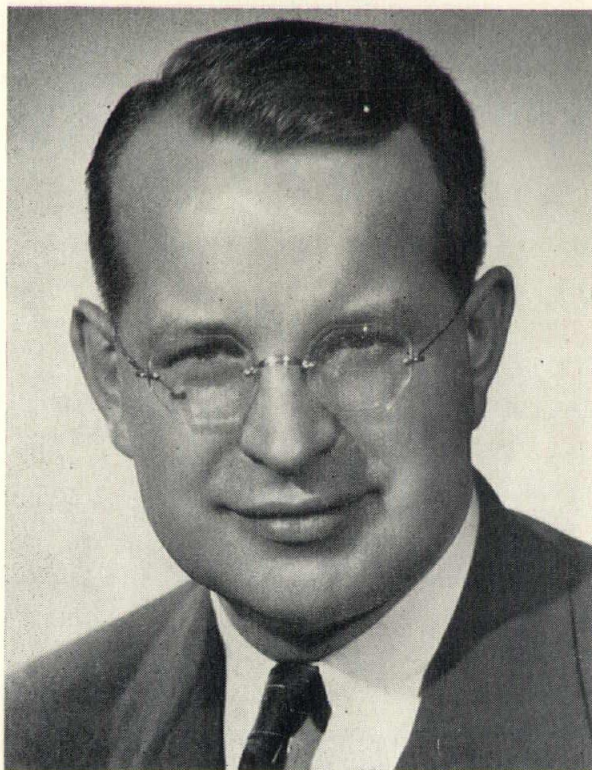


OHIO ARCHITECT

A New President and a New Face Among the Officers



JOHN W. HARGRAVE, A.S.O. President

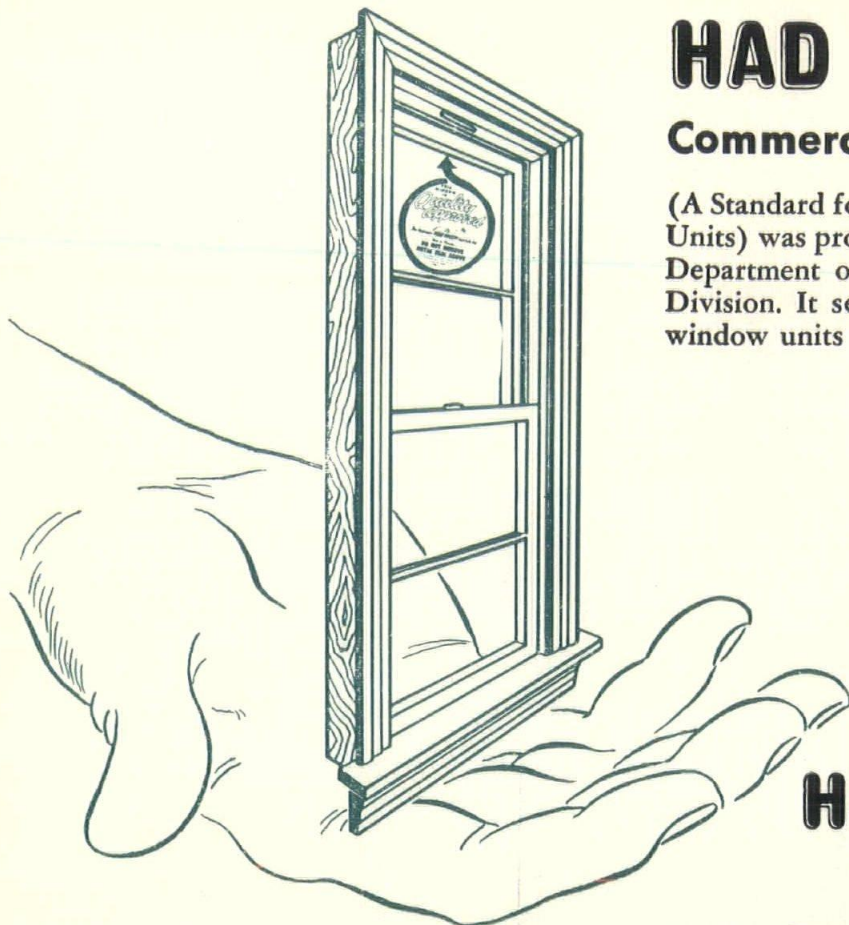


JOHN P. MACELWANE, New 3rd Vice President

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Walter A. Taylor
Department of E. & Research
The American Institute of Arch.
1741 New York Ave., N. W.
Washington, D. C.



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Commercial Standard CS 190-53

(A Standard for Stock Double-Hung Wood Window Units) was promulgated January 15, 1953 by the U.S. Department of Commerce, Commodity Standards Division. It sets standards for double-hung wood window units covering:

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Preservative Treatment
Air Infiltration
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Bedding in Putty
Installation of muntins and bars
Assembly and nailing procedures, etc.

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The AWWI Quality Approved Seal



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Casement Picture Window Installation . . . George C. Walters, Cleveland, Architect

OHIO ARCHITECT

OFFICIAL PUBLICATION OF THE
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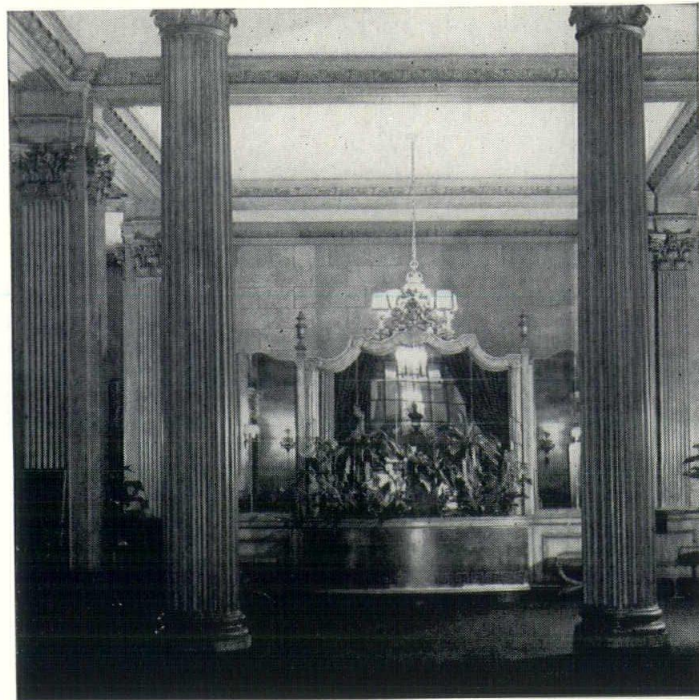
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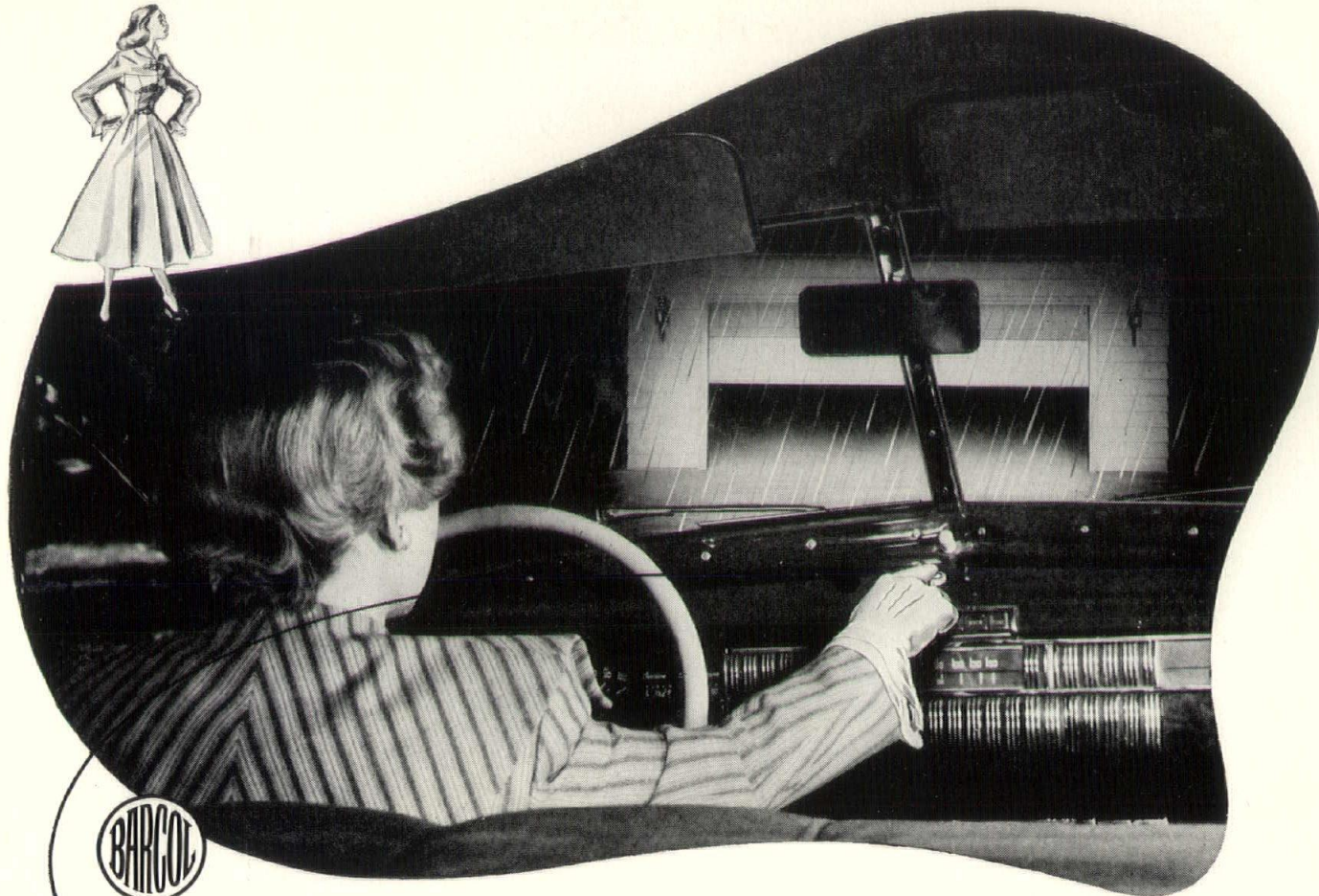
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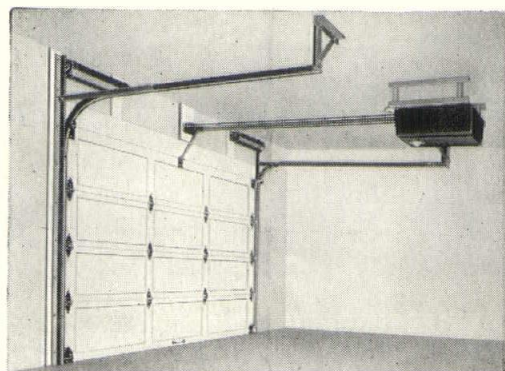


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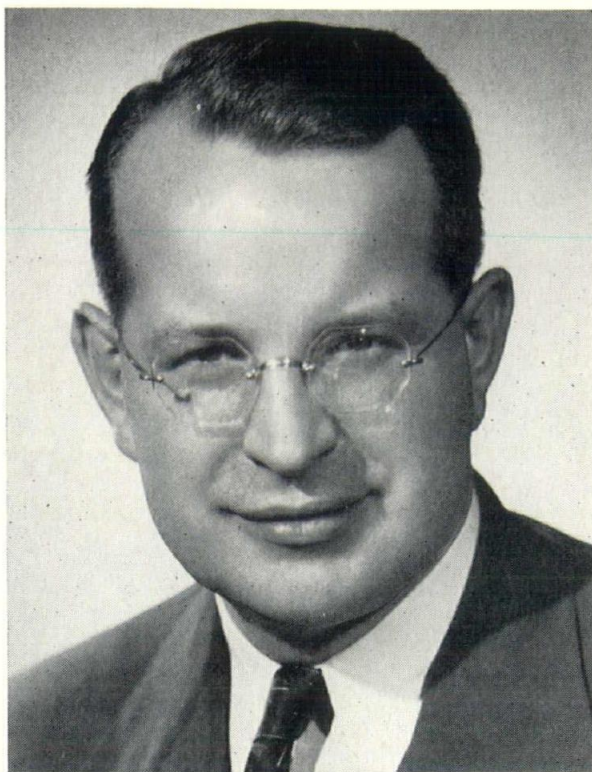
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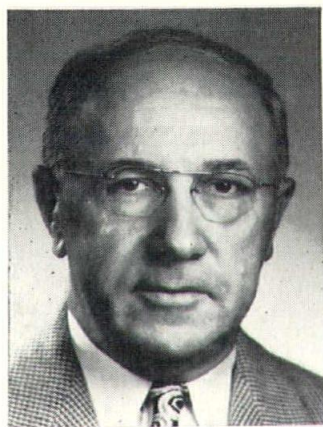
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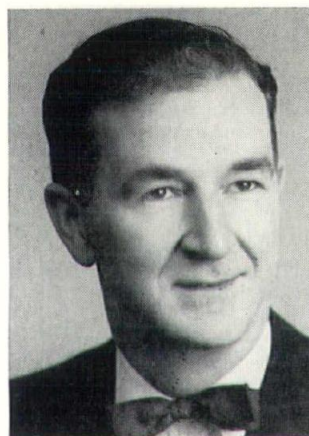
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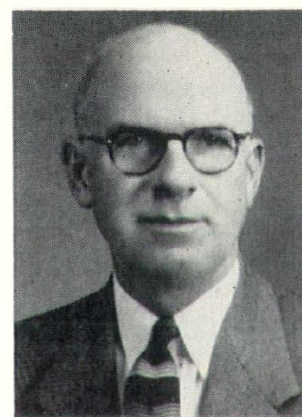
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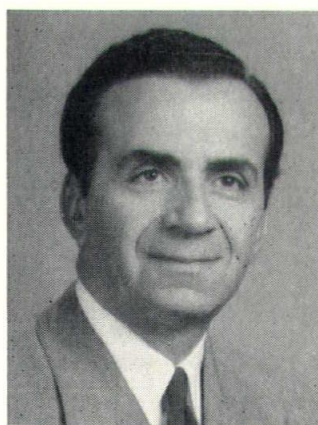
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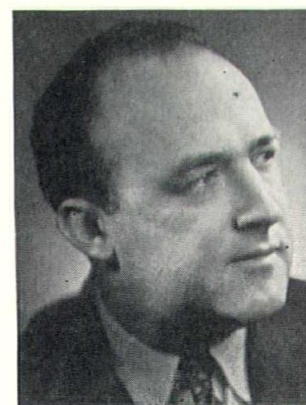
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A Hundred Million for Shopping Centers

By JOHN METCALF, Cleveland Plain Dealer

Shopping center construction is going strong in the northern Ohio area, where more than \$100 million is planned or is now in the building stage.

Largest growth is concentrated in the northeasternmost section of the state. In Lake, Cuyahoga, Geauga and Ashtabula Counties, planned or committed capital expenditure comes to approximately \$58.4-million. The Cleveland Electric Illuminating Co., which services the four-county area, reports that the \$58.4-million will go into sixteen centers for 495 store units. Of the latter number, ten will be branches of large department stores.

C.E.I. notes these trends in shopping center construction:

Build larger "one stop" projects with complete shopping facilities, including department stores, to pull business from within a larger radius.

Increase size and accessibility of parking facilities with more adequate protective lighting.

Provide summer air conditioning in every unit.

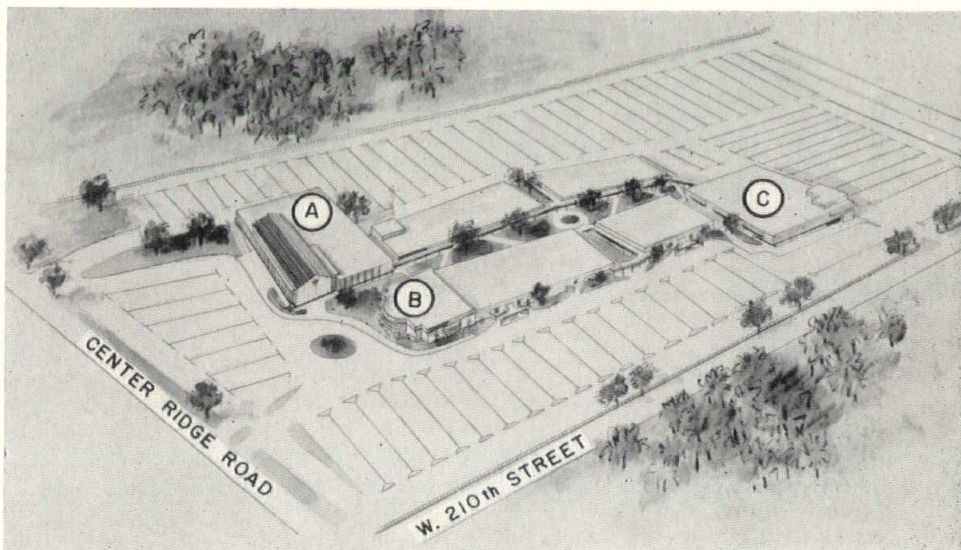
Provide more and better light for selling in store windows and interiors.

