

*Liby*

MARCH, 1954

Volume XII

Number 3

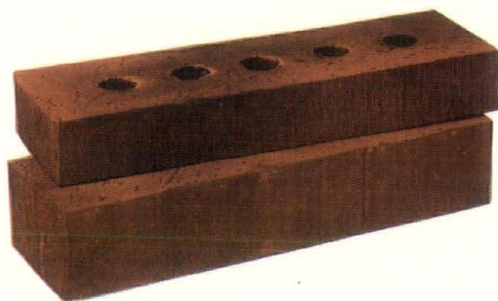
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**Official Publication of  
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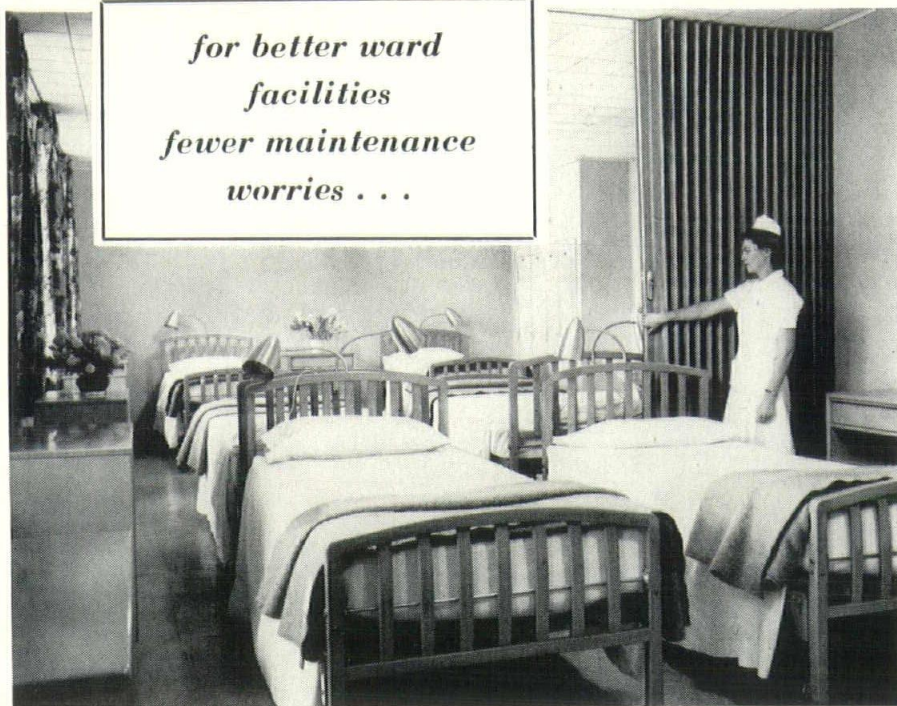
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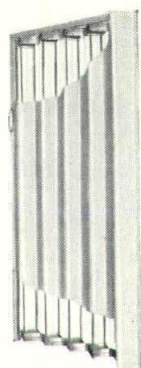
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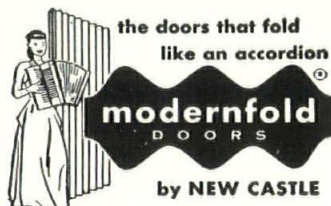
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# OHIO ARCHITECT

MARCH 1954

VOLUME XII

NUMBER 3

OFFICIAL PUBLICATION OF ARCHITECTS SOCIETY OF OHIO, INC.,  
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Frank



Worley



Macelwane



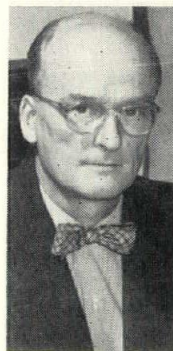
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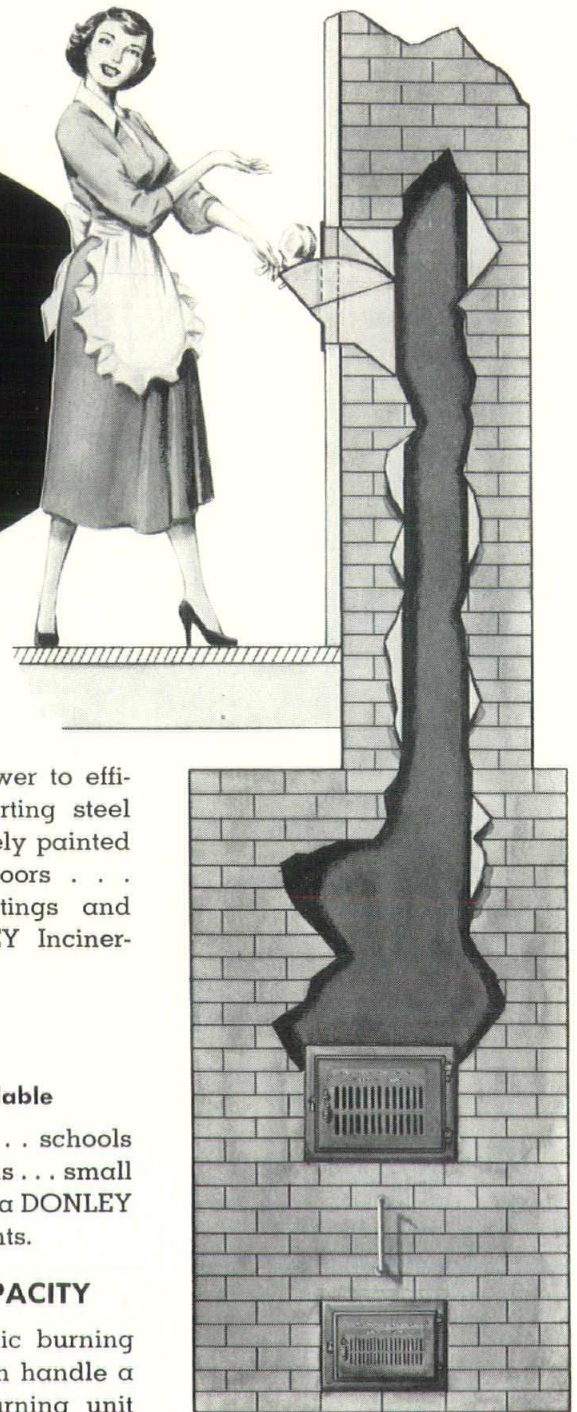
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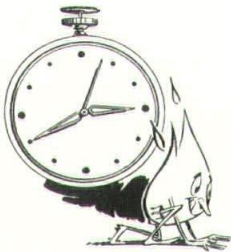
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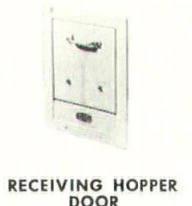


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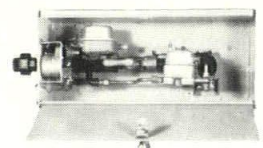
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# The Worth of an Architect

John W. Hargrave, AIA  
President, Architects Society of Ohio

When an architect or any other professional man seeks work solely on the basis that his fee is lower than that of others, either he may be offering less service, he may not know his costs for performing complete services, or he has a "gimmick" such as a standardized detail or specification which he can reuse without the expense of authorship. Whatever the reason, he probably knows the worth of his services better than anyone else. It remains our duty as a profession, however, to be sure that the public is protected from unscrupulous or careless practice, and to be sure that a contract for services given is fulfilled in a creditable manner.

But what do we mean when we speak of the worth of an architect? Certainly the expression has a variety of meanings. First, the worth of an architect may be expressed in terms of the client's interests. His architect may be worth a great deal or a little to him because of values created thru services, or the worth may be considered in terms of so much labor cost or "overhead".

## Worth As An Expression of Values Created

An architect's services may be worth much or little in terms of values created. In business and mercantile projects, or in any public function where good planning can increase business volume or reduce operating costs, there is certainly a measurable worth of the services rendered. When the architect by his drawings is able to clearly illustrate to the client all of the problems of a building, and to offer improvements in design, he has saved his client expense and future operating losses, and that is a worthy service. He determines that all physical and legal obstacles are met and satisfied; he provides a concise instrument for a contract between owner and builder, and he smooths the way for the financing of a project.

It is a well known fact that certain architects enjoy so favorable a reputation in their design of certain types of buildings that a promoter can obtain financial backing and tenants just because of the confidence which investors have in the architect's work. That, too, is a measure of worth.

Some people employ an architect for curious personal reasons. In outdistancing "the Joneses" they become better than their neighbors by employing an architect who possesses showmanship as well as ability. They may be poor clients, consenting to all preliminary designs at first, and later finding fault loudly if they lose the prestige they seek. Of what worth is an architect to such a client?

There is that group of clients who employ an architect's services only because of the law. Public improve-

ments in Ohio when costing more than three thousand dollars require professional services. The persons forced by law to use such services may not be convinced of any worthiness in the requirement and in such instances would welcome "low bidders".

