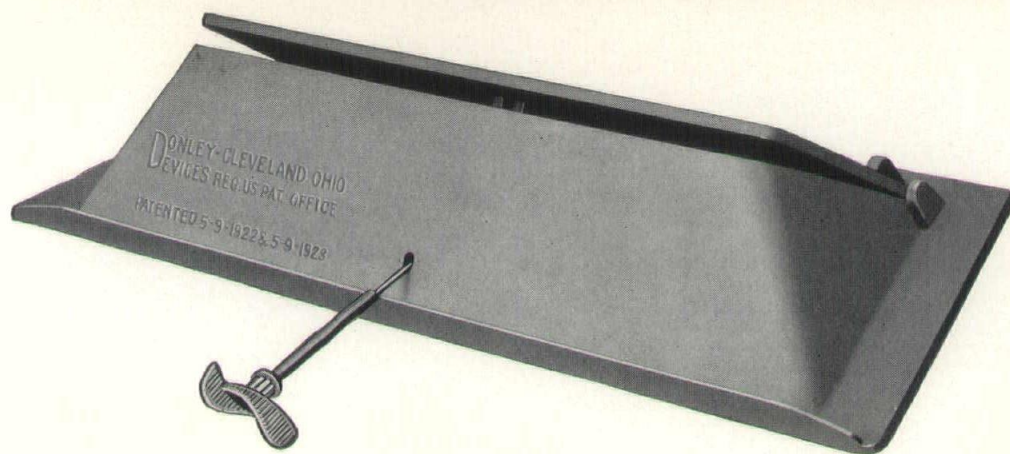
DALLAS CHAPTER A.I.A. TV SHOW FORMAT OFFERED OTHER CHAPTERS

Format for the highly successful 13-week TV-show at Dallas, Texas in which viewers were able to watch the actual building of a home, has been offered to other cities by the Dallas Chapter of the A.I.A.

Planned originally as a fictional venture, the program aroused widespread interest when the American Home Realty Co. offered to build the house designed by architects on this TV program.

Eleven architects collaborated to design the resulting "vacation home," which was completed last May. How such complications as the mid-series discovery of a 20 foot drop in grade on the chosen site and other unexpected difficulties were overcome by the architects and builder, added further interest to the program.

When in Chicago — Be Sure to Visit the New
HARDWOOD EXHIBIT
"A World of Hardwoods" — at the
Museum of Science and Industry
57th Street and South Shore Drive



"The Donley Damper"

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

Cast Iron Dampers

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

Cor-Ten Steel Dampers

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

Rotary Control

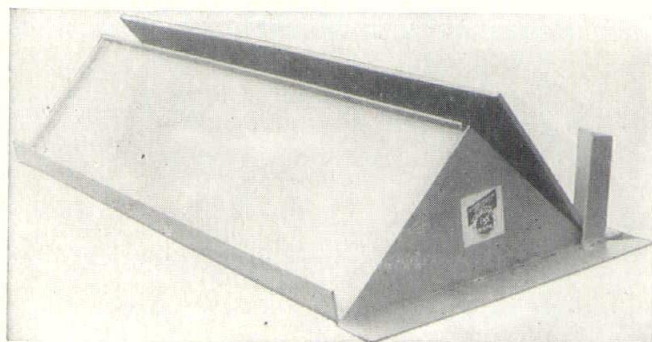
A simple, trouble-free method of draft regulation (and soot exclusion when fireplace is not in use) by turning key that projects from fireplace breast.

Poker Control

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

Chain Control

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



Donley Square End Damper

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

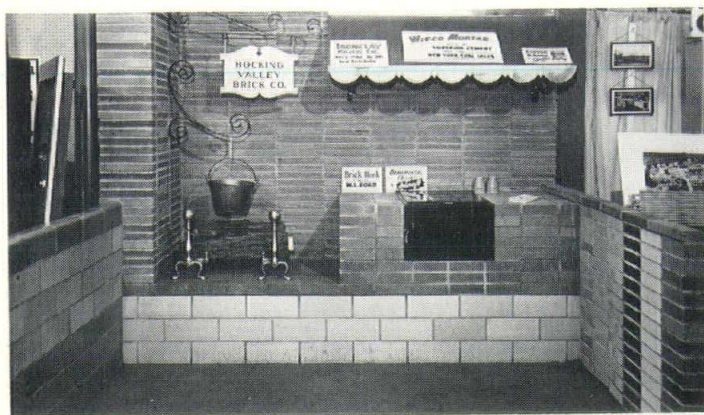
For fireplace plans and instructions that have been adopted as standard in many architect's offices, rely on the Donley Book of Successful Fireplace—sent without charge to architects applying on own stationery.

THE DONLEY BROTHERS CO.

13972 Miles Avenue • Cleveland 5, Ohio

BRICK EXHIBIT BRINGS RESULTS

Eye appeal and sales appeal were effectively combined by the Hocking Valley Brick Company in the exhibit pictured below at the annual Home Show in Columbus, Ohio. Actually, immediate sale of brick for several houses is directly traceable to the exhibit.



An unusual fireplace design was accentuated by the recently-announced Hocking Roman Brick, which are being produced in HVB's exclusive Sun Glow blend. Salt glazed and unglazed facing tile also were featured in the display, along with Hocking buff, grey and variegated face brick.

Sales Manager E. M. Harper reports greatest public interest of any recent Home Show. In addition to the houses directly sold as a result of the exhibit, Hocking Sales representatives paved the way for future brick business because of the large number of home show visitors who stopped at the Hocking Display. Indicative of growing interest in brick homes, 10,000 pieces of literature on masonry construction were requested.

OLD RED SCHOOL NOW PASTEL PINK; GREEN BLACKBOARD LATEST IN PRISMATIC 3 R's

Schoolrooms painted in bright colors produce better marks, John Hopkins University psychologists report.

The psychologists found that a planned color scheme has a definite effect on the behavior and performance of school children.

The greatest improvement was among kindergarten children.

"Perhaps the most surprising revelation was that boys show greater color response than girls," the psychologists stated after two years of research.

"We have been convinced for some time that color and its dimensions influence human behavior," said Dr. Wendell R. Garner, who directed the project.

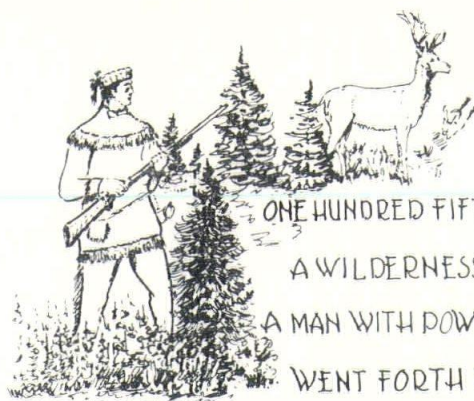
"Nevertheless, we are pleasantly surprised to see such amazingly clear results come from this research. These positive results will, we feel sure, be of real interest to educators and all others concerned with the color design of school facilities."

Complete scholastic and attitude reports were kept on all the children during one year in three schools needing new paint. Then one school was repainted according to the principles of "color dynamics," the second in the usual light buff walls and white ceilings, the third was untouched.

In the "dynamic" painting, rooms with northern exposure were done in pastel rose. Those facing south, in blue and green. Neutral light gray was used in rooms for art study.

Slate boards were painted green instead of the old black.

AN ODE TO OHIO



ONE HUNDRED FIFTY YEARS AGO

A WILDERNESS WAS HERE,

A MAN WITH POWDER IN HIS GUN

WENT FORTH TO HUNT A DEER.



BUT SINCE THAT TIME

HOW THINGS HAVE CHANGED,

NOW ON A DIFFERENT PLAN-

A DEAR WITH POWDER ON HER NOSE

GOES FORTH TO HUNT A MAN -



HENRY P. WHITWORTH -
COPYRIGHT RESERVED.

The artist and author for "An Ode to Ohio" is a Buckeye registered architect who has found the sunny skies of Winter Park, Florida very enticing. He sends his regards and says Jimmy King formerly of Columbus does the same.

CINCINNATI ARCHITECTS AND PRODUCERS COUNCIL IN JOINT MEETING

On June 16, 1953 the Cincinnati Chapter of Producers' Council had a joint meeting with the Cincinnati chapter of the AIA. After golf in the afternoon, cocktails were served and a dinner, followed by a short informal meeting. At this meeting the officers for the Cincinnati Chapter of the Producers Council for the coming year were announced and are as follows:

President, Herbert S. Kassing; Vice President, Robert H. Anning; Secretary, Richard D. Idler; Treasurer, Gordon Fisher.

FANCY HANDLES

"Dig those crazy computers!"

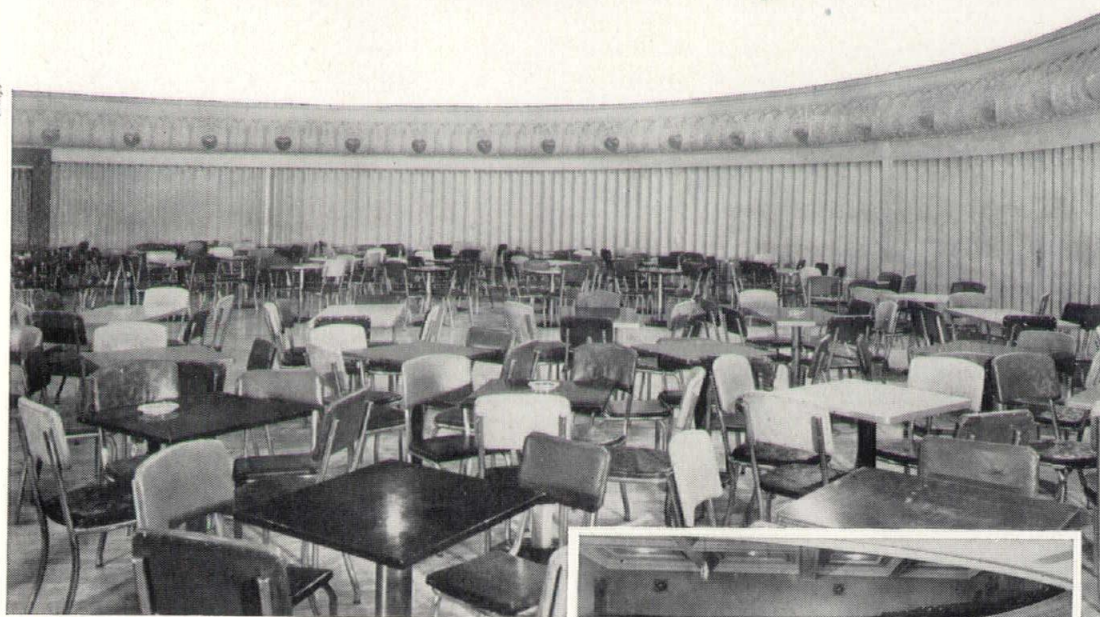
This might well be typical "Be-bop" reaction to engineering talk when it comes to naming computing machines. Computers, which figure out in seconds problems that would take men years, bear such fancy handles as WAC, SWAC, ACE, ERA, and MANIAC. And stealing a march from the GI, General Electric calls one of its machines OMIBAC. Still other computers are KRAC, OARAC, EDVAC, REAC, ENIAC, UNIVAC, and ELECOM.

The engineers' "cool" touch in labeling computers is only coincidence, though. Most of the names are made up of the first letters of words. In the case of General Electric's computer, OMIBAC has nothing to do with a backache, but comprises first letters for "Ordinal Memory Inspecting Binary Automatic Computer."

Oh, My Back!



"takes" a 75 ft. curve



This FOLDOOR installation at Elks Lodge No. 11, Pittsburgh, Pa. is a typical example of how FOLDOOR gives flexibility of space in commercial use. The long bar, shown in background at right, is completely closed off by six FOLDOORS (see above) for complete dining room privacy.



FOLDOOR is your answer any time the problem concerns flexibility of space... finding more usable space in the same area... or achieving easy and economical division of rooms.

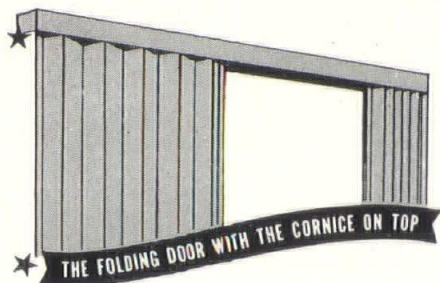
"The folding door with the cornice top" fits right into building and remodeling plans for business places, institutions and commercial establishments—for private homes as well.

Built with a sturdy frame of rust-resistant steel, FOLDOOR travels on a rugged, single piece, two-rail steel track. FOLDOOR occupies the least amount of "stack" space of any extensible door.

Maximum thickness when pushed back onto itself is only 5½ inches.

FOLDOOR, manufactured in a wide range of sizes to fit practically any interior opening, comes in a variety of beautiful fabrics to harmonize with any color scheme. All fabrics are vinyl-coated, fire-resistant and can be easily washed with soap and warm water.

When you're considering folding doors, check the classified directory in your phone book for your local FOLDOOR installing distributor. Or write any one of our Ohio distributors.



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C. OF C. MAKES AWARDS FOR MERIT IN BUILDING

Awards for the biennial recognition of merit in building by the Cleveland Chamber of Commerce have just been announced.

A bronze plate for the best factory building completed during 1952 has been given to the Ford Motor Co., Cleveland Foundry, at Engle and Brookpark Rds. in Brook Park.

Winners were announced by Alexander C. Robinson III, A.I.A., chairman of the Construction Industries Committee of the Chamber of Commerce.

The award for the best retail commercial building completed in 1952 went to American Radiator & Standard Sanitary Corp. at 1825 Lakeside Ave.

In the non-retail commercial class for a building completed during 1951 the award was presented to White Sewing Machine Co. at 11740 Berea Rd., Lakewood.

Shaker Towers, Shaker-Coventry Corp., at 13800-13900 Shaker Blvd. received the award for the best large apartment house completed during 1952.

The best small apartment house completed during 1952, as named by the Chamber, was the James Holan Sr. apartment at 3705 Rocky River Dr.

Final award went to Edgewater Chevrolet Inc. at 5417 Detroit Ave. for the best altered facade completed during 1951.

The Chamber of Commerce has awarded medals of merit since 1916. A committee of 27 checked 51 apartment houses, 75 factory buildings, 69 retail commercial buildings, 83 non-retail commercial buildings and 13 altered facades to determine the winners.

The Ford Motor Co. plant was designed by the Albert Kahn Organization. Shaker Towers was designed by Joseph Ceruti.

Designer of James Holan Sr. apartment was Burrows, Hinman & Gabriel. Edgewater Chevrolet facade was designed by Weinberg & Teare.

Honorable mention certificates were awarded to Lincoln Electric Co., 22801 St. Clair Ave., Euclid, and Standard Products Co., 2160 Halstead St., Lakewood, for outstanding factory buildings.

Standard Tool Co., 3950 Chester Ave., and National Screw Machine Products Assn., 2860 E. 130th St. received honorable mention in the outstanding non-retail commercial buildings class.

The bronze plates for top awards were designed by Abram Garfield and executed by the W. S. Tyler Co. Serving with Chairman Alexander C. Robinson III were William D. Guion, building commissioner of Cleveland, as vice chairman, and Joseph M. Schultz, of the Chamber, as secretary.

THE SIX BROAD CURRENTS OF MODERN ARCHITECTURE

Eero Saarinen, in the first of a series of articles by world-famed architects, discusses in this month's *Architectural Forum* six outstanding trends in modern architecture and their common creed that great architecture is more than efficient shelter.

Saarinen declares "architecture alone among the arts must fulfill a practical, physical and worldly purpose. And yet like all the arts it must simultaneously declare mankind's aspirations."

Copiously illustrated, the article discusses the organic unity of Frank Lloyd Wright's designs; handicraft architecture exemplified by Wurster and Belluschi; Aalto and the European individualists; Le Corbusier's function and plastic form; Gropius' architecture for the machine age and the "giant form-giver," Mies van der Rohe.

PLANNING IS IMPERATIVE FOR SUBURBAN DEPARTMENT STORES

The lush days when department stores could open a suburban branch in any old building and operate profitably, are over.

Maps are studied to determine customer accessibility of the site, economic studies of the market are made and competent architects are called in to design an entirely new building to provide the merchant with a structure having "sales appeal" as well as economy of operation.

How this is accomplished is described by "*Architectural Forum*" which this month features such modern branch department stores as Hutzler's at Towson, a suburb of Baltimore; Lytton's at Evanston, Illinois and John Danziger's new building at Montgomery, Alabama.

At Towson, Hutzler has built a \$300,000 raised auto bridge to prevent a traffic tangle between the new store and its adjoining parking lot. The store was extended under the bridge right to the edge of the parking field which occupies a space below the existing street levels.

Here are a few of the other innovations, popular with customers: new and dramatic lighting in the store and concentrated on the merchandise rather than the aisles making the entire interior a huge 'window display.' There are no formal display windows. Living rooms are scattered through the store with good furniture for customers to sit and rest in. Deep carpeting is used throughout, even at escalator landings instead of hard flooring. A marble hat bar is a feature. Tasteful murals and sparing use of plants indoors adds to the general attractiveness.

Most important, the merchandise is not a sample line but a full stock. Although the merchandise is identical with that of Hutzler's downtown store, customers are continually remarking about the bright 'new line' in the Towson store. Hutzler declares that their new theatrical lighting literally is causing customers to see their merchandise in a "new light."

Space for additional parking, room for specialty shops adjoining the parking area, a professional building and theatre are in the plans for the future. When completed Hutzler's three-store department store branch will still be the dominating castle over a small city of stores and other services in Towson.

1953 RECORD BUILDING YEAR FEDERAL EXPERTS PREDICT

Despite government cutbacks and costlier money for both public and private works, construction finished the first half of the year at such a pace that federal experts are ready to increase their 1953 estimates from \$33½ to \$34½ billion, "*Architectural Forum*" reports in its current issue.

Commercial construction was 43.2% ahead of last year. Private industrial building, which government men have expected to shrink 27%, was off only 0.8% from 1952 level.

Despite government cutbacks, this year's federal construction volume will near \$44 billion against \$42 billion in 1952. AEC construction was 28% above last year.

Other federal construction, mostly military, was up 12% at June's end. State and local public works reached a record \$6.6 billion last year and are expected to pass \$7 billion in 1953.

Preliminary estimates for 1954 could possibly show a 10% smaller total than this year and still be near equal to 1952's record.

Rely On and Specify with Confidence...



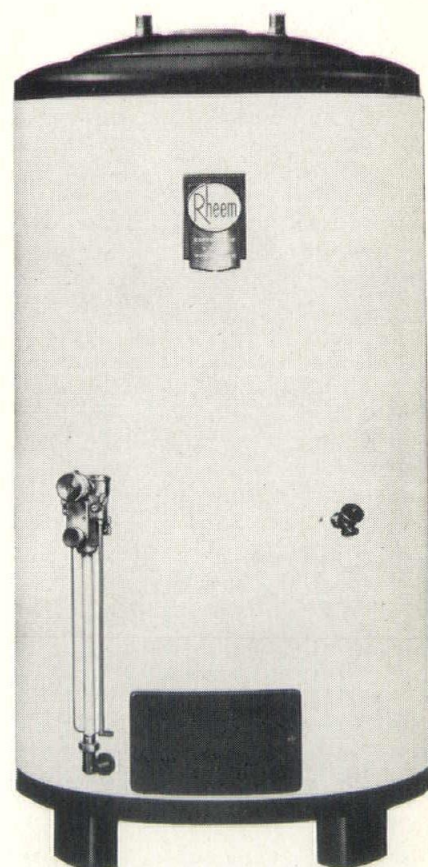
THE COPPERMATIC
Automatic GAS WATER HEATER
TEN-YEAR WARRANTY

The New RHEEM COPPERMATIC
Automatic GAS WATER HEATER

with its tank of pure copper inside a tank of steel — adding years of service and priced for popular demand. The costly high replacement rate for automatic storage water heaters, due to the natural corrosive action of pure water on most metals, is *cut dramatically*, by the revolutionary new Rheem COPPERMATIC water heater.

With a completely new design — a tank of pure copper inside a tank of steel resists water corrosion many years longer than ordinary heaters and *stops rust completely*.

A product of Rheem Manufacturing Company of New York City, world's largest manufacturer of automatic storage water heaters.



This new Coppermatic Rheem water heater — with tank of solid copper inside tank of steel. Can't rust, crack or shatter. COPPER FOR LONG LIFE—STEEL FOR STRENGTH.