Provide better facilities for customer self-service and to remain open at night.

Since the end of World War II,

twenty-eight centers have been built in the C.E.I.'s service area, comprising the four northeasternmost counties in the state. More than \$42 million has been spent on this type of construction. Store units in the centers number 576, of which five are branches of large department stores.

Center of the boom is Cuyahoga County, which com-



WESTGATE in Fairview Park, now under construction is a Mall-type shopping center with 45 store units and parking space for 5,000 cars. Its cost is around \$8,000,000. "A" indicates location of Halle Bros., "B" Stouffer's Restaurant, "C", Federal Department Stores.

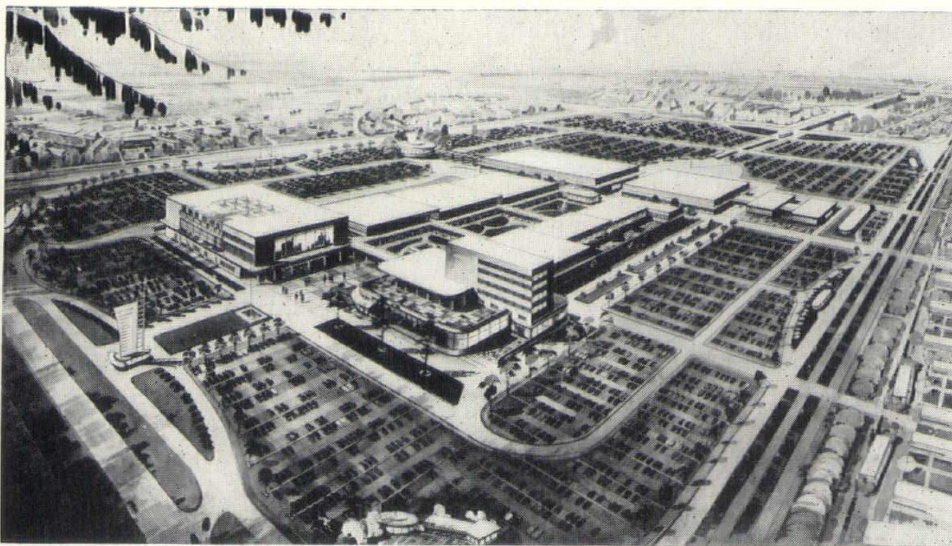
prises the Greater Cleveland area, expected to have a population of 1,613,940 by 1960. Need for centers in the suburbs is indicated by census figures.

Largest unit planned for Cuyahoga County, as well as northern Ohio, is the Meadowbrook Regional Center in Bedford. G. J. Goudreau & Co., Cleveland community developers and builders for twenty-seven years, is developing the center, part of a 173-acre Meadowbrook Community, costing an estimated \$34 million.

If built as presently planned, the shopping center would cost about \$15 million, and that "probably would be a minimum estimate," said a Goudreau spokesman.

Covering 80 acres, the Meadowbrook Regional Center will feature two major department stores and have some 80 retail stores and service establishments. The center will provide 500,000 square feet of selling

(Continued on page 35)

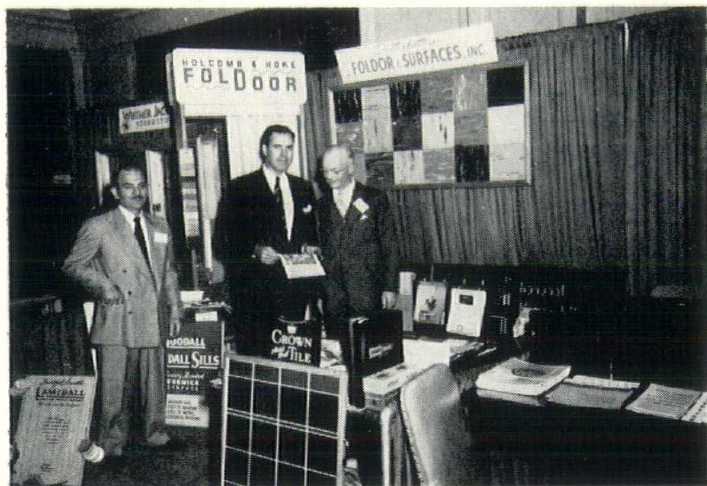


MEADOWBROOK is an integrated community development planned for Bedford by G. J. Goudreau & Co. A cost figure of \$34,000,000 has been used in connection with the project which will involve an 80-unit shopping center and 2,000 terrace-type houses. George S. Voinovich, Architect.

A Stroll Through the Building Materials Exhibit

By CHARLES L. BURNS

The Building Materials Exhibit of the 20th A.S.O. Convention in Youngstown, Oct. 14, 15 and 16 occupied all the available space on the ballroom floor of the Pick Ohio hotel and while not the largest in the last five years, was one of the best from the standpoint of attendance and the new products shown. Many products made their first official appearance in the architectural field at the show. Four periods of one hour each were provided in the official program for visits to the exhibits and the visiting architects took good advantage of them.



Booths that were manned continuously reported that they averaged about 80 to 100 visiting architects, who stopped to leave their "calling cards" in the receptacles provided by the committee for this purpose, and many stayed for some time to discuss their problems with the exhibitors' representatives and to hear what they had for the architects in the way of products and services.

The show opened at 6:00 P. M. Wednesday night, right on schedule, but the attendance Wednesday evening was negligible due to the "Ice Breaker" party for the architects and their ladies and exhibit personnel, which was given at the V.F.W. Hall a short walk from the hotel and which continued into the wee sma' hours of Thursday morning. Dancing, refreshments and good fellowship were the order of the evening and the party provided a good opportunity for the exhibit personnel to meet with the architects on a social level.

Thursday and Friday, however, were very busy days and the exhibitors generally expressed considerable satisfaction with the contacts made possible by the show. A couple of the exhibitors were unable to bring their largest and heaviest displays to the ballroom floor due to elevator limitation, but suitable display space was arranged for these in the hotels' main lobby. A fine spirit of good fellowship and camaraderie between the exhibitors' representatives and the architects was everywhere in evidence. When some of the exhibitors had completed erection of their displays they turned to help the others, some of whom were competitors, to get their displays erected. Some of the exhibitors who had engaged larger space than their exhibit required even exchanged booths with those whose exhibits required more area than they had available in their booth, and if that isn't an evidence of the fine spirit and friendliness existing, we do not know what is.

Come with us on a visit through the exhibits and meet the splendid group of men (and women) who were there to see that the architects got the most good out of their visit to the Youngstown Convention.

As we step out of the elevator on the ballroom floor we see a long row of colorful booths stretching from the elevators entirely along the space opposite the lobby well and the ballroom.

The first booth we come to is No. 46 where the Whitmer-Jackson Co., 3650 Connecticut Ave., Youngstown had an exhibit of Andersen Windowalls.

Next was booth No. 45, the exhibit of Foldoor and Surfaces, Inc., 2028 East 46th St., Cleveland, displaying the Holcomb and Hoke Foldoor, Woodall Windows Sills with the Formica surface, Vina Lux reinforced Vinyl Tile, made by the Uvalde Rock Asphalt Co. and a line of Robbins Floor products. The floor of this booth had a Robbins floor over the carpet, to show its attractive appearance and durability. The hosts here were Frank Roper, Pat Michaud and Al Vogel.

Next to Foldoor, occupying No. 43 and No. 44, was 'lumiland Organization, 2216 Wooster Rd., Rocky River, O. with a nice exhibit of Panaview Sliding Doors and Peterson Sliding Sash—made of aluminum, of course. Here friendly and genial John Lees represented his organization.

Next we come to Nos. 41 and 42, opposite the ballroom entrance and meet an old friend, Charlie Haas of the Charles Haas Co. of Cuyahoga Falls. He had an exhibit of various shaped metal window frames and when we asked him to tell us how to describe what he had for architects, he said, "We make expertly tailored windows in any metal to the individual design of the architect. And stress that word *individual*. He draws 'em—we build 'em—and we know how to build 'em the way he wants 'em." Okeh, Charlie, we hope we've conveyed your message correctly.

Next was an exhibit occupying three booth spaces by the W. M. Kyser Sales Co. of Warren, Ohio. Here R. C.



Lewis, President, assisted by W. F. Siddall, W. H. Brandt and Lou Cardinal explained the advantages of the Schieber Sales Co.'s "Port-a-Fold" Table and bench unit which they had on display and which provides table and bench space for use in multi-purpose rooms and may be folded back, out of the way, when not in use. Thus, a gymnasium may serve as a dining hall during the day and after dinner become a gymnasium with all the tables and benches, folded back into wall spaces or folded up and moved to storage space—and one man can handle it. They also exhibited clothing and food laboratory equipment of Mutchler Bros. Co. of Napanee, Ind.

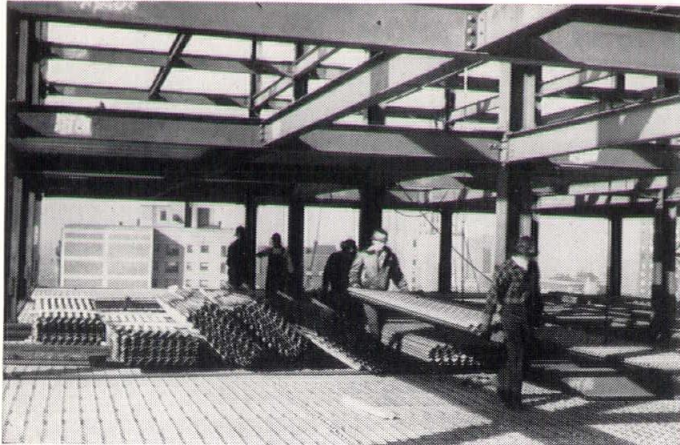
At the end of the corridor was Booth No. 37 occupied by a beautiful display of Timber Structures, Inc. It

(Continued on page 28)

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JOHN HARGRAVE HEADS A.S.O. FOR 1953-54

John W. Hargrave, 9394 Montgomery Rd., Montgomery (Cincinnati) was unanimously elected president of The Architects Society of Ohio for the coming year. C. Melvin Frank of Columbus was advanced to 1st Vice President, Leon M. Worley of Cleveland to 2nd Vice President and John P. Macelwane of Toledo was made 3rd Vice President.

Charles J. Marr, New Philadelphia was re-elected secretary and Eugene F. Schrand, Cincinnati was re-elected Treasurer. Rollin L. Rosser of Dayton becomes Past President.

From an interest standpoint, the Youngstown Convention was a success. The attendance was disappointing in some respects but those who did attend found the days (and evenings) chock full of things to do, things to hear and things to see.

From the tour through the Steel Mill on Wednesday afternoon to the Annual Banquet on Friday night there was always "something happening." The "Ice Breaker" party had to be shifted to the V.F.W. Hall but as that was only a few steps from the hotel and the evening was perfect as to weather, this was not inconvenient. At the Thursday Luncheon, Perle L. Whitehead's talk was full of humor, and interest. The "Clair W. Ditchy Night" in honor of the president of the A.I.A. was highlighted by the ladies' minstrel show which really "rocked 'em." President Ditchy's talk was full of meat for the Architects and was well received, as was the talk by George Bain Cummings, A.I.A. Secretary at Friday's luncheon. The business meeting and election of officers on Friday afternoon was as expected (after a quorum had been rounded up by taking them from the Materials Exhibit), and Talbot Hamlin's address at the Annual Banquet was full of interesting facts about Ohio, both past and present. It is unfortunate that more architects did not find it possible to attend. We know that it is difficult, especially when the office is behind in its work and going at full steam ahead, to take one or two days off to attend a Convention. But it isn't "playing hookey" by any means. Meeting with fellow architects, renewing old friendships, raising the elbows and absorbing the latest information on materials and processes, discussing problems with experts to whom they are everyday affairs, this is not "hookey" but a good, sound, sensible investment in time that will pay dividends in better architecture and better business.

Next year's 21st Annual Convention is scheduled for Dayton, Ohio, and we hope you will try very hard to attend. Take it from the ones who came to Youngstown—it is well worth while and a dividend paying investment.

WINNERS OF THE ATTENDANCE PRIZES

Lucky winners of the ten prizes offered by the Convention Committee as selected from tickets left at the Exhibitors booths, reported by the Registration Desk were:

- No. 78 Geo. R. Connelly, Akron, Ohio
- No. 20 Mrs. Chas. Marr, New Philadelphia, Ohio
- No. 87 Mrs. Eugene Schrand, Cincinnati, Ohio
- No. 18 Mr. E. A. Ramsey, Columbus, Ohio



JOHN W. HARGRAVE, A.I.A.

- No. 112 Ranger O. Nelson, Youngstown, Ohio
- No. 34 Mr. Chas. Steiner, Warren, Ohio
- No. 144 Geo. B. Mayer, Cleveland, O.
- No. 63 Joseph Ceruti, Cleveland, Ohio
- No. 62 Mrs. George Voinovich, Cleveland, Ohio
- No. 56 Mrs. Burt Stevens, Akron, Ohio

AN OPPORTUNITY FOR OHIO ARCHITECTS

The Ford Motor Co. of Dearborn, Michigan publishes an attractive monthly publication with a broad use of 4-color illustrations and of wide general interest.

They are now building up a reference listing of new and interesting American buildings used for social purposes which will be suitable for background in a new picture series planned for early publication.

This publication, 5" x 7" in size, is interested in receiving from Ohio Architects, such picture and drawing contributions of club houses, community centers, fraternal buildings outside of the more heavily publicized residential and public building categories.

Here is an opportunity for Ohio Architects to receive ethical publicity on a nation-wide scope for their efforts in this direction. Material of this nature may be sent to "Ohio Architect" and it will be sent to the proper representative of the publication for prior use.

TOLEDO CHAPTER MEMBERS EXHIBIT RECENT WORK

At the Toledo Museum of Art, Sunday, November 1 through Sunday, November 29, 1953, an exhibit of recent architectural work by members of the Toledo Chapter A.I.A. will be on display.

Titled "NORTHWEST OHIO ARCHITECTURE, 1945-1953," the show will be open free to the public during regular museum hours and continuously to 9:00 p. m. on Tuesdays and Thursdays.

Each Chapter member has been invited by the museum to prepare a panel displaying photographs, drawings, and renderings of his recent work. Several members will also exhibit models of recently completed projects. The museum will issue a catalogue of the exhibit, listing each building displayed and its architect.

Sponsored jointly by the Chapter and the Museum to bring before the public the many fine examples of architecture built in northwestern Ohio in recent years, the exhibit will be prepared and installed by the Chapter as part of the museum's program of special exhibits.

Thaddeus B. Hurd is chairman of the committee handling the exhibit for the Chapter, with members Horace W. Wachter in charge of registration and Charles D. Scott, assisted by Lavern A. Farnham, in charge of display design and installation.

This exhibit, following closely the Chapter's "Fifty Years of Toledo Architecture" exhibit in October, 1951, again reveals the fine cooperation in Toledo between the Museum and the Toledo Chapter.

GREAT LAKES REGIONAL CONFERENCE

An interesting two-day Conference and Seminar of the Great Lakes Regional Council of the A.I.A. was concluded on September 19 at the Hotel Statler, Detroit.

Raymond S. Kastendieck, Director of the Great Lakes Region presided at the open meetings on Friday and the Seminar on Saturday.

A feature of Friday was the presentation of Detroit Chapter Honor Award Medals to Saarinen, Saarinen and Associates, Architects and Smith, Hinchman and Grylls. Architects and Engineers in recognition of their having received the A.I.A. National Honor Award for their

Rely On and Specify with Confidence...