To the credit of our public officials and many private clients however, there is another measure of worth which they apply to the architect's services. That is the earnest desire to create and possess something better than an ordinary building. They have a sense of responsibility which goes with the liberties of *free choice* which we Americans enjoy, a responsibility to create structures aesthetically pleasing not only to themselves but to their neighbors and community. These are the clients who cannot be served best by "cut rate" design, and who must be protected from any shortcomings of our profession.

## The Architect's Compensation

Thus far we have been writing of the worth of our architect to the client; now let us consider the worth of an architect to himself, his family and community. Assuming that the architect has done a good job, how should he be paid?

By **A share of the savings or profit he has created?**  
**His operating expenses and "wages" measured by the hours a project requires?**

**A fee sufficient to give him "freedom from want" without a profit motive?**

**A gratuity based upon the appeal of his work to the popular taste, as an artist or sculptor is often paid?**

The traditional ways of paying architects have been on a "percentage of building cost", or a "fixed fee plus operating cost" type of contract. Neither has an incentive system to reward for better design and detailing. After all, who can calculate the value of a beautiful school to the young minds being moulded there?

All the professions share one tradition from the days when they were sheltered within the monastic orders of the Dark Age. That is the tradition of service to mankind, of ministering to human needs without thought of personal gain. Today, most contracts between clergymen and churches state that the clergyman's salary is "to free him from all earthly cares" that he may devote his life to his profession.

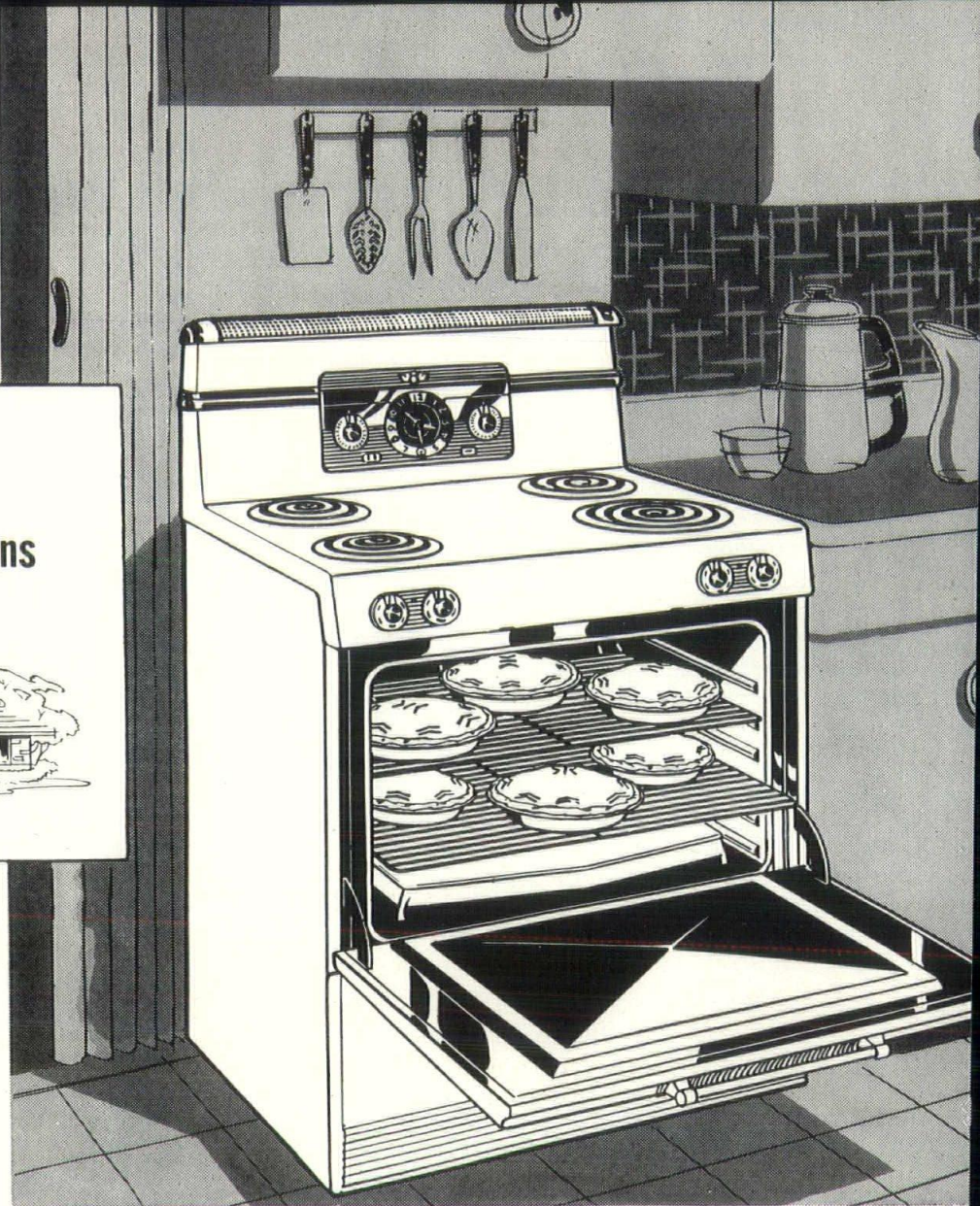
Yes, the worth of the architect to his client and the community is a real value far greater than his personal compensation. We as architects have an opportunity and a trust. Let us be faithful to our task.



## You can sell new homes faster with Frigidaire Equipped Kitchens



**Deluxe Model RT-38** — only 30 inches wide, yet its Giant Thrifty Oven holds six pies. Has Imperial Cook-Master Oven Control, Two-Speed Electric Time-Signal, Oven Signal-Light, full-width Fluorescent Cooking-Top Lamp, Automatic Appliance Outlet, Radiant-tube 5-speed Surface Units, Oven Interior Light, Full-Width Storage Drawer, Lifetime-Porcelain finished cabinet, top and oven.



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complete line of Frigidaire ranges includes 12 models — in 21, 30 and 40-inch widths.

A Frigidaire Range is just one of the many kitchen appliances that most prospective home buyers can include in their mortgage payments today. To anticipate this desire for appliances, more and more architects and builders specify Frigidaire equipped kitchens in their plans in order to *sell* the homes

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# Cleveland

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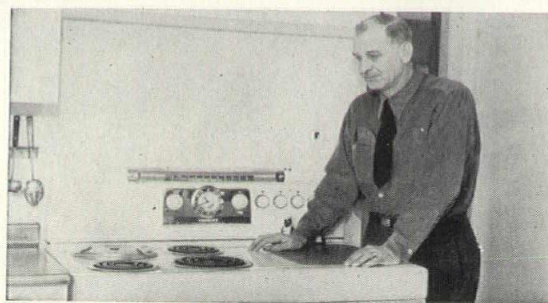
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and  
the builders  
tell why



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"Electric Ranges add eye appeal to our kitchens. They mean modern living to most tenants."

Nate Dolirsky, Builder and Owner  
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"Every suite was rented at least four weeks before the buildings were scheduled for completion. All-Electric Kitchens have played a big part in renting our apartments so quickly. Electric Ranges are cleanest and easiest to use."

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Daylight Walls of *Thermopane* insulating glass provide light, view and comfort for children in St. Patrick's School, Brigh-ton, Mich. Architect, Charles D. Hannan, Farmington, Mich.