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THE THREAT TO THE NEXT

By Elizabeth Gordon

I have decided to speak up.

In this issue, devoted to the wonderful possibilities for the better life in the Next America, I must also point out to you what I consider to be the threat to our achieving the greater good which is clearly possible for us, if we do not lose our sense of direction and independence.

What I want to tell you about has never been put into print by us or any other publication, to my knowledge. Your first reactions will be amazement, disbelief, and shock. You will say "It can't happen here."

But hear me out. You may discover why you strongly dislike some of the so-called modern things you see. You may suddenly understand why you instinctively reject designs that are called "modernistic." For you are right. It's your common sense speaking. For these things are bad—bad in more ways than in their lack of beauty alone.

Here is the story, in its bluntest terms.

There is a well-established movement, in modern architecture, decorating, and furnishings, which is promoting the mystical idea that "less is more." Year after year, this idea has been hammered home by some museums, some professional magazines for architects and decorators, some architectural schools, and some designers.

They are all trying to sell the idea that "less is more," both as a criterion for design, and as a basis for judgment of the good life. They are promoting unlivability, stripped-down emptiness, lack of storage space and therefore lack of possessions.

They are praising designs that are unscientific, irrational and uneconomical—illogical things like whole walls of unshaded glass on the west, which cause you to fry in the summer, thus misusing one of our finest new materials. Or tricks like putting heavy buildings up on thin, delicate stilts—even though they cost more and instinctively worry the eye. Or cantilevering things that don't need to be cantilevered, making them cost more, too. A strong taint of anti-reason runs through all of their houses and furnishings.

FORMER DAYTON ARCHITECT DIES IN CALIFORNIA

Robert E. Dexter, 98, former Daytonian and widely known architect, died July 20 at his residence in Pacific Grove, California, according to word received by a niece, Mrs. H. Lee Jones of Yellow Springs.

Mr. Dexter, an architect in Dayton about 30 years, retired in 1918 because of ill health and moved to California two years later.

He designed a number of residences and mercantile and industrial buildings in Dayton. Among them were the Canby building. He was a Fellow of the American Institute of Architects.

Mr. Dexter was a native of Birmingham, England. He came to the United States in 1881 and to Dayton in 1888.

At 91 he made an airplane tour of the United States visiting relatives and friends and viewing the advances made in architecture. In 1947, when 92, he made a round-trip flight to England, and at that time was said to have been the oldest passenger to make the crossing by air.

His wife, the former Miss Mary Reeve of Dayton, died in 1946. Only nieces and nephews survive. Among them are Mrs. Jones and Reeve S. Conover of Dayton.

"DREAM HOSPITAL" BANISHES DREARY, ENDLESS CORRIDORS

The long, dreary and dismal looking halls, typical of most older hospitals, have been banished from the Kaiser Foundation's new 224-bed "dream hospital" just opened in Los Angeles.

Included in the many innovations calculated to provide better care for patients are halls which have been converted into efficient, well-lighted work-corridors, evenly spacing decentralized nurses' posts, medication and utility units along the sides. Visitors reach patients rooms by means of long outside corridors, not the work corridors.

Dr. Sidney Garfield, Hospital Director, calculates that with this new spacing of nurses' posts, steps are cut to 1/7th of the normal daily total and makes it possible for each nurse quickly to attend to her eight nearby charges.

Dr. Garfield has provided an easy, flexible solution to the "rooming in" problem in the maternity section: a bassinet-equipped steel drawer that shuts between bedroom and nursery. Baby-care supplies are in the drawer. Automatic corridor lights show the nurse whether the baby is in her care or the mother's. The nursery-bedroom wall is soundproofed but has a viewing window.

Each maternity and surgical bed has a built-in cabinet beside it with hot, cold and ice water taps. Bedside push buttons close draperies across the balcony windows and sliding glass doors.

Architects Wolff & Phillips helped translate Dr. Garfield's ideas into actuality. A second version of the "dream hospital" will open in San Francisco this fall.

KAWNEER PROMOTES TWO TO MANAGERSHIPS

Leo A. Ecker has been appointed Cleveland Division Manager and C. Robert Critchfield is appointed Regional Sales Development Manager for the Cleveland and Cincinnati regions for the Kawneer Company, effective August 3, according to an announcement by David S. Miller, Vice President for Architectural Sales.

The new appointments are designed to strengthen the field sales position of the Kawneer Company in promoting new and improved products and in expanding the advertising and selling programs.

Formerly New England District Sales Manager of the Kawneer Company, Ecker will bring excellent field sales experience to his Cleveland Division assignment and will take an active part in field sales programs.

A native of Dorchester, Mass., Ecker graduated from Harvard University, attended Harvard Business School, and Boston University, and spent 3½ years in the United States Navy as a Lieutenant, Sr. Grade.

Critchfield, with a background of Division Manager of the Cleveland area in charge of Kawneer field sales, will help to strengthen sales development activity in both the Cleveland and Cincinnati Divisions of the Kawneer Company.

Born in Somerset, Pa., Critchfield graduated from high school in Johnstown, Pa. and received his B. S. degree from the University of Pittsburgh in 1939. As Vice-President of the Cleveland Producers' Council of the A.I.A., he is currently very active in the work of that organization. Critchfield spent approximately 3½ years in the United States Navy and joined the Kawneer Company in 1949.

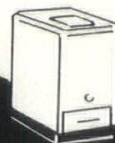
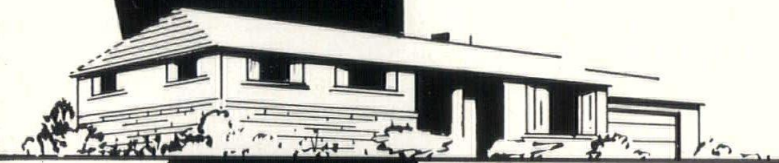
**today's buyers
demand the
extras!**

**install modern
gas appliances in
the homes you build**

Today, clients demand more than just a "new" home! They demand a home that's designed for extra comfort and convenience . . . more leisure time.

And, you can give it to them for less than you think!

Install modern, fully automatic Gas ranges, refrigerators, water heaters, incinerators and clothes dryers in the homes you build! They cost far less to buy and install — and promise clients a lifetime of modern, carefree living. Remember, 85% of the homemakers in this area prefer GAS — the modern fuel — for today's modern living!



the ohio fuel **gas** *company*

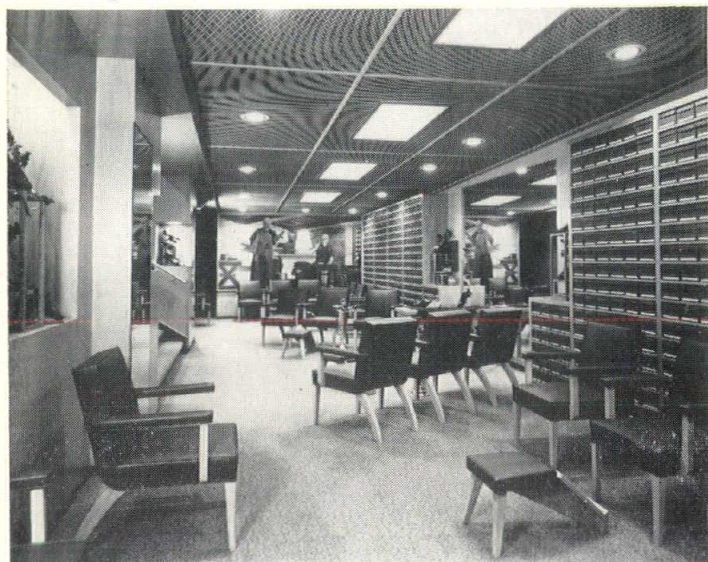


UNIQUE USE OF EXPANDED METAL

An unusual use of expanded metal, which combines its decorative and functional qualities, was recently made in the Roos Brothers' San Francisco Store.

The area is a subsidewalk space formerly used for storage. The ceiling consisted of unfinished segment arches, from which hung a miscellaneous collection of electric outlets, conduits, sprinkler heads, and feed pipes which could not be changed except at prohibitive expense.

According to the architect, "The use of Penmetal expanded metal panels of 16 gauge flattened expanded metal with $\frac{3}{4}$ " diamonds not only concealed all of the unsightly items mentioned above, but permitted the existing sprinkler heads to remain with no change. We would have preferred a smaller mesh, but the one used was the smallest the Insurance Underwriters would approve unless a new sprinkler system was installed. Everything above the expanded metal was painted a flat non-reflecting black."



Penmetal expanded metal is sheet metal which has been slit and expanded up to ten times its original width. None of the metal is lost in the process, nor is the strength of the sheet reduced. Where strength without excess weight is desired, for free passage of light and air, for utility and beauty, expanded metal is exceptionally versatile and economical.

The lighting is a blend of incandescent and fluorescent, developing about 40 foot candles at one foot above the floor, evenly distributed to permit various combinations of seating arrangement. Displays are highlighted to about 70 foot candles.

Being a subsidewalk space it required a downstairs approach, and with headroom limited, part of the designing problem was to attract attention to the entrance and at the same time give an illusion of height. This was accomplished by putting a well-lighted display above the eye-line and enclosing it as part of the entrance, with secondary displays to attract the eye downstairs.

Costs not including architect's fee.

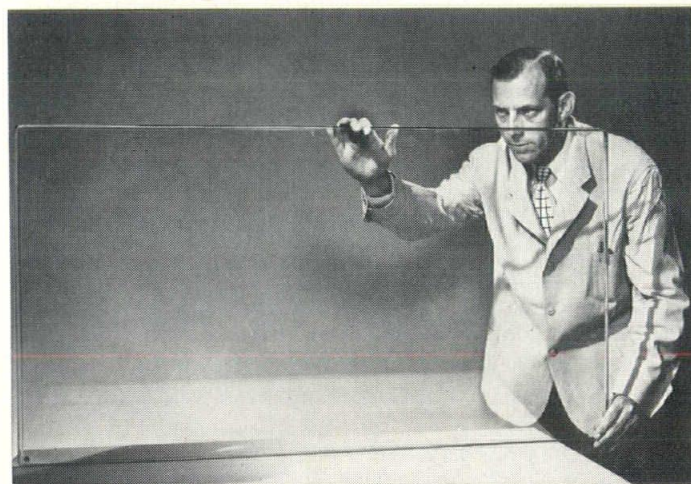
Carpenter and cabinet work including metal ceiling	\$14,900.00
Electric wiring and fixtures	2,160.00
Furniture	1,955.00
Floor coverings, carpet in sales area, mastipave in stock rooms	1,930.00
Plumbing	100.00

Total \$21,045.00

NEW GLASS SEAL THERMOPANE

Development of a new Glass Seal Thermopane insulating window unit by Libby-Owens-Ford Glass Company is the culmination of many years' research and may prove to be a production answer to the rapidly growing demand for insulating glass for all-around glazing of homes, factories, schools, laboratories and other buildings.

"The new Glass Seal Thermopane will be manufactured in the smaller standard sizes beginning with the 45½ by 25½-inch size now popular in the panel awning type of window," said Mr. G. P. MacNichol, Jr., president of LOF Glass. "We have found the greatest need for high production of double-glazed units in the construction of modern homes. We feel that with the progress made in Thermopane manufacture the time is not far distant when single-glazing of windows in many parts of the country will be obsolete."



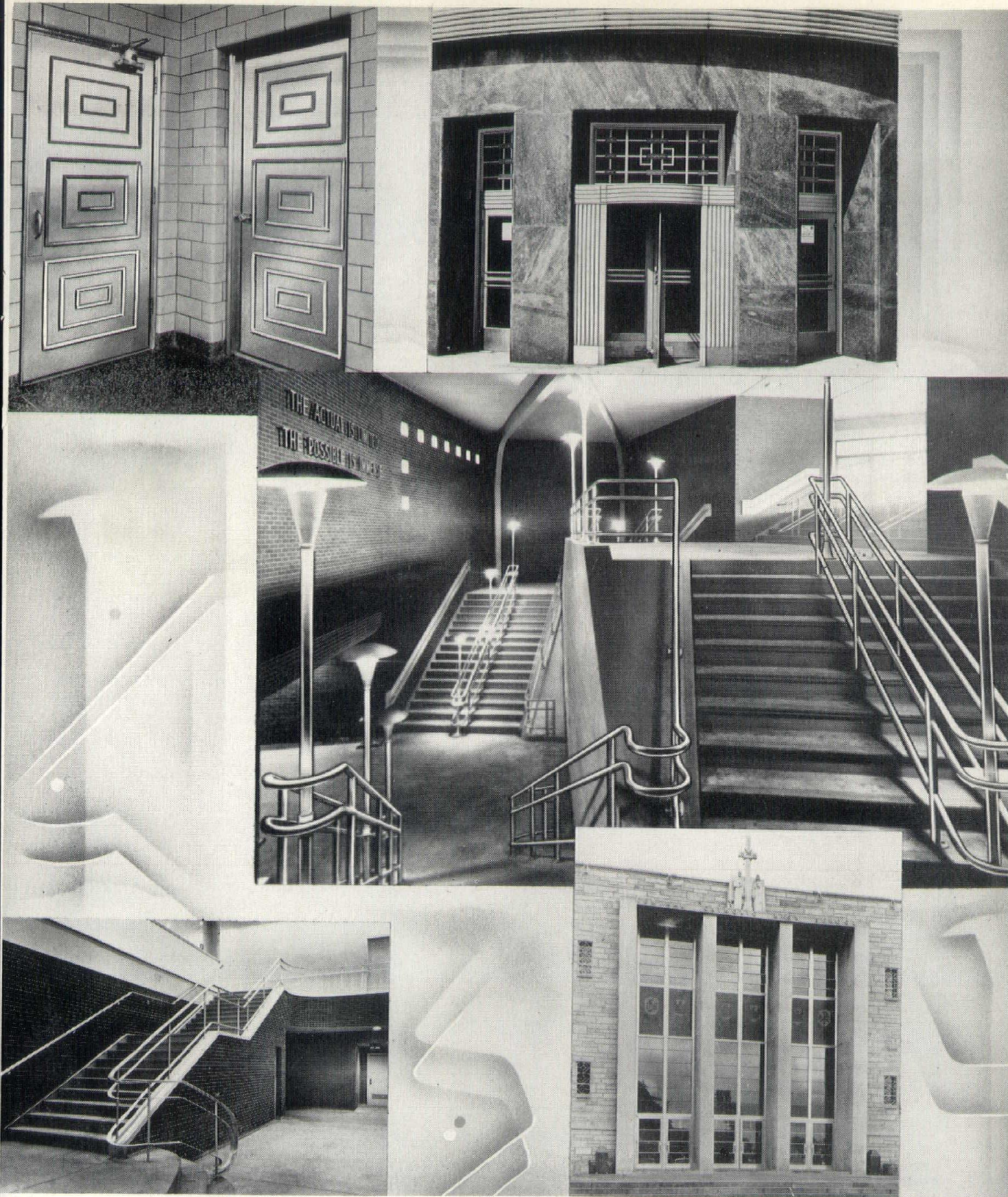
NEW GLASS SEAL THERMOPANE in the popular panel window size manufactured by Libbey-Owens-Ford Company is examined by technical man in company laboratory. The unit is made of two sheets of double strength window glass with 3/16-inch dry air space and hermetically sealed by glass at edges. Note clarity of vision through the glass and smooth edge for glazing.

The new Glass Seal Thermopane will be made of double strength high quality window glass with an air space of 3/16-inch between the lights, which will be blended into a smooth, fire polished edge. This edge makes the unit easy to glaze with weathertight seal into the many types of standard-sized wood and metal sash now manufactured for Thermopane glazing.

During manufacture the air between the two panes of glass is completely withdrawn and replaced by clean, dry air so as to minimize condensation in the air space under changing weather and temperature conditions.

"One of the advantages of the LOF Glass Seal Thermopane is that it starts with flat-drawn window glass, which is exceptionally well annealed, and of high quality," explained Mr. MacNichol. "Then during manufacture the glass seal unit is specially annealed so as to effectively withstand pressure changes and ordinary usage in windows. This new unit is beautiful in appearance and has stood up well in the research tests over a period of years."

Early development work on the creation of an all-glass double Thermopane unit started more than 10 years ago, but was postponed during World War II. Then it was actively started again when the panel and awning type windows became quickly popular in moderately-priced homes and when there was a shortage of the special metals used in the alloy for the exclusive metal-to-glass bond of Thermopane.



"Klip-Lok"
STEEL
STAIRS

ALUMINUM and STAINLESS STEEL

by

THE ORNAMENTAL IRON WORK CO., Akron 11, Ohio

"Easy-Up"
SPIRAL
STAIRS

GLIDDEN COMPANY JOINS PRODUCERS COUNCIL NATIONALLY

T. J. Henry Made Head of Maintenance Sales

Tom Henry, well known to Ohio architects through his contacts with them personally and at Conventions of the A.S.O. has recently been made Manager of Maintenance Sales for The Glidden Co. and has this to say of his new responsibility:

"In the Glidden Company, all sales pertaining to new construction are classified under the Maintenance Sales Department realizing that the architect is responsible for approximately 97% of the sales of the paint used in new construction and it, therefore, falls to the Maintenance Sales Department to be responsible for promotion of architects. The Maintenance Department also makes out the Paint Specification folder which is mailed or given personally to the architect. It is also the Maintenance Sales Department that makes up catalog pages for Sweets Catalog. The solicitation of the painting contractor business and promotion work also has been incorporated in the Maintenance Sales Department. In other words, we are responsible for at least one third of the total paint sales—the paint manufacturing industry being a billion dollar business. We, in the Maintenance Sales Department are also very active in the development of new products which would be developed for our trade sales as well as for our maintenance sales. Trade sales are our sales to jobbers and dealers. It will also be my responsibility to attend as many meetings of the Producers Council both local and national, as is possible. I will when asked, actively participate with the A.I.A."



TOM HENRY

WHO — Architects Society of Ohio
WHAT — 1953 State Convention
WHEN — October 14-15-16
WHERE — Pick-Ohio Hotel — Youngstown

SEGREGATION FIGHTS LOSING IN PUBLIC HOUSING VERDICTS

Court decisions against segregation in public housing projects are occurring with such frequency that sooner or later the South will be forced to accept integration of public housing tenants, according to "Architectural Forum."

The Toledo Metropolitan Housing Authority has been ordered by Federal Judge Frank L. Kloeb to end segregation on October 23rd. In Indiana, the Evansville Housing Authority was told by Federal Judge William E. Steckler it was unlawful to "deny occupancy to eligible occupants where vacancies exist solely on the grounds of color or race."

The National Housing Authority in Washington, D. C. has voted to end segregation gradually on a project-to-project basis. In Houston the Housing Authority faces the same problem as in Toledo, 473 vacancies out of 1,666 units for whites and a waiting list of 1,020 for the 897 negro units.

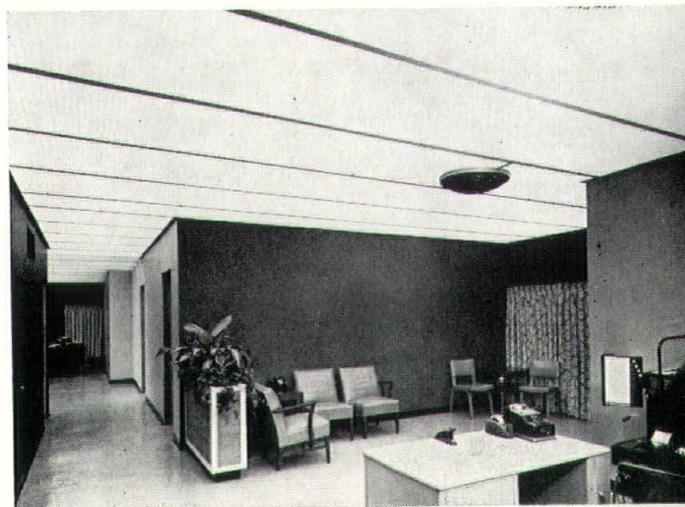
NEW CEILING THAT ILLUMINATES ROOM AND DEADENS NOISE

An entirely new development in illumination and ceiling treatment is meeting with an enthusiastic reception by architects, designers and decorators, as a solution to the problem of glare, noise and unsightly construction.

"Acusti-Luminus" Ceiling diffuses the room illumination over the entire ceiling area, giving it uniform distribution, eliminating shadows and reflected glare. At the same time, acoustical baffles, spaced at proper intervals, give the room a high degree of acoustical correction.