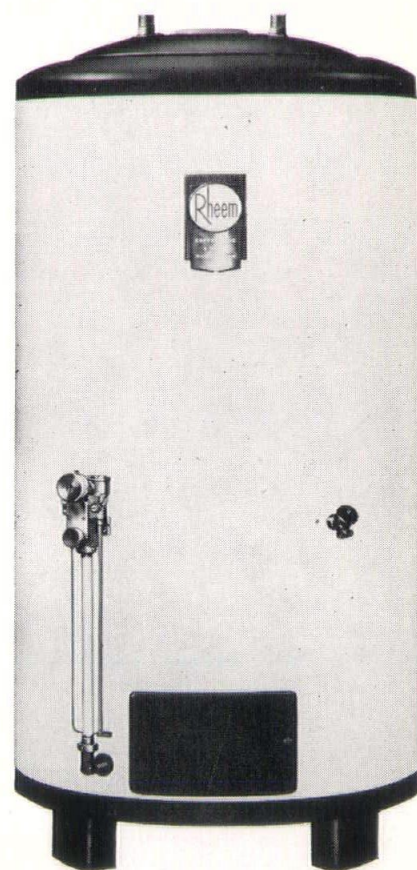
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The B. A. I. D. Streamlines Its Operation

The current Circular of Information of the Beaux-Arts Institute of Design calls attention to important changes in its program service to schools, colleges and independent architectural students. The B. A. I. D. is a non-profit national organization established in 1916 under the Regents of the University of the State of New York, to afford students of architecture the opportunity for unbiased national comparison of their work. Programs are prepared by men of authority in their field, and the students' solutions to the problems are judged by groups of practicing architects and teachers, with judgments held in various parts of the country from time to time. Complete anonymity of contestants is assured by covering all identifying names.

The changes just announced include:

1. Fewer problems with more emphasis on each. (Now only 2 in each class are issued.)
2. Elimination of any program service charge to schools.
3. Maximum student freedom in development and presentation of solution.
4. Submissions are not graded for awards other than being selected for prizes.

1954 LLOYD WARREN SCHOLARSHIP

41st PARIS PRIZE IN ARCHITECTURE

Conducted by Beaux-Arts Institute of Design

A National Competition open to any citizen of the United States of America under 30 years of age July 1, 1954, who holds a degree in architecture or is scheduled to receive a degree in June, 1954, or who has the equivalent in education and practical experience.

The Scholarship will be awarded solely on a basis of merit, ability and achievement as demonstrated by the solution to an architectural problem completed in four weeks. The competition will be held from March 1 to March 29, 1954.

The Stipend for the scholarship is \$5,000 for a period of 18 months, twelve of which must be spent abroad the balance in travel in the United States.

Application for participation must be filed with the Committee on Scholarships by February 1, 1954.

Details of the competition are contained in the 1953-1954 Circular of Information of the B.A.I.D., a copy of which may be obtained by writing to: Beaux-Arts Institute of Design, 115 East 40th St., New York 16, N. Y.

From extensive studies of current architectural education trends in this country and abroad, made recently by its directors, the B. A. I. D. feels that the above changes will keep pace with expanding student needs and enable it to continue its maximum service to architectural students in their development in architectural design.

For the Fall Term: October 1-December 15, prizes totaling \$675 will be awarded through the Beaux-Arts Institute of Design on solutions completed in five consecutive weeks to the following problems:

By students in elementary design classes on the subject of "A Campers' Lodge"—Hirons Alumni Prize.

By students in intermediate design classes on the subject of "A Campus Union"—Tile Council of America Prizes.

By students in advanced and graduate classes on the subject of "A Newspaper Plant"—Kawneer Company Prizes.

(Continued on page 19)

Dr. J. Gordon McKay Speaks on Ohio Turnpike at Cleveland Meeting

Lottie B. Helwick, Secretary

At its September 30th meeting The Cleveland Chapter started another program year on "What an architect should know in the Allied Fields" by having as guest speaker the eminent authority, Dr. J. Gordon McKay, member of the Ohio Turnpike Commission.

Dr. McKay prefaced his remarks by stating that the commission operated for two years without any funds, and then by act of legislature were given the green light to issue \$320,000,000.00 in 40-year revenue bonds for a construction loan for the Ohio Turnpike Project No. 1, without involving the credit of the State of Ohio or anticipating the use of tax dollars. Financing was actually negotiated on Wall Street thru a syndicate composed of 410 investment houses scattered between the east and west coasts. It is anticipated that the bonds will be paid off in from 16 to 20 years and at that time the toll road will revert to the state as a free road.

Nineteen consulting firms have been employed covering the 20 design sections of the contemplated Turnpike. These firms are responsible for the inspection and construction exactness of the entire project. It is anticipated that 133 miles of the total 241 will be under contract for construction by October 13th, this year. Of 17 designs offered, 16 were unanimously approved. The one design that was rejected offered the transverse or European flow plan.

The Turnpike has been designed with 15 interchanges and 16 service station areas. (No monopoly for operating the latter is contemplated.) Dr. McKay pointed out that the service areas, toll plazas, maintenance buildings, etc. were all to be designed by architects. Bellman, Gillett & Richards have been employed to design the four service areas at the eastern end and McDonough & Barber for the four on the western section. Of the entire layout, the least productive, yet the most expensive part, construction wise, is that in the southern part of Cuyahoga County.

The road bed will be constructed of 10-inch reinforced concrete designed for an axle load of 36,000 pounds. A control device will be operated for alerting the adjoining systems in Pennsylvania and Indiana as to the loads beyond their capacities. Average grades will be 2½% with a maximum of 4% in a few areas only.

In order to provide the maximum of safety in accordance with today's experience, a minimum 56-foot dished type center dividing strip will be provided between the east and west lanes of traffic. This will take overflow water, shoveled snows preventing ice accumulations back onto the road beds and provide a safety overrun for cars out of control. Easements have already been secured on 92 percent of the bordering property to maintain a 1000 foot depth control on no billboards to insure maximum plausible visibility. The operation of the Turnpike will likewise increase motor and public safety by eliminating much of the truck traffic thru the small populated areas.

The question period following Dr. McKay's talk was a lively one and the architects' response to the first meeting was a feather in the cap of the new program committee, chaired by Robert Yoder.

GREAT LAKES REGIONAL CONFERENCE

(Continued from page 12)

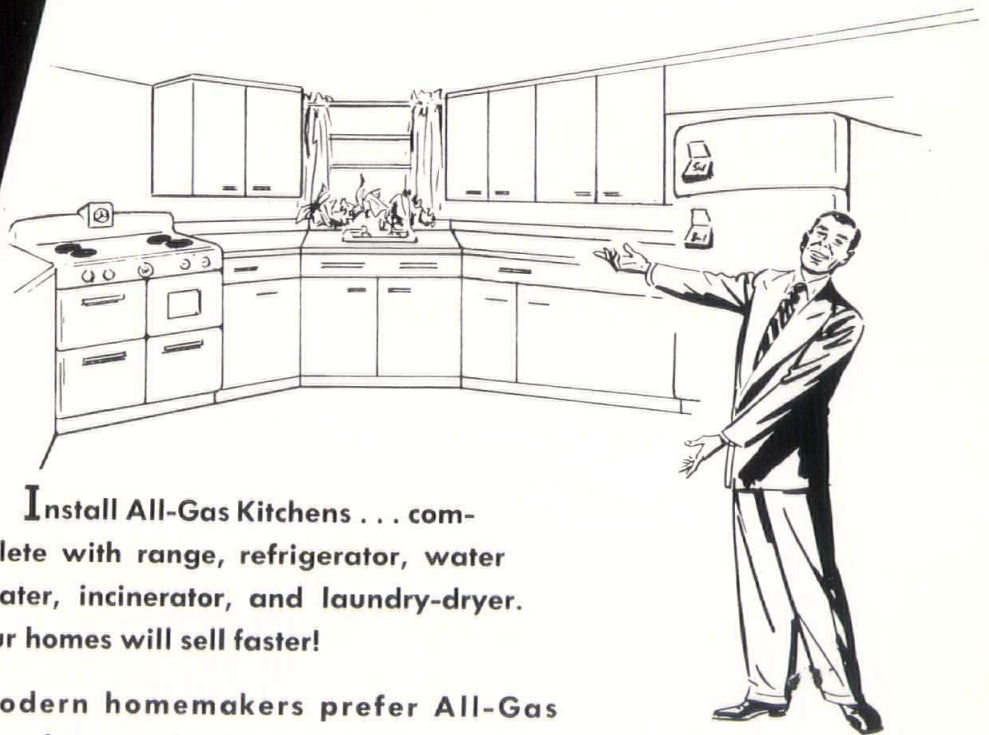
General Motors Technical Center. Clair W. Ditchy, F.A.I.A. President of the A.I.A. spoke on "Inside A.I.A." and Anson B. Campbell of Ketchum, Inc., Public Relations Counsel for the A.I.A. presented a "Public Relations Work Shop."

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GLASS COMPANY ENTERTAINS TOLEDO ARCHITECTS

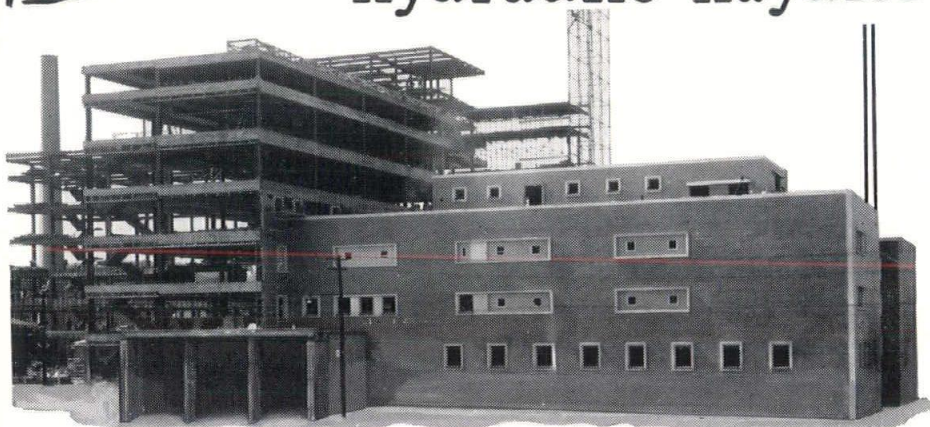
The Toledo Chapter, A.I.A. were guests of Libby-Owens-Ford Glass Company at the chapter's September meeting in the Commodore Perry Hotel.

Primary purpose of the program was to bring out the newest ideas for planning homes to reap the maximum benefit from solar heat. L. J. Schenck regional sales promotional manager for LOF, demonstrated the solarometer, an instrument developed to show how the sun shines on a building at any specified hour and in any latitude. Other LOF men who participated in the program were (left to right), Roy Anderson, Everett Eakin, Gene Fisher and Jim Schenck. The architects also heard discussions of the proper use of various types of insulating glass and heat absorbing glass.



Libby-Owens-Ford Executives Demonstrate Solarometer

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High Strength Steels in Ohio Building Construction

Unlike the automobile industry's swift evolution from carriages to cars, the construction industry has been slow to adopt the striking advantages of high-strength steel construction in economy, space saving and stability. Although high-strength steels have been used in suspension bridge cables, for almost a century, these steels have never been applied to building construction.

Now, for the first time, it is possible for architects and contractors to capitalize on this high-strength steel in both heavy and light construction by using a new product called Cofar.

Cofar, complete positive reinforcement and form for concrete slabs, is manufactured from cold rolled, tough-temper steels. The term tough-temper denotes the proprietary steels of the Granite City Steel Co. obtained by controlled cold reduction of low carbon non-alloyed steels. This steel does not require critical alloying to gain its high tensile strength. Instead, controlled cold rolling, with strain hardening as the result, gives high and unusual physical properties. The structure of the steel itself actually changes—the crystalline elements re-lined—to produce a steel with a minimum yield point above 80,000 psi; and an ultimate of over 100,000 psi. This is tough steel!

Manufactured from steel like this, Cofar permits construction men to build a simplified, more economical structure with savings in material and labor. Cofar thus gives promise of an atomic era for building construction.

Cofar is a deep corrugated steel sheet with T-wires (transverse wires) welded across the corrugations and performs a dual function of reinforcing and forming concrete slabs. The corrugated sheets serve as a tight, incombustible form for wet concrete and when concrete sets, provides com-

plete positive reinforcing at the bottom of the slab. The T-wires welded across the corrugation furnish the necessary temperature reinforcing while providing a mechanical anchorage between the concrete and the corrugated steel. An architect specifying Cofar makes his concrete floor and roof slab a one stage operation. There are no costly wood forms to build and tear down. Placing, detailing, and tying of long straight and bent positive rebars are eliminated. The tough, high-strength steel permits Cofar units to absorb extreme construction abuses without permanent damage.

Cofar is the trade name of Granco Steel Products Co., subsidiary of Granite City Steel Co., Granite City, Ill. Granco Steel Products Co. is pioneering in the field of high-strength steel products for the building industry. Granco has recently announced the appointment of Moore & Glass Engineering Sales of Cleveland, Ohio as Cofar Sales Agents, making it possible for Ohio Architects to receive a prompt service on inquiries or design quotations.

An interesting Cofar project is the new Thistle-Down race track at Cleveland. Cofar was used for the floors and seating ramps of the track which was being built on 157 acres of ground. The race track's grandstand building will cost some \$2,500,000. An ultra modern structure, it is 450 ft. long and 230 ft. deep and seats 5,200 people. The six-level building is topped by terraced dining rooms seating 630—completely enclosed in glass so diners can watch races while eating.

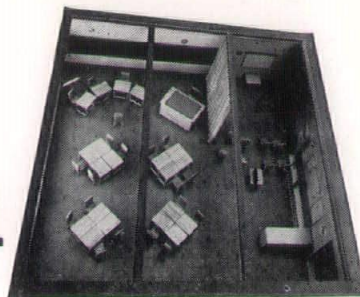
Also in the Cleveland area, is the Cleveland-Hopkins Airport in which Cofar was used in the service tunnels and the Bendix-Westinghouse Auto Company at Elyria, Ohio in which Cofar was specified for the floors.

Cofar form and reinforcing units have been widely accepted for use by the various Regional Building Codes as well as by the code authorities of several of the nation's largest cities. The city of Cleveland Board of Building Standards and Building Appeals approved Cofar floor and roof construction at their meeting held on June 9, 1952, docket—158-51.

Equally suited to steel or concrete frame, Cofar offers complete design freedom of concrete slabs with continuity and weight saving economies. Cofar design can be done in the office of any qualified architect-engineer using conventional concrete practice without special training or procedure. Cofar monolithic floors provide complete plate action for concentrated loads and horizontal forces.

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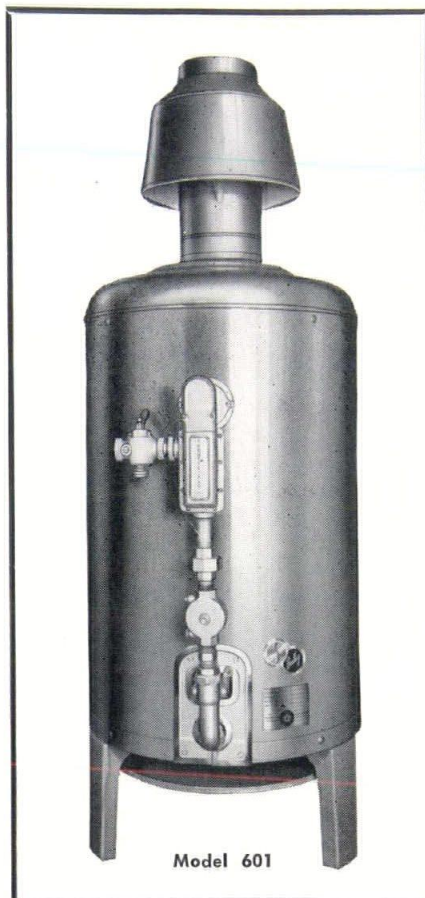
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The smooth corrugated underside of the units provide an attractive ceiling at no extra cost for those cases where plaster or acoustical ceilings are not required. Hot dipped heavy galvanizing insures building life permanency. Weighing only 2 lbs. per sq. ft., these units are easily handled and are ready for immediate placing upon arrival at the jobsite. All Cofar units are cut to fit the building frame and are conveniently bundled for individual bays, eliminating sorting on the job. Cofar placing follows directly behind steel erection. In place, the Cofar units provide a safe unobstructed working platform for construction activities. Concrete contractors are not delayed. These floors have been incorporated not only in skyscrapers and industrial type buildings but in single architect-designed homes and low cost housing units.