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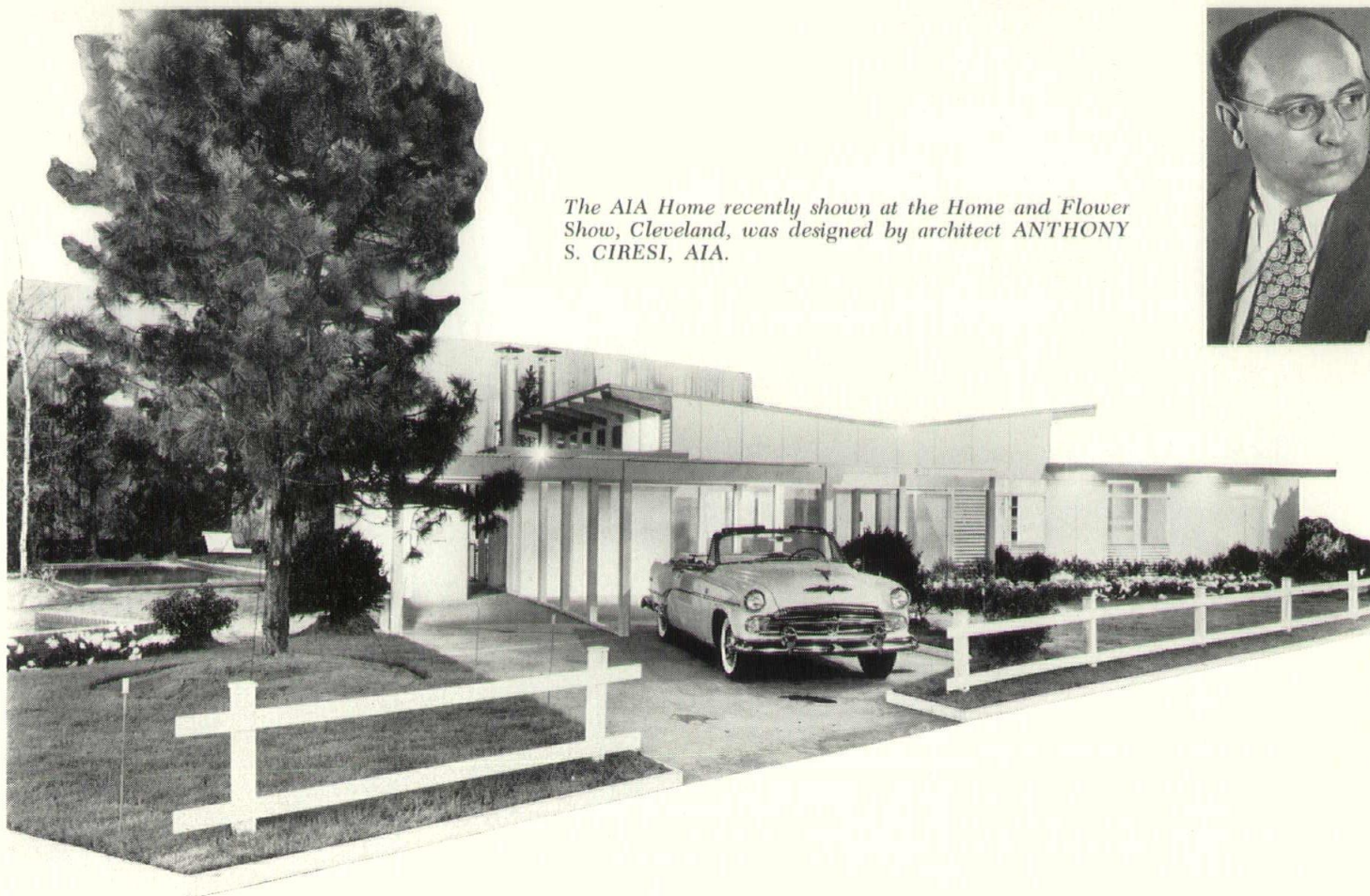
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*The AIA Home recently shown at the Home and Flower Show, Cleveland, was designed by architect ANTHONY S. CIRESI, AIA.*



## *AIA Home for Modern Living*

by Ken Lyttle

A new architectural conception was recently introduced to the Cleveland home consumers at the Home and Flower Show, located in The Cleveland Public Auditorium. Modernism versus the various other types of home architecture to most people was on display.

The ultra-modern AIA Home received numerous comments. Few in a critical nature. General comments would definitely flatter the architect who planned the house.

### **People Formed Line**

Lines of people formed to view the interior of the AIA Home. Although to see the home required standing in line at least half an hour, there seemed to be no objection to this, proving that a new home design for a given area can be accepted if the home conveniences of the potential home owner is foremost in the architect's mind.

### **The Role of The Architect**

Few people, obviously, realize the tremendous role the architect plays in building a home. Few realize that he is a planner from the conception of the home idea to the home's completion. The AIA Home was an architect's plan in solid form.

### **Freedom**

People have long been boxed into their homes without full benefit of outside nature. The AIA Home gives privacy yet fulfills the desire to bring nature into the home by means of glass walls. \*This, of course, is important from the child's standpoint—bringing nature into the home when the weather will not permit him to play outdoors.

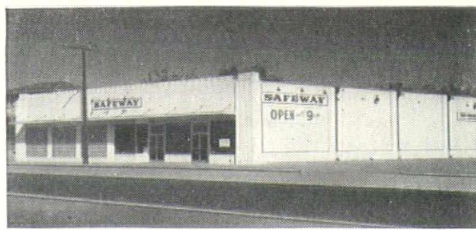
### **Compact—Yet Spacious**

The house was a one floor plan, compact yet spacious for living. In the children's section, most of the interior walls were removed. Yet, folding doors were provided in case partitions were desired. With the folding doors, the section could be partitioned so there would be room for study and room for children to play or sleep.

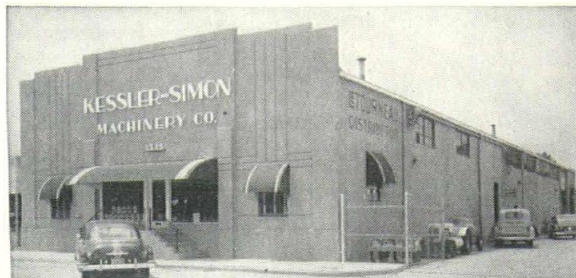
### **Folding Doors Save Space**

\*The folding doors were pulled back and forth and the general comment was the surprise of the small amount of space needed for these doors. A whole wall could be removed easily and conveniently without disturbing the living comfort of the home.