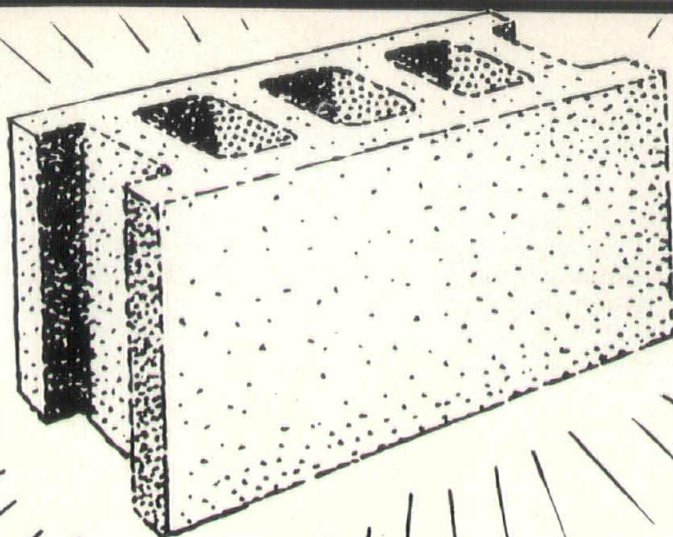
The principle of the "Acusti-Luminus" Ceiling is amazingly simple. A translucent corrugated ceiling of thin vinyl plastic is suspended below continuous rows of fluorescent or slimline light sources, spaced for uniform diffusion. This plastic material comes in rolls three feet wide and is fastened to its supports at the ends, so it may be easily removed and rolled up in sections, to provide quick access to light fixtures, air conditioning ducts, or valves that may be above the ceiling.



It is pointed out that "Acusti-Luminus" Ceiling is often installed below sprinkler heads, as the characteristic of the plastic causes it to lose rigidity at 140° so that it drops from its supporting channels. This is an important feature as it makes possible attractive decorative effects in areas that would otherwise be marred by the exposed sprinkler heads and their additional cost.

The acoustical correction is provided by perforated steel baffles affixed to the channels holding the ceiling

(Continued on page 34)



Concrete masonry units adaptable to Contemporary design

"The coiled house in the desert" created by Frank Lloyd Wright and featured in *HOUSE AND HOME* for June has the entire architectural world thinking and talking about adaptability of concrete masonry units to smart contemporary design.

Top flight architects, contractors and owners are making broader use of concrete masonry units as they learn through experience of their merits, accented in this article.

The standard concrete block will sparkle like a precious stone if you treat it right. Far from appearing cheap or crude, it has proved to be an exceedingly handsome building material. Concrete blocks are almost as easy to lay in curves as in straight lines. The many other units available make possible matching texture and integrated design.



better concrete masonry units

The Ohio Concrete Block Association was formed to maintain and improve the standards of concrete masonry units and to make available to all architects and builders data to improve their usage. Call the Association member in your city or call or write John F. Royer, Secretary, at the Association office in Columbus for the address of the nearest member and the sources nearby for units for any building.

OHIO CONCRETE BLOCK ASSOCIATION, INC.

50 East Broad Street • Phone MAin 0747 • Columbus 15, Ohio

These baffles contain fibre glass absorption pads originated by Bell Telephone Laboratories. The ceiling may be installed either with or without these acoustical baffles.

"Acusti-Luminus" Ceiling offers many advantages of price and ease of handling. The plastic may be rolled up when removed for cleaning. Its cost,—including light sources, lamps, ceiling and hanging components, completely ready for installation—is only \$1.50 per square foot, or \$1.75 per square foot including the acoustical baffles for a very acceptable level of illumination. Installation is done by local contractors throughout the country. Complete information and quotations may be had by writing Luminous Ceilings, Inc., 2500 West North Avenue, Chicago.

Two 8-page brochures in color featuring these ceilings are available by writing the company.

AN UNUSUAL WALL EFFECT

An unusual effect at low cost was achieved by Architects Outcault-Guenther & Associates at Aurora Downs, Aurora, Ohio in designing a partition of Structoglas between club rooms and pari-mutual windows. The striking use of Structoglas becomes a decorative feature, at less cost than a conventional wall. Surf green Structoglas of 2½" corrugation are set in a box framing of 5¼" x 6", and held by molding strips. The box effect is accentuated by alternating panels set



flush and recessed. Through the use of translucent Structoglas, a play of light and shadow through the fluted corrugations create a counterpoint of decor. Manufactured by International Molded Plastics, Inc., Cleveland 9, Ohio, Structoglas is an unusual glass fiber reinforced shatterproof building panel. Exclusively press-molded under tons of pressure, Structoglas possesses great strength, yet can be sawed and nailed like wood. Because of its inherent structural strength, Structoglas requires but minimum framing. The simplicity of installation results in substantial savings in construction and time and labor. Presenting durable surface finish that is color-fast, no other maintenance than occasional cleaning is required. The shatter-proof features of Structoglas assures complete safety.

WHO — Architects Society of Ohio
WHAT — 1953 State Convention
WHEN — October 14-15-16
WHERE — Pick-Ohio Hotel — Youngstown

NAMED OFFICERS OF BUILDERS STEEL

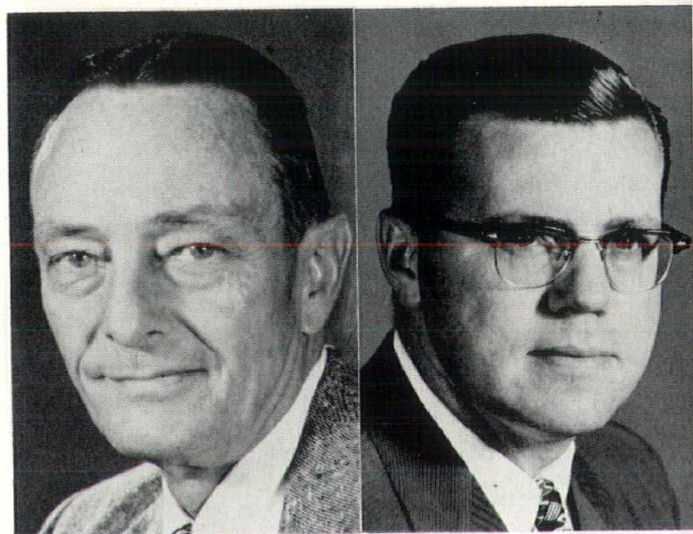
Builders Structural Steel Corp. has elected Nathan Lockshin executive vice-president and Norman E. Gutfeld assistant to the chairman and a director, it was announced recently.

Lockshin formerly was vice-president in charge of the fabrication division. Gutfeld has been a member of the law firm of Benesch, Friedlander & Mendelson and has served as counsel for Builders.

Lockshin now will co-ordinate operations of all divisions and Builders' activities with affiliated companies in Cleveland and Niles, O.; New York, N. Y., and Bladensburg, Md.

TRUSCON APPOINTS SALES HEADS

Effective immediately Truscon Steel Division, Republic Steel Corporation, Youngstown, Ohio, announces the appointment of G. R. Roden as Manager of Sales Engineering Window Products, and A. L. Munsell as Manager of Sales, Dealer Commodity Products, with headquarters in Youngstown, Ohio.



G. R. RODEN

A. L. MUNSELL

Mr. Roden has devoted his entire professional career to the design, development and sale of architectural and engineering products for all types of building construction and is well known to the architectural profession.

He entered Truscon's employ in 1932, as manager of the steel window department, Pacific Works. In 1942 he was appointed district sales manager of the Los Angeles district and in 1952 was appointed Pacific Coast manager directing all Truscon activities in the Pacific Coast area. Mr. Roden attended the Worcester Polytechnic Institute, Worcester, Mass.

Mr. Munsell entered Truscon's employ in 1945 as an engineer in the home office. In 1946 he transferred to the Chicago District sales office and in 1948 was appointed District Sales Manager of the Minneapolis Sales Office. In 1950 he was appointed Assistant Manager of Sales, Steel Window and Screen Products, a position he has held until his present assignment. He attended Iowa State College where he graduated with a BS degree in Civil Engineering.

Truscon Steel Division of Republic Steel Corporation is the world's largest manufacturer of a complete line of steel building products. District sales offices are located in 47 principal cities and manufacturing plants in Youngstown, Ohio; Canton, Ohio; Gadsen, Ala.; Export Sales Office in Chrysler Building, New York City.

THE OHIO

When you design your new school or remodel your present building to increase capacity... Make space serve double duty

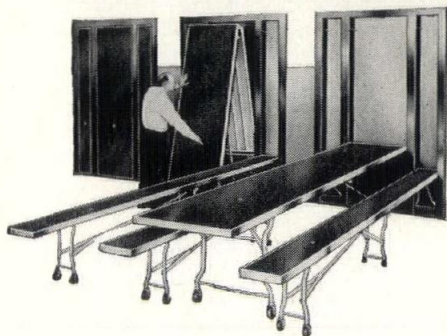
SCHIEBER NOW OFFERS FOLDING TABLES and BENCHES IN 2 STYLES

Choose the one that best suits your budget
and special requirements

ALL-STEEL CONSTRUCTION

In-wall

RIGIDLY ATTACHED TO WALL POCKETS



Here is genuine quality that has stood the test of time. Since 1937, more than 500 architects have specified thousands of these units in schools from coast to coast. With full knowledge of the rugged use they receive Schieber puts into their construction the best in workmanship and materials. Sound policy? Schieber IN-WALL users have no service problem.

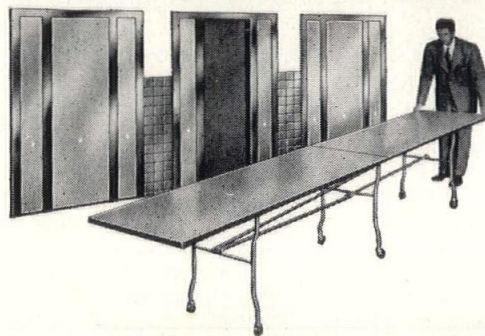
Unless you foresee the need of detaching tables and benches from the wall, specify IN-WALL and get the extra rigidity and quality it offers as compared with detachable units.



PLYWOOD TOPS—STEEL LEGS

Port-a-Fold

DETACHABLE FROM WALL POCKETS



This is a low cost, plywood top, version of IN-WALL, yet many of the important quality features of IN-WALL are incorporated in its design. With 15 years experience building folding tables and benches, Schieber knows exactly where strength is needed. No castings are used in Port-A-Fold and reinforcements are provided where necessary to absorb the abuse of daily operation.

If conditions require various seating arrangements or your budget is restricted, specify this unit.

W. M. KYSER SALES COMPANY

PARKMAN ROAD & HUNTER ST. N.W. (P.O. Box 366) WARREN, OHIO

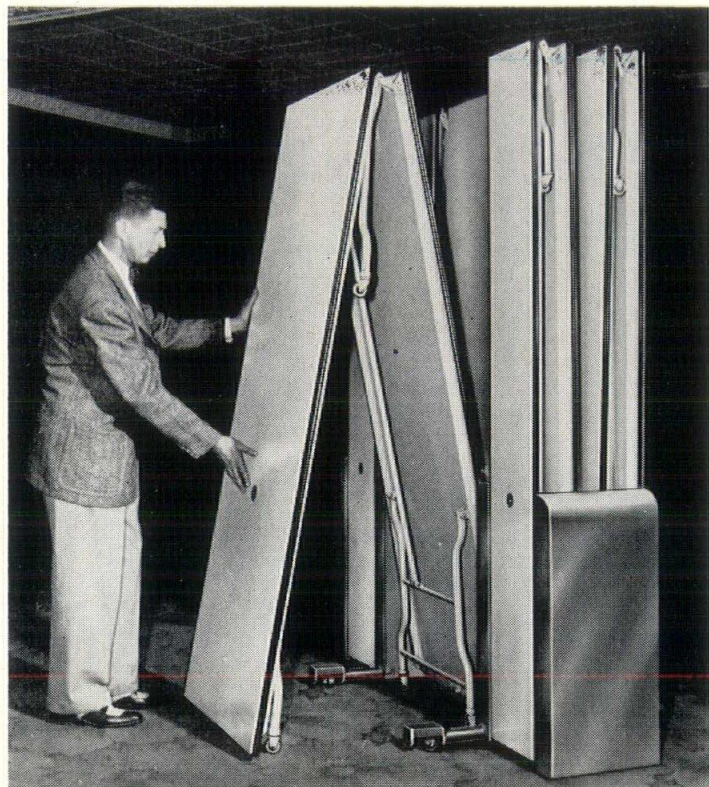
NATIONAL DISTRIBUTORS

SCHOOL FURNITURE • JANITORIAL, SANITARY AND SCHOOL SUPPLIES

OFFICE FURNITURE • PUBLIC EQUIPMENT

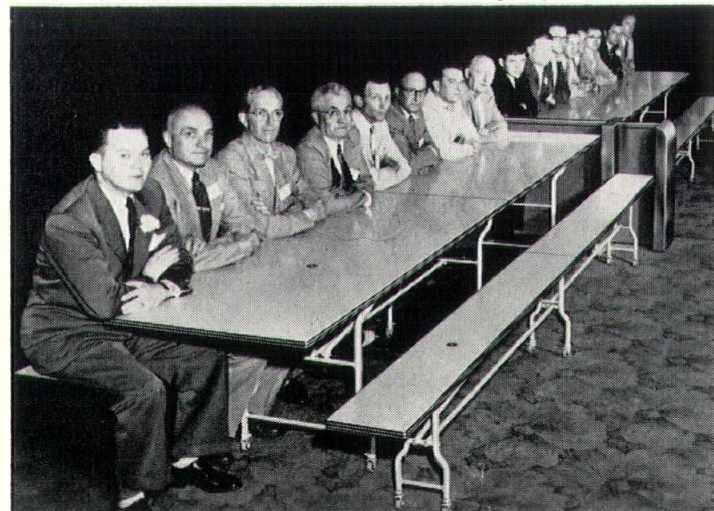
NEW TYPE FOLDING TABLES AND BENCHES CONSERVE SPACE

A new folding table and bench design now available has many applications and advantages for schools, industrial plants, institutions, churches, community houses, clubs, etc.



The new "Mobil-Fold" is sold nationally by Schieber Sales Company, Detroit 23, Michigan, who have installed thousands of their wall cabinet type In-Wall and Port-A-Fold folding table and bench units in schools and institutions across the country.

"Mobil-Fold" consists of two 14 foot tables and four 14 foot benches providing seating capacity for 40 children or 32 adults for lunch or other purposes.



When not in use, the two tables and four benches fold up and lock into an all-steel, caster equipped truck. The assembly can be rolled against the wall, out in the corridor, or to a storage area, leaving the room clear for use as auditorium or other activities area.

When unfolded for use, room layout permitting, the tables and benches can be left attached to the truck.

This will speed refolding. By turning a key, the tables and benches may, however, be unlocked and rolled to any position for lunch, exhibits, meetings, etc. The benches are not attached to the tables. There is no connecting bar to straddle and each may be used separately.

Tables and benches have welded tubular steel understructures with $\frac{3}{4}$ " Philippine mahogany plywood tops with high pressure laminated heat resistant plastic surfaces and smooth backer sheets and full length formed steel stiffening reinforcements.

They will be shown at the A.S.O. Convention by W. M. Kyser Sales Co. of Warren, O.

COCOA BROWN — THE NEW COLOR FOR RA-TOX FOLDING DOORS

Hough Shade Corporation, 1115 Jackson St., Janesville, Wisconsin, makers of Ra-Tox Folding Doors and Ra-Tox Room Dividers announce the addition of Cocoa Brown No. 148 to the standard lacquer finishes in which these products can be specified.



The decorative value of this exclusive Cocoa Brown is proved. It blends equally well with traditional and modern furnishings and design.

The exceptional character of Ra-Tox Folding Doors and Room Dividers has a special appeal to Architects. They take full advantage of the unique texture of both products — achieved by the use of narrow slats of basswood woven together by a warp of durable seine twine. So they use both to include ventilated closets, interior air flow and practical efficiency layouts in their plans. Both are low-cost, long-lasting, beautiful, easily installed.

Now comes Cocoa Brown. Sample Chips can be obtained from the makers or seen at retail Lumber and Building Supply Dealers.

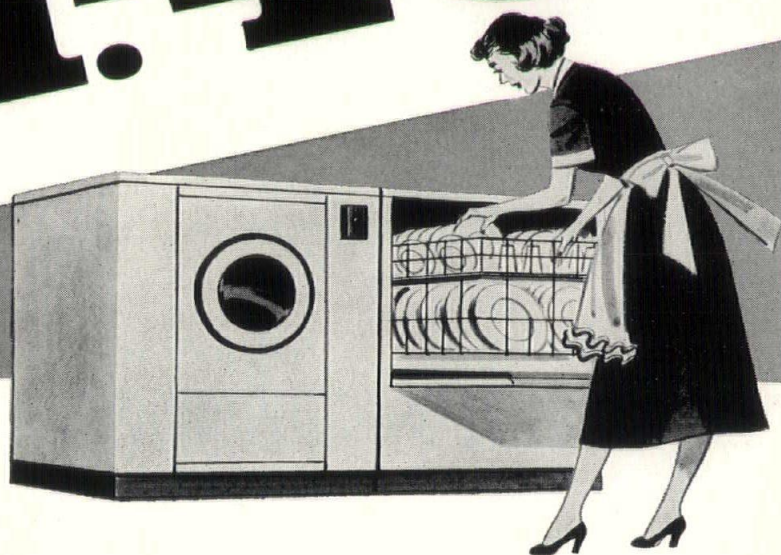
PRESTRESSED CONCRETE DATA AVAILABLE IN U. S. LIBRARIES

Martin Mahler, consultant on prestressed concrete of Union, New Jersey, has presented to 52 libraries in U. S. and Canadian cities of over 100,000 population, a comprehensive collection of textbooks and literature on the subject of prestressed concrete. Among the Ohio cities so favored are Cincinnati, Cleveland, Akron and Dayton.

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Specify enough Hot Water
for the Modern Living
You Design into Your Homes!
Specify a GAS Water Heater
with at least 40-Gallon Capacity!

Your clients have new uses for hot water—gallons and gallons of *extra* hot water—for their modern way of life. To supply their automatic dishwashers, clothes washers and many other needs—you'll produce real client satisfaction when you recommend a water heater of *at least* 40-gallon capacity.

To Help Sell Clients your Plans—
Include a GAS Water Heater that's:

Automatic	thermostat keeps water at exact temperature you set
Underfired	burner directly under water for fast, thrifty heating
Insulated	heavy blanket of insulation keeps heat in the water
40-Gallon	minimum capacity to supply all modern hot water needs.

THE EAST OHIO GAS COMPANY



TOLEDO CHAPTER NEWS

On June 16, the Toledo Chapter, A.I.A. held their annual Fun Day dinner and golf party at Sunningdale Country Club in Toledo.

The affair was enjoyed by approximately 125 architects, contractors and material men from throughout northwestern Ohio. After the dinner, golf trophies and door prizes were awarded to the more fortunate (or more honest) guests.

The pictures show the highlights of the popular affair.



Following the Toledo Chapter's annual Golf and Dinner Stag, Karl H. Becker, the Chapter's new president, is shown presenting the very "dignified" loving cup to Elmer Marshall for having the highest (most honest) golf score of the day.



Following the Toledo Chapter's annual Fun Day dinner and golf contest, Herman H. Feldstein (right), immediate past president, is shown presenting the gavel to Karl H. Becker, incoming president of the Toledo Chapter, A.I.A.



The above photo shows a portion of the 125 guests at the annual Golf and Dinner Stag given by the Toledo Chapter, A.I.A. The party was held at the Sunningdale Country Club, June 16.

8th ANNUAL PENNSYLVANIA SOCIETY CONVENTION LANCASTER, PA., SEPT. 17, 18, 19

The architects of Pennsylvania will hold their 8th Annual Meeting this fall in Lancaster, Pa. Ohio architects are invited.

WE'LL BE LOOKING FOR YOU
YOUNGSTOWN — OCT. 14, 15, 16

LOCAL ARCHITECTS EMPLOYMENT URGED

A recent news item appearing in the Columbus Citizen headed "Local Architects Employment Urged" was inspired by a resolution adopted July 2, 1953 by the Columbus Chamber of Commerce, which resolution was intended to react against the tendency among some business and civic leaders of the Columbus area to overlook the "home town" when taking steps to erect new structures within the Columbus area.