Concrete—strong and permanent—is the most versatile, yet least expensive construction material. The building and removal of wood forms have made concrete floors expensive. With the elimination of these wood forms Cofar first floors over basements can be constructed as economically as wood joist. At the same cost, Cofar concrete floors offer many advantages to wood joist construction. Extremely important is the removal of fire hazards of wood floors from residential basements which usually contain furnaces, storage and garage facilities. The smooth corrugated underside of the Cofar units provide an attractive ceiling for basements making them light, clean and livable. Cofar can be painted and decorated to fit modern living. Cofar completely seals the home from termites and vermin at first floor level. Radiant heating installations can be applied directly to the Cofar units before concrete placing. Carpeting, tile, linoleum, and hardwood can be laid directly on the Cofar slab with ease.

Cofar is manufactured from 24 to 18 gauge steel. It has 1.25" deep corrugations and is available in lengths up to 14 ft. and is furnished hot dipped galvanized (1 3/4 oz. zinc per sq. ft.) for building life permanence.

CORRECTION, PLEASE

In the article on page 18 of our last issue concerning the use of precast wall panels by Marietta Concrete Corp. on the Merchants and Manufacturers Bldg. at the Ohio State Fairgrounds in Columbus, the names of the architects, Robert H. Scott and Will Eesley of Marietta were omitted. We are sorry.

MIDWEST BUILDING OFFICIALS TO DEVELOP NEW CODE

Arthur H. Kuhlmann, building commissioner of University City, Missouri, was elected president of the Midwest Conference of Building Officials and Inspectors at the annual meeting of the organization held at St. Paul, Minnesota, the week ending September 26th, it was reported by John V. Gallagher of Indianapolis, Indiana, executive director of the group. The Conference embraces a membership of public officials of thirteen mid-western states concerned with the administration and enforcement of codes and regulations governing building construction. Mr. Kuhlmann succeeds Donald J. Bandy, of Dubuque, Iowa, as president.

Chas. E. Bacon, who recently resigned as commissioner of buildings of Indianapolis, Indiana, was appointed technical director of the organization after the unanimous recommendation of the entire assembly. Mr. Bacon will head the technical division of the conference at the executive offices in Indianapolis, which serves membership cities in an advisory capacity on technical problems arising in the enforcement of building regulations.

A proposal calling for the development of a Midwest Building Code by the organization was given unanimous approval by the assembly, which also approved a preliminary draft of the new code as outlined by Mr. Bacon, serving as chairman of the organization's code study committee. The new Midwest Code, Mr. Bacon reported, will be patterned to the needs of the smaller city so predominate throughout the Midwest and will be designed to meet regional requirements as to climatic, economic and other factors peculiar to the area. It will be maintained to current developments by the organization and will be made available to membership communities for adoption upon completion and approval by the Conference during the coming year.

Available or so called model codes have been designed and developed either to the needs of the large city or certain regions of the country other than the midwest states, and in instances to the interests of special groups. Such building codes are voluminous and involved in their provisions requiring the services of an administrator of highly technical experience, seldom available within the salary range of smaller cities.

This situation has left Midwest communities little choice, Mr. Bacon reported, except to attempt the costly involved task of developing local codes, adopting a code they are unable to enforce or forgoing all efforts toward regulating an orderly growth of their area. Several hundred different and distinct building codes are

(Continued on page 20)

BEAUX ARTS INSTITUTE

(Continued from page 14)

In addition the advanced students are offered the opportunity to compete for the Emerson Prize executed in ten days, November 2-12, on the subject of "An Entrance to an International Airport."

The programs have been prepared by Paul A. Thiry, F. A. I. A. of Seattle; John N. Richards, A.I.A. of Toledo; George Howe, F.A.I.A. of New Haven and Philadelphia; Howard L. Cheney, F.A.I.A. of Chicago.

The 1954 Lloyd Warren Scholarship 41st Paris Prize in Architecture carrying a stipend of \$5,000 will be held March 1 to March 29, 1954, and will consist of one competition of four weeks. Applications must be filed no later than February 1, 1954.

For further details write for the Circular of Information 1953-1954 to the Beaux-Arts Institute of Design 115, East 40th Street, New York 16, N. Y.



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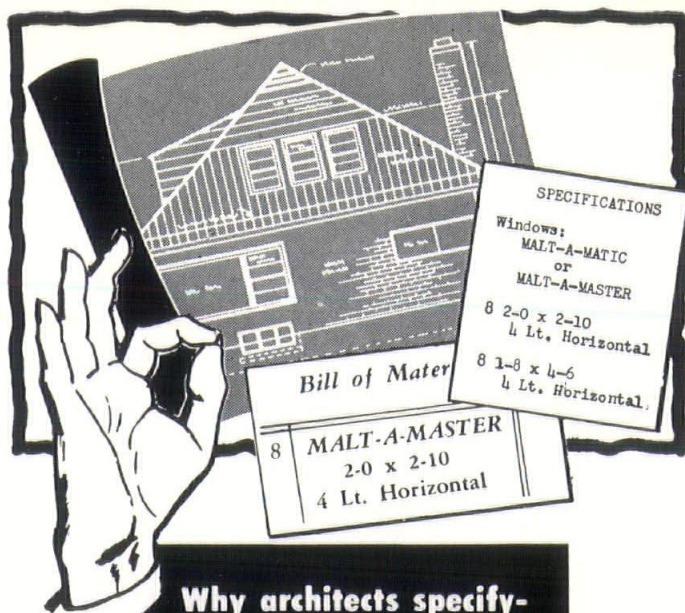


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MIDWEST BUILDING OFFICIALS TO DEVELOP NEW CODE

(Continued from page 19)

at present being enforced to varying degrees within the Midwest States, creating confusion throughout the industry and penalizing builders.

The Conference reviewed a preliminary draft of a code of standards designed to regulate the construction and installation of outside television receiver antennas and referred it back to committee for revision. The TV Code will be made available to Midwest communities for adoption upon the completion of the revision it was announced by President Kuhlmann.

Toledo, Ohio, was approved as the location of the 1954 annual business meeting, with Omaha, Nebraska, selected for 1955. The school for building inspectors, sponsored annually by the Conference, was set for the week of April 12, 1954, at Washington University, St. Louis, Missouri, while the University of Illinois was chosen for the tenth annual school in 1955.

NEW LITERATURE

Kaylo Heat Insulation Brochure

Owens-Corning Fiberglas Corporation has published a brochure describing Kaylo heat insulation which the company distributes.

The publication contains a listing of physical characteristics of Kaylo pipe insulation and Kaylo heat insulating blocks; typical applications, K factors, standard sizes, thicknesses and insulation efficiencies. In eight pages the publication includes 12 photographs, three graphs and five charts.

Kaylo products, made of a chemical compound of lime and silica, are effective up to 1200 degrees Fahrenheit. Copies may be obtained by writing to Owens-Corning Fiberglas Corporation, Toledo 1, Ohio.

A Picture Story of the R. C. Mahon Company

A 46-page, two-color, profusely illustrated book designed to portray the company's extensive metal fabricating and production facilities, its products and services, and its capacity to serve industry, has been produced by The R. C. Mahon Company, 6565 E. Eight Mile Road, Detroit 34, Michigan.

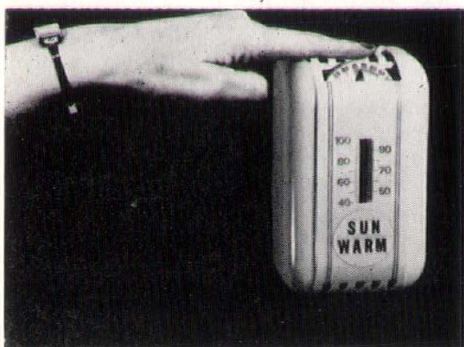
In this book, the activities, products and production methods of the Eight Divisions of the Company are treated separately. It unfolds a picture story of the company's over-all operation which is not only very interesting and impressive, but highly educational as well.

"SUNWARM" HEATING NOW AVAILABLE NATION-WIDE

The Sunwarm radiant heating system, designed to "put the sun in your ceiling" by transforming the entire ceiling into a heating panel, has achieved such wide acceptance in the South and Southeast that it is now available on a nationwide basis.

Developed by Sunwarm, Inc., Kingsport, Tennessee, the system consists of a thermoplastic insulated cable, applied before the ceiling is plastered, and a thermostat is the only visible evidence of the Sunwarm system.

Sunwarm radiant heat not only possesses all the customary advantages of electrical heating—cleanliness, convenience, dependability—but offers an unusual economy in installation



Wall thermostat, with finger-tip control, is only visible evidence of Sunwarm Radiant Heating System.

and operation which makes it highly competitive on a cost standpoint. Sunwarm has prepared a breakdown which compares Sunwarm radiant heating costs with that of coal and oil-fired systems in comparable homes. Based on a 20-year plan of building and maintenance, the Sunwarm owner spends \$178 less per year than the oil user; and \$210 less than the coal user.

Endorsed by fire insurance companies, the Underwriters' Laboratories and FHA and VA, Sunwarm heating is thoroughly safe: there is nothing to burn or explode; even at maximum operating temperature, the cables can be held in the hand comfortably.

The Sunwarm system is easily installed by any licensed electrician using the special stapler provided, less than an hour being required to complete an average room.

The cables themselves are especially long-lived and should never need replacing under normal use. Accelerated aging tests have shown that, after the equivalent of 100 years operation, dielectric characteristics of the cable have scarcely changed.

Users have also endorsed the "space-making" qualities of Sunwarm radi-

ant heating, since it "kills" no floor or wall space, as do conventional heating systems. There are no maintenance problems, no cleaning, no fuel carrying—nothing but clean, efficient, healthful heat that never varies 6° ceiling to floor.

So far, over 18,000,000 feet of Sunwarm heating cables have been distributed—and the Sunwarm system seems destined to "put the sun in the ceiling" of thousands of homes in the coming months.

The Sunwarm system is particularly adapted to motels and tourist courts, as part of an all-electric climate control system, assuring the maximum in



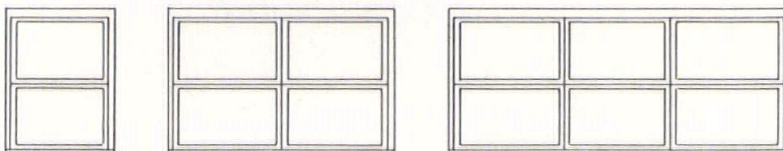
Sunwarm cables are completely concealed under ceiling plaster, which should be allowed to dry before current is turned on.

comfort, convenience, and economy. A recent study of a 125-unit motor

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court by a Washington firm, comparing costs of a central heating and air-conditioning system with those of a Sunwarm all-electrical heating and air-conditioning system, showed a ten-year saving for the Sunwarm user of \$22,521.

Sunwarm cables have also been successfully used in cellar floors, in kennels and brooders, under driveways



Sunwarm Radiant Heating Ceiling cables are stapled to ceiling before plastering. Experienced electrician can complete average room in one hour's time.

and walks, and for soil heating in hotbeds and greenhouses.

A booklet describing Sunwarm Radiant Ceiling Heat, "A New Perspective in Heating Comfort," may be secured by architects from the manufacturer, Sunwarm, Inc., P. O. Box 263, Kingsport, Tennessee.

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By **ERLE RACEY**

Secretary-Manager, The American Wood Window Institute, Inc.

The bloom may be beginning to fade from the building boom. The "buyers market" is here and should consumer demand begin to wane . . . *creative selling* will again come into its own.

There is a "rising star" on the horizon which can materially aid jobbers and dealers in this needed creative selling. And that is The American Wood Window Institute Quality Seal Program.

Enduring businesses are built on the distribution of Quality products. "Quality is remembered—long after price is forgotten" is a slogan as true today as when it was first written.

The American Wood Window Institute was born about five years ago. A group of Jobbers decided to see if something could be done to educate the public concerning the owner benefits of WOOD Windows. They caused a survey to be made and this survey pointed the way for subsequent Institute activities.

In March, 1949, the program was started and a practical, workable formulae began to develop.

Early in the program, the need for an identifying mark on wood window units of a high quality became apparent.

(Continued on page 23)



ERLE RACEY

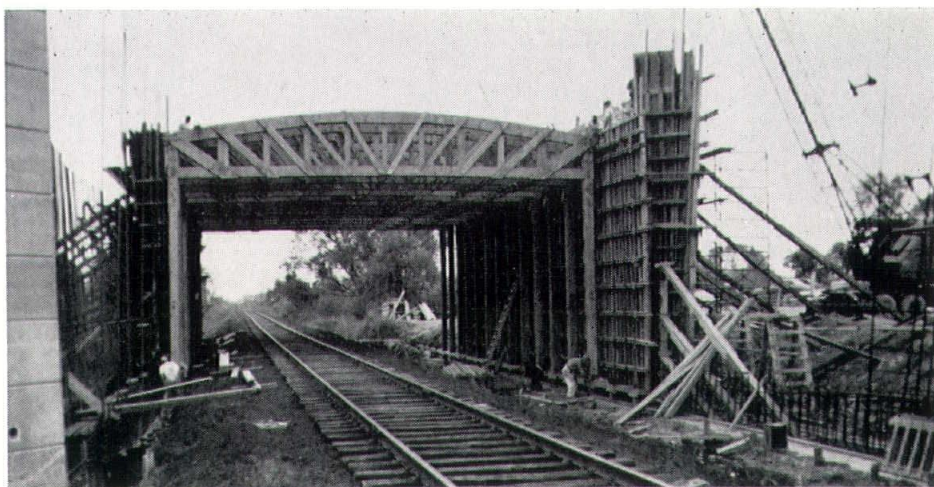
ROOF TRUSSES

by

**CARTWRIGHT &
MORRISON, INC.**

HOLCOMB, NEW YORK

Phone 48



Falsework trusses, for New York State Throughway bridge over Railroad line north of Syracuse, New York. Nineteen trusses, of 43 ft. span, on 20 ft. columns, supported 3000 lbs. of concrete per linear foot of truss during continuous pour. After one half of concrete bridge was poured, false work was moved as a unit to second position. Trusses designed, fabricated and assembled by Cartwright & Morrison, Inc.

This led to the creation of the AWWI Quality Seal, the AWWI Minimum Specifications and the Licensing Agreement. The Quality Seal program has been in operation now for over 3 years. The program has constantly expanded until today 72 separate companies are Licensees and seals are being used in 29 states. Counting the branch houses of the Licensees and 79 "Dealer Licensees" . . . the AWWI Seal is going on qualified units in 205 fabricators' places of business.

The licensees in Ohio are:

J. L. Scheper, Acme Sash & Door Co., Second & John Streets, Cincinnati, O.

A. J. Brewster, Jr., Akron Sash & Door Co., 755 S. High Street, Akron, O.

Lowell Peters, Cincinnati Sash & Door Co., Front & Freeman Streets, Cincinnati, O.

Charles Glasson, The Collier-Glasson Co., 1025 Brown Avenue, Toledo, O.

Ralph Pauley, Paul H. Vagedes, Dayton Sash & Door Co., 11 Norwood Street, Dayton, O.

C. A. Ritchie, Dealers Wholesale Lumber & Supply Co., 71 Darrow Road, Akron, O.

H. C. Gorbett, Huttig Sash & Door Co., Columbus, O.

Jos. X. Lobby, Interstate Sash & Door Co., 836 Savannah Ave., N. E., Canton, O.

T. E. Weil, The Lumberman's Door & Trim Co., Euclid Avenue, Cleveland, O.

National Sash & Door Co., Detroit Avenue, Cleveland.

John Herrnstein, Allen A. Smith Co., 1216 West Bancroft Ave., Toledo, O.

Thomas M. Hatch, The Whitmer-Jackson Co., 1996 W. Third St., Cleveland 13, O.

George T. Hill, 3650 Connecticut Avenue, Youngstown, O.

The work of the Institute led to the promulgation of Commercial Standard CS 190-53 on January 15, 1953. The Jobber Associations and National Millwork Associations by joint committee action actually implemented the procedure for bringing the Standard into being.

Today this Commercial Standard CS 190-53 and the AWWI Minimum Specifications are identical. Therefore, the appearance of the AWWI Quality Seal on a double-hung wood window unit guarantees by laboratory certification that that unit MEETS or EXCEEDS the requirements of CS 190-53 and is Quality Approved by The American Wood Window Institute.

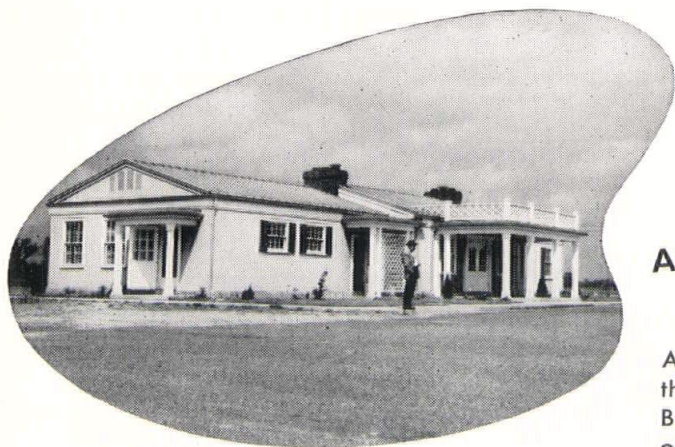
In this connection, we should like to direct your attention to a statement by the Institute attorneys concerning the relationship of the AWWI Seal and the Commercial Standard.