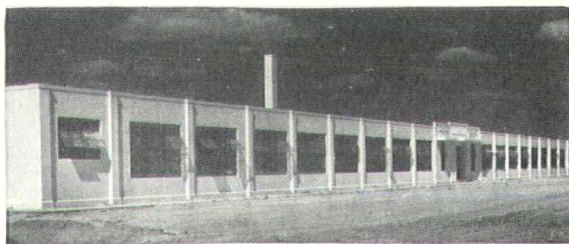
*Modern retail food store*



*Low-cost industrial building*



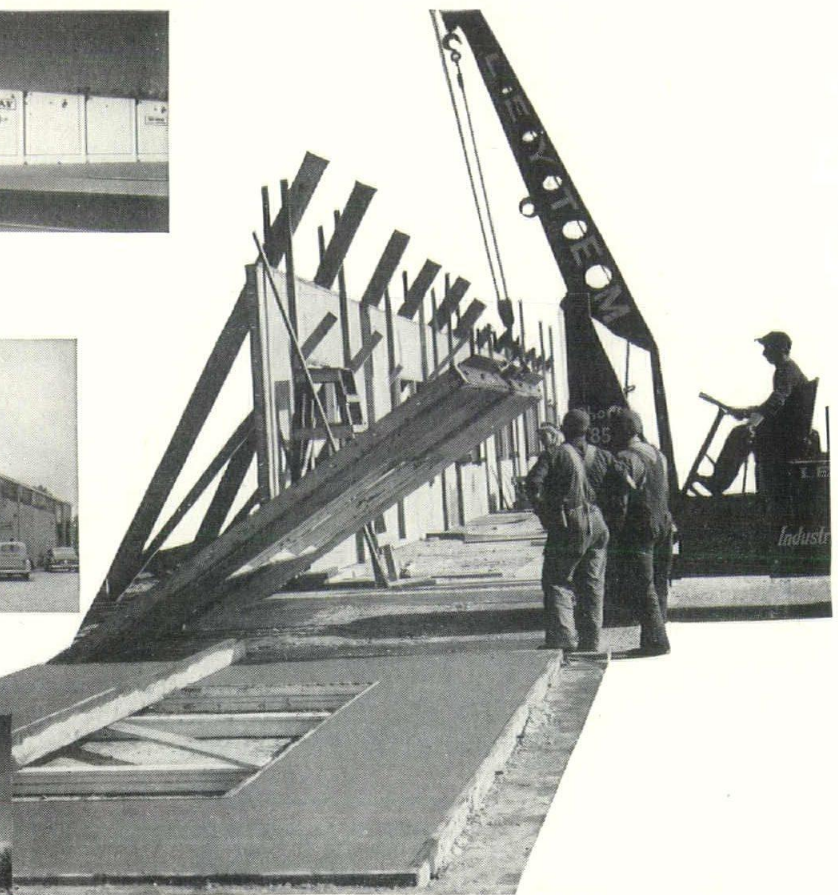
*Two-story warehouse*



*Light, firesafe school*



*Eight-story office building*



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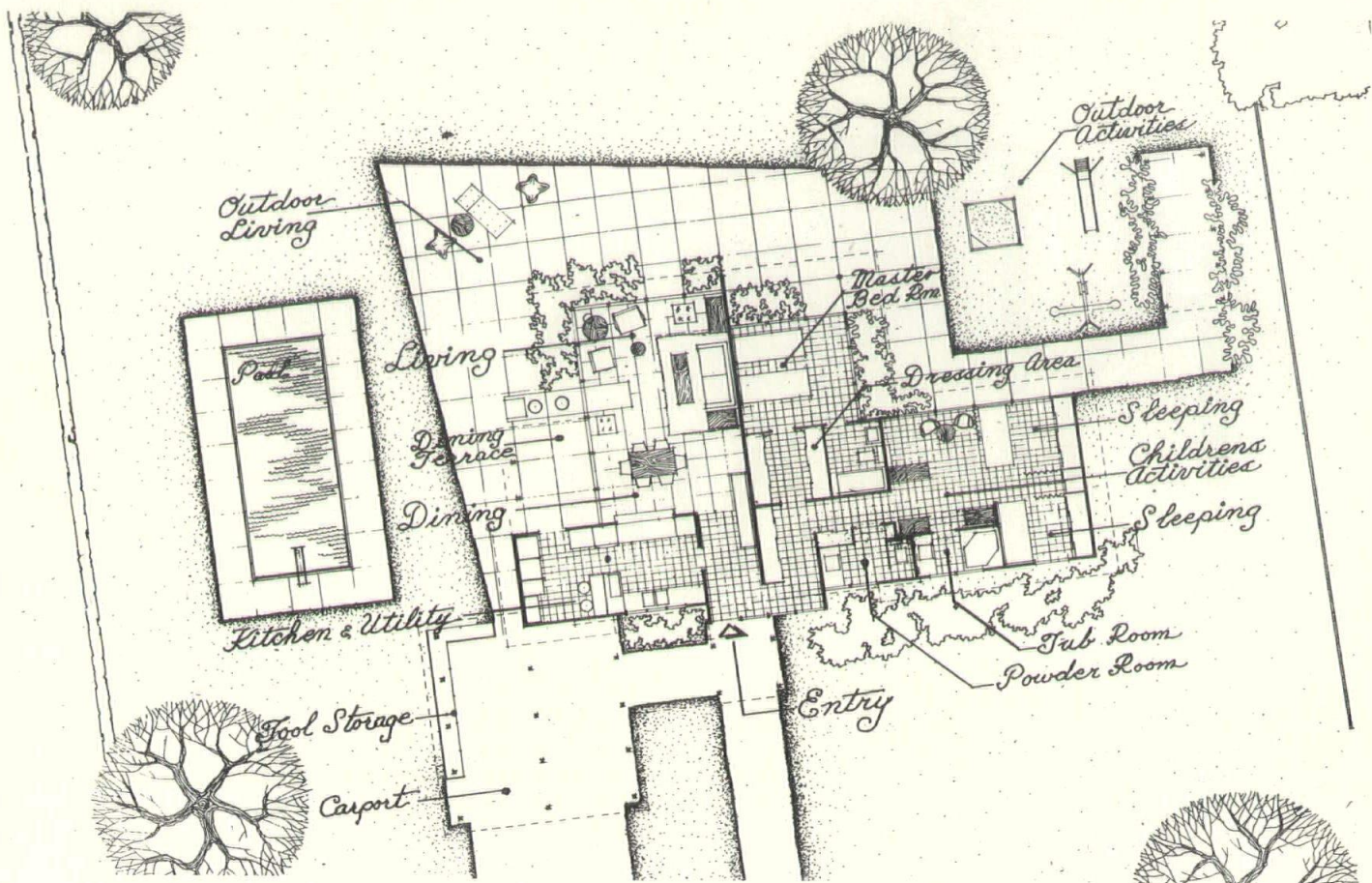
Concrete tilt-up structures can be designed to conform with building codes. They're firesafe, decayproof, easily maintained and serve a lifetime at **low annual cost** under exposure to any anticipated forces, climates or conditions of use.

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### Kitchen—Woman's Friend

It has been said that a woman spends most of her time in the kitchen. Women spent most of their time in the kitchen of the AIA Home. The whole room was apparently planned to save steps when cooking.

### All Electric Kitchen

\*The all-electric appliances in the kitchen were so located to minimize all efforts in any function. Laundry facilities were also located there. However, even with cooking and laundry appliances there was ample space for moving about, thus getting away from the average crowded kitchen conditions where more accidents probably happen than in any other place in the home.

### Bathing, Washing Facilities

With children or guests, bathing and washing facilities in most homes are not adequate. The architect of the AIA Home must have seriously considered this problem. There were three areas for this purpose, a regular bath room, a tub room, and a powder room, each strategically located for the convenience of guests and occupants.

### Large Living Area

The large living area was combined with the dining area, thus making one room serve two functions. Unfortunately, however, too frequently the living area must be sacrificed for the dining area, or vice versa. The AIA

Home's living-dining area had ample space for each function; therefore, bringing in once again the "wide open spaces" feeling.

An unique way of handling the heating and air conditioning units without using a basement was shown. These units were located in the attic space above the master bedroom, thus giving floor space to more important functions.

### Fireplace Dual Purpose

A sectional open fireplace was built completely through the wall. People could enjoy the fireplace in the living room and use it as a grill behind the home.

### Carport Has Two Uses

A carport was shown in place of the regular conventional garage. Its roof was of corrugated plastic. This, of course, protects the car from the weather and it also serves as a sun porch—bringing back the idea of each area serving two purposes.

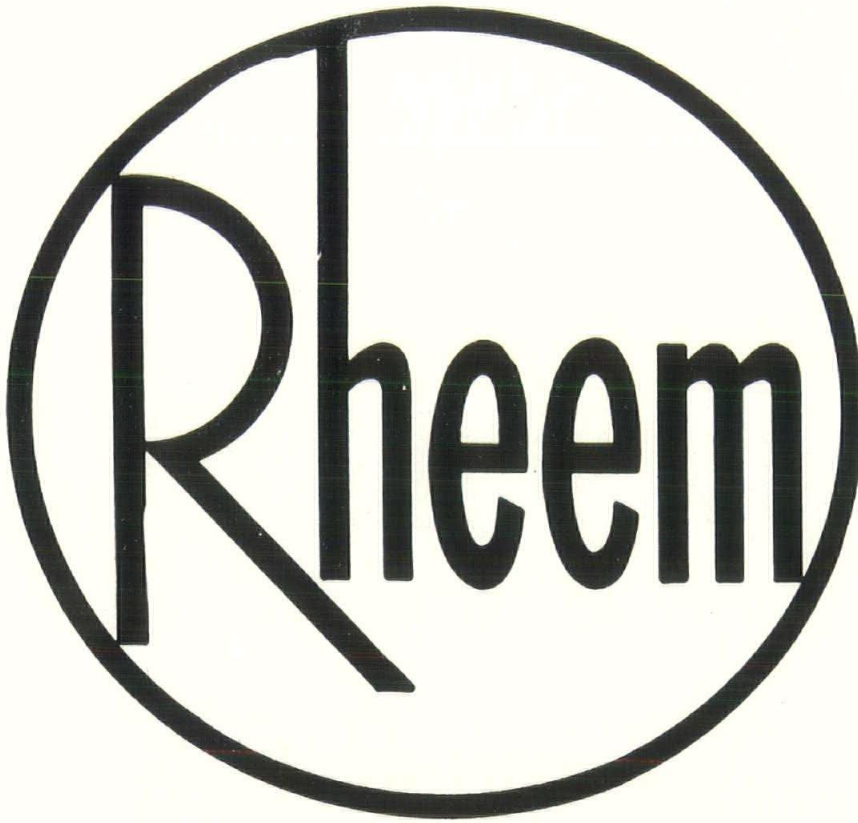
### Cleaning Made Easy

During the present era, we are a modernized generation. Wives do not have the time to spend hours cleaning a home as in the past. The AIA Home was apparently built so that house cleaning would not be a tedious chore. It could be cleaned thoroughly in a minimum of time.

*Concluded on page 50*



Rely On and Specify with Confidence . . .



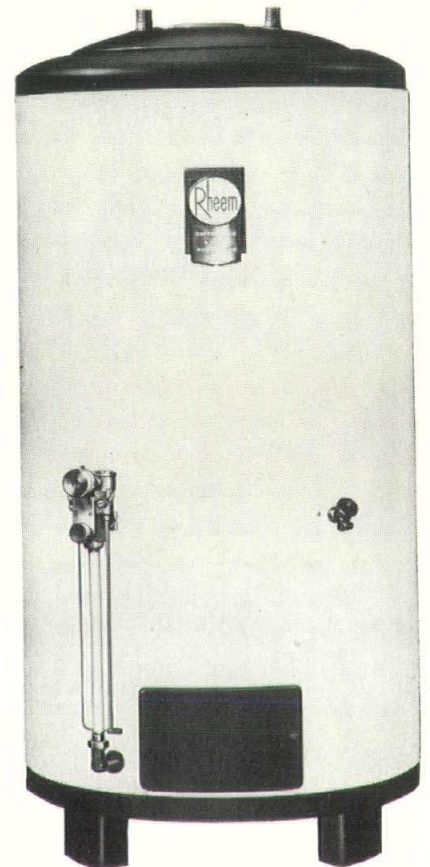
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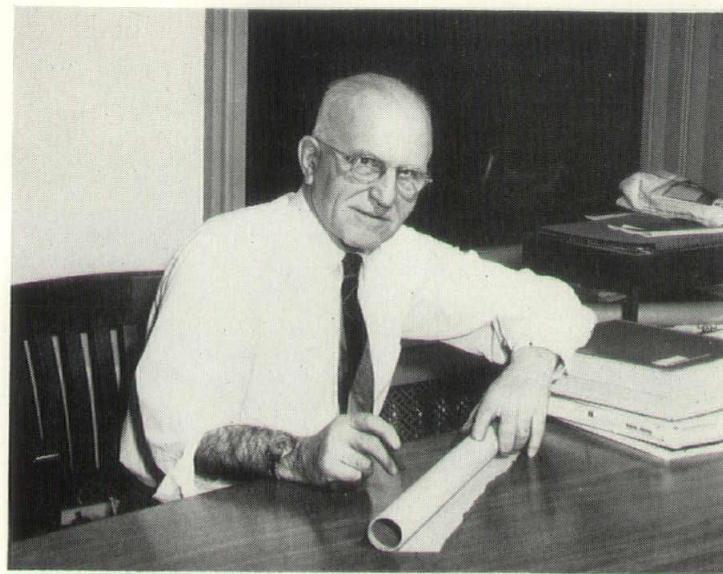
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*Joseph L. Weinberg, FAIA, Cleveland, elevated to Fellowship in 1949, "For Design, Particularly in the Field of Public Housing". Still outstanding among low cost housing projects in America is Lakeview Terrace, 1937, Cleveland, for which he was principal architect. He also served on the architecture faculty of Western Reserve University for 13 years, and as planning consultant for the Cleveland Neighborhood Conservation Project in 1946. Now senior member of Weinberg & Teare, Architects, specializing in large scale housing and shopping centers.*