In reviewing the situation that brought about the need for such a resolution, it developed that the Columbus contractors and sub-contractors have been and are liberal contributors and hard workers in campaigns to raise funds for civic, welfare and charity organizations in Columbus, sharing the load in such projects with industrial, commercial and professional people of the community, and are therefore entitled to full and complete consideration whenever there are jobs to award in the community, especially when the funds for such projects are raised by local taxes or other local funds.

It was further pointed out that when work is awarded to out of city contractors, often without competition, the local contractors, sub-contractors and material dealers are far too often, almost entirely excluded from even an opportunity to bid or quote on such work.

The failure to recognize and use the professional talents of the local architects who are duly registered under the state laws, not only deprives these "home town" workers of the opportunities to earn additional income, but makes it even more difficult for the local contractors, sub-contractors and material dealers to show their wares and sell their services.

To assure equal opportunity for bidding between local and "out of the city" contractors, the board pointed out that it was essential that an independent registered architect be employed to prepare plans and specifications and to properly receive fair competitive bids.

It was the consensus of the Board of Directors of The Columbus Chamber of Commerce that every effort should be made to employ Columbus architects so that Columbus contractors be given an equal opportunity with out-of-town concerns to submit competitive bids whenever a Columbus business, professional or civic project requiring architectural and contracting service is proposed. In support of this agreed conclusion the Board adopted the following resolution on July 2, 1953.

"THEREFORE, BE IT RESOLVED by the Board of Directors of The Columbus Chamber of Commerce that we urge all industrial, commercial and professional business men and women in the community to give Columbus architects and contractors, building supply people and material handlers and all other related lines full and complete opportunity to participate in any and all construction projects hereafter projected and contemplated in this community."

BE SURE TO BRING THE "LITTLE WOMAN"

Co-Chairman William Boyd Huff of the A.S.O. Convention Committee urges Architects who are planning to attend the coming Youngstown Convention at the Pick-Ohio Hotel on October 14, 15 and 16, to plan to include their wives.

A splendid program of entertainment for the Ladies is rapidly crystallizing under the efforts of the Ladies Committee and the feminine visitors are assured of a fine time.

Full details of the Program will be published in next month's issue of "Ohio Architect" but plan NOW to attend — with the mama.

For the Finest . . . Most Advanced Automatic WASHERS • DRYERS • IRONERS

Specify **BENDIX**

● Modern architects hail the new Bendix Duomatic Washer-Dryer combination as the most modern appliance ever to be placed on an architect's blueprint. With the unit taking a wall space of only 36-inches, and with no venting necessary, the Duomatic can be placed anywhere the home owner desires. Exclusive Bendix Cycle-Air drying washes heat, lint and moisture right down the drain! Here at last is the one and only machine in the world that BOTH thoroughly washes AND completely dries your clothes for you, all in a single continuous, unattended operation.



The new Bendix Duomatic Washer-Dryer

Full details on the complete line of Bendix washers, dryers and ironers can be obtained by contacting one of these reliable Bendix Distributors.

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CINCINNATI	OHIO APPLIANCES, INC.	804 Sycamore
DAYTON	OHIO APPLIANCES, INC.	430 Leo
COLUMBUS	THOMPSON & HAMILTON, INC.	211 N. Fourth St.



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PRIVATE LODGES WITH MEALS—\$45.00 PER WEEK, CHILDREN UNDER 10, HALF PRICE

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

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

The cedar-scented air is fresh and invigorating. The fishing is good, with an abundance of large and small mouth bass, wall eyes, muscullonge and smaller fish. The waters are safe for fishing, not being subject to rough, quick storms as are the waters of the average Canadian Lake. For recreation there are two night-lighted shuffleboard courts, a badminton court, horseshoe court, a nine hole putting course, archery range, target range for air pistols, excellent swimming that is safe for children, boating, hiking, etc. Golfers are welcomed at two excellent country clubs at Cobourg and Peterborough. Wide, shady lawns, amply provided with lawn chairs, are ideal for relaxation. Trentwood is 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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1953 ROSTER

CORRECTED TO AUGUST 10, 1953

ARCHITECTS REGISTERED IN OHIO

Registered and Eligible to Practice in Ohio as of August 10, 1953

- A -

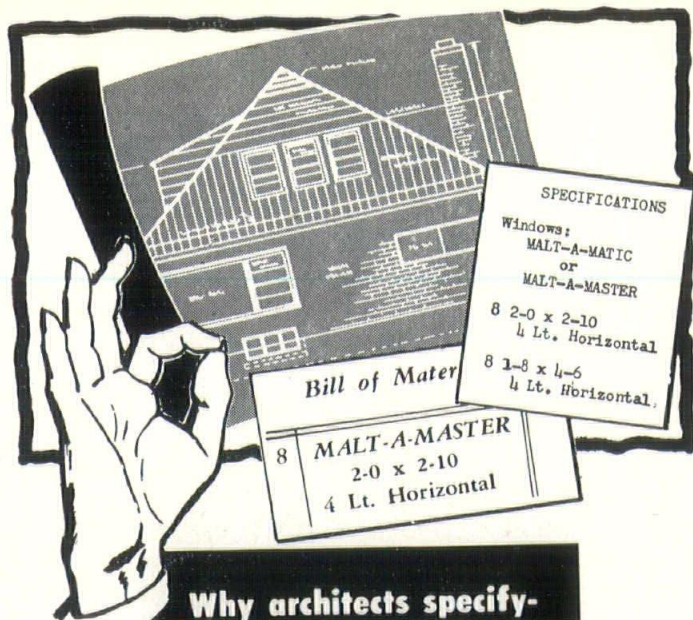
- 1750 Abbot, Henry M. (Pichler & Abbott) 490 City Park Ave., Columbus
935 Abendroth, Fred J. (Regional Plan Com.) Rm. 415, The Arcade, Cleveland (14)
1779 Abramovitz, Max (Harrison & Abramovitz) 630 Fifth Ave., New York 20, N. Y.
444 Adams, John Quincy, 33-35 S. Champion Ave., Columbus 5
1353 Adams, John Q., Jr. 1575 West First Ave., Columbus (12)
2099 Adams, Mary Ellen (Voss) 1803 Hewitt Ave., Cincinnati (7)
1905 Adams, Richard C., 312 5th Street, Williamstown, W. Va.
1719 Agree, Charles N., 1140 Book Bldg., Detroit 26, Mich.
1181 Ahlert, William L. E. (Div. of Bldgs.) City Hall, Cincinnati 2
1306 Albert, Jack (Garfield, Harris, Robinson & Schafer) 1740 E. 12th St., Cleveland 14
2096 Albert, John Paul, Jr., 2125 Fairfax Rd., Columbus (12)
181 Albrecht, Herman J., 25 W. Erie St., Massillon
1244 Alcox, Lawrence H., 1720 Waltham Rd., Columbus
1986 Alexander, James M., Jr., 124 Congress Run Rd., Cincinnati (15)
1518 Alexander, Louis T., 77 Bank St., Waterbury 18, Conn.
1192 Alge, Robert P., First Natl. Bank Bldg., Findlay
255 Allan, James E., 914 Main St., Cincinnati 2
424 Allen, Harry G., (State Arch) 705 Ohio Depts. Bldg., Columbus (15)
1378 Allen, J. Lloyd (Allen & Kelley) 333 N. Pennsylvania St., Indianapolis 4, Ind.
1691 Alling, Stephen J., 7373 Kirkwood Lane, Cincinnati (33)
946 Allison, Donald M., 715 Prospect Ave., Cleveland 15
1844 Almirall, Francis C., Old Mill Road, Gates Mills
194 Althouse, William L., 683 Maple St., Mansfield
1657 Altman, Harry W., Craig and Derrick Sts., Uniontown, Pa.
746 Altshuld, Meyer I., 2803 Denison St., Baltimore 16, Md.
2176 Ambrosius, Alfred W., 2815 Westbrooke Dr., Cincinnati 11
1534 Anderson, Helmer N., 1105 Forest Ave., River Forest, Ill.
1813 Anderson, Wallie, 6483 Kerneywood Dr., Cleveland (29)
2162 Andonian, David A., 3040 Edgehill Rd., Cleveland Hts. 18
806 Andrews, Frank T., Jr., 2496 Derbyshire Rd., Cleveland (18)
2106 Appel, Burton R., 333 Peshine Ave., Newark (8) N. J.
1241 Arany, Alec J., 4439 Stansbury Ave., Sherman Oaks, Calif.
1899 Araduser, Robert C., 3750 Charloe Court, Cincinnati (27)
1094 Arend, Arthur R. (Arend and Arend) 914 Main St., Cincinnati 2
1275 Arend, William S. (Arend and Arend) 914 Main St., Cincinnati 2
2074 Armbrust, Mel K., 2616 Westmont Blvd., Columbus (12)
1338 Armstrong, Timothy G. (Benham, Richards & Armstrong) 1124 West Goodale St., Columbus 8
1153 Arrasmith, William S., 410 Lincoln Bank Bldg., Louisville (2) Ky.
374 Austin, Ernest W., 242 Clinton Hts. Ave., Columbus (2)
556 Ayers, Robert D., 7815 Dublin Rd., Worthington
1079 Azzarelli, Frank A., 320 N. Post Oak Lane, Houston (24) Tex.

- B -

- 323 Bacon, Francis R. (School of Arch., WRU) 11206 Euclid Ave., Cleveland (6)
643 Badowski, T. A., 7109 Harvard Ave., Cleveland (5)
842 Baer, Arthur F. (Cleveland Board of Education) 1380 E. 6th St., Cleveland 14
311 Bail, Frank W., 2122 Hendry St., P. O. Box 310, Ft. Myers, Florida
1828 Bail, George H., P. O. Box 310, Fort Myers, Florida
312 Bail, Ralph E., 2122 Hendry St., P. O. Box 310, Ft. Myers, Florida
586 Bailey, Alonzo W., 715 Prospect Ave., Cleveland (15)
537 Baker, John H. (C. F. Cellarius) 906 St. Paul Bldg., Cincinnati 2
1125 Baker, Joseph E., 180 Hudson Ave., Newark
2066 Bakie, Ernest S., 6503 Montgomery Rd., Cincinnati (13)

- 2196 Balaun, Edward P., 205-6th St., N.W., Canton 2
528 Ball, George J., 614 Met. Bldg., Akron 8
2134 Ballard, William F. R., 123 East 77th St., New York 21, N. Y.
1689 Ballinger, Robert I., 121 North Broad St., Philadelphia 7, Pa.
2169 Bankemper, Carl C., 132 Morris Rd., Lookout Hts., Ky.
548 Barber, C. Merrill, 1900 Euclid Ave., Cleveland 15
1196 Barber, Charles L., 2221½ Huron St., Toledo (4)
2078 Barcus, Chauncey H., 119 Ardmore Drive, Oxford
706 Bardon, Oliver H., 305 East Sixth St., Cincinnati 2
2172 Barnes, John E., 1721 Chapman Ave., Apt. 1, East Cleve. 12
1132 Barnes, Paul K., 1950 Lee Rd., Cleveland (18) (Spahn and Barnes)
1129 Barone, Pascal V., 63 Burley Circle, Cincinnati (18)
154 Barrett, Leo J., 2123 East 9th St., Cleveland (15)
1340 Barry, Gerald A., 53 W. Jackson Blvd., Chicago (4) Ill.
1981 Bassett, William H., 1969 Kentwell Rd., Columbus 12
2037 Bauer, Orville H., 518 Jefferson Ave., Toledo 4
2192 Bauer-Nilsen, Otto, 5024 Strathmore Dr., Cincinnati 27
2131 Baumann, John B., 44 Whitehall St., New York 4, N. Y.
456 Baumer, Herbert, 93 W. Duncan St., Columbus 2
1163 Baxter, Cyrus L., 3903 Oak St., Cincinnati (27)
2098 Beall, Burtch W., Jr., 1028 E. Third St., South, Salt Lake City, Utah
1437 Beatty, Hamilton, 15128 Terrace Rd., East Cleveland (12)
1044 Beatty, Robert F., Potters Sav. and Loan Bldg., E. Liverpool
367 Beck, William H., 4989 Delhi Pike., Cincinnati (38)
572 Becker, John W., (Garriott, Becker) 800 Broadway, Cincinnati 2
102 Becker, Karl H., 201 Gardner Bldg., Toledo 4
934 Becker, William E., 15520 Amherst Rd., Birmingham, Mich.
1668 Beeghly, Robert R., 6308 Tyne Ave., Cincinnati (13)
1290 Beidler, Herbert B., 952 N. Michigan Ave., Chicago 11, Ill.
1215 Beihl, George P., 527 S. 27th St., Lafayette, Ind.
1855 Belford, Kenneth E., Jr., 1051 N. Springfield Ave., Chicago (51) Ill.
666 Bell, Wayne Everett, 33-35 Wroe Ave., Dayton (6)
926 Benham, Eugene T., 1124 W. Goodale Blvd., Columbus (8) (Benham, Richards and Armstrong)
1736 Bennett, Robert J., Monongahela Bldg., Morgantown, West Virginia
1329 Bentz, Carl E., 965 E. Broad St., Columbus (5) (Tibbals, Crumley and Musson)
1968 Berger, Boris, 765 Greenwood Ave., Cincinnati (29)
1722 Berger, Leo V., 356 Fulton St., Brooklyn 1, N. Y.
1651 Bernhard, Harold C. (Shreve-Lamb-Harmon) 11 East 44th St., New York (17) N. Y.
1543 Bernstein, Nathan, 4618 Euclid Ave., Cleveland 3
626 Berold, Charles F., 3911 Millsbrae Ave., Cincinnati 19
1730 Berr, Alfred H., Jr., 18222 Winward Rd., Cleveland 19
645 Bertsch, F. Wm., 1824 Carew Tower, Cincinnati (2) (Krukenmeyer-Strong)
1278 Bettman, Henry A., 517 Provident Bank Bldg., Cincinnati 2
1891 Betts, Charles J., 222 S. Downey Ave., Indianapolis (7) Ind.
1571 Betz, Eugene W. (Schenck and Williams) 1406 Third Natl. Bldg., Dayton 2
1992 Betz, Fred E. (Betz & Christian) 102 W. Fifth St., Covington, Ky.
1443 Beyvl, James W., 16112 Euclid Ave., Cleveland (12)
1796 Bialosky, Jack Alan, 2865 Van Aken Blvd., Cleveland (20)
1755 Bickerstaff, Glenn A., 1311 Investment Bldg., Pittsburgh 22, Pennsylvania
742 Bicknell, Russell A., 6959 Miami Rd., Cincinnati (27) (Mariemont)
1580 Bingham, George R., 702 Stanley St., Middletown
1499 Binkele, Robert M., 654 George St., Lancaster, Pa.
684 Birchfield, John R., Sr., 1110 Hanna Bldg., Cleveland (15) (Conrad-Simpson)
1674 Biskup, Emil J., 4350 Harris Rd., R. D. No. 2, Brecksville
2073 Bittinger, Eugene P., 14511 Caldwell Ave., Cleveland 11
1785 Black, Gerald R., 100-7th St., Pittsburgh 22, Pa.
1665 Bliss, Edwin F., 569 East Exchange St., Akron (6)

(Continued on page 56)

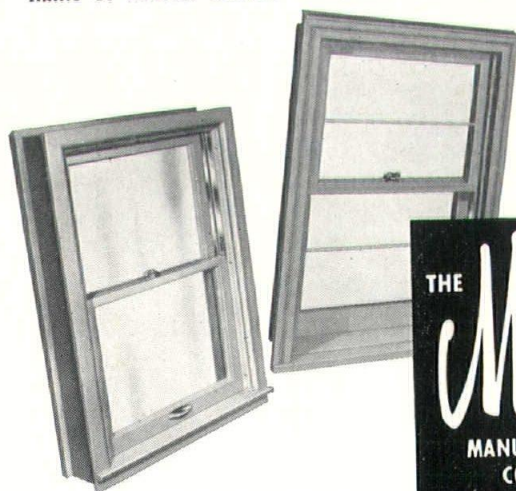


Why architects specify-
Why builders and
contractors buy-

Malt-a-Master
and
MALT-A-MATIC
wood window units

Both of these precision milled wood window units are fully weather-stripped. Both have removable sash that are easily removed for cleaning, painting. The MALT-A-MATIC is a friction type balanced unit. The MALT-A-MASTER is a fully, invisibly balanced unit. Both units are WOODLIFE treated. They arrive on the job completely assembled with sash and can be installed in the rough opening in a few minutes. They are available in a wide range of modular sizes and window styles for unlimited design opportunities.

Write for illustrated literature, specification sheets and name of nearest dealer.



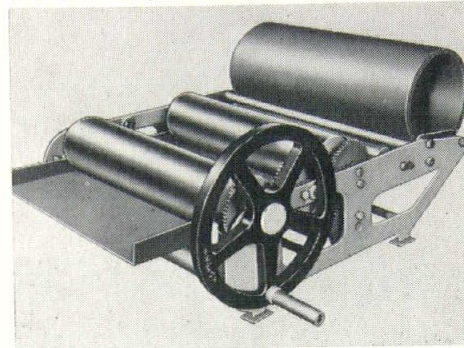
Member Ponderosa Pine Woodwork Assn., and the N.W.M.A.

THE
Malta
MANUFACTURING
COMPANY
MALTA, OHIO

NEW PAN-FORMING MACHINE

Follansbee Steel Corporation has announced the first production of a remarkable new pan-forming machine to be used with the company's popular seamless roll terne roofing.

The machine, which is portable and hand-operated, will turn up the edges of a 50-foot roll of terne in one minute flat. Estimated time for the same operation by conventional methods is thirty minutes.



Company officials stress that the machine is not only a timesaver, but a mansaver as well, since it takes the back-break out of one of the most tedious of the roofer's chores.

All the operator needs to do is to insert the continuous roll of metal at one end of the machine and thread it through a set of rollers. After that, the speed with which the pans are formed becomes simply a matter of how fast the operator wants to pull them through.

Follansbee Steel Corporation will sell the pan-former to roofing contractors on a no-profit basis.

The machine was first demonstrated at the recent Builder's Show of Metropolitan Detroit. It was also used in the construction of a roof for the Builder's Home Show Ideal Home, built by Henry F. Fett, on Eleven Mile Road outside Detroit.

MACES ARE STILL SYMBOLS OF POWER

The coronation of Queen Elizabeth in London next June brought the Crystal Mace, famous symbol of the rights granted to the city by the crown, into active ceremonial use twice within the space of a year.

Usually, says the National Geographic Society, the most prominent appearance of London's ancient mace is its annual transfer from the outgoing Lord Mayor to his successor. This ceremony took place this year early in November.

Use of a mace as a symbol of authority is an exceedingly ancient practice, possibly going back to Roman days when officials bore fasces—an ax bound in a bundle of rods, denoting power to flog with the rods or put to death with an ax.

THE OHIO

**JOSAM CATALOG "K"
WINS A.I.A. AWARD**

The new Josam Catalog "K" was given the highest award in class II of the 1953 Building Products Literature Competition conducted by the Producers' Council and the American Institute of Architects. This award—the Certificate of Merit—is given in Class II for literature offering technical information confined to the particular products of a single manufacturer. The criteria principally considered by the Jury of Awards included: Completeness and Format, Organization of Material and Convenience of Reference.

Josam is particularly proud of this award since it is the only company in its field whose catalogs have twice won this honor in competitions conducted by the Producers' Council.

The certificate of award was presented to Stuart Greenberg, President of Josam Pacific Company by Richard M. Bennett, Chairman of the Jury of Awards, on June 15th. This event took place in Seattle, Washington during the 86th Annual Convention of the American Institute of Architects.

**SWISS "SALUBRA"
BOOKLET AVAILABLE**

A new 12-page booklet, "It's Smart to Choose Salubra," has just been released by The Warner Company, 420 South Wabash Avenue, Chicago, Ill. It presents the complete story of Swiss-imported, scrubbable Salubra and is available on request.

Those who may remember the before-the-war popularity of Salubra will be glad to learn of its re-introduction to the American market. Salubra now presents new decorator designs for the quality commercial and institutional markets.

Salubra is manufactured with oil colors for indefinite durability and lasting beauty. It is impervious to dust, soot, grease, smoke, odors, microbes, and vermin.

Along with its scrubbable, fade-proof qualities, Salubra is superior to other similar wall coverings because it can be hung like other good wallpapers by any capable paperhanger with any good commercial paste.

Salubra also carries a 5-year written guarantee for absolute fadelessness and scrubbability.

Because of its decorative luxury, easy application, and low cost maintenance, Salubra is the perfect wall covering for quality use.