"The right to use the AWWI Seal affords to the fabricator a powerful selling argument before the public that his window does in truth and in fact conform to, or exceed, the requirement of CS 190-53, as found by an independent public institution organized to make such determinations and protect the interests of purchasers.

"His assertions will thus be supported by the recognized authority of AWWI and sponsored by its widespread advertisements, and prospective buyers cannot entertain any doubts.

"This right also affords assurance to fabricator himself that his representations and warranties on the subject are well founded and that he will not face any legal liability so long as he fabricates a window conforming to the prototype on which he is authorized to use the AWWI Seal."

The Institute stands today as a potent instrument of the Industry for public education concerning the owner



G. Anthony Johnston, Registered Architectural Engineer, Paducah, Ky.

J. R. Barley, General Contractor, Mayfield, Ky.

ADAPTABLE TO *Your Design*

Armco Steel Buildings supplied the basic structure for this Mayfield-Graves County Airport Administration Building, Mayfield, Kentucky. By skillfully combining other materials to the Armco Structure, the architect achieved an attractive Colonial design—within a restricted building budget.

Armco Buildings are structurally sound, low in cost, and adaptable for use with other building materials. With these advantages, the architect can use Armco Steel Buildings as basic units to design impressive and attractive churches, schools, residences, commercial and industrial structures on limited budgets.

Sizes of Armco Buildings range from 4 to 40 feet in width; 8 to 14 feet in height; and unlimited in length. Interiors can be finished the same as any other building.

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CENTRAL DIVISION

Middletown • Columbus • Cleveland • Cincinnati

ARMCO STEEL BUILDINGS



benefits of a high quality double hung wood window unit.

A window built to AWWI specifications and bearing the Seal is a GOOD Wood Window. It is of a high quality and will give satisfactory service in the hands of the owner.

The program is steadily gaining strength. Its strength and effectiveness comes from the purchase of Seals by Jobbers. The proceeds of Seal Sales finance this educational campaign which embraces the following:

Field representatives are constantly kept in the field. They help secure equitable loan values. They keep the program before all factors of the building industry . . . Architects—Merchant Builders—Lending Institutions—Dealers and Contractors.

Trade paper advertising is used. A full page advertisement appeared recently in 17 sectional and national magazines. As revenue from seal purchases permit—market by market consumer advertising is used. Dominant two-color newspaper advertisements are used mainly.

Reprints of ads are supplied to Licensees GRATIS for distribution thru their mailing lists and salesmen. A descriptive folder is also furnished Licensees GRATIS as is the "Arrow to Seal" Sticker which is placed on each AWWI Quality Seal Unit.

Now additional materials are being supplied Licensees at less than cost: A heavy-duty Dealer Wall Poster and new 4 color folders and envelope covers which are now in process.

At a recent Board of Directors Meeting, the By-Laws were amended, creating Sustaining Memberships. This will permit Millwork Manufacturers and our friends who supply component parts and materials which go into AWWI approved units to support the program through

their annual sustaining membership dues.

The AWWI Quality Seal is a two-edged sword with which to fight the battle in protecting and expanding present and future millwork markets.

At one and the same time . . . it serves TWO useful purposes:

First: It is an identifying mark with which many Jobbers can identify their Double Hung Wood Window Units of a high quality . . . which are certified by laboratory test as meeting or exceeding the requirements of Commercial Standard CS 190-53.

Second: The Seal provides an equitable financing method for the educational and advertising program. Each licensee contributes to the program to the exact extent that he makes use of it.

The affixing of the AWWI Quality Seal to all units qualified to bear it is a good investment for the jobber—dealer and consumer.

Actually the home-owner pays for the Seal—and in return for his investment of five dollars or so (for the seal cost covering the windows in an average home) in effect he gets an "insurance policy" on the windows of his home. The appearance of the AWWI Seal means that the windows were built to the AWWI Minimum Specifications. The materials are right—the wood is of proper moisture content and preservative treated—the machining and assembly is done to close tolerances—the weatherstripping and balancing devices perform their functions well. The AWWI Quality Seal Window should therefore give the home owner satisfactory performance for the reasonable life of the building and specifying architects protection against complaints and dissatisfaction from clients.

Where is there a better investment than this . . . for all parties concerned!

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

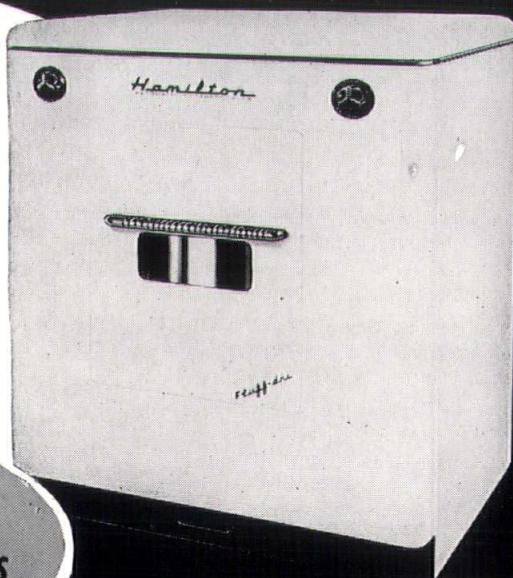
**or the selling power of
Hamilton the original
automatic CLOTHES DRYER
and now its companion piece
the Hamilton WASHER**

... a satisfied woman is a satisfied client

... smart women want Hamilton because

- Hamilton is the modern way to wash and dry clothes
- Hamilton saves work, time, clothes
 - Hamilton gives "Sunshine-and-Breeze" freshness
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 - ... eliminates weather worries

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AND DRYERS**



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with new
SUN-E-DAY
ULTRA-VIOLET LAMP



HOME BUILDERS TO CONVENE IN CHICAGO JANUARY 17-21

The most spectacular display of building materials and equipment ever assembled and a convention program designed to present all the latest developments in home building await visitors to the 10th Annual Convention and Exposition of the National Association of Home Builders January 17-21 in Chicago.

Exhibits will be located not only at the Conrad Hilton Hotel, as in the past, but also at the Sherman Hotel, director Paul S. Van Auken reported. There will be nearly 300 firms exhibiting, with at least 50 of them participating in the exposition for the first time. The record total of nearly 500 exhibit spaces will fill all available exhibit space at the two hotels.

Reports from the exhibitors indicate that scores of new products will be unveiled at the show as well as hundreds of new models and recent product improvements. From the standpoint of diversification of products, the forthcoming exposition will surpass anything in the 10-year history of the show. Products to be shown will range from forms for the foundation to the raincap on the chimney and everything in between.

There will be more of the how-to-do-it-better presentations and technical clinics which have proved so popular. Up-to-date reports will be given on all significant research developments.

Both the Conrad Hilton and the Sherman will be used for the program sessions.

Association officials predict all previous attendance records will fall when the big industry-wide meeting gets underway. A larger representation of architects, building

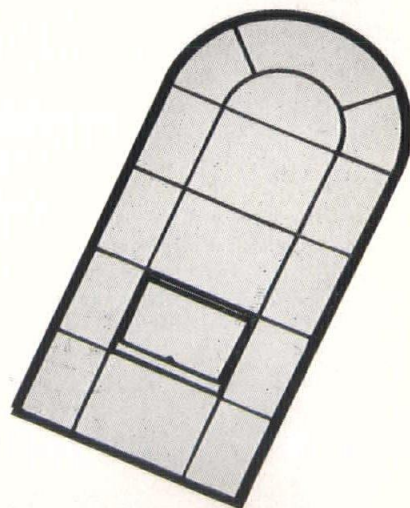
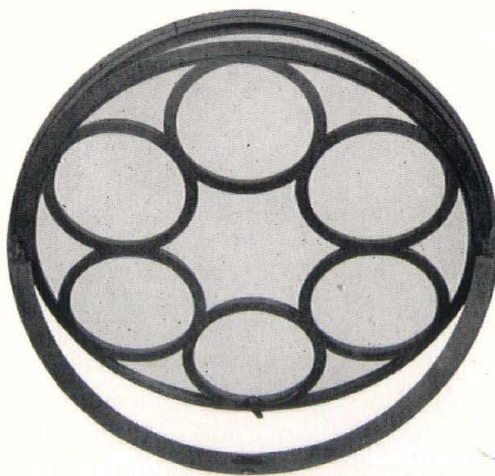
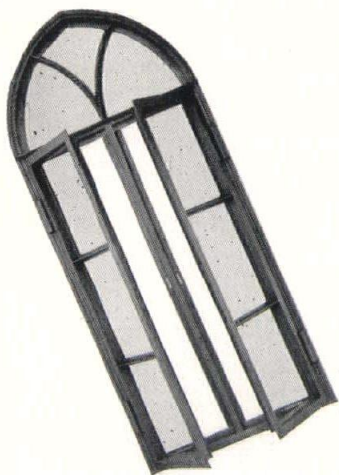
material dealers, and others in the industry than ever before is anticipated.

Advance registrations and hotel reservations will be accepted after November 1. Anyone connected with the home building industry is eligible to attend the five-day parley.

Persons who are not members of NAHB local chapters should write direct to Convention Headquarters, National Association of Home Builders, 111 West Jackson Blvd., Chicago 4, Illinois. Requests for hotel reservations must be accompanied by the advance registration fee (\$15 for men, \$10 for women). Name, address, business affiliation and date of arrival should be furnished.



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OUR PRESIDENT'S MESSAGE

Time passes on and as you read this, I have become the past and another has taken over. As a parting thought, may I reiterate that the Architects should fully realize their responsibility for the standing of the profession in the community, state and nation. We need only to look around us at the accomplishments of other



ROLLIN L. ROSSER
Past President

Architects to realize that we are members of a profession of which we may be justly proud. The responsibilities of an Architect as a professional man, other than conscientiously performing his duties, are largely two-fold: First, he has a direct and very personal responsibility to his professional organization. He should recognize this responsibility, not only by becoming a part of the organization through membership, but also by expressing his interest through personal participation in its many worthwhile activities. He should be willing to contribute something of his own personality to the general welfare of the profession to the end that it may take the place of importance and dignity among the recognized professions which it justly deserves. The American Institute of Architects is the only national organization of the Profession having for its main objectives the welfare of the profession. Secondly, an Architect has a responsibility to society which he should willingly and gladly assume through personal

participation in social and civic activities. Because of the nature of his professional duties he is in a favorable position to render such service and only through service will the profession enjoy a deserving place in society.

Sincerely yours,
ROLLIN L. ROSSER

Realtors Given a New Plan For Outlawing of All Slums

America's productive free enterprise system can afford to outlaw slum conditions and the realtors of this nation have developed a plan to do just that, Fritz B. Burns, nationally known Los Angeles builder-realtor, declared in a talk at Columbus on October 6th.

Burns, who heads the "Build America Better" drive of the National Association of Real Estate Boards, spoke at the convention of the Ohio Association of Real Estate Boards.

He outlined "three practical steps" by which, he said any city could rid itself of blight and slums:

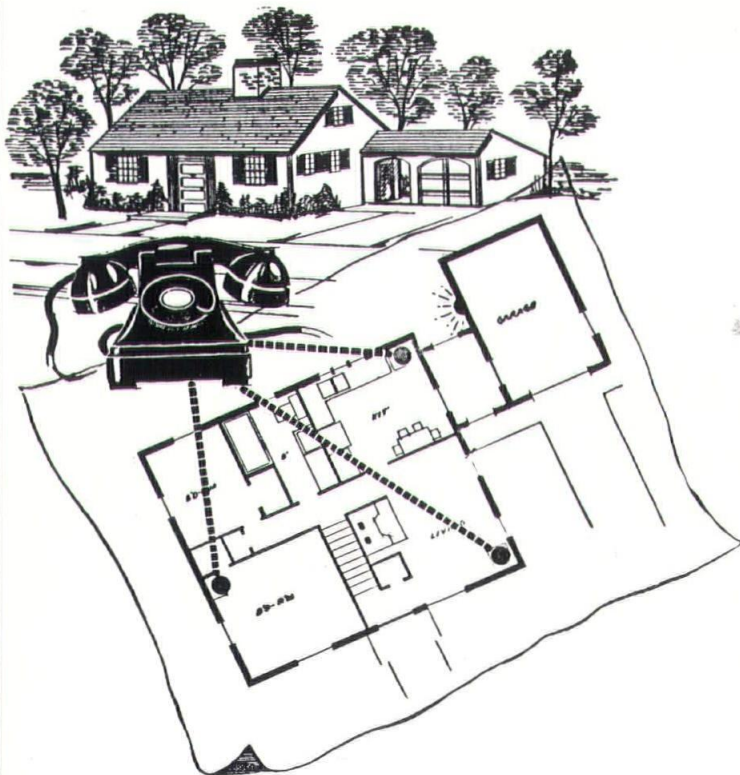
STRICT ENFORCEMENT of adequate city ordinances that prohibit use of dwellings that fall below health, building, and sanitary standards, including demolition or removal of buildings which do not conform to those standards.

USE OF THE INCENTIVE of accelerated depreciation for federal income tax purposes in attracting new construction to cleared or vacant sites in older city areas.

SYSTEMATIC IMPROVEMENT of city schools, parks, streets and sewers in areas of deterioration and neglect.

"These three steps, when taken together and applied over an entire well-defined area on the basis of a neigh-

MR. ARCHITECT . . . MR. BUILDER



Concealed Wiring is a MUST in Modern Homes

● Concealed telephone wiring is an important feature that adds an extra selling point to new homes. Many home buyers ask for this nationally advertised feature in new home construction.

Most important, concealed telephone wiring is a BIG extra feature that adds little to your costs. Ohio Bell's Architect and Builder's Service will help you plan telephone outlets and concealed wiring at no charge. Call our Business Office and ask for this service.

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borhood plan, constitute 'neighborhood conservation,'" Burns said.

The Build America Drive, he said, calls for the use of existing municipal powers, along with additional powers to order repairs of run-down property or demolition of wholly unfit structures and to have the work done, if necessary, by placing a lien against the property.

Cities also need specific powers, he asserted, to acquire slum properties in connection with neighborhood conservation programs and to provide the moderate financing required through local taxation and assessment.

Cuts Costs, Waste, Is View

"If we avoid the circuitous route of tax funds to Washington and back, minus the heavy federal brokerage, and handle this essentially local program locally, we will keep costs down and avoid the waste, dictatorial policy and delay of Washington-directed local work.

Turning to home financing, Burns electrified realtors when he expressed his personal opinion that "it won't be long now before an existing home may be purchased on the same favorable financing terms currently available on new houses."

He emphasized that this was simply his own opinion but admitted it was formed on the basis of recent talks with top housing officials in Washington who, he said, are much in sympathy with the idea.

Henry G. Waltemade of New York, chairman of the realtors' Washington committee, described the proposed new Central National Mortgage Association, recently submitted by the National Association of Real Estate Boards to the House banking and currency committee, as a carefully thoughtout plan to solve the paradoxical

situation of "shortage of mortgage money in the midst of a high demand for it."

The Central Association is designed to provide a secondary market for mortgages and to make possible a broader scope of operation for all types of mortgages, he said.

Under the new system, if adopted, any approved mortgage lender could become a member of a regional mortgage association by purchasing stock in it.