# Aspects of a Philosophy of Service

By

Joseph L. Weinberg, FAIA

The average architect undoubtedly regards himself as a professional man in the truest sense of the word, although many a practitioner might be hard put in attempting to define the word "professional." I like a definition heard some years ago, which defined a professional man as "one who professes to possess a specialized knowledge that he is prepared to use for the guidance of, or service to, others." Granted the validity of this definition, how well does the average architect qualify? How many architects do you know who have actually contributed to the welfare of their fellow-men or, who, when there was little chance for personal advancement or profit, have given more than pious mouthing to the doctrine of architecture as a social art? Not very many, I am quite sure. And you may be certain that the general public has no higher opinion of us in this respect.

## Re-examine Architectural Profession

It seems to me, that as of today we ought to re-examine the position of the architectural profession with relation to the philosophy of service to the community as a whole, particularly if we are going to continue to insist on our professional status on a par with physicians, attorneys and teachers. If one follows the daily papers for reports of our activities either when engaged as private practitioners or in group work as Institute members, who would believe that we are more than moderately concerned with the chaotic development (or more truly misdevelopment) of our cities, the fearful tangle of big city traffic, the depressing spread of slums

and blighted areas, or the multitude of problems, starting with housing, that beset those unfortunates who happen to live on the wrong side of the tracks and hence are outside of our economic or social purview? And when our political leaders make committee appointments for the study of these vital problems, they usually make their selections from the ranks of the lawyers, real-estate men, bankers or business men, as if these groups possessed a superior knowledge of our urban ills and maladjustments, and alone rated a civic spirit that would allow for unselfish community service. Occasionally, we must admit, you do read of an architect being appointed to a city planning commission or a fine arts committee. Now and then you even read of where an august member of our craft has deigned to prepare plans for a model house, to be exhibited at the next building show, letting the public become aware of what kind of a home he believes the upper ten percent of our citizenry should live in.

## The Time is Here

The time has arrived, I maintain, for the architect to come down from his ivory tower, to cut loose from his one-sided devotion to his list of practical, profit or comfort seeking clients, and demonstrate a capacity for sorely needed civic leadership and initiative. As a significant indication of this arrival at professional maturity as expressed in social responsibility, I would suggest the establishment of a special type of architectural clinic by our local Institute chapters—set up not for the purpose of dispensing gratuitous or low-cost architectural service to private individuals, but strictly as instruments for the rendering of vital public service. These clinics, organized on a local or neighborhood basis, could start as groups of intelligent, civic-minded citizens, called together by committees from local chap-





Exotic golden narra Weldwood paneling from the Dutch East Indies lines the entrance of the General Assembly Hall.

## Architectural Weldwood ... from the Nations of the World —for the **UNITED NATIONS BUILDING**

**When plans call for rich beauty and distinction there are over 100 fine Weldwood Hardwoods from which to choose**

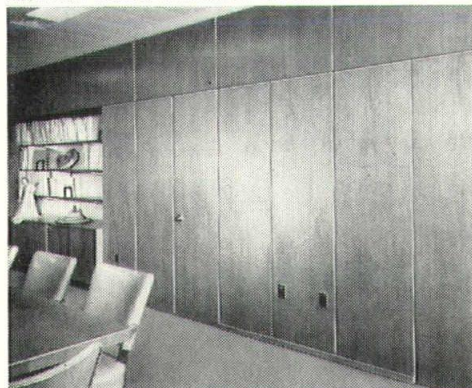
The trend is towards genuine wood wall paneling and away from ordinary wall surfaces that need frequent redecoration. Architects are increasingly turning to the rich beauty and quiet dignity of wood, and are specifying Weldwood architectural grade hardwoods for the finest installations.

A great many varieties of Weldwood Hardwoods in a number of sizes and constructions are available. The assortment includes a vast selection of woods in the superb Algoma grade. These panels are in stock in our many warehouses, as are doors in many of these woods.

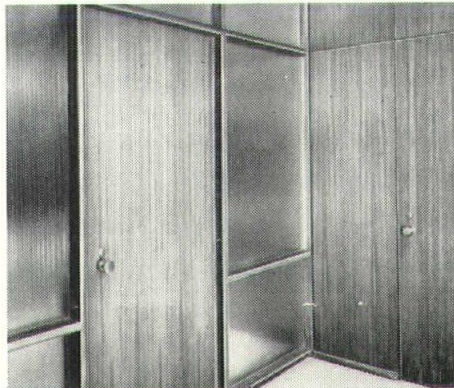
When sequence-matched panels are required, they can be made to order from veneer flitches selected by the architect; in the case of some woods such sequence-numbered panels are frequently carried in stock. When custom-made panels are ordered, it is possible to obtain doors from the same flitches.

Architects are invited to use our New York veneer room in the Weldwood Building.

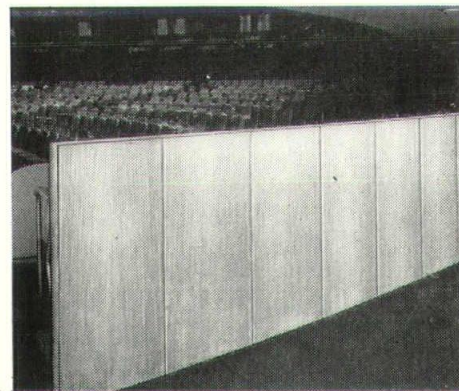
ARCHITECT: WALLACE K. HARRISON, DIRECTOR OF PLANNING; WELDWOOD PANELING INSTALLED BY: MURRAY HILL WOODWORKING CORP.



Above you see an interesting application in the United Nations building of beautiful American walnut Weldwood and matching Weldwood Fire Doors.



Weldwood paldao paneling with matching Weldwood Fire Doors makes a beautiful wall in the conference room of one of the Assistant Secretaries General.



Weldwood golden narra railings in the General Assembly Hall. All Weldwood paneling for interior use is guaranteed for the life of any building.

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World's Largest Plywood Organization

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Distributing units in 60 Principal Cities



ters and continuing under such leadership until the membership in democratic fashion decides otherwise. The promotion of group study and discussion of neighborhood and then city-wide problems might engage their first attention, and in orderly fashion there would follow larger public meetings which would help to arouse intelligent public opinion on subjects now practically neglected by all. Such groups would invite as speakers and demonstrators only such architects and planners as had achieved recognized stature, or men from other walks who had mastered particular phases of our urban civilization and knew how to expound them. All participants would then be functioning in a clinic concerned with the welfare and well-being of the body politic. Consider the vast range of the subjects to come before them: neighborhood and master planning and zoning, traffic control, parks and playgrounds, expansion of hospital and public school facilities, slum clearance and rehabilitation, and civil defense under A-bomb attack, as well as many others. And who is as well prepared as the architect to keep the community informed on advances and progress in these fields, to explain them with clarity and unselfishness, particularly as they relate to the local scene?

### Survive or Perish

With these and related fundamental issues and problems of urban living our American cities must come to

grips immediately, and survive or perish by their solution or their insolubility. The establishment of such clinics as described above on a community-wide basis in smaller communities, or on a neighborhood basis in our larger cities, would give public affirmation of our faith in democracy and of our willingness to assume the responsibilities it entails. The adoption of such a philosophy of service would prove our right to call architecture a social, not socialized, profession. We must abandon the thinking which regards architecture as a mere reflection of the times and seek to make it a vital factor in the badly needed re-creation of our physical environment. The immediate humanizing of our store of technical knowledge and its more effectual use in promoting the general welfare must become the first order of business for our profession. And every individual architect must begin to shape up his answer to the challenge.