Salubra wallpapers range in price from \$4.95 to \$10.50 per single roll and are available in more than sixty styles.

ARCHITECT

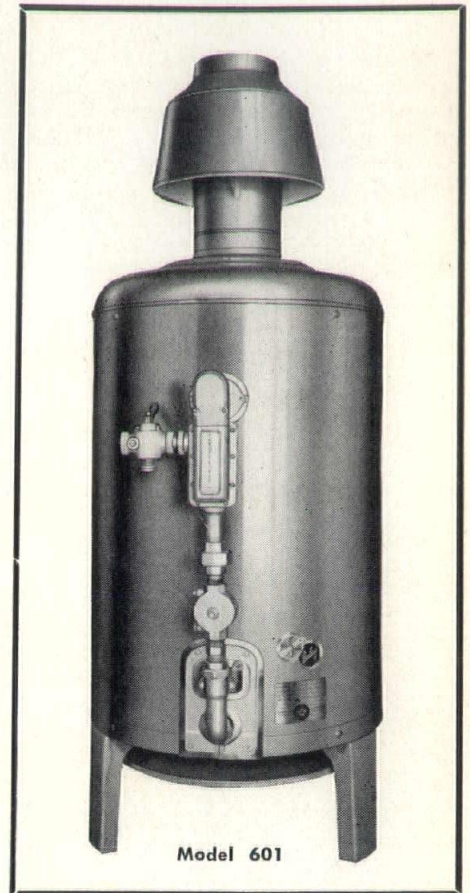
The Water Heater to Specify

For any commercial installation

BURKAY COMMERCIAL Gas water heaters

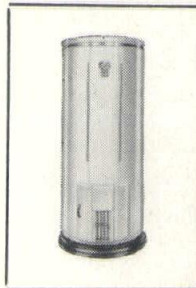
*Perform efficiently
and economically as:*

- **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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A.O. Smith Permaglas® AUTOMATIC WATER HEATERS



LAST LONGER!

Permaglas water heaters are completely protected from rust. Glass-surfaced steel tank can't rust because glass can't rust!

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333 21st St., Toledo

CHARLES F. LENHART, INC.
125 E. McMicken Ave., Cincinnati 10

WIERBY SALES MOVES TO NEW HOME

Mr. E. J. Wierby, president of Wierby Sales, Inc., announces that with the moving of their business from 1962 East 57th street to 6220 Broadway, Cleveland, the new location has broadly expanded their facilities for handling those items for which they are distributors in the Cleveland and northeastern Ohio area.

Besides the ELECTRO-HOST Custom-built Built-in Electric Range units manufactured by Lindmann & Hoverson Co., Milwaukee; they are also the authorized distributors for BEAUTY CRAFT Kitchen Cabinets by Miller Metal Products Co., Medicine Cabinets by Chas. Parker Co., Meriden, Conn., Medicine Cabinets by F. H. Lawson Co., Cincinnati and Miami Carey line of medicine cabinets and bathroom accessories by Philip Carey Mfg. Co., Cincinnati.

Mr. Wierby says they are now equipped to do kitchen planning and this department is at the service of the architect upon request.

WE CONGRATULATE ROY FOSTER

Roy Foster has just been made treasurer of Consolidated Iron Steel Manufacturing Co., located at 1290 East 53rd St., Cleveland.

Roy J. Foster has been secretary, a director and assistant treasurer of Consolidated. He joined the firm 30 years ago as a billing clerk and has progressively reached his present position, having been purchasing agent, credit manager and later manager of warehouse sales. To the architect this will be interesting for it is this concern, through their subsidiary, Republic Structural Iron Works, who are the distributor in Cleveland and northeastern Ohio for Plasteel roofing and siding.



MILLS RESTAURANT • Columbus • Ohio
Architects • Benham Richards and Armstrong

Van takes pride in Greenfield-Mills 4th honor

★ Because of its service of more than quarter of a century to Greenfield-Mills Restaurants Inc., Van takes special pride in the fourth honor to this customer . . . 1953 Award of Merit to the new Mills Restaurant at Columbus, Ohio.

★ Other honors in the previous competitions of the magazine *Institutions* have been the Grand Award to Mills at Cincinnati . . . Awards of Merit to Mills of Cleveland and another Mills Restaurant at Columbus . . . all Van-equipped.

★ Use Van's century of experience to solve your food service equipment problem . . . whether new project, revision, extension.

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OFFICIAL SESQUICENTENNIAL MEDALLION

The Ohio Sesquicentennial Commission has recently issued an official Golden Bronze Commemorative Medallion, outstanding both in beauty and quality. It is approximately $2\frac{3}{4}$ inches in diameter. Erwin F. Frey, the Ohio sculptor, conceived the design and executed the working model. The Medallion was struck by the Medallic Art Company.

The Medallion is sold for \$2.50. It comes neatly boxed, accompanied by a booklet which interprets the pictorial motives that constitute the design.

It is predicted that this Medallion will become known as the best of its kind for the year 1953. Every Ohioan should be proud to possess one. They may be purchased at many Banks, many Small Loan Company offices and branches, and many Savings and Loan Companies in Ohio, and at other places in the State.

If you do not find them on sale in your community write the Ohio Sesquicentennial Commission, c/o Ohio State Museum, Columbus 10, Ohio and enclose your check for \$2.50 for each Medallion ordered.

BUYS OWN BUILDING

Omar McDowell, Inc., distributors of Ruud Gas Water Heaters, recently celebrated 30 years in business with the purchase of their own building at 2628 Detroit avenue. The new quarters contain over 2,500 square feet and provide for general offices, display room, service shop and warehouse. Alongside the attractive building are ample parking facilities and a general invitation has been extended to all reader of "Ohio Architect" to inspect the new facilities.

Make Your Plans NOW
for the

A.S.O. STATE CONVENTION
Youngstown — Oct. 14, 15, 16

ROBBINS LIFETIME VINYL ALL PURPOSE "STATIC-PROOF" TILE

Five major improvements are incorporated in a new static-proof conductive floor tile now being produced by Robbins Floor Products, Inc., Tuscumbia (Muscle Shoals), Alabama. According to the Robbins Company, this new vinyl conductive floor tile offers the first outstanding improvement in the conductive flooring field in 25 years. Robbins LIFETIME Vinyl All Purpose "STATIC-PROOF" tile, for hospital operating rooms, delivery rooms, anesthesia rooms and for all corridors serving anesthetizing locations, offers the following major improvements:

1. No screens or wires used.
2. No adhesives used.
3. Available in attractive, light, decorative color styles.

4. Made of LIFETIME Vinyl, requiring a minimum of maintenance. Needs no waxing—ever!

5. Quickly, easily installed at very low installation cost.

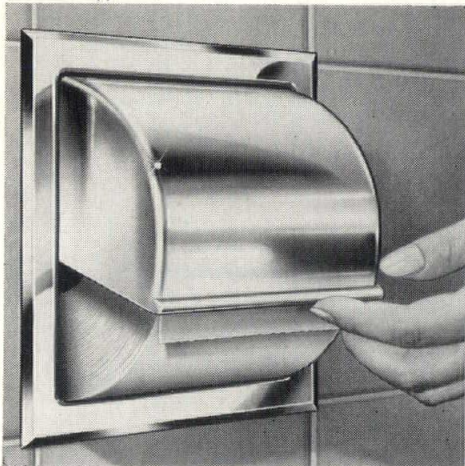
All previous resilient conductive floorings come in black or very dark colors because of their high acetylene carbon black content, were non-decorative and had very poor light reflective qualities. Robbins new patented process does not use carbon black—the colors are light and decorative and have maximum reflective qualities.

Heretofore, all resilient conductive flooring materials needed waxing for proper maintenance. This continued waxing undoubtedly built up a film of insulation on top of the tile, causing the tile to lose some of its conductivity over the years. Robbins LIFETIME Vinyl All Purpose "STATIC-PROOF" tile can be main-

(Continued on page 48)

HIDDEN TOILET PAPER HOLDER

Architects will be interested in the Concealed Toilet Paper Holder, newest innovation in bathroom accessories, made by the Hall-Mack Company, 1344 W. Washington Blvd., Los Angeles.

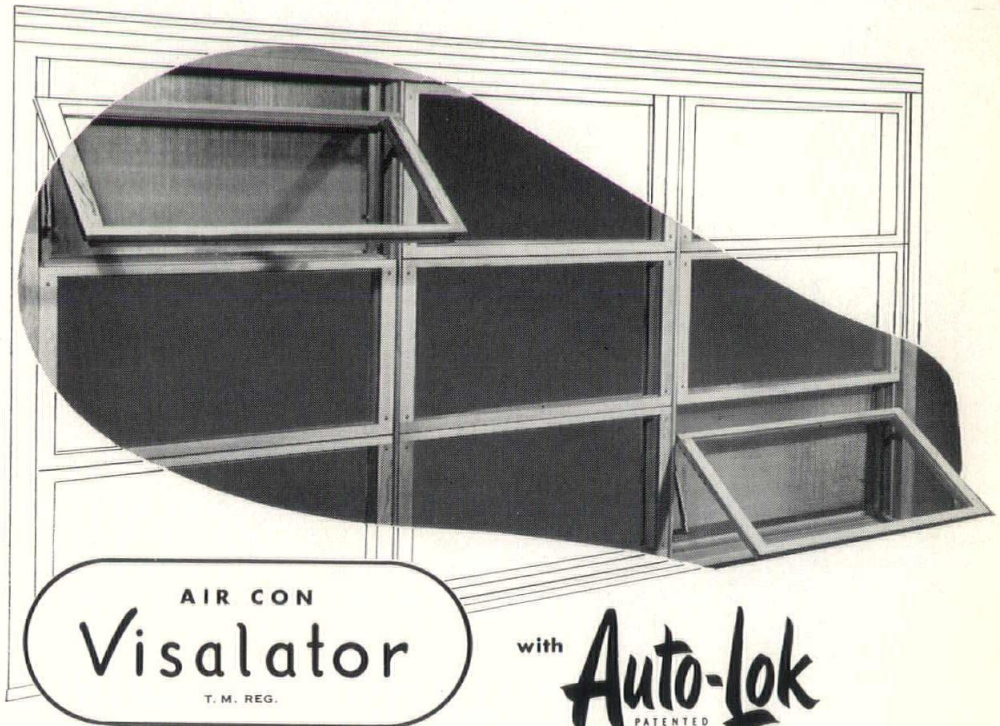


When closed, the Holder's curved, gleaming chromium cover only subtly hints at its contents. Finger-touch roll-back operation reveals a standard roll of toilet tissue recessed in the wall. Hall-Mack points out that even the roll end attachments are concealed in the wall.

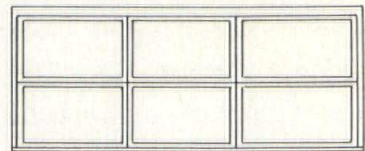
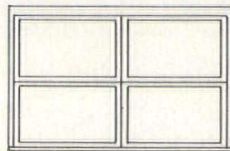
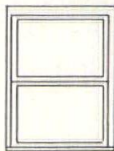
This luxurious yet practical accessory provides a new way to contain an indispensable bathroom facility. Designed in simple timeless Hall-Mack style, the Concealed Toilet Paper Holder lends the aura of refinement essential to the well-appointed bathroom.

The Holder has a die-cast chromium-plated recessed shell and a solid brass, chromium-plated revolving hood.

Over-all outside size of the wall-flange is $6\frac{1}{2}'' \times 6\frac{1}{2}''$ with a wall opening $5\frac{3}{8}'' \times 5\frac{3}{8}'' \times 3''$. Normal installation is by wood screws through top and bottom of the recessed shell. An "L" type cement installation may be specified.



- Sash sections can be fixed or vented
- Prepared for single or double glazing
- It is not necessary to lift screen or storm sash to operate



OVER 200 COMBINATIONS

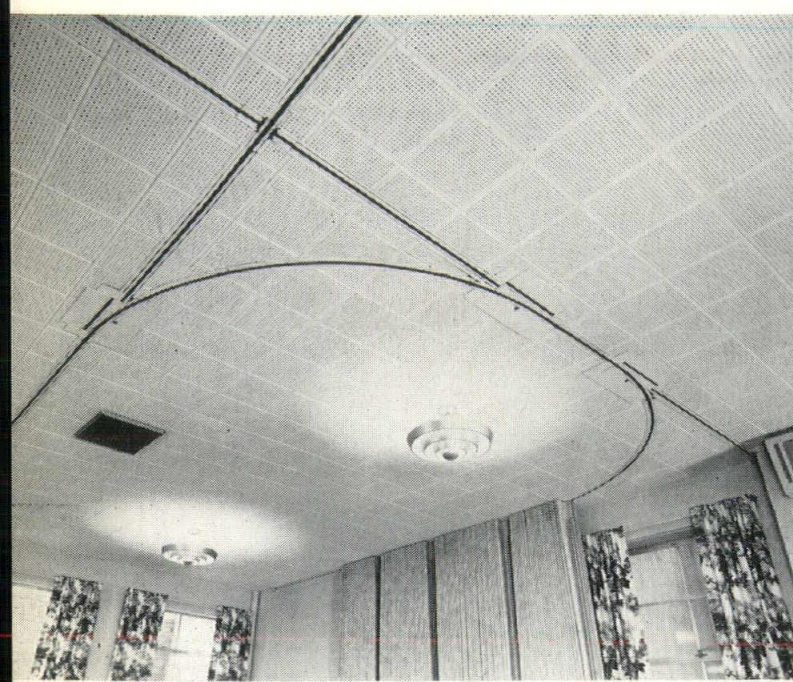
R. O. W. WHOLESALE DISTRIBUTORS, INC.

CINCINNATI (NORWOOD) OHIO

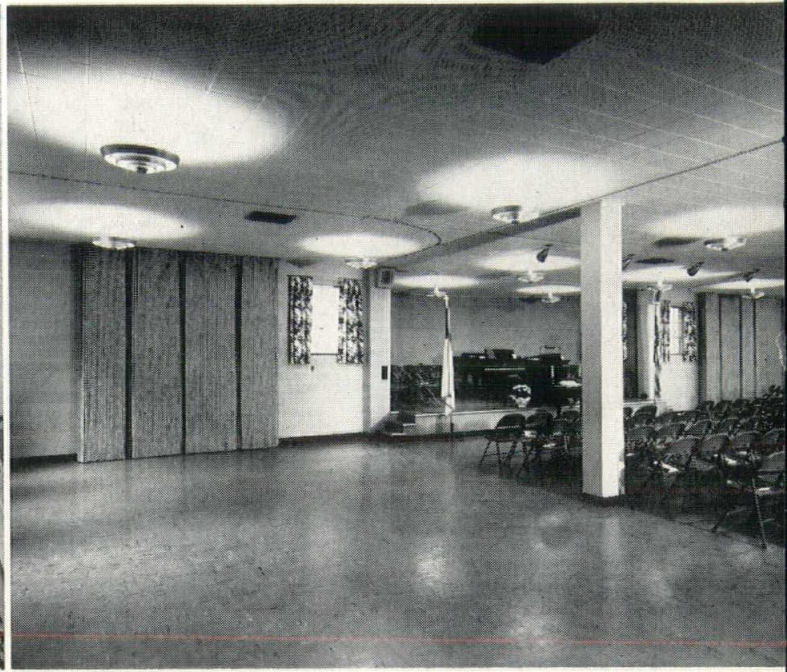
REDWOOD 9827

Another MODERNFOLD First!

TRACK SWITCHES



Rocky River Methodist Church (suburb of Cleveland). Small, Smith & Reeb, architects. Showing cross track and glide switch, installed in ceiling for switching door.



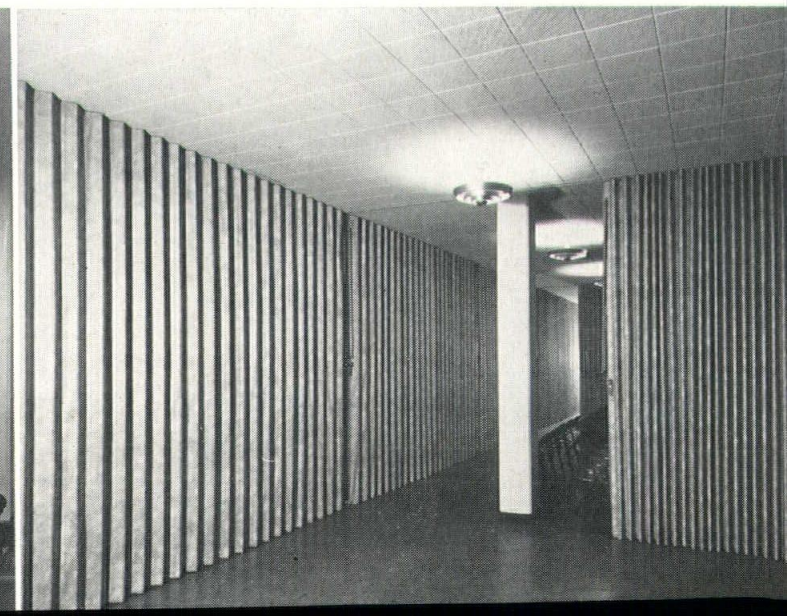
Same room — doors now in parallel position against wall — out of way while not in use, thus making available the entire floor space.

Same Set of MODERNFOLD DOORS Builds Many Rooms

Same room. Do you still recognize it? Sunday School now ready for opening exercises.



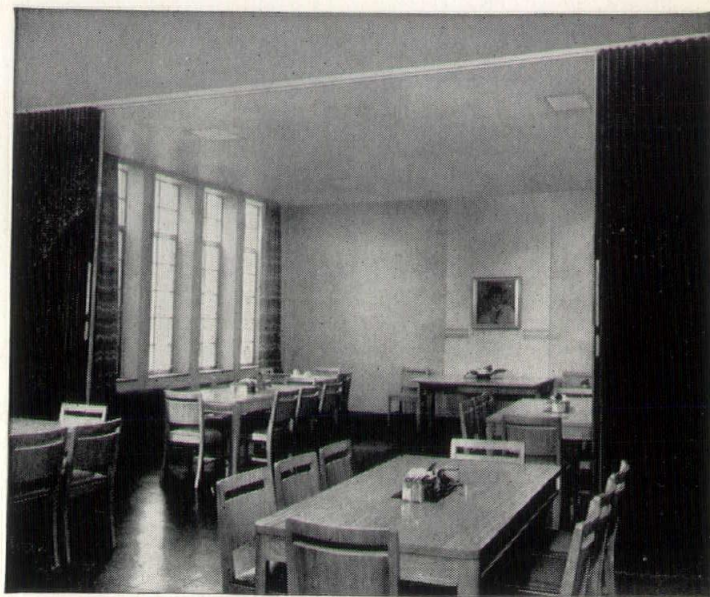
And still the same room. By using the switches the same doors are now forming four class rooms.



MODERNFOLD as Always . . . First in Versatility

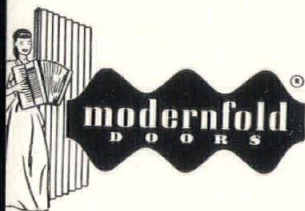


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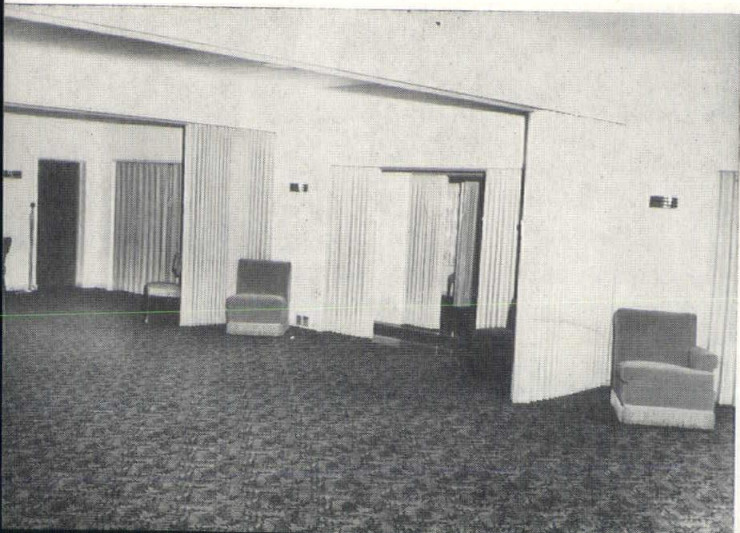
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RESTAURANT



tained satisfactorily without the use of wax, thereby leaving the surface clean, resulting in maximum conductivity at all times without affecting the wearing quality of the tile.