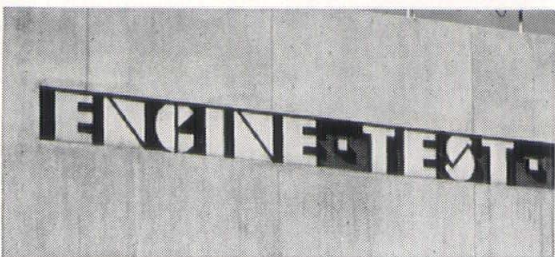
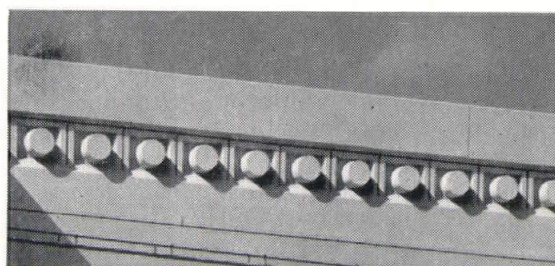
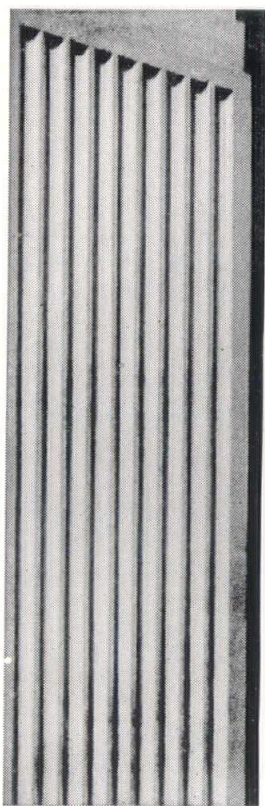
Banks and other mortgagees will be entitled to sell the regional association mortgages in an amount equal to 33 times the amount of its stock subscription, Waltemade said.

"Establishment of the proposed system of mortgage associations to purchase loans on residential, commercial and industrial properties is a logical extension of the successful amortized, insured mortgage, established through the Federal Housing Administration, and the successful credit reserve for home-financing institutions provided by the Federal Home Loan Bank system," he said.

"Sound evaluation of property offered for sale and elimination of hit-and-miss practices in fixing listing prices are fundamental steps in building a safe road to the goal of home ownership," Jack Justice, Miami Beach realtor, told the convention.

Recent inflation years in the realty market have resulted in the growth of careless practices, he said, which if continued would ultimately spell disaster for many brokers and salesmen.

"We owe it to our clients and to our prospective buyers to improve our listing procedure," Justice said. "Real estate today needs stout defenders against the attacks it must suffer at the hands of careless, uninformed operators who seek only a quick deal."



Ornamentation in Architectural Concrete

... whether it be concave or convex fluting, band designs, wall decoration, or lettering can be obtained easily and quickly by simply tacking various types of wood strips to the forms or by using wood, metal or plaster molds. Such ornamentation is economical because it is cast integrally with the structural parts. Architectural concrete is ideal for producing distinctive, enduring, firesafe structures that give *low-annual-cost* service.

PORTLAND CEMENT ASSOCIATION

50 W. Broad St., Columbus 15, Ohio

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work.

demonstrated the use of "Engineered Timbers" and received a lot of interest on the part of the visiting architects. Here Joe Boyer, Elton Ellis, William Hornsby, assisted by Bill Moore and Russell Glass of Cleveland were hosts. Joe Boyer is District Manager with offices at 254 E. Torrence Rd., Columbus and Moore and Glass, Inc. handle the Northern Ohio Area for Timber Structures.

Stepping into the ballroom we see booths lining both side walls, booths on the raised stage at the end of the ballroom and a double row of booths down the center, presenting a colorful and interesting appearance.

The first booth in the ballroom, No. 1, was occupied by Maurice A. Knight, 5808 Kelly Ave., Akron 9, Ohio and displayed the products for which they are well known, Permanite Plastic Acid and Corrosion Resistant Pipe, Acid Resistant Floors and Acid Proof Chemical Stoneware. Here to help Maurice Knight greet the archi-



Timber Structures Exhibit

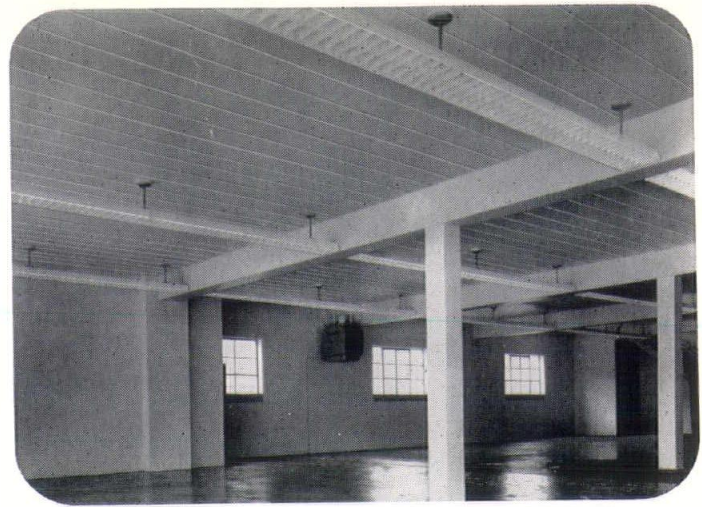
itects were his brother, E. H. Knight and E. O. Boedicker. Architects found that these men knew the answer to the problems presented to architects in designing for clients with acid and corrosion difficulties.

Next was one of the most colorful and popular displays offered the architects, that of The De Wees and Roper Flooring Co., 6501 Euclid Ave., Cleveland. Here friendly John Wattley, assisted by Jack Duff and Tom Cooper showed architects why they should specify Victrex V.E.F. fabrics for walls and furniture and which are available in many beautiful patterns and colors. Robbins Terra Tile and Robbins static-proof floor tile for hospital operating rooms, etc. John has been contacting architects for many, many years, knows their problems and how to solve them in the fields he is engaged in servicing—walls and floors—and was constantly greeted by his many friends among the Ohio architects.

Occupying the next four booths was the beautifully built and colorfully lighted display by the Building Products Div. of American Welding and Mfg. Co. of Warren, Ohio. Featured here were Armweld Interior Steel Doors and Frames and Sliding Closet Door Units. Representing Armweld were Walter Schaff, Jr., R. L. Evans, C. D. Mills, Pete Killinen and E. D. Wheeler.

Booth No. 7 was devoted to a display of The Pittsburgh Plate Glass Co., 3849 Hamilton Ave., Cleveland featuring their broad line of Glass and Paint products. One panel showed how differently four colors of paint appeared under five different types of lighting. It was remarkable how different the same paint looked under an electric bulb and fluorescent tube lighting. Here the hosts were George Hafford and Jack Feeley.

The next booth was that of a newcomer to our shows Art in Bronze, Inc., 1621 E. 41st St., Cleveland where Henry Klein showed his company's line of Bronze Tablets, Bronze and Aluminum Letters and Ornamental Art Work (including metal portraits, trophies, etc.)



No Ceiling Plaster Used on Precast Slabs

Flexicore's floor and roof system saved 18% on the total cost of this Loveland, Ohio, commercial building. Comparison was with poured construction and plastered ceilings. Smooth underside of second floor and roof slabs required only painting for a pleasing ceiling finish. Flexicore reduced on-the-job time and labor because it goes up fast (normally 330 sq. ft. an hour).

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Flexicore slabs, precast to your load specifications, provide clear spans up to 22'6" or 26'8", depending on cross-section. Hollow-casting gives you structurally sound floors and roofs with about half the dead weight of a solid slab. For full information, write any of the three Ohio manufacturers listed below.

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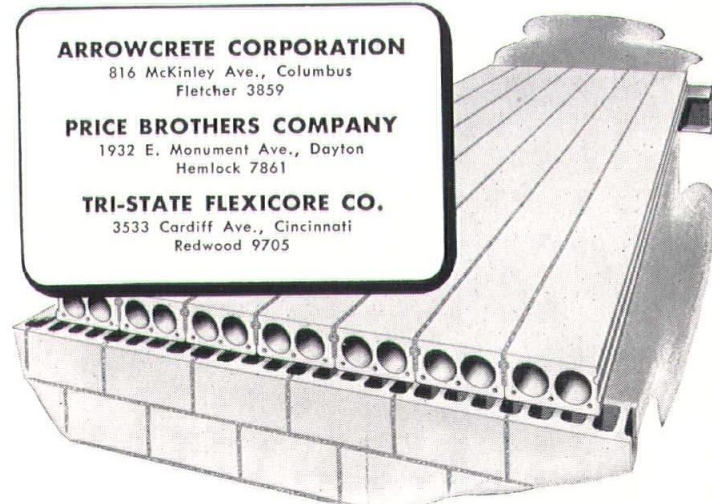
816 McKinley Ave., Columbus
Fletcher 3859

PRICE BROTHERS COMPANY

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TRI-STATE FLEXICORE CO.

3533 Cardiff Ave., Cincinnati
Redwood 9705



Catalog in Sweet's Architectural

flexicore® PRECAST CONCRETE
FLOOR & ROOF SYSTEMS

THE OHIO

In Booth No. 9 we met another old friend, genial Ed Gardner of Josam Mfg. Co., 1302 Ontario St., Cleveland Here, assisted by Paul Carson of Michigan City, Ind. and Dick Disney of Cincinnati, Ed showed the newest product of his company for the first time, the J. H. type Grease Interceptor which evacuates grease without the necessity of removing the cover. We never knew how important such a product was to architects until we saw the interest they showed in it. It seemed there were architects looking over the display and talking to the men in charge all the time the show was open.

Occupying two booths at the left of the stage, which was two feet above the ballroom floor level, was a very attractive display by the Tiffin Scenic Studios, Inc. of Tiffin, Ohio, who make complete stage equipment. Featured was a miniature stage with four stage settings. To greet the architects here were James F. Kuebler, President, Jackson Kimball and Ray C. Carry.

IN CLEVELAND IT'S "Cleveland Builders"

**Manufacturers-Distributors of
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READY MIXED CONCRETE

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The CLEVELAND BUILDERS SUPPLY Co.

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MAin 1-4300

In the next booth, No. 12 was Bertolini Bros. Co. of 3700 Mahoning Ave., Youngstown where Henry and Mrs. Bertolini held forth. They had a colorful and comprehensive panel display of their products, marble, tile and terrazzo.

Next, in Booth No. 13, was a display of Wadco Redwood Panel Windows by Wadsworth Millwork Corp. of Wadsworth, O. Here to tell of the Wadco features were Paul Fitz-Gibbons and Paul Barr.

Another manufacturer of Stage Equipment was next on the stage, Janson Industries of 1901 Fulton Rd., N. W., Canton, Ohio. They featured their heavy duty Drape Track and also had a new line, Firestone Plastic material for Classroom Darkening Drapes. A familiar, friendly face was here, Richard W. (Dick) Janson who had Edward Nees and T. A. Henry with him to greet the many architects who visited their booth.



Resolute Exhibit

Next to Janson and the final exhibit on the stage was the Ohio Bell Telephone Co. display. Nicely spotlighted their large display panel showed the various services the company has to offer and there were on display various type receivers for specific uses available to users. Here as Ohio Bell hosts were Miss Mary Anne Asperger, Roy Pilcher and Louis Zeller, Jr.

Next was the exhibit of National Radiator Co., 2422 Prospect Ave., Cleveland, who had on display another first showing—that of their "National Packet," an all-in-one-jacket automatic heating unit and hot water supply—available in both oil and gas fired models. Hosts at this exhibit were J. W. Leroy, Asst. to the Vice President in charge of N.R.C. sales, R. J. McChesney, District Representative, R. G. Harrison, Cleveland Branch Manager and C. J. Philage of N.R.C.'s advertising department.

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We also make
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**STONE-LINED
WATER HEATERS**
No rusty water!
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LARGE VOLUME HEATERS

Mr. "BIG" of the Hotstream line—for heavy duty, with high input. For restaurants, apartments, hotels and industrial plants. Also used for hot water space heating. Four sizes . . . with inputs from 90,000 to 230,000 Btu.

Free Complete Catalog on Request

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Manufacturers of a complete line of water heaters and Draft-O-Stats



Next was a beautiful display of Porcelain Enamel Finishes applied to Alcoa Aluminum by the Aluminum Co. of America whose Cleveland office is at 1450 Terminal Tower. Representing Alcoa in presenting these products to the Architects was our old friend from the Cleveland Chapter of the Producers Council, Darrell O. Albrecht, with Richard D. Davis of the Cleveland office and Paul Freeman of New Kensington, aiding him.

Occupying the next two booths, 18 and 19, was another first for the show and what proved to be one of the most interesting exhibits at the show. This display, jointly sponsored by the Ohio Power Co. of Canton and the Ohio Edison Co. of Youngstown was the first state showing of the Heat Pump. The wide interest among Architects toward this revolutionary new method of providing heating in summer and cooling in winter was evidenced by the large group of Architects who were

constantly present asking questions and inspecting the working models on display. Hosts here for Ohio Power were V. P. Dull, Heating and Ventilating Engineer and R. I. Bull, Commercial Sales Supervisor, both of the General office, H. J. Wynn, Division Air Conditioning Sales Supervisor and J. Wilder and B. Berry, Division Sales Supervisors and D. A. Naftzger, Commercial Representative. Host for Ohio Edison was Paul R. Wetherstein, Industrial Sales Representative of Youngstown.

Next to the heat pump display was a comprehensive exhibit of Auto-Lok Wood Windows and Harvey Casement Windows available with Rollscreen and Kaiser Shade Screen by the Lumberman's Door and Trim Co., 16161 Euclid Ave., Cleveland. Greeting the Architects here were J. H. Oswald, F. G. Oswald and Ted Weil, Jr.



The next two booths, No. 21 and No. 22, housed an attractive display of R.O.W. Auto-lok Windows with full size models on exhibit, which proved of considerable interest to the Architects. Hosts here for R.O.W. Wholesale Distributors, Inc., 4963 Section Ave., (Norwood), Cincinnati, O. were J. C. Perry and J. Sanford.

The next space was occupied by Price Bros. Co., 1932 Monument St., Dayton, with an exhibit of Flexicore pre-cast panels familiar to and widely used by Ohio Architects. Here greeting the Architects were Robert L. Hubler, Jr. and Elmer J. Nichaus.

Next we come to the exhibit of R. L. Wurz Co., 1836 Euclid Ave., Cleveland, featuring Davidson Architectural Porcelain Enamel. Ray L. Wurz was on the job here, along with Glen R. Wurz and Neville Baker of the Wurz organization and A. C. Weierich and Lowell Moore of Architectural Porcelain, Inc. of Lima, Ohio. A background of various colors and styles of Poreclain

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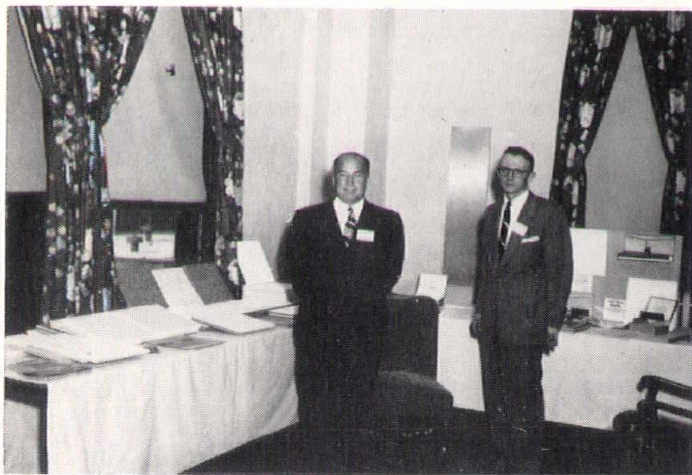
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Enamel letters and finishes was a feature of this exhibit.

Starting up the center row of displays, the first, a corner booth, was occupied by the Glidden Co. which presented their two well known products "Spred" flat and "Spred" gloss and introduced a new product, Ultra Flat Latex Emulsion. Glidden's finishes are too well known and respected among Ohio Architects to require comment here but Herb Fulser, Bill Jenkins and George Richardson who represented Glidden were busy talking to Architects most of the time.

The familiar faces of genial Karl Domino and his son Paul greeted us in Booth No. 26 where they were kept busy greeting old friends among the visiting Architects. Their Williams Pivot Sash is widely specified by architects. Their address is 1827 E. 37th St., Cleveland. We don't know how they can "take it" but there are very few exhibits of building materials in this country that



George P. Little Exhibit

doesn't have on display the famous wood Williams Pivot Sash. As we dragged ourselves along, we thought of Karl doing the shows, week after week and we didn't envy him a bit.

In booths No. 27 and 28 was the exhibit of R. C. Mahon Co., 6565 E. Eight Mile Rd., Detroit 34, Mich., devoted to their Insulated Wall Panels. They also had a moving exhibit of the Mahon Steel Rolling Door but it was too large to go in the freight elevator or up the stairs so it was displayed in the hotel lobby. Harry Reblin, Henry Hedlund and Jack Holcomb were busy manning two booths on two floors which really thinned them down.

The next display was devoted to Pella Folding Doors and Pella windows by the Kitchen Cabinet Sales of 1506 Market St., Youngstown. Jack Shireff represented Kitchen Cabinet Sales. Russ Simmons and Dave Rodger of

the Canton office were also in attendance and we also visited briefly with Pat Gunton of Cleveland comparing symptoms and operations.