*In agreement with this challenge, John Welborn Root, FAIA, famous Chicago third-generation architect, Chairman of The American Institute of Architects' Committee on Public Relations, at a meeting of his Committee in San Francisco recently, said that cities would be better off if architects would take part in city planning.*

## It Was Said

*An excellent philosophy when viewing something new is the old adage, "Be not the first by which the new is tried, nor the last to cast the old aside."*

### THE PLANNING STAGES

In order to plan this magazine the first problem was to find what you wanted and might find useful. We traveled with President of The Architects Society of Ohio, *John W. Hargrave AIA*, to five of the six chapters. Columbus yet to visit.

Your thoughts and reaction to the proposed editorial policy were recorded and we now believe we know more what you want. It will be our continued effort to serve the profession of architecture in Ohio with a readable and useful publication. Also, attempt to so edit it with the hope that it may become an inspiration, as

the official publication of the *Architects Society of Ohio*.

### ADVERTISING

This first issue, under the present corporation, carries a goodly number of advertising pages. We asked these advertisers to design their ads with the purpose of giving useful information that may help in specifications.

### NAMES THAT ARE NEWS

**James T. Yielding**

Mr. Yielding is now the executive assistant to Cleveland Mayor Celebrezze, serving in the capacity of Urban Re-development Co-ordinator. Formerly with the Cleveland Electric

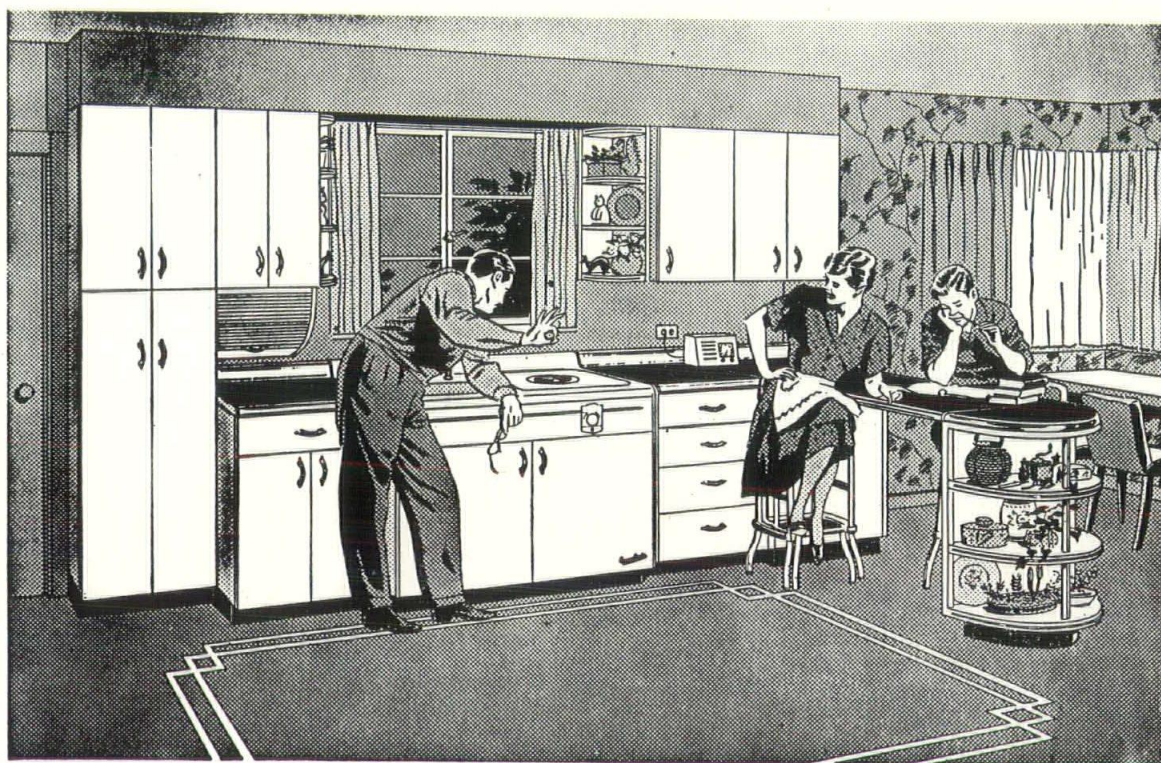
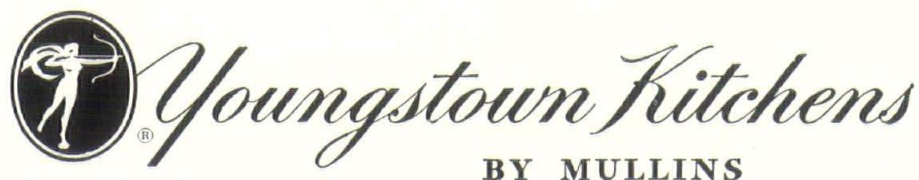
Illuminating Company, but asked by Cleveland's mayor to head up this important work. The Cleveland Electric Illuminating Company has furnished many important men to industry and to the city for the primary purpose to help make "Cleveland the best location in the nation".

**William Zeckendorf**

"New cities for old" was his topic, recently discussed at a luncheon at Cleveland's famed City Club. Outstanding in the real estate and building industry, having recently bought a group of New York's skyscrapers with the Chrysler building one of them. We plan to publish parts of his talk in the near future.



# The Youngstown Jet-Tower Dishwasher has completely modernized dish washing!



Let our men discuss your building plans with you. Let them see the plans of houses now building or still to be built, and we'll show you how the Youngstown Jet-Tower Dishwasher will not only make that home modern but stay modern.

Youngstown Jet-Tower Dishwashers are de-

signed to meet the needs and desires of the modern housewife. Every improvement in this Dishwasher is based on exhaustive research and thorough test. The architect who specifies Youngstown Jet-Tower Dishwasher can be sure he is pleasing his client or prospective customer. So it pays to keep your eye on Youngstown.

## ***Complete your kitchens with the Youngstown Food Waste Disposer***

CLEVELAND ..... **DUGE DISTRIBUTING CO.** ..... 2168 W. 25th St. — CH. 1-1445  
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TOLEDO ..... **V. J. McGRANAHAN DISTRIBUTING CO.** .... 1920 N. 13th St. — AD. 5266



## PRODUCTS OF INTEREST

**ROBBINS FLOOR PRODUCTS, INC.**, Tuscumbia, (Muscle Shoals) Ala., manufacturers of a revolutionary flooring, have an eight page four color advertisement in the center of this issue. Their Ohio distributors are: Foldor & Surfaces, Inc., Cleveland, with Frank C. Roper president; Plastic Industries, Kent and in Toledo, Wholesale Distributors. DeWeese & Roper Flooring Company, Cleveland, specialists in static conductive flooring, John R. Duff, Vice President and General Manager, are the authorized contractors for installation for the state.

## ANDERSON WINDOWALLS

Congratulations to the six Ohio distributors. Complimented by the manufacturer for executing the best state advertising campaign in 1953, (referring to that run in the *Ohio Architect*). This advertising has been renewed for 1954 and their ad appears monthly—first right hand page.



**Fred  
Fuller**  
Glidden

### Fred L. Fuller—Glidden Paint

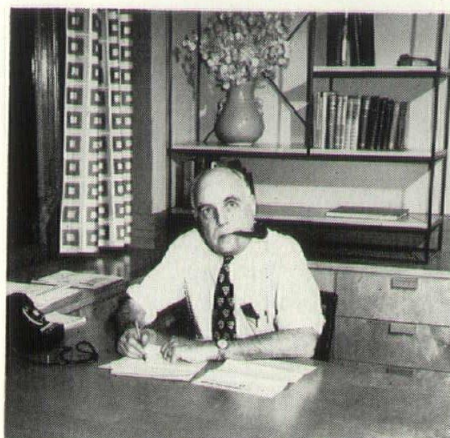
Mr. Fuller, The Glidden representative to the Cleveland Chapter of the Producers' Council, has recently been promoted to the position of Maintenance Sales Manager of their Central Region. Fred has worked with both Cleveland and northeastern Ohio architects and will continue to, both personally and through the Producers' Council.

## Draftsmen, Let Us Know

Who you are, where you are. You will receive the OHIO ARCHITECT.

## W. K. Barkett—Modernfold Doors

Known to many architects both in Cleveland and northeastern Ohio by the nick name of "Woody". Again awarded the plaque, given by the manufacturers in honor of having attained the highest rating to quota of any metropolitan area. And this for the third time. Again congratulations.



### Architect Mayer—New Office

Architect George B. Mayer, Cleveland, moved into new offices in the Arcade Building. They are beautiful.

George is and has been a "Tower of strength" in the Architects Society of Ohio.

## John O. Dempsey—U. S. Plywood

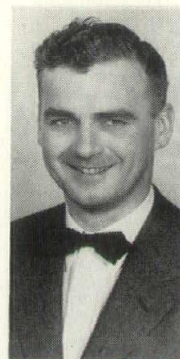
Goodby Jack and our best wishes for your happiness. Cleveland's loss is Chicago's gain. Now to be Divisional Manager there. Mr. M. T. Young, former Manager of the Buffalo Office, will be the Cleveland Manager.