With this new tile, you have a fast, simple, low cost method of installation. Operating room schedules no longer have to be disrupted because of closed operating rooms during installation. Robbins "STATIC-PROOF" LIFETIME Vinyl tile is installed in a few hours, with no adhesive, no special preparation of sub-floor, no screens or wires installed and no underlayments.

The manufacturer guarantees this tile to meet all specifications as outlined by the National Fire Protective Association in their Bulletin No. 56, entitled "SAFE PRACTICE FOR HOSPITAL OPERATING ROOMS," dated June, 1952.

Ohio distributors for Robbins are: Foldoor & Surfaces, Inc., 2928 East 46th St., Cleveland and F. A. Kamp Co., 811 Race St., Cincinnati and their announcement is on pages 3 to 6 of this issue.

Detroit Steel Products Company Opens New Plant for Building Panel Production

The new Pittsburgh plant of the Detroit Steel Products Company will begin operations this month, according to an announcement by E. A. Miller, Manager of the Building Panel Division.

The veteran Detroit concern is a leading manufacturer of Fenestra light-gage steel building panels, steel windows and doors for institutional, commercial and residential use.

The new plant has been engineered to handle Detroit Steel Products' full line of panel shapes for use in institutional, commercial and light industrial construction.

The additional facilities will be located in West Elizabeth, a suburb of Pittsburgh and will add 70,000 square feet to Detroit Steel Products' production area.

Initially, the new plant will turn out only roof deck panels, the type product which made Detroit Steel Products, the first large-scale producer of light-gage steel panels back in 1924.

(Continued on page 49)

THE RANGE THAT MAKES GOOD COOKS BETTER



*Plan the kitchen arrangement
that suits you-with*

Lectro-Host Custom-Bilt BUILT-IN ELECTRIC RANGE UNITS

You can provide . . .

- An oven at just the right level for any height
- Surface units placed right where wanted
- More than one oven if required

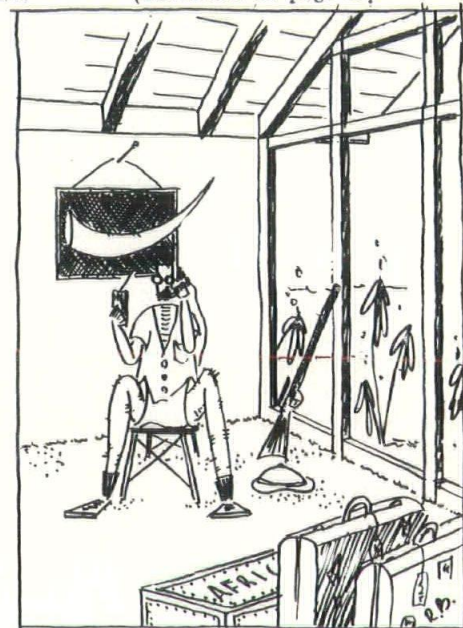
Distributed by

WIERBY SALES, INC.

6220 Broadway

Cleveland

Diamond 1-4104



"Sorry, I can't make the Chapter Meeting. Must look after some visiting Lions."

NEW MIDWEST BUILDING CODE TO BE REVIEWED

A review of the preliminary draft of the Midwest Building Code will be included on the schedule of the 1953 annual business meeting and conference of the Midwest Conference of Building Officials and Inspectors, it is announced by John V. Gallagher, of Indianapolis, Executive Director of the organization. The meeting, scheduled to be held at the Lowry Hotel, St. Paul, Minnesota, September 21-23, will be attended by building officials and inspectors of the Midwest states. Several hundred are expected.

The new code, it is reported, is designed to fill the long evident needs of the smaller cities of the midwest states, for a simplified set of building standards. It has been under development for the past 18 months, by the code study committee.

In a few weeks however, wall and floor panels will also be produced at the new plant, according to Robert E. Harris, newly appointed plant superintendent. Full production on all panel shapes is expected by the beginning of October.

Fenestra's West Elizabeth plant has been completely constructed of the panels it will produce, say Detroit Steel Products' spokesmen. Total productive facilities of the company will be increased by almost 10%, when the new plant is in full production.

The company has just announced the addition of a new product to its building products line, which is an open rib deck to be known as the Fenestra Econorib.

The new product is designed to round out the extensive line of roof decks possible with Fenestra products. The Econorib is the companion product of the well-known Holorib, the first light gage steel product ever

produced by Detroit Steel Products Company and is being manufactured to the specifications developed by the American Iron & Steel Institute.

Holorib, which made Detroit Steel Products the first quantity manufacturer of light-gage steel for building purposes, is usually specified for jobs requiring longer spans and increased section properties for higher loads.

Econorib, the newest addition to the line, is lighter in weight and is designed to be specified for shorter spans. The new rib deck is 1½" deep with a full Z4 coverage in 18 or 20 gage NCB steel. It is formed with ½" base, full last rib and a ¾" rib opening, throughout.

Econorib is crimped 3" at one end because of its open rib design but it can be overlapped several feet and forced into place eliminating the need for cutting on last runs of jobs.

TEN WAYS TO KILL AN ORGANIZATION

(Anonymous, but read over CBS by Galen Drake):

1. Don't go to the meetings.
2. If you do, go late.
3. If the weather doesn't suit you, don't think of going.
4. If you do attend a meeting, find fault with the work of the officers and members.
5. Never accept office, as it is far easier to criticize than to do things.
6. Get sore if you are not appointed on a committee, but if you are, do not attend committee meetings.
7. If asked by the president to give your opinion on some matter, tell him you have nothing to say.
8. After the meeting tell everyone how things should have been done.
9. Do nothing more than absolutely necessary, but when other members use their ability to help matters along, howl out that the organization is run by a clique.
10. Hold back your dues or don't pay at all.

INDUSTRIAL SILO CATALOG

A new 12-page industrial silo catalog has just been released by The Marietta Concrete Corp., Marietta, Ohio.

Beautifully illustrated in three colors and presenting a complete story on modern industrial storage systems. A copy is available for your architectural file on request. Marietta Concrete is one of the largest manufacturers and erectors of industrial silos and storage systems in the U. S.

FOLDER ON POWER EXHAUSTERS

An attractive 6-page colored brochure on Jenn-Air Power Exhausters featuring the details and applications on both wall type and roof type has just been published by Jenn-Air Products, Inc., Indianapolis, Ind. Copies are available by writing the company.

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cure
for
flooring
ills

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THE
LONG-WEAR
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Before you
specify hospital
floors, investigate
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"AZROCK MAKES FINE FLOORS"

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FOLDOOR and SURFACES, INC.

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Azrock gives you the *durable* answer to hospital flooring problems. In private rooms, wards and corridors where traffic is the heaviest, Azrock retains its "new floor" beauty and brightness for years. Stamina plus low first cost make Azrock practical as a floor investment.

Azrock's 27 clean, bright colors make hospital floors attractive as well as lasting. Compare the surface of this better made asphalt tile with others — you'll see why it stays clean longer and is easier to get clean when dirty.

There's an Azrock Flooring Product for every specialized hospital area. Azphlex, the vinylized greaseproof tile, is ideal for kitchens and food-serving areas. Vina-Lux adds beauty, smartness, and top-drawer quality to lobbies, lounge rooms, libraries and other dress-up areas of the modern hospital.

CLEVELAND CHAPTER HAS ANNUAL PICNIC

By ED STAPLEFORD

Oldsters, middlesters and young architects, with some students, attended the annual picnic of the Cleveland Chapter of the A.I.A., held on Saturday afternoon and evening August 1st at the delightful country place of Frank and Dorothy Draz in Chagrin Falls, Ohio. Many brought their wives and some of the younger (yet unmarried), their sweethearts or lady friends. There must have been a total of 80 all told.

In the afternoon there was a spirited baseball game (soft ball) between Joe Ceruti's valiant team and that of George Dalton. As was announced in the bulletin, all decisions made by the umpire were final and Onnie Mannike did a fearless job of umpiring. How these younger fellows take it is beyond us but lo and behold—there was Phelps Cunningham playing.

There was horse shoe pitching with George Vonovich and Jim Bevyll still holding their own. It has been said (from what authority we do not know) that these two hold many honors in this game of horse shoe pitching, and we also noticed that Monty Copper was not doing badly at it either.

Then over in the old barn that has seen the rehearsal of many a play that later went on to the Playhouse—Trevor Guy, with an orchestra he got together, gave out with some lively music. Holding out in this shady old barn we saw some of the architects who have already won their spurs, among them Byers Hays, Phil Small, Frank Draz, (the genial host) George Walters, George Harris (known to all architects as the "Admiral"), Junior

Everhardt, Franklin Scott—and perhaps others we missed. We thought, as we saw these men—unknowing to them—how many of our younger architects are studying the work they have done.

After the ball game and orchestra, there was a delightful buffet lunch served in the old barn. Topping it off, cold watermelon. (What could be better to finish a picnic lunch?)

In the twilight of the evening, on the beautiful lawn, there was a rare treat in store. Architect Robert (Bob) W. Schmertz, a house guest of the Draz's, from Pittsburgh, a successful practising architect and a professor of architecture in the Architectural College of Carnegie Tech, in his unique and inimitable manner sang some of the most clever and spicy ballads the writer has ever heard. All about architecture. Many ballads composed by him are on records. He accompanied himself on his guitar. And beyond being a most delightful entertainer, George Vonovich who studied under him in architecture when at Carnegie Tech, tells us he is a wonderful professor.

After having the listeners warmed up with these spicy ballads—and could we say "in a receptive mood" our own Fritz Kelly gave a rendition of a story of what might have been a change in the name of our southern state "Arkansas." And was it good and spicy?

The serious side of the picnic was the annual election of officers of the Cleveland Chapter A.I.A. Joe Ceruti was re-elected president with the assurance that he will continue to steer his course true and well for yet another year. Ronald Spahn was elected vice president, John Bonebrake re-elected treasurer and Lottie Helwick re-elected (for the umpteenth time) secretary. The writer asks

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what could or would the Cleveland Chapter A.I.A. do without Lottie?

This little article would not be complete without a BIG HAND for the delightful host and hostess of this picnic, Frank and Dorothy Draz. Frank, a successful architect and a past president of the Cleveland Chapter A.I.A., and Dorothy, his delightful wife. To hold the Annual Cleveland Chapter picnic at their place is now an institution — so many years they have offered and the Chapter has accepted. Not only was the Chapter wonderfully entertained at the picnic, but for years now the annual Christmas party has been held at the Play House where Dorothy Draz is a trustee. It is she who has made it possible for the chapter members to sit together — see a good play — with a buffet lunch with the cast back stage afterwards. Just to be around these two people is to feel you are most welcome.

So the Cleveland Chapter picnic is over, but the pleasant time and memories will remain for a long time.

FRANK C. ROPER

Frank C. Roper, president of Foldoor & Surfaces, Inc., Cleveland, is Cleveland and northeastern Ohio distributors for some of the better materials architects specify. Among these are Robbins Floor Products, Inc., of Tusculumbia, Ala., (Muscle Shoals) manufacturers of life time Vinyl TERRA-TILE, described on the four page color insert in this issue of the OHIO ARCHITECT.

Foldoor & Surfaces Inc., among other items, are also the distributors for Foldoors, made in Indianapolis. And another material they distribute is AZ-ROCK, an asphalt tile of durability and beauty manufactured by Uvalde Rock Asphalt Co. of San Antonio, Texas also advertised in this issue.

Frank Roper is a man ripe in experience. He has worked with the architects for many years and knows and appreciates their problems. With him is a closely knit and efficient organization. His watch word is SERVICE and from years of acquaintance with him, we know he practices it. He believes in, and has influenced many of his suppliers, to patronize the advertising pages of your "OHIO ARCHITECT."



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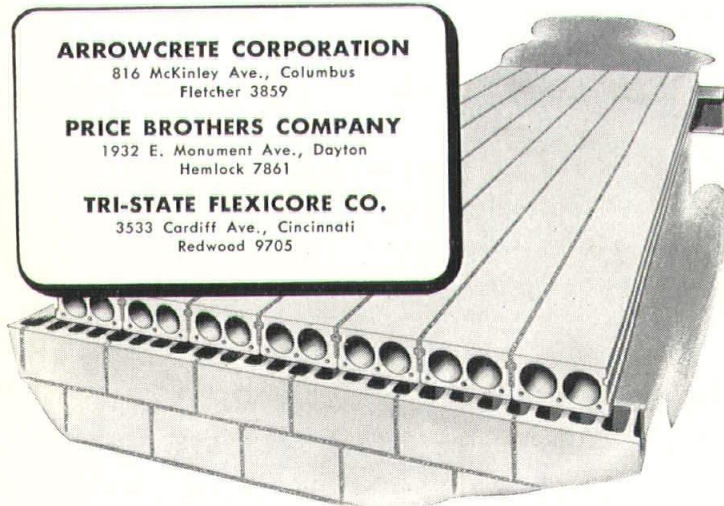
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OUR PRESIDENT'S MESSAGE

Recently an eastern architectural firm advertised for a man to fill a position of designer and qualified the ad as a "graduate of Harvard University or the equivalent." One respondent wanted to know if the "equivalent" meant 2 men from Cornell or an M.I.T. man—half time?



ROLLIN L. ROSSER

The phrase "or equal" which we are apt to use from time to time is perhaps the weakest crutch we employ.

I think there is far too much of the "or equal" attitude in the profession and especially among our building trades. It is the exception to find craftsmen who take pride in doing an excellent job. There are far too many wood-butchers and mud-daubers who look only at the time clock and the pay check. Good work has no equal.

There is much being written these days on the subject of whether architecture is a profession and/or a business. There is an interesting report of a talk under this heading by Minoru Yamasaki, A.I.A., of the Detroit and St. Louis firm of Leinweber, Yamasaki and Hillmuth on page 16 of this issue of "Ohio Architect." Mr. Yamasaki's remarks may be made applicable to most large cities of the country. I think you will enjoy reading his comments. I do not believe there is any and/or in the question and I also believe there is no "or equal" in it. As professionals we have inherited certain standards of work to which we hold ourselves and each other responsible. The Architect will always be judged by his finished work and it is the duty of the profession to demand that each man do his best. We are not all endowed with equal talents but we can all share the same desire for excellence. By sharing our experiences with each other we can benefit one from another and no one will be the poorer for it. One way to do this is to take part in your local meetings and especially to attend the annual convention of the society. We expect that the convention this year at Youngstown will be one for which there will be no "or equal." Let's promote our own profession from within and then we won't need to worry about the "package builder," the engineer, the syndicates, "or equal." Hope to see you at the meetings in Youngstown in October.

Sincerely yours,
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Is Architecture a Business or a Profession?

(Continued from page 17)

At the moment Stevenage remains the beautiful unspoiled country town that our ancestors knew.

The people of Stevenage can have both—the preservation of much of the beauty of the area and the homes for the Londoners.

The thoughtful plans which can accomplish this is a challenge for architects and in the resolution of such challenges lies the greatest satisfaction that might be found in our work.

Though the problems we meet daily may be more mundane and minor in comparison, I think you will all agree that similar challenges are here.

Had we been fully conscious at all times of our responsibilities to people in the places where they live and the places where they work, Detroit would not be littered with housing, industrial buildings and office structures and streets which are terribly unpleasant places in which to be.

The Gratiot Urban Redevelopment Area has received much publicity for the past year in our press. It was a serious threat at one time that the builders would take it over and develop it with 16 ft. lots . . . a slum of tomorrow if not today. This is still a possibility and if it is allowed to happen it would be a tragic scuttling of opportunity for a better Detroit. Yet there has been very little voice from us, the architects, on this.

Recently at a conference in Ann Arbor I suggested that many industrial buildings could be divided into a series of smaller buildings for the various operations with grass and trees between. The advantages, of course,

would be the greater feeling of dignity and security for the worker, and the more pleasant surroundings brought about by closer contact with the outdoors.

There was opposition to this on the grounds that it was unsound thinking economically.

Perhaps that is so in the light of today's economic thinking, but I venture it will not be long before our workers will demand better conditions in which to work and justifiably so.

I am afraid that if we had to work just one week in some of the structures we set up for our fellow man we would rather drastically change our philosophy of architecture.

Eero Saarinen's G. M. Technical Center must be a wonderful place in which to work. The same sunlight which fills those buildings and the same grass and trees can make life more pleasant for the more average workers in the more average buildings.

Bringing more and larger green areas into our central districts could be another facet in the recognition of our social responsibilities.

The civic design committee of this group recently suggested that the bus shelters in Capitol Park be moved to the center of the area and that the park be enlarged with more trees and more landscaping. With the bus shelters in the center, people on the perimeter sidewalks could better enjoy the park. I see by the newspapers that the suggestion is being violently discussed and I hope we architects will be able to do more than just sit at the ringside. What is just another dirty area of Detroit can be rehabilitated into one of its bright spots.

When we first proposed the garden setback for the Federal Reserve Bank there was strong opposition, sur-



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prisingly enough from fellow architects and also from some members of the staff in Washington.

As you can see we, won out and this spring that block of Fort Street will be filled with the charm of spring flowers. The brilliant colors of 4,000 tulips and of the magnolias should do wonders to the drabness that is characteristic of that part of downtown Detroit.

If every block of our central areas possessed many such gardens think of the pleasures that would daily be ours.

Finally, I would like to ask some questions as regards more participation by architects in the development of our city.

The chief purpose of the civic design committee, I have felt—and I think that the others will bear me out—has been to criticize some plan which has already been initiated by some agency of the city. In other words, we are a minor art commission without portfolio, or we are after the fact.

The role of the architect in our society I've always heard should be a creative one.

Could we initiate a small citizen's committee for Detroit, perhaps comprised of city government representatives, business and industry representatives, labor, education and architect representatives whose work would be to propose projects for the rehabilitation of Detroit.

I was thinking of Lou Kahn's tremendous talk of last month and his inspiring leadership for Philadelphia. Leonard Parker, who was sitting next to me at that talk, said afterward, "The design of one building seems so insignificant when compared with all that."

And would we bolster that consultant by appointing a committee to help and to advise him?

I know that if we put our heads together there must be many ways in which we can help Detroit become a truly fine City.

And as for our daily work, whether we work on schools, on commercial buildings, on housing or industrial buildings, I believe that we should be less practical and more dreamers.

I heard a talk recently in Detroit by Clark Dillworth, A.D.A. District Attorney of Philadelphia, and probably the next governor of Pennsylvania. He said, "Do not be afraid to dream. We are badly in need of more vision in our terribly practical world."

Does that not apply to architecture as well as it does to politics?

THE FORD ROTUNDA

(Continued from page 14)

discontinued and the building, with the exception of the Auditorium, was converted into office space. The richness of its interior and the scientific and creative inspirations gleaned from its displays were but a fading memory.

Today, however, it is rehabilitated. Extraordinary alterations and remodeling have been completed. The Rotunda has taken on a new face both inside and out. Important features of the architectural interior treatment are: the fiber glass and aluminum dome over the interior circular court which was previously open to the sky; a gracefully curved ramp, reminiscent of the artist's conception of the cities of tomorrow, which provides access to the foyer above the north wing entrance, complete redecoration of the walls; remodeling of the auditorium and the addition of a writing room and a switch gear room on either side of the rear entrance. Outside, a crescent shaped marquee, covering the two approaches to the front entrance, forms a picturesque background for the illuminated flower beds. A tee shaped canopy of

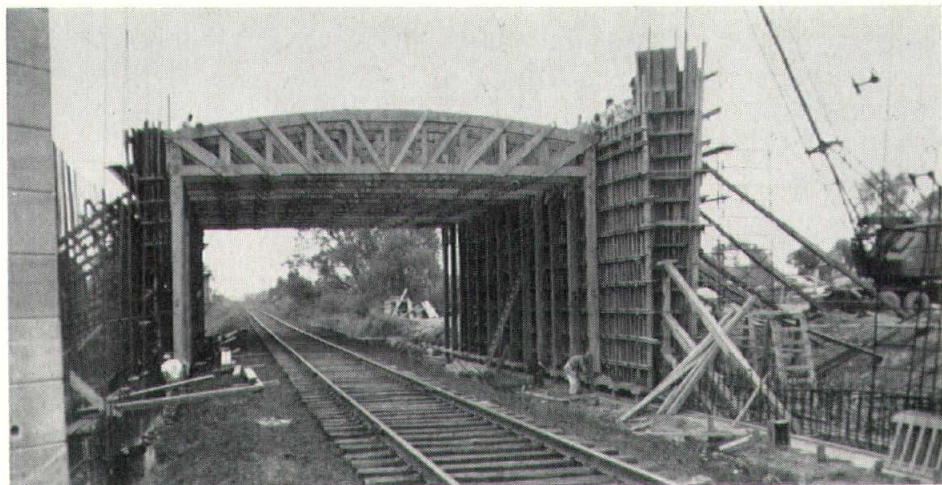
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similar construction enhances the entrance to the reading room at the rear.