Next was a full size Crawford Folding Garage Door displayed by Crawford Door Sales Co. of Ohio, who also showed Glide-All Sliding Doors by Woodall Industries which they handle. H. H. Hahn, president of Crawford was present as was Fred Sickmeyer, to meet the architects.

Around the corner, occupying a large double booth was the Modernfold Door Co. display of Modernfold Doors, Ironbound Floors and Mackin Visual Education Venetian Blinds. "Woody" Barkett had a large staff assisting him in explaining the features of these products to the many visiting Architects, Bill Becherer, Pete Mikita and Ernie Solgos for Modernfold, "Bo" Mooradian for Ironbound Floors and Jim Mackin for the Visual Education Venetian Blinds, by which practically



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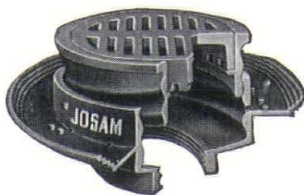
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all light may be closed off from class rooms to permit showing of stereopticon and moving pictures.

A display of Overline Hollow Metal Entrance Doors by Overly Mfg. Co. of Greensburg, Pa. was next. Here as host for Overly was Malcolm E. Fisher and for Builders Sales and Service, 3226 Southern Blvd., Youngstown, the representative was Harold B. Husted.

In the next space was an exhibit by the Zonolite Co., Henn Ave., Dearborn, Mich. and James Elliott of the Cincinnati office and Emrys Williams of the Cleveland office were hosts here. Zonolite introduced here for the first time its Zonolite Contractors who will act as applicators for the Zonolite Concrete floor and roof systems. Products featured were House fill Insulation, Plaster Aggregates, Concrete Aggregates and Acoustical Plaster.

In booth No. 35, the Truscon Steel Division of Republic Steel Corp. with offices at 1315 Albert Ave., Youngstown, had a display of Stressteel Tensioning Units. A large wall panel showed typical installation of these units at the Glen L. Martin plant at Baltimore Md. Paul Klempy, District Manager of the Truscon Youngstown office and Jack Scanlan, Manager of Stressteel sales were hosts, capably assisted by Jack Messinger.

The final ballroom display was that of the Harold Bergman Co., 2443 Prospect Ave., Cleveland. Harold Bergman and Ralph Woodcock were on the job here and were kept busy explaining the virtues of the products of Zurn and Fiat whom they represent. The display featured a corner shower of enamelled steel with a glass door and the Zurn Wall Carrier system with a lavatory and toilet installation.

Three late comers, who had exhibited at previous shows but were unable to obtain spaces due to lack of available booths came to Youngstown any way and were assigned locations where they could display their wares

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and meet their Architect friends. One was the Trimedge Co. of 4021 Mahoning Ave., Youngstown who featured their broad line of Trimedge Aluminum extrusions. Host here was Joe Schwartz.

Another was Reliance Art Metal Co. of 601 W. McMicken Ave., Cincinnati, 14. Our old friend, Otto Bufe was present to explain the products of Reliance, metal architectural lettering, metal trim, etc.

The third was the Superior Electric Co. of Bristol, Conn., who displayed an amazing dimmer for stage and auditorium lighting control at Cincinnati last year. This year's display was their new Wallbox Dimmer for residential use, capably demonstrated by E. S. Williams, Box 132, Medina, Ohio, their Ohio representative.

Due to the limited amount of display space available in the hotel, the Exhibit Committee procured the seven sample rooms on the ballroom floor and in each of these were exhibits for the Architects. In room 216 was Tiles



of Clay, Inc. It consisted of a comprehensive display of clay tiles offered by this company whose offices are at 5900 Euclid Ave., Cleveland. Hosts here were Rufus H. Kilpatrick of Tiles of Clay, Inc., F. Don Chapin of Architectural Tiling Co., Inc. and our old friend of previous shows, Ralph N. Buehler of Miracle Adhesives Corp.

In room 218 was another familiar face, that of George P. Little, of Cleveland who with Ed Limp of the Akron office and C. J. Bajnec of the Akron office were hosts for the George P. Little Co. of 1100 W. 9th St., Cleveland, O. Their display was of course, devoted to acoustical tile and various methods of suspension. A new method of suspension was shown through which warm air is channelled through the ceiling hangers.

The J. A. McMahon Co. of Grant St., Niles, Ohio was in room 220. They were promoting structural steel. Hosts here for two "Open House" parties were Jack A. McMahon, Francis P. Conroy and Jerome Deibel and their hospitality was enjoyed by many "visiting firemen."

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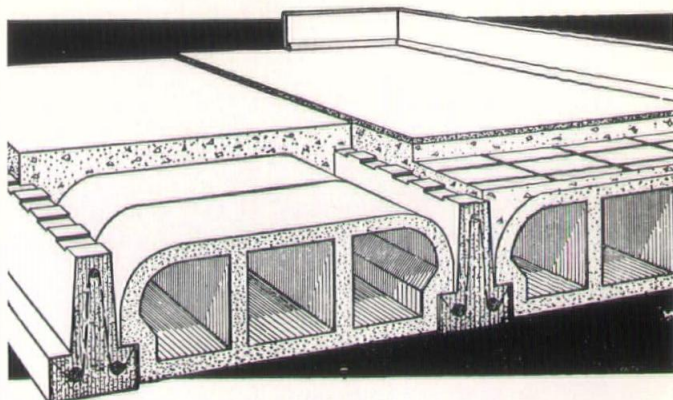
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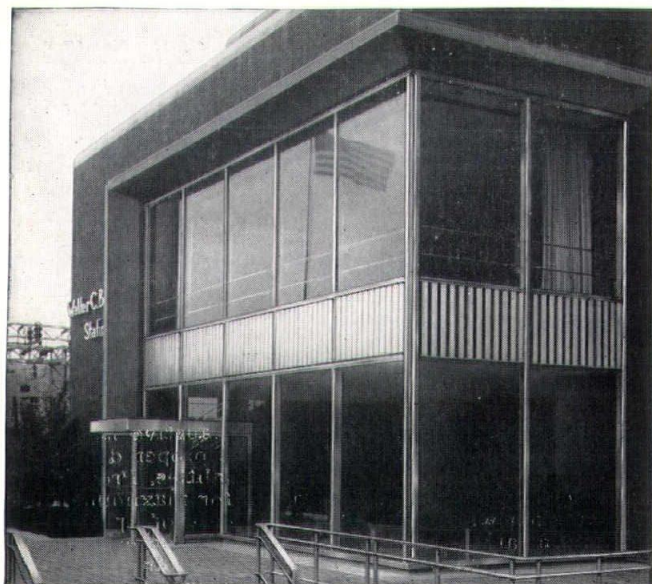
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A familiar exhibit was next, in room 222, that of the H. H. Robertson Co., 2036 E. 22nd St., Cleveland, devoted to their "Q" Floors, Insulated "Q" and "G" Panels for Walls and Galbestos Protected Metal roofing and siding materials. Here to greet the Architects were Brans Jacobs and George Trimble.

In room 224 was a newcomer to our shows, the Resolite Corp of Zelienople, Pa. It was a very colorful display of their Resolite Translucent Structural Panels for skylighting and partitioning with the various colors available, on display. Hosts here were B. E. Magette, sales representative for Resolite and Dan W. Frye, whose agency handles Resolite advertising.

In room 226 was a familiar display, that of International Business Machines Corp. (I.B.M.) 755 Wick Ave., Youngstown, and featured their time systems, etc. Hosts here were L. W. Barger, Youngstown Branch Manager, V. C. Thomas, Akron Branch Manager, V. J. Andrews, sales representative, Youngstown, R. S. MacLaren, Cleveland sales representative and Wm. Messenger, typewriter sales representative.

In room 228 was another familiar one, the exhibit of Owens Corning Fiberglas Co. with offices in the Nicholas Bldg., Toledo and represented by W. W. Kuenn, Dale Adams Richard Fenwick and Thomas Hendry. They featured the varied Fiberglas insulaion products of the company and their application, by means of illuminated displays.

The Convention Committee and the members of the Architects Society of Ohio are indebted to these organizations who, by their continued support of these shows, make possible these conventions and suitable recognition of this fact will be sent them shortly. We enjoyed the Exhibit and so did the Architects who attended the Convention. We hope the Exhibitors found their efforts profitable and pleasant.

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A Hundred Million for Shopping Centers

(Continued from page 9)

space. It is planned around a landscaped mall, with parking at a high five-to-one ratio.

While construction details have not yet "firmed," according to the company, Architect G. S. Voinovich indicates that considerable use will be made of glass, particularly corrugated glass as a construction material in an effort to achieve maximum attractiveness at lowered costs.

A 1955 completion goal is scheduled for the center. It will be surrounded by approximately 2,000 housing units. A combination of co-operative and rental apartments and ranch homes now are under construction. A residential sales program has been launched.

While Meadowbrook is the most sizeable shopping center planned, largest under actual construction in northern Ohio, and perhaps the largest now building in Ohio, is the Westgate Center in Fairview Park. Total cost is near \$10 million. Ground was broken late last year and completion is scheduled for 1954.

The project is financed by the Connecticut General Life Insurance Co., Hartford, Connecticut, which will lease it long term to Westgate Center, Inc.

It is reported that the center will be primarily one-story with split-level construction. Design of the whole center is being integrated. Tote-slab is being used on exterior walls. Buildings will be situated around a mall with paths leading through lawns to stores on all sides. Parking space for 4,000 automobiles is planned. Major unit, 140,000 square feet is to be occupied by Halle Bros. Co., downtown Cleveland department store.

Another large shopping center with a community development is building in Maple Heights. Here sewers are being installed and brick has been laid for the first thirty-six store units of the \$17 million Southgate Center. The development, covering fifty-one acres, will include 500 apartment units and 360 single ranch-type homes. Customers walking in the landscaped mall will be sheltered from bad weather by canopies. Parking facilities are planned for more than 5,000 automobiles.

Southgate is being developed by the Zehman-Wolf Construction Co., A Siegler & Sons and the Precision Housing Corp.

Besides these centers, others planned in the northeast Ohio section include:

A \$20 million community and shopping center on Euclid Avenue in Willoughby, a fast-growing suburb. A \$4 million World Shopping Center will be built adjacent to a residential area, where 960 homes in the \$15,000 price range are to go up on a 242-acre site. A heliport, small hotel and a radio station are included in

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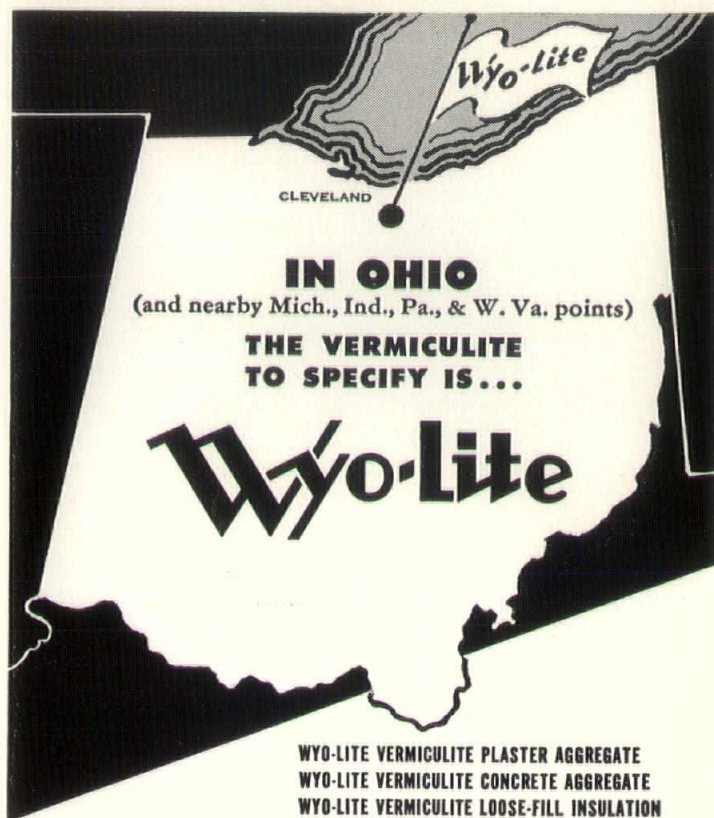
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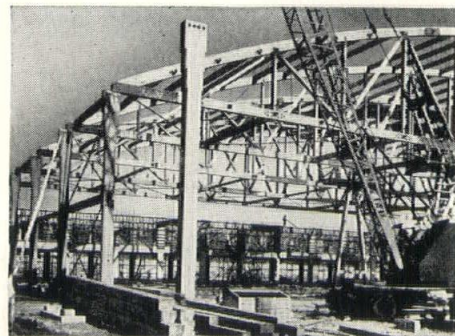
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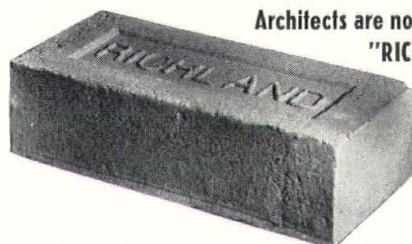
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plans for the development, announced by Frank V. Mavec, president of the Mavec Construction Corp. Paul Matzinger and Rudolph Grosel of Cleveland are the architects.

A large Cleveland department store and several other stores reportedly are making plans for a development costing about \$5 million on a golf-course in University Heights.

In Middleburg Heights, plans have been announced for a \$6 million expansion of a 20-store unit at West 130th Street and Pearl Road, by Anthoni Visconsi, Cleveland Builder and Developer. Rudolph Grosel of Cleveland is the architect.

Another Visconsi project is the Eastgate Plaza at S.O.M. Center and Mayfield Roads, Mayfield Heights, going up on a 40-acre site that will house thirty store units and having parking facilities for some 3,000 automobiles. A department store will be in the center of the long wing in the L-shaped project, which is to cost an estimated \$5 million. Hopes are that it will be partially open by November. Rudolph Grosel of Cleveland is the architect.

Although not as large as some other projects, Town & Country on Columbia Road, Olmsted Township, is a unique center in that it is expected to draw business from a trailer park, to be located in back of the stores. With accommodations for 600 trailers, the center, having 15 store units and parking space for 1,400 cars, will cost an estimated \$1.5 million. The developer is Gerald E. Brookins. Backers predict that it will be the most beautiful small shopping center project in the United States. Architect is John G. Kish, Jr. of Rocky River, Ohio.

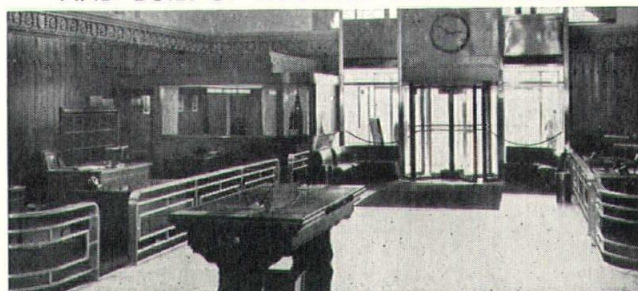
While the shopping centers appear to be drawing business away from the older areas in Cuyahoga County, one, a smaller center in Berea, a Cleveland suburb, was praised by the regional planning commission. The U-shaped center was built adjacent to the suburb's downtown business area, where it reinforces rather than drains from the downtown section.

Although spread of the centers in suburban areas is regarded by some as signaling the trend away from centralization, some downtown businesses have gained patronage by opening branches in the outlying neighborhoods.

(Continued on page 37)

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That the shopping center boom has cut into business in some of Cleveland's older neighborhoods is apparent. Merchants in several sections, where on-street parking is scarce, have increasingly witnessed old customers driving by for want of a parking space.

Growth in the suburbs and the consequent shopping boom are drawing business away from the city's established mercantile neighborhood groups. Feeling that lack of parking is partly responsible, city officials have moved to prevent blight from financial loss.

A total of \$3 million is scheduled to be spent in the next six years to build eight off-street parking lots in Cleveland.

First of these nearing the construction stage is a parking lot at E. 131st Street and Miles Avenue. Two-thirds of the money, authorized in bond issues, will be repaid by merchant property owners over a ten-year period through assessments. *Reprinted from "The Cleveland."*

Columbus Suburb Uses "Detroit Method"

A revolutionary method of paving will be used in the construction of streets in the Lincoln Village model city near Columbus, Ohio.

With the process, concrete curbs will be poured at the same time street pavement is placed. It will be the first major street installation of this type in Central Ohio.

Called the "Detroit Method" of paving, the system has been developed in and around the motor city. It actually provides concrete streets with "built-in" curbs, thereby cutting constructing costs.