## Business Outlook For Architects

Ohio architects tell us the business picture for them, is good. Harry Allen, State Architect, tells us 82% of the bond issues for Ohio schools and municipal buildings passed at the November election.

## George A. Pinkerton—The Gellin Company

George has recently joined the Gellin Company, Cleveland to serve the architect. Their lines, known to the architect, are Joanna Vinylized Wall Fabrics and Crossfield Products, manufacturers of Dextex floor surfacing.



**Richard  
Jones**  
Anaconda

## Richard G. Jones—Anaconda Copper

Mr. Jones is being transferred from the Cleveland Office of the American Brass Company to the Buffalo office where he assumes more responsibility. Congratulations to you Dick, and with them go our good wishes.

## NEW ROSTER

This issue contains a different—a more *useful* roster of all resident registered architects in the state. Different and more useful, because for the first time, it gives the names of all AIA members in bold face type, now making it possible for AIA members to know their fellow members in other cities. The roster is geographical—city by city.

## POINTS OF INTEREST

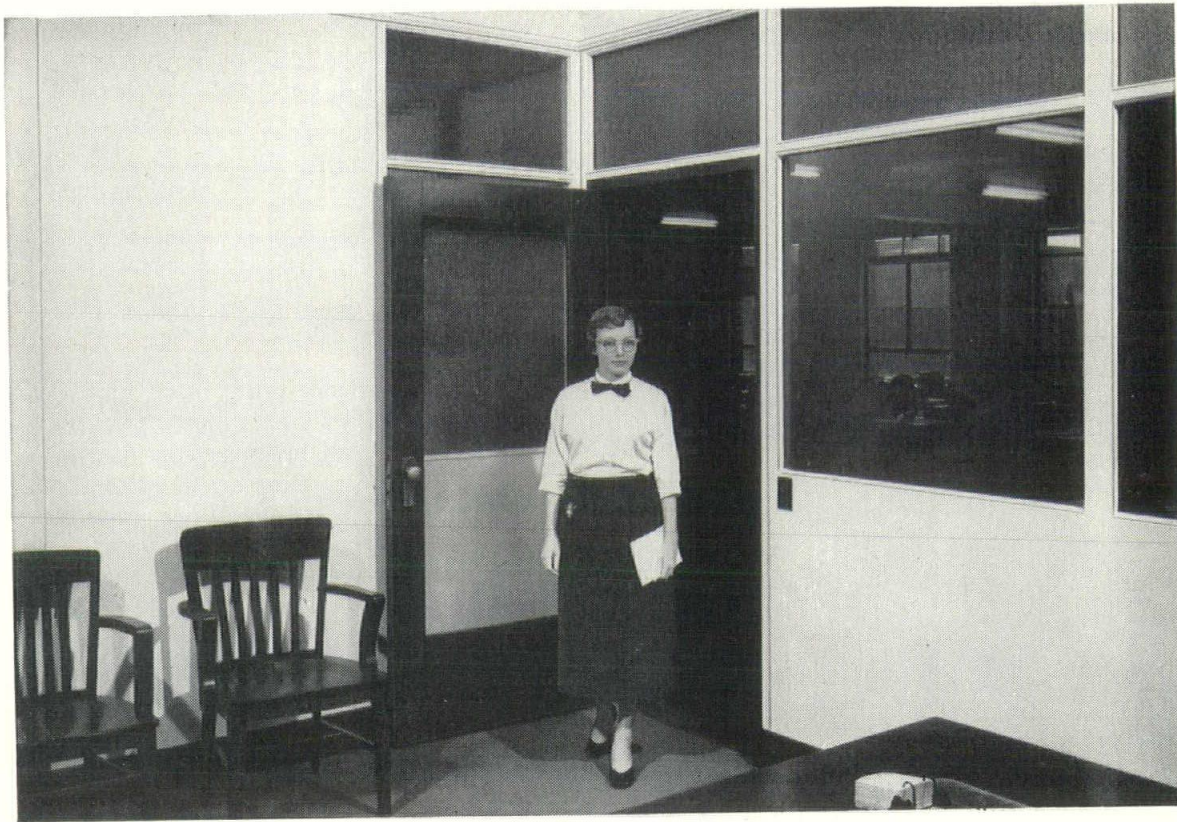
The offices of the OHIO ARCHITECT are always open for your visits. We welcome you and hope that you will make them your headquarters. And to out of Cleveland architects, there is a garage connected with the building for convenient parking. Our offices are located in the Lincoln Building, opposite the Auditorium Hotel and the Cleveland Auditorium, 1367 East Sixth Street, Cleveland 14, O., Phone SUPERIOR 1-2355.

## Welcome—Associate Editors

To the Editorial Staff of the OHIO ARCHITECT. One of you from each of the ASO (6) Chapters. Ohio architects will be interested in your local architectural news each month from your city and chapter.

**Architect A. C. Robinson, FAIA**, Cleveland promises us an article on his return from a meeting of the jury of AIA who select the "Fellows" for the ensuing year.





ADDRESSOGRAPH-MULTIGRAPH

*Saves \$41,831  
in Twelve Years*

WITH HAUSERMAN MOVABLE WALLS

In 1931 . . . when Addressograph-Multigraph Corporation moved into its modern Euclid, Ohio headquarters, future expansion was anticipated by installing Hauserman *Movable Walls*—including those shown in the photograph above.

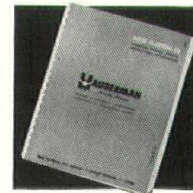
During the first ten years, few wall changes were necessary. In that period, Addressograph-Multigraph enjoyed the sound control, freedom from maintenance, and utility access which are inherent in every Hauserman installation.

In the past twelve years, however, actual cash savings of \$41,831 have resulted from major wall changes required to provide additional work area for hundreds of new employees. And equally important, there were no costly interruptions of business efficiency . . . a minimum of confusion while these changes were in progress.

Today . . . a twenty-three year old office building that is as modern in efficiency as it is in appearance! Doesn't this suggest an idea to you?

**WRITE FOR FREE DATA MANUAL 53!**

This 96-page comprehensive guide for architects contains complete technical details as well as stock sizes, general instructions and specifications on all types of Hauserman Movable Interiors. Write to The E. F. Hauserman Company, 7179 Grant Avenue, Cleveland 5, Ohio.



**HAUSERMAN®**

*Movable Interiors*



# GRINDSTONE OR WHETSTONE?

Elliot C. Spratt

President Producers' Council, Inc.



The Construction Industry—the No. 1 industry in our country's economy—can be a *whetstone* to sharpen the various segments, or it can be a *grindstone* to grind out a recession! The answer is in the efforts, the sales, the unity of each individual to the construction industry.

## The Producers' Council

We, of the Producers Council have faith in the ability of the United States to adjust itself to the changed conditions which will come as defense spending is reduced. American business necessarily would go through a period of readjustment and perhaps a moderate downturn during that period, but we have confidence that in the long run an era of international amity should mean an era of prosperity. To think that the individual or business dollar paid through tax channels can create a better economy than the spending of that money direct, is encouraging mediocrity.

## A Big Backlog

There is a big backlog of civilian orders and a big demand to help cushion any shock of reduction in Government spending. *Freedom from controls* has helped commercial building—yes, social building—to proceed on a normal basis. American standards of living through the years, has moved steadily upward, and economists agree that it is to go even higher. This, plus an increased population, will involve a continuing demand for new products and new devices to make life easier and more comfortable. This demand automatically means purchases and consumer buying automatically creates jobs for people—automatically means “selling”

instead of “order taking.” Our problem is not “over-production,” it is “under selling!”

## Profitable Cooperation

P.C.—legally known as Producers' Council, but in the Construction Industry called “Profitable Cooperation”—is devoting itself through joint efforts with the AIA, to create a “bigger pie” for industry.

Higher standards of living mean—perhaps first of all—*better housing*. Greater emphasis will be placed on the modernization of old houses, as well as the erection of new homes of higher quality.

## Figures Tell a Story

The 1950 Census shows 2,402,565 dwellings in the Ohio area, of which 1,307,595 or 54% were built prior to 1919, *over 35 years ago*, and 439,655 or 18% built from 1920 to 1929; or 1,747,250 or 72% or *nearly three-fourths of Ohio homes that are a quarter of a century old or older*. This complacency about old buildings just does not make sense! The Automobile Industry solved their problem by making everyone “new car” conscious or reconditioning old ones until they look like new.

## The Market

The market for goods involved in the work of improving older homes is a big one. The increased number of children offer a two billion dollar school building program in 1954 and even greater in the years to come. The need for more hospitals and more recreational buildings in every community with progressive industrial companies, like General Motors, very receptive to new plants that are more economical.

## Our Challenge

The markets are *available!* The money is *available*. Are we, as individuals in the Construction Profession available as institutional, school, hospital, church, corporation board members or campaign chairmen to CRE-ATE construction projects? Are we, as members of the various segments of the Construction Industry, cooperating with each other as individuals—as groups? Why disregard the obvious. Is it a *grindstone* or a *whetstone* we are on?