When you visit the Rotunda you cannot escape the effectiveness of the illumination, instead you will be immediately impressed with the completeness of its beauty. Each room or corridor, each function of this magnificent exhibit building has its appropriate type of illumination. From the great new geodesic dome above the court, throughout the exhibition corridors, the foyer, the auditorium to the quiet restful writing room the lighting has been masterfully designed and expertly installed.

The increased decorative and display lighting both within the building and on the grounds together with amplified and improved air conditioning and other facilities has more than trebled the electric power demand. Heretofore one 750 KVA transformer located in a vault outside the building supplied all of the power. The new switch gear room houses two additional 750 KVA transformers for the building load and one 150 KVA transformer for the grounds, parking lot and ball park lighting. Twenty-five thousand feet of conduit ranging from three-quarters to four inches in size and eighty thousand feet of wire and cable ranging in size from No. 12 wire to 500,000 circular mills (500 MCM) cable was installed in the building.

The exterior floodlighting of the central tower has been changed from mobile to permanent type using twenty-five hundred 150 watt flood lights with special gold colored lenses. The marquee over the front entrance and the vestibule have thirty-two 200 watt flush type fixtures and the rear canopy has twenty-eight. These are so installed as to light only the area below the canopy. The illumination for the flower beds which extend from the front entrance to the street is supplied by six-

teen 6 foot slimline T8 fixtures recessed in the stone wall.

In the interior, the new dome is illuminated from an inner cove ring, 35 feet above the floor, containing one hundred and five 500 watt reflector lamps. The exhibit display services have been improved and expanded by the addition of five 200 ampere, three phase, four wire power outlets and the auditorium remodeling, with its new acoustical treatment of the ceiling and wall paneling is given character by the addition of seventeen 1000 watt side wall spots. Complete modernization of the stage dimmer board with new wiring, switches and controls permits any intensity of stage lighting for theatrical or technical productions, moving pictures or TV broadcasting. New power and lighting services were installed for the projection booth equipped with two 35 mm and two 16 mm projectors and for the TV camera booth.

The foyer above the auditorium entrance is illuminated through a corrugated plastic ceiling by twenty-eight fluorescent slimline fixtures shedding a soft glow over the entire room. The illumination for the writing room combines the restfulness of indirect and cove lighting from forty-two four foot two inch, two light slimline fixtures with ten pin point spots for writing and reading.

These electrical installations entailed many unusual and difficult problems occasioned by the necessity of concealing the new work in a building which had made no provision in its original design for such additions. Approximately eighty-five per cent of the old circuits to the outside tier lighting and to other services, abandoned during the war, had been disconnected and required careful tracing to properly re-connect them to the new cables. All existing wiring was required to be carefully tested and approved before being put into service.

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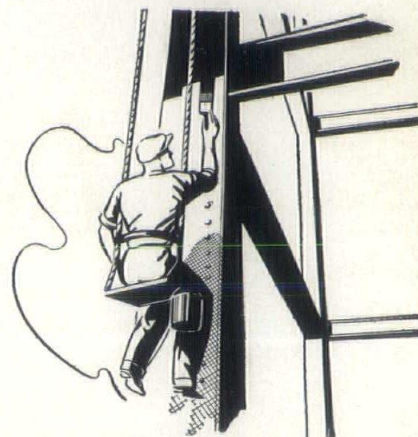
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Ditchy and Cummings at A.S.O. Convention—

(Continued from page 15)

of Fellow in 1948. He held offices in the Central New York Chapter from 1921-25 and served two terms as New York Regional Director of The Institute in the 1940's. In 1950 he was elected 2nd Vice President of the New York State Association of Architects. In addition to his architectural work, Cummings is a frequent contributor to the *Journal of the A.I.A.* and to the *Empire State Architect*.

Plans for the convention were reviewed recently at a meeting of the general chairmen and heads of the various committees, which was held in Youngstown. Co-chairmen Huff and H. Walter Damon announce that the program is nearly completed and that all indications point to an outstanding meeting both as to content and attendance. Theme of the meeting will highlight the Sesqui-centennial celebration in Ohio with a historic buildings exhibit prepared by the six state chapters as a feature.

BUILDING COSTS STILL GOING UP

Building costs are still showing a gradual rise, based on surveys by the Austin Co. and E. H. Boeckh & Associates.

For apartments, hotels and offices, the Boeckh building cost index for May reached 250.7; commercial and factory buildings, 250, both approximately 9 points above last year.

The Austin industrial building cost index rose to 187 after nine months at 186. President George A. Bryant of Austin, declares improved deliveries of materials and equipment are producing almost enough increase in job efficiency to offset wage and material boosts.

ALPHABETICAL ROSTER

(Continued from page 41)

- 595 Bloodgood, Wylie, 418 Benton St., Aurora, Ill.
- 605 Bocci, Michael G., 409 Osborn Bldg., Cleveland
- 1108 Bochkor, Stephen, 22 Purchase St., Rye, N. Y.
- 988 Bock, Edward Paul, 7016 Euclid Ave., Cleveland (3)
- 623 Boenisch, Julius (Assoc.-M. H. White) 804 Finance Bldg., Cleveland (15)
- 1030 Bohlen, August C., 930 State Life Bldg., Indianapolis 4, Ind.
- 1021 Bolinger, Donald D., 2300 Oak Park Ave., Dayton 9
- 156 Bollinger, Orville F., 1228 Dorr St., Toledo 7
- 1541 Bolton, Charles L., 1505 Race St., Philadelphia (2) Pa.
- 1747 Bonebrake, John C., 20812 Sydenham Rd., Cleveland 22
- 838 Bonfield, Harold O. (Bonfield and Cumming) 1900 Euclid Ave., Cleveland 15
- 2129 Bonsteel, David L., 287 North Main St., Hudson
- 1604 Borchers, Perry E., Jr., 1870-F Northwest Blvd., Columbus (12)
- 1297 Bostwick, Donald L., 34 S. Main St., Niles
- 805 Bosworth, Raymond E., 3131 Stout Rd., Cincinnati (31)
- 104 Boucherle, Paul, 222 W. Rayen Ave., Youngstown (3)
- 1029 Bowers, Howard L., 1117 5th Ave., Huntington, W. V. (Frampton & Bowers)
- 1495 Bowers, Raymond A., 341 Nassau St., Princeton, N. J.
- 758 Boyce, Clifford O., 444 W. Driversey Pkwy., Chicago, Ill.
- 1753 Boyer, George H., 536 N. Piedmont St., Arlington (3) Va.
- 1323 Boyer, India, 509 2nd Natl. Bank Bldg., Cincinnati (2)
- 1037 Bradford, Wilson E., 2370 Brentwood Rd., Columbus (9)
- 1090 Bradley, Herold, 200 Chestnut St., Sewickley, Pa.
- 971 Bradley, LeRoy, 1115 S. Clinton St., Ft. Wayne 2, Ind.
- 1624 Bradshaw, Preston J., 1800 Olive St., St. Louis 3, Mo.
- 1977 Brandt, Kent H., 316 West Lane Ave., Columbus
- 1669 Brandt, Robert Bruce, 37 Rob Roy Ave., Ft. Thomas, Ky.
- 103 Braverman, Sigmund (Braverman & Halperin) Euclid 71st Bldg., Cleveland 3
- 973 Breidenbach, William F., 2143 Fairfax Rd., Columbus 12
- 2165 Bregar, Robert J., 1830 E. 97th St., Cleveland 6
- 489 Bremmer, Harry F., 9411 Hillside Rd., Cleveland (9)
- 1711 Breting, Kenneth J., 1109 Dueber Ave., Canton (6)
- 956 Britsch, Carl C. (Britsch and Munger) 531 Nicholas Bldg., Toledo 4

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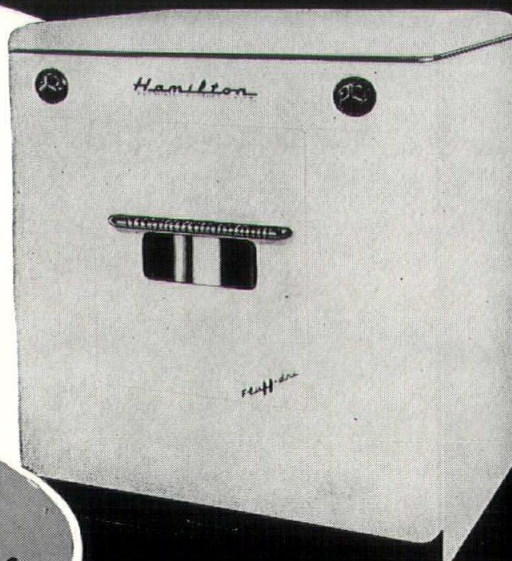
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 155 Cameron, James L., 10326 Ashbury Ave., Cleveland 6
 1197 Campbell, C. Harry, 1007 Midway St., Middletown 19
 1767 Campbell, Eugene Allen, 1743 E. 25th St., Cleveland (14)
 872 Campbell, William V., 1830 Van Buren Rd., E. Cleveland 12
 1280 Canfield, Thomas H., 128 Eddy St., Ithaca, N. Y.
 1836 Canute, Gordon Wesley, 194 West Exchange St., Akron (2)
 1229 Carlton, William W., Army and Navy Club, Washington (6) D. C.
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 1634 Carnegie, Edward J. L., P. O. Box 662, Geneva, N. Y.
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 2163 Carrier, Gilmore H., 13613 Chautauqua, Cleveland 10
 725 Carter, Marion A., Brown Hall, Ohio State University, Columbus (10)
 2050 Cassell, Robert Earl, 831 South Roys Ave., Columbus (4)
 573 Cassidy, Harold S. (Firestone & Cassidy) 175 W. Bowery St., Akron 8
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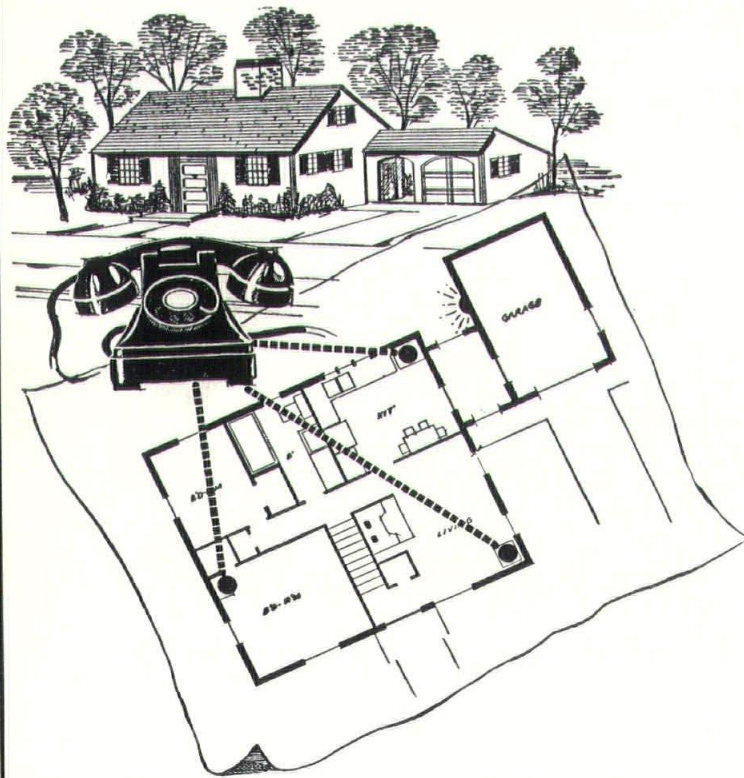
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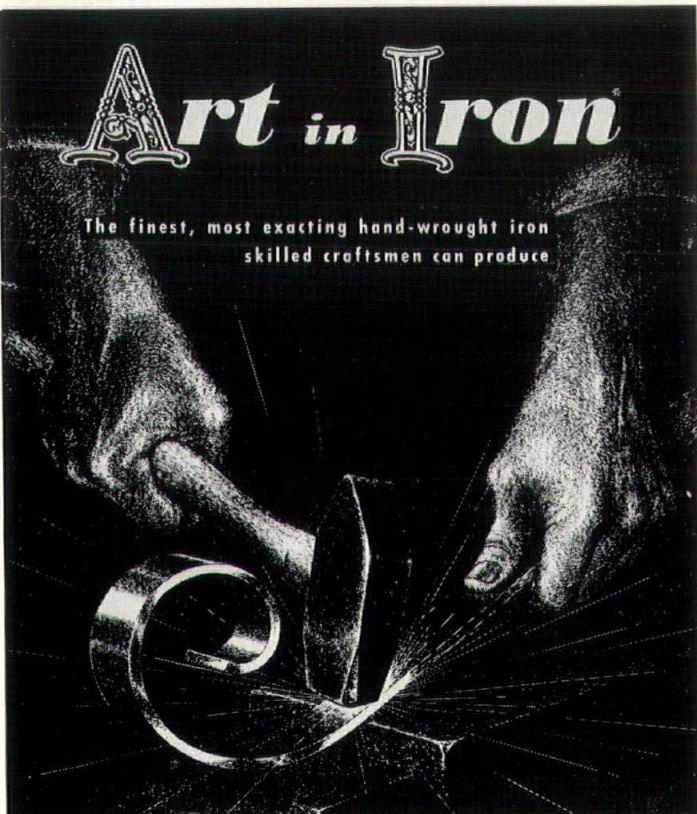
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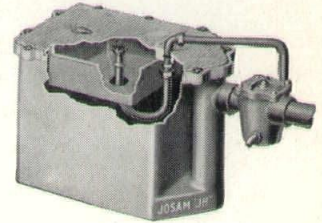
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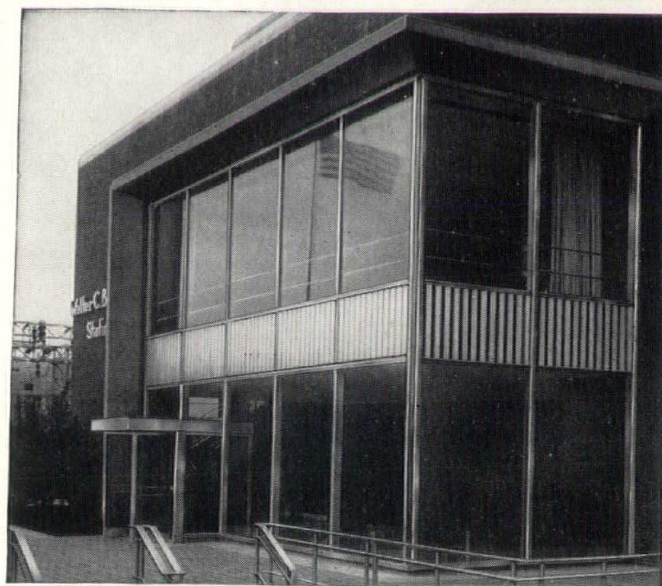
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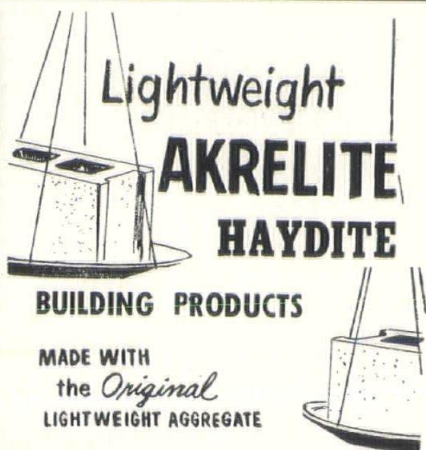
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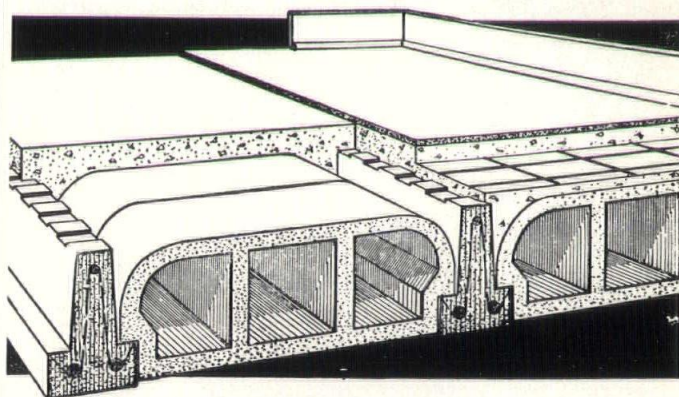
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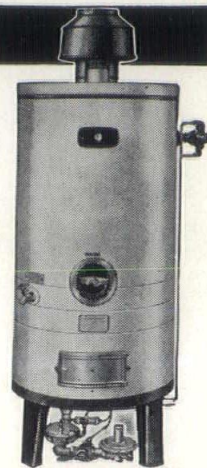
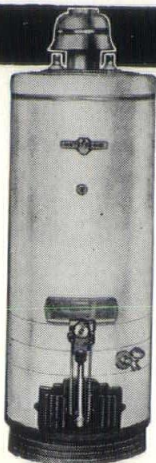
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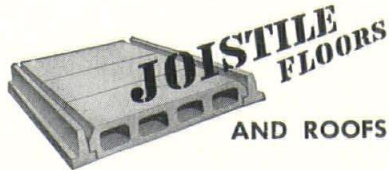


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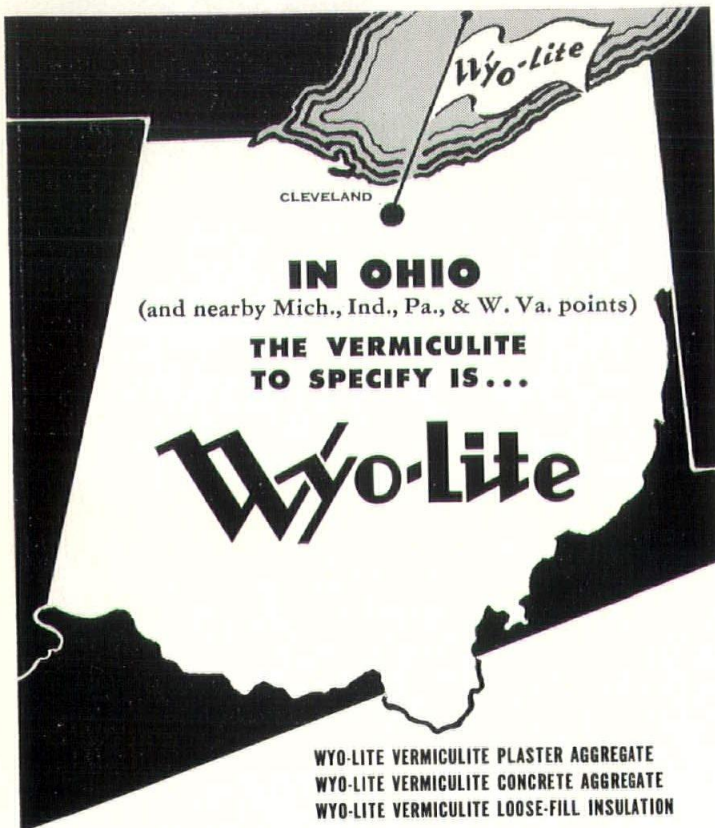
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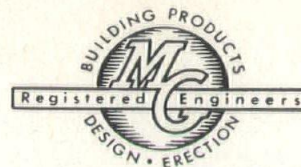
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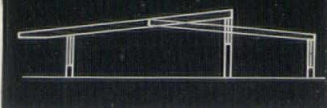
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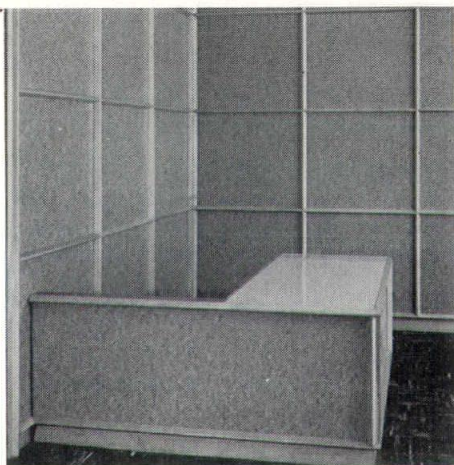
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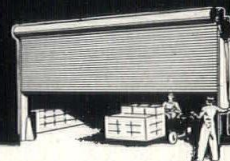


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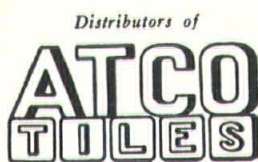
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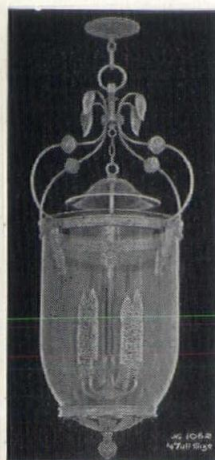
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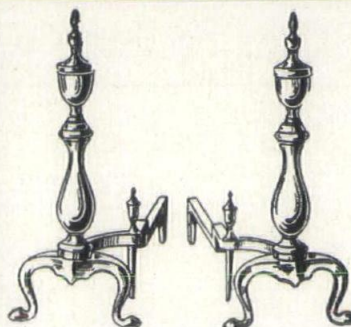


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 1039 Surmann, John F., 11 W. Monument Bldg., Rm. 509, Dayton 2
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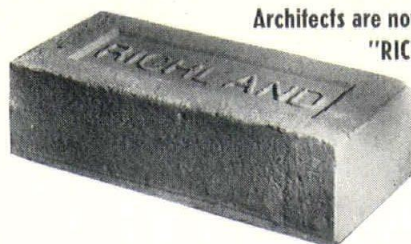
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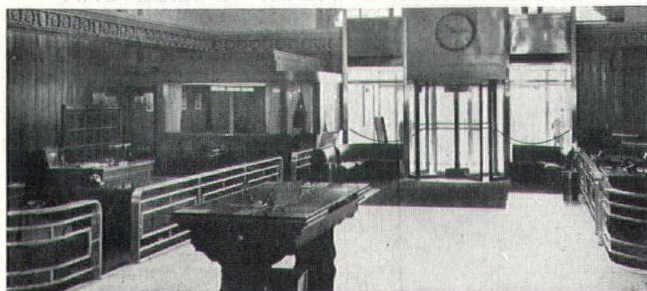
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METAL LATH ANR PLASTER TECHNICAL BULLETIN

Solid partitions of metal lath and plaster have become increasingly popular during the past decade of soaring building costs. In addition to being economical to build, these partitions are only 1½" to 2½" thick, thus saving considerable money in valuable floor space.