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Carl R. Frye, Gen. Mgr. of the Peoples Development Co., a subsidiary of the Farm Bureau Insurance Companies, builders of the project said, "We are certainly happy to be able to bring the advantages of this innovation to Lincoln Village. With it, we will provide safe streets with low maintenance costs and long life. The excellent acceptance which the 'Detroit Method' has received makes us enthusiastic about bringing it to Central Ohio on a large scale."

Lincoln Village is an 1170 acre model city being built along transcontinental U. S. Route 40 west of Columbus.

The four sections of the project include two large industrial areas which comprise 550 acres. Adjacent to the industrial section is the General Motors Ternstedt Plant and the giant Westinghouse factory being completed.

The initial housing and shopping center area of the model city is to have some 900 single homes and 750 rental units and a 40-acre shopping center.

The second housing phase is to be built on a 230 acre site near the first development.

AMERICAN-MARIETTA BECOMES LARGEST CONCRETE PIPE MANUFACTURER

American-Marietta Co., Chicago, has become the nation's largest manufacturer of concrete pipe following its acquisition of controlling interest in the Universal Concrete Pipe Co., Columbus, Ohio.

Universal, with 26 strategically-situated plants, became an American-Marietta subsidiary early in September. Harry J. Hemingway, President of American-Marietta, is Universal's new president. H. X. Eschenbrenner, founder, remains with the company in a consulting capacity. H. E. Eschenbrenner, J. C. Merritt and T. H. Monaghan of Universal were elected vice presidents.

The exclusive Tunneliner and Lo-Hed pipe of Lamar Pipe & Tile Co. and the prestressed concrete bridge sections of Concrete Products Company of America, whose six plants American-Marietta acquired earlier in 1953, will be made available to customers of Universal. Universal's Package Bridges and precast flat-base pipe will be offered to Lamar and Concrete Products customers.

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GLIDDEN PRODUCERS' COUNCIL REPRESENTATIVES

Tom Henry, Manager of Maintenance Sales for The Glidden Co. announces that Herbert C. Fulger, with F. L. Fuller as alternate, will represent the company in the Cleveland Chapter; Russell I. Hollis in the Cincinnati Chapter and Robert G. Stinchcomb in the Columbus Chapter.

PERSONALS

Ernest J. Bohn, director of the Cleveland Metropolitan Housing Authority and Chairman of the City Planning Commission was appointed by President Eisenhower to the Advisory Committee on government housing policies and programs. He will serve on a five-man Executive Committee which will guide a group of 21 members.

BUILDING OFFICIALS AND INSPECTORS DIRECTORY

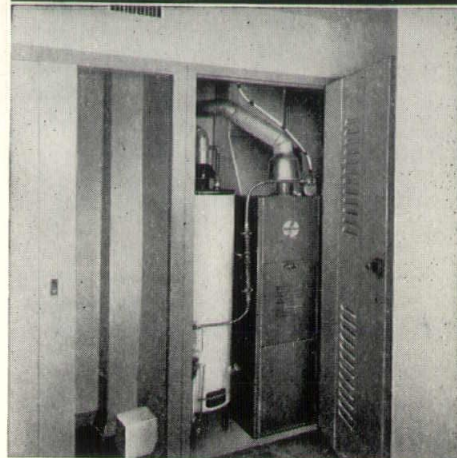
A comprehensive 68-page directory of those public officials of the Midwest States who administer and enforce codes and regulations governing building construction has just been released by the Midwest Conference of Building Officials and Inspectors. The new directory also lists the type of codes under which the governmental agency regulates building, plumbing, electrical, heating and related subjects. Where the information has been obtainable it includes listings of all officials of villages, townships, cities, counties and states of the area. Included are listings covering the states of Ohio, Michigan, Indiana, Kentucky, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska and both North and South Dakota.

The directory carries a limited amount of advertising and a brief resume of the functions of the Midwest Conference of Building Officials and Inspectors. It is available for purchase at the office of the Conference, 207 Holliday Building, Indianapolis, Indiana, at \$10.00 per copy.

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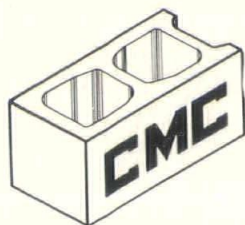
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OHIO LEADS IN CONTRACT AWARDS

Ohio construction contract awards as carried in the Dodge Reports for the first eight months of 1953 showed much greater percentage gain over the eight-months figures of 1952, than did the totals for all of the 37 eastern states covered.

Ohio was 69 per cent ahead whereas the 37-state total was only four per cent ahead, said Carl S. Bennett, Dodge's regional vice-president, in announcing that Ohio's August total was \$174,828,000, up 7 per cent from July and up 42 per cent from August, 1952.

Individual eight-month 1953 award totals were: Non-residential, \$569,309,000, up 118 per cent; residential, \$406,622,000, up 20 per cent; heavy engineering, \$232,398,000, up 104 per cent.

Individual August classifications were: Non-residential,

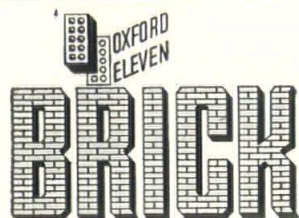
\$49,602,000, down 10 per cent from July but 19 per cent above August, 1952; residential, \$48,936,000, down 19 per cent from July and down 24 per cent from August, 1952; heavy engineering \$76,290,000, up 56 per cent over July and up 343 per cent over August, 1952.

Cleveland Shows 26% Gain

Metropolitan Cleveland had construction contract awards totaling \$225,894,000 for the first eight months of 1953.

Cleveland's 26 per cent gain far outran the four per cent rise posted as the 37 eastern states total for eight months 1953.

Individual eight month 1953 figures were: Nonresidential, \$99,883,000 up 102 per cent over eight months last year; residential, \$94,484,000, down 18 per cent; heavy engineering, \$31,527,000, up substantially in Cuyahoga and Lake counties.



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MARBLE FOR THE HOME BRINGS EXCITING NEW IDEAS

The revived interest in marble during the past three years has been so great and so wide spread in its appeal that it approaches the aspect of a modern phenomenon. This is particularly true since it has happened at a time when there are more really beautiful substitute materials being offered than at any time in past history. In spite of this, marble continues to grow in popularity, having wended its way from anteroom to living room, to dining room, into the bathroom and kitchen.

In keeping with this development, the Marble Institute of America has just released a beautiful new booklet called "Marble In the Home," filled with colorful illustrations of some of the highly successful contributions made by such outstanding decorators as T. H. Robsjohn-Gibbings, and Allan Maghee. This booklet is unique in the sense that it is really a selection of bright ideas rather than a piece of sales literature. It will afford many rewarding hours of study.

Copies of this booklet are being supplied free by the Marble Institute of America. Requests should be addressed to the attention of Mr. Romer Shawhan, Managing Director of the Marble Institute of America, 108 Forster Avenue, Mt. Vernon, New York.

Particular attention is called to the fact that this brochure contains a list of authorized M.I.A. dealers, wholesalers and producers qualified to work directly with architects. This is particularly important today since the tremendous revival in the use of marble has started a great interest in European imports with the result that some foreign marble of inferior quality is finding its way into the American market. Members of the M.I.A. provide safeguards against this situation by handling only first quality foreign marbles finished in this country.

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VOINOVICH SPEAKS TO HOME BUILDERS

George Voinovich, Cleveland architect will be the speaker on Architecture in the Home Course for present and prospective home owners sponsored by the Cleveland Builders Exchange. This course which started Sept. 28 and continues for ten consecutive Monday evenings presents specialists in various fields relating to home building, such as site selection, architecture, financing, masonry construction, frame construction, plumbing, heating, kitchen and bathroom planning, painting and decorating, wiring and lighting. Tuition for the 10 lectures is \$5.00 and is held in the Builders Exchange Auditorium, 1737 Euclid Ave.

WOODCOCK JOINS BERGMAN CO.

Ralph N. Woodcock is now associated with Harold Bergman Co., Cleveland, Ohio, distributors and agents for the J. A. Zurn Mfg. Co., Erie, Pa., nationally known manufacturers of the Zurn System for installing off-the-floor plumbing fixtures; floor and roof drains; grease interceptors; cleanouts; hydrants and street washers, etc., and Zurn Low Pressure Drop Strainers for fluid handling equipment.



Ralph N. Woodcock

Following five years in the Army, Ralph Woodcock was graduated from the University of Buffalo in 1949. Before his present association he spent ten years in a manufacturing and sales capacity, representing products for the plumbing and building industries.

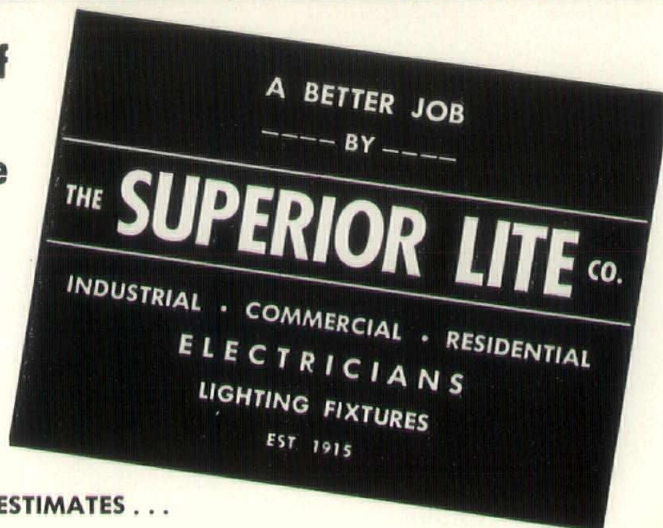
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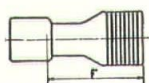


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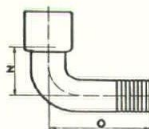
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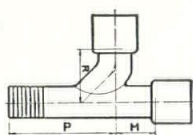
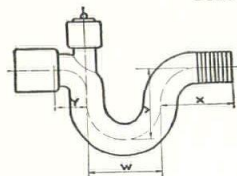
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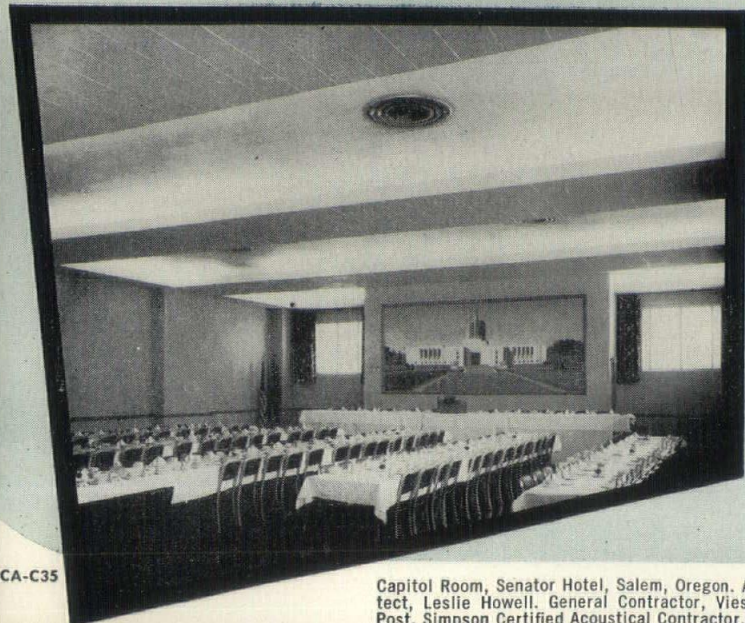
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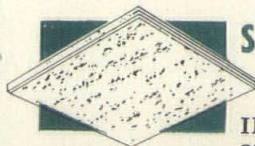
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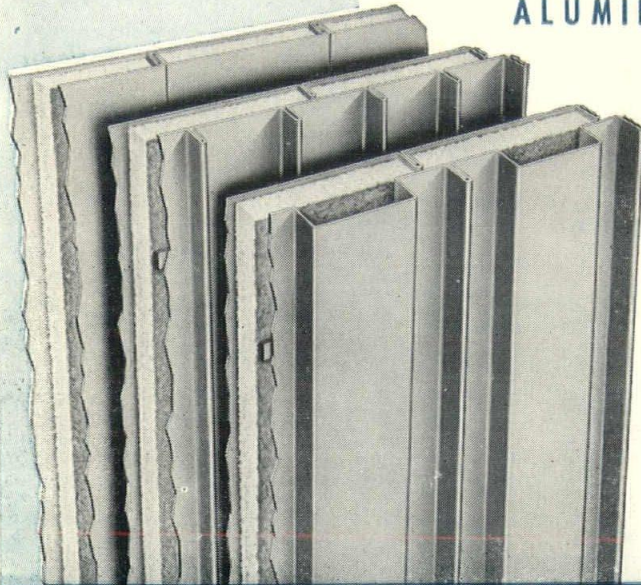
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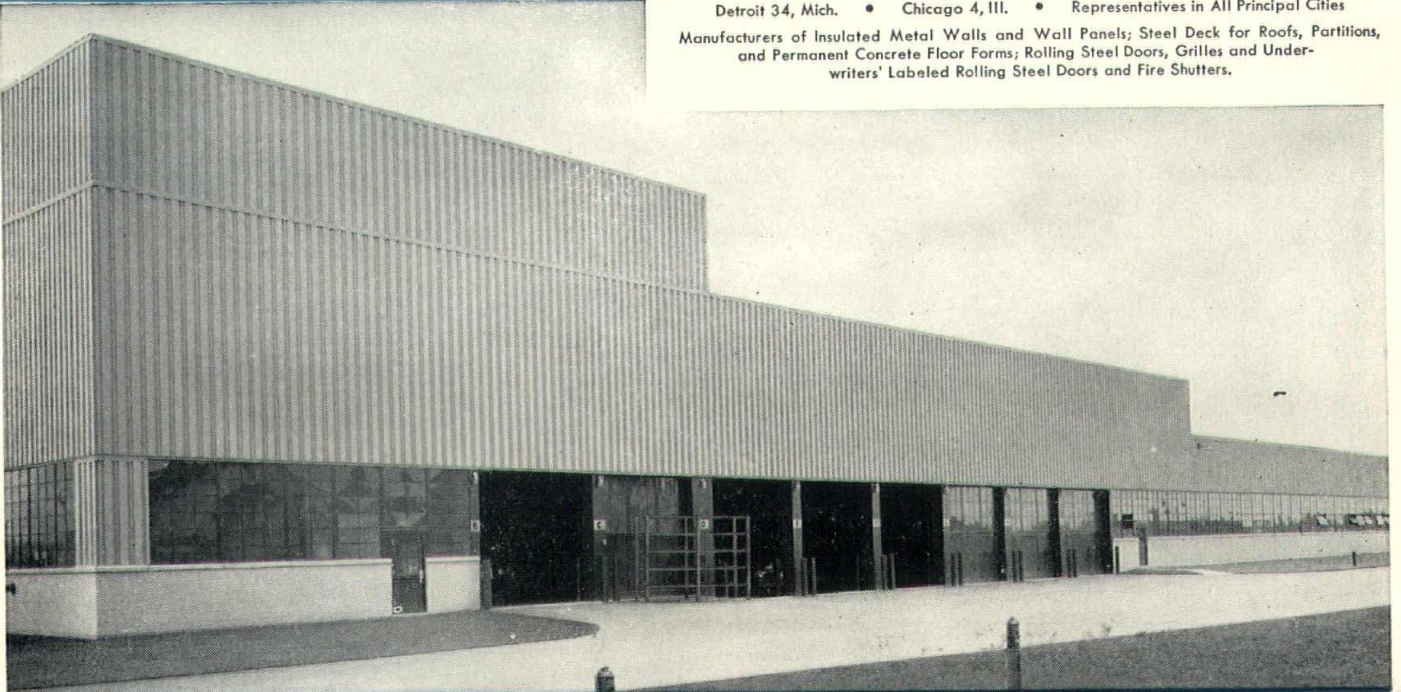
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New industrial and commercial buildings constructed with insulated metal walls are appearing in every section of the country. Bright Aluminum and Stainless Steel exterior surfaces in complete manufacturing plants, powerhouses and office buildings clearly indicate the trend in modern construction. Enthusiasm of architects and owners is not confined to design effects obtainable and the over-all appearance of such structures . . . important economies in lower material cost, lower labor cost, and the accumulative advantages of reduced construction time resulting from rapid erection—even in sub-zero weather—were quickly recognized. Buildings can be quickly enclosed with insulated metal walls under low temperature conditions which would preclude masonry construction. 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 a horizontal joint—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 File for information, or write for Catalog No. B-54-B.

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