Complete technical data, construction techniques, details and guide specifications for the metal lath and plaster solid stud partition are available in a recently released bulletin. The 8-page folder is free upon request from the Metal Lath Manufacturers Association, Engineers Building, Cleveland 14, Ohio.

NEW TYPES OF BASEBOARD HEATING

Two types of National Art Baseboard, which is both a replacement for customary wooden baseboard and an efficient residential heating medium, are described and illustrated in Catalog No. 598 that is now available from The National Radiator Co., Johnstown, Pa.

Type BF is the most conventional type for installation against plaster after a house has been built. It extends 2¼ in. into the room from the plaster wall. Type BR is for semi-recessed installation. It is generally installed during building construction.

Having approved I-B-R ratings, 8 ft. lengths of National Art Baseboard are said to be generally installed in forced hot water heating systems, but minimum lengths can be used with steam.

The new literature is 8½ by 11 ins., printed in two colors, and bears A.I.A. file No. 30-C-4.

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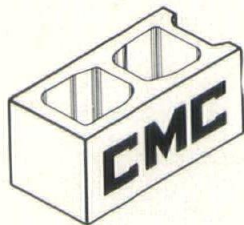
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NEW PORTFOLIO ON FIBERGLAS PRODUCTS

A new portfolio describing and illustrating Fiberglas products used in constructing schools or remodeling old ones has been published by Owens-Corning Fiberglas Corporation, Toledo, O.

The folder is available upon request to architects, members of boards of education and school administrators from any of the company's 62 branch offices or from the general offices in Toledo.

Included in the portfolio is information about Fiberglas roof insulation, acoustical tile, blowing wool insulation, stage curtains, draperies, Dust-Stop air filters, perimeter insulation, ceiling board, light diffusers, duct insulation and structural panels.

Complete data about each product is contained in the folder. One of the principal advantages of use of Fiberglas products in schools is the fact they are non-combustible.

ARCHITECTURAL PORCELAIN ENAMEL

Just off the press—an 8-page brochure printed in two colors—shows various types of porcelain enamel panels for exterior application as building coverings—spandrel treatments, etc. Contains photographs of actual jobs. Features a story of a ten-year study by a national chain store which proves value of planned modernization—actual graphs and figures shown.

For your copy of this booklet, please write to The R. L. Wurz Co., 1836 Euclid Ave., Cleveland.

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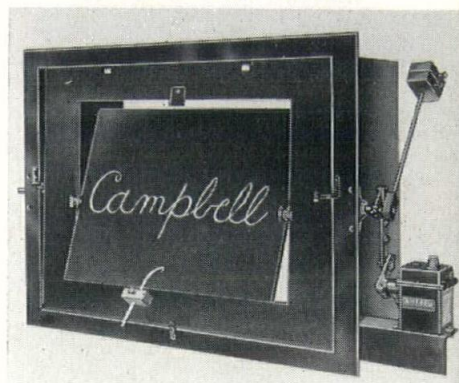
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A new and improved model of the Campbell Electric Draft Control has just been announced by the Fuel Reduction Corporation of Chicago, Illinois. Suitable for both coal and oil fired heating plants, the Campbell Electric Draft Control has consistently delivered fuel savings up to 30% on installations in factories, office buildings, hospitals, hotels, and other commercial size applications.



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New York, July 29—Engineers and contractors in Texas prefer to weld rather than to rivet tall steel buildings because of cost savings and quicker erection time.

According to Wyatt C. Hedrick Associates, the 20-story Fidelity Union Building in Dallas was welded at a 26½% price advantage over comparable riveted structures. Of the 18 buildings over ten stories high begun in Texas since January, 1951, only six have been riveted.

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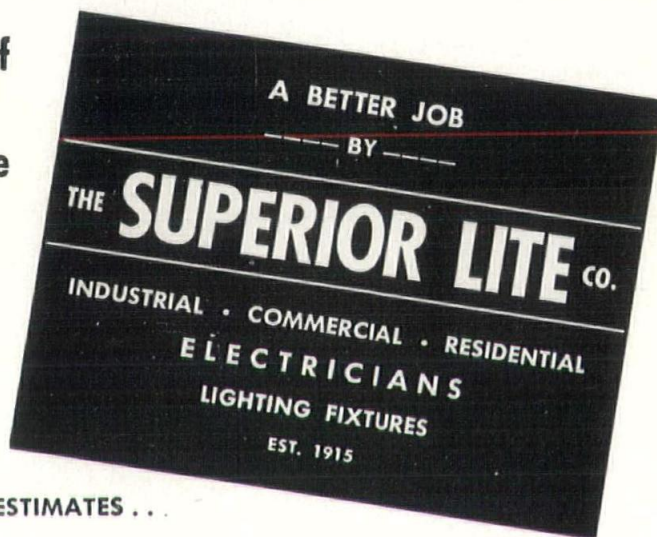
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INDEX OF ADVERTISERS

Advance Lumber & Supply Co.	80
Akron Brick & Block Co.	63
Akron Floors Co.	83
Akron Mirror & Glass Co.	76
Alger-Rau and Associates	72
Allied Oil Co.	83
American Brass Co.	88
Andersen Windows	7
Art Iron & Wire Works, Inc.	82
Art Metal & Iron Works	75
Artercraft Ornamental Iron Works	60

Barcol Colman	11
Becker, Seidel & Clark, Inc.	82
Behn & Sons Co., George	79
Belden Brick Co.	78
Bendix	39
Bergman Co., The Harold	50
Blommel Sign Co.	80
Bolin & Henry, Inc.	82
Bruning Co., The Charles	75
Buckeye Boiler Co., The	80
Buckeye Refrigeration Co.	82
Builders Structural Steel Corp.	9

Capital Elevator & Mfg. Co., The	82
Cartwright & Morrison, Inc.	54
Christian, J. E.	72
Cinder Products Co.	76
Cincinnati Foundry Co.	77
Cincinnati Iron & Fence, Inc.	85
City Blue Print	75
Claycraft Co., The	79
Cleveland Builders Supply Co.	71
Concrete Masonry Corp.	81
Cornell, L. D.	75
Crawford Door Co.	64

Danis Co., B. G.	81
Dayton Sur-Grip	82
Delseamp Paint & Glass Co.	80
Donley Bros. Co.	23
Dunbar Co.	71
Durbrow-Otte Asso.	77

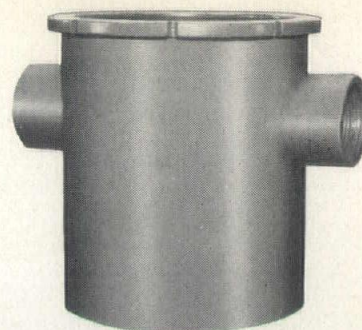
East Ohio Gas Co., The	37
Einheit Electric Co.	74
Elliott Co., B. K.	82
Enterprise Electric Co.	73
Epple Co., Fred	82

Fisher, Robert	68
Flexicore Slabs	52
Folddoor	25, 49
Forest City Foundries Co., The	86
Framing Systems, Inc.	10

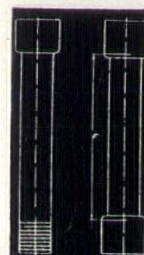
Gebhart, Joseph R.	82
Geist Coal & Supply Co., The	86
G.E.L. Electric Co.	80
Gem City Blue Print & Supply Co., The	79
General Dredging Co.	66
Glidden Co.	55
Graham Co., The	84

Hamilton Clothes Dryers	56
Hamilton Parker Fuel & Supply Co.	82
Hanna Paint Co.	60
Hart, The Edward R. Co.	82
Hess Blue Print Co.	84
Hills Co.	81
Himes, Carl D.	81
Hoge-Warren-Zimmerman	77
Hotstream Heater Co.	65
Hough Shade Corp.	8
Hygiene Products Co.	82

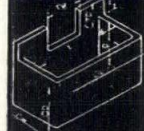
Ideal Builders Supply & Fuel Co., The	80
Infra Insulation	62
Janson Industries	78
Josam Mfg. Co.	61



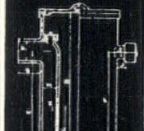
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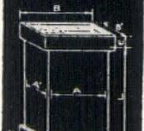
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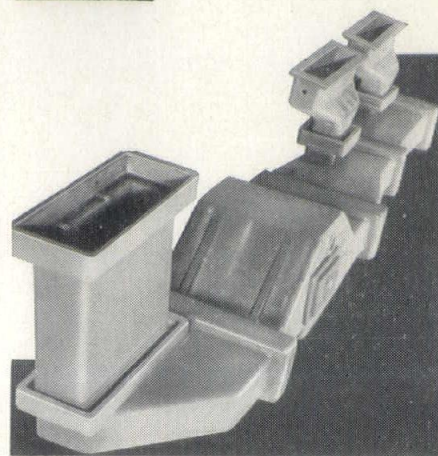
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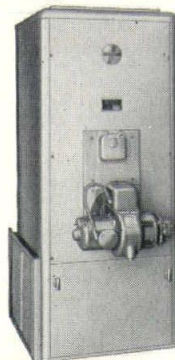
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Kahn Co.	80
Keeney Co., D. M.	73
Kennedy Co., The	80
Kilroy Structural Steel	72
Kinnear Mfg. Co.	69
Knight Co., M. A.	85
Kothe Carlson Co.	73
Kuhlman Builders Supply Co.	78
Kyser Sales Co., W. M.	35
Libby, Owens, Ford Co.	51
Lieb Jackson Co.	80
Loomis, J. P., Coal & Supply Co.	70
Lumm, A. H.	78

McGuffie Co., W. S.	61
McMahon, Inc., J. A.	62
Mahon Co., The R. C.	2
Malta Mfg. Co.	42
Meierjohan & Wengler	83
Meta-Kote Corp., The	83
Midwest Acoustical Supply Co.	64
Modernfold Door Sales Co.	46
Mooney Iron Works	21
Moore & Glass	67

National Cement Products	65
-------------------------------	----

Ohio Bell Telephone Co.	58
Ohio Clay Co., The	82
Ohio Concrete Block Assn., Inc.	33
Ohio Fuel Gas Co., The	29
Ornamental Iron Works Co., The	31

Parker Electric Co., The	80
Parsons Painting	72
Paugh & Brown, Inc.	74
Pekley, Robert H.	75
Pekoe Hardware Co., The	72
Permaglas Water Heaters	43
Plocker Sons Co., The Andrew	79
Pollack Steel Co.	19
Portland Cement Assn.	57
Price Bros. Co. (Flexicore)	52
Prince Co., L. M.	77

Rackle & Son, Geo., The	80
Rankin, Inc., D. W.	80
Ratox Folding Doors	8
Rau & Associates, Alger	72
Reading Concrete Products, Inc.	85
Ready Mixed Concrete	81
Reliance Art Metal Co.	63
Reliance Heating & Air Conditioning	80
Requarth Co., F. A., The	80
Rheem Mfg. Co.	27
Richland Shale Brick Co.	76
Richter Concrete Corp.	85
Robbins Floor Products	3, 4, 5, 6
Rorimer Brooks	73
Rose Iron Works, Inc.	84
R.O.W. Wholesalers	45

Sack, D. J.	80
Schweitzer-Dipple Co.	74
Sepper Construction Co.	52
Shook, Inc., Charles H.	81
Simpson Logging Co.	86
Smith Brick Co.	76
Smith Co., A. O. "Permaglas"	43
Society for Savings	53
Stafford Co., The A. G.	78
Stock & Son, Henry	80
Stone Co., Gregory	81
Stewart Iron Works	69
Superior Lite Co.	84
Surveying Instrument Co.	73

Tarrier Steel Co.	80
Tiffin Scenic Studios, Inc.	76
Tiles of Clay, Inc.	70
Timber Structures, Inc.	67

Ursprung Co., R. S.	74
U. S. Plywood Corp.	68
Uvalde Rock Asphalt Co.	49

Van Range Co., John	44
Wagner, Ferd	76
White, Sam	83
Wierby Sales	48
Wiffenback Marble & Tile Co.	81
Wurz Co., The R. L.	59
Wyolite Insulation Co.	66

Yardley Venetian Blinds	79
------------------------------	----



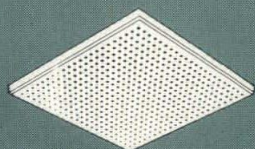
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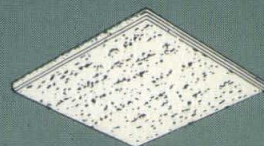
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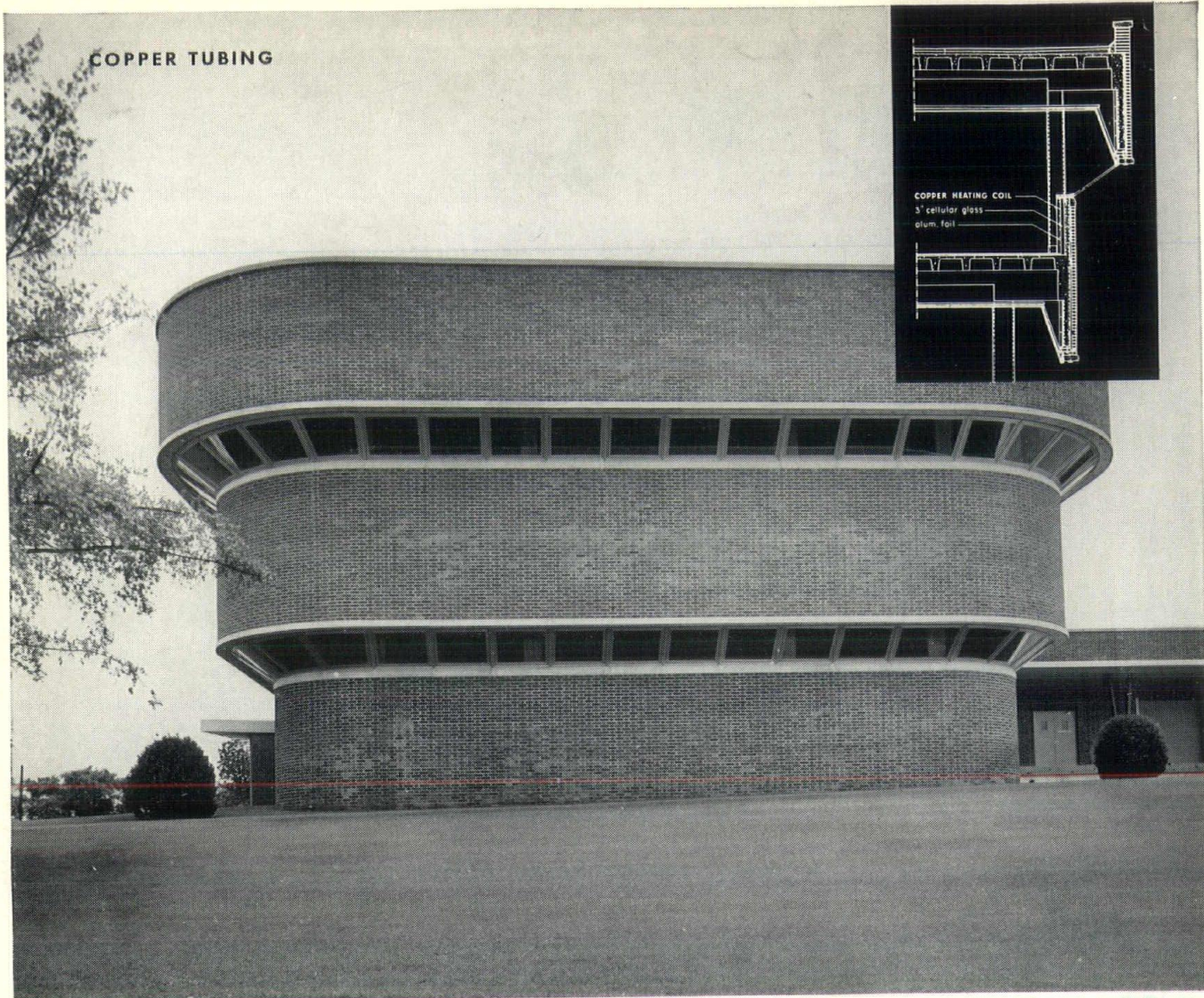
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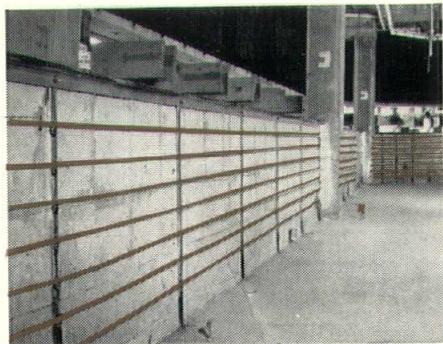
COPPER TUBING



NEW HOME OFFICE of Springs Cotton Mills. Architect: Robert & Company Associates, Atlanta, Ga. Contractor: George A. Fuller Co.

Copper Tubing . . . in walls that "hang in air"

The ability of architectural designers to solve unusual construction problems is proved again in this new home office building of the Springs Cotton Mills



COPPER TUBING was specified for radiant heating panels that are installed in walls.

located in Ft. Mill, S. C. The angled windows desired by the owner require that the walls be supported by cantilever construction, thus creating the illusion of being suspended in mid-air.

These walls contain the radiant panels that provide winter comfort for office workers. From both a cost and design basis, copper tubing fits this type of heating system perfectly. It is easily installed because it comes in long lengths, requires fewer fittings and bends easily to follow wall curvatures. Connections are made quickly and securely even in the hard-to-get-at spots by using solder-type fittings.

Architects will always find that copper tube for radiant heating panels

offers the "final touch" to modern design . . . plus lower installation costs, longer service life and lower upkeep. Publication C-9, "What Most People Want to Know About Radiant Panel Heating" answers questions your clients have on panel heating. For free copies, write *The American Brass Company, Waterbury 20, Conn. In Cincinnati: 101 West 4th Street. In Cleveland: 2906 Chester Avenue. In Columbus: 214 Beggs Building.*

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