## A CHALLENGE



John N. Richards AIA

Past  
Regional Director

Congratulations and Best Wishes to you on your first issue of the OHIO ARCHITECT.

For we architects, in my opinion, 1954 will be a good year. Schools, hospitals and institutional buildings will keep us busy. 1954 work will be a challenge to Architects to house our fellowmen—for education, hospitalization, and recreation.

With schools, we have the opportunity to assist in moulding our coming civilization, with hospitals, we can give the best environment to our ill brethren, and with recreation we can provide our fellowmen with the correct environment for their leisure and play.

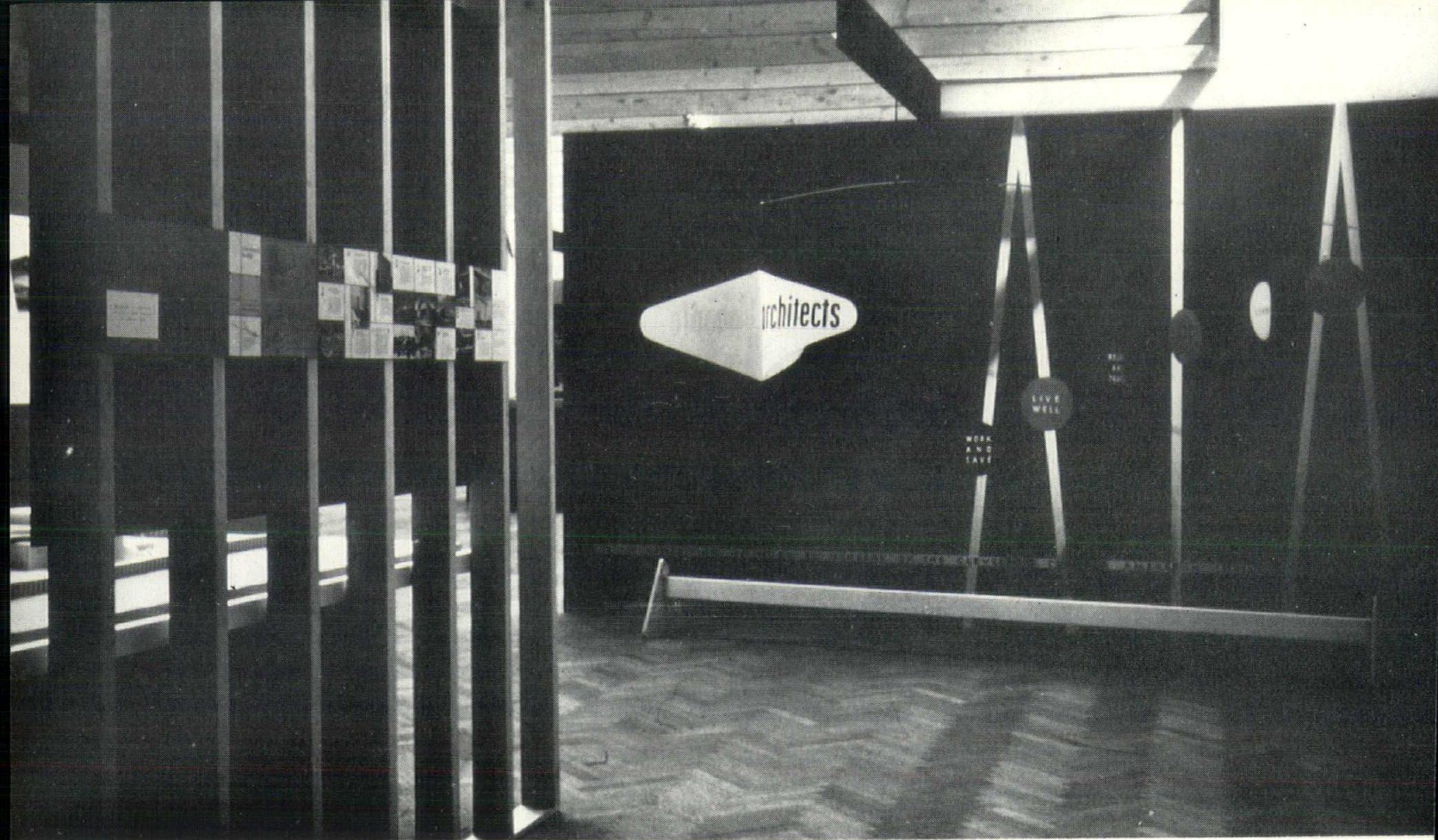
As architects, we must devote some of our time to the AIA—The Architects Society of Ohio, and our local AIA Chapter. Our professional organizations are our “*binders*”, which bring us together for interchange of ideas, our professional relations and methods of practice, education, and friendship.

In order to make these organizations stronger in the nation, state, and locally, we must serve actively on AIA committees, attend meetings, and assist the officers. With good public relations, such as the OHIO ARCHITECT, and the Institute's public relations advice, the local chapters are, and will be, constantly asked for counsel and advice on planning and building by the governmental agencies.

Best Wishes—

John N. Richards AIA





PHOTOS BY ANNE HALLE LITTLE

ARCHITECTS HELP PEOPLE "mobile"  
title sign at entrance to exhibit.

## Retrospect — 1953 Cleveland AIA Museum Show

Chalmer Grimm, Jr.

The exhibit, preceded by the first one five years ago, was conceived by the Cleveland Museum of Art and the Cleveland Chapter of the American Institute of Architects. The individual architectural exhibitors, because of their respect for the profession and their own accomplishments, were willing to bear the expense of showing that work which had been authoritatively judged as good architecture.

Its aim was to present to art conscious eyes qualified examples of local architecture, to verify for them the importance of the architect, and to familiarize a larger public with the value of architects' work.

To exhibit is to attempt to educate. Therefore, every effort was made to inform people of the exhibit, to influence them to see it, to stimulate them by what they saw. Through public relations counsel numerous informative announcements were made in local papers, in civic and professional journals. A three week newspaper contest aroused public interest, testing by photos the architectural judgment of readers. Radio and television broadcasts included interviews, announcements, and panel discussions. Special invitations were sent.

It was designed to stimulate visual concentration by the use of color, material, motion, intimate scale, and area layout. The theme, "Architects Help People", created a personal relation between the public and the architect. The many ways architects help people, to stay safe and well, to work and save, to live well, to relax and travel, to buy and sell, to worship and learn, keyed the division of building types exhibited.

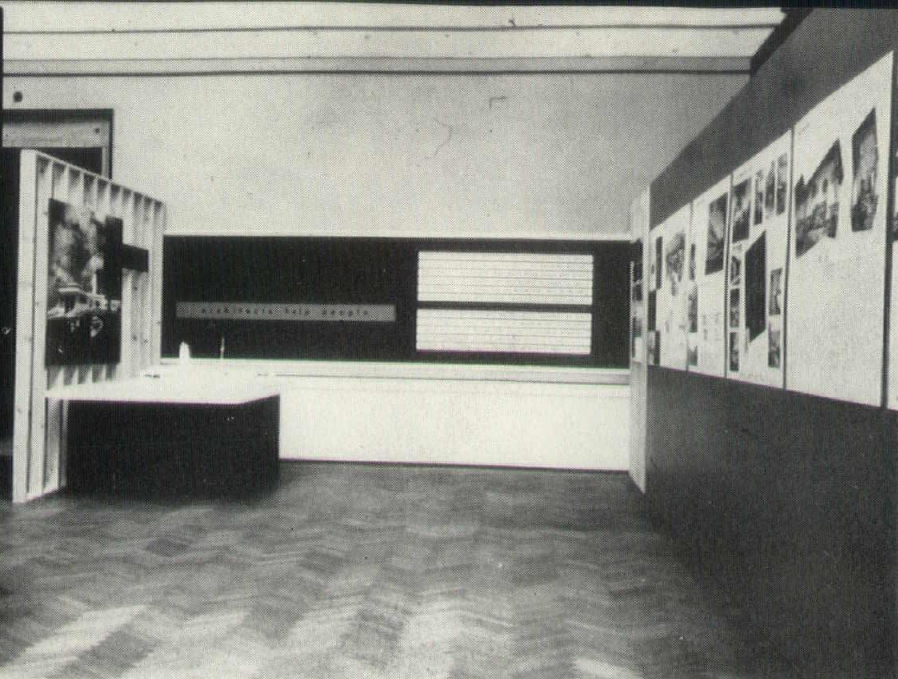
### Brochure Given

A brochure, "Cleveland Builds—A Guide to Noteworthy Architecture in the Cleveland Area", showing eleven examples was distributed as a souvenir of the exhibit. The eleven examples illustrated were placed throughout the show to introduce the several divisions of the exhibit and call attention to the noteworthy architecture that has been produced in the Cleveland area.

The results — 43,866 people attended during the month it was on display. They saw good architecture, they saw how architects help people. For most of them, surely, the impression they carried away was favorable and lasting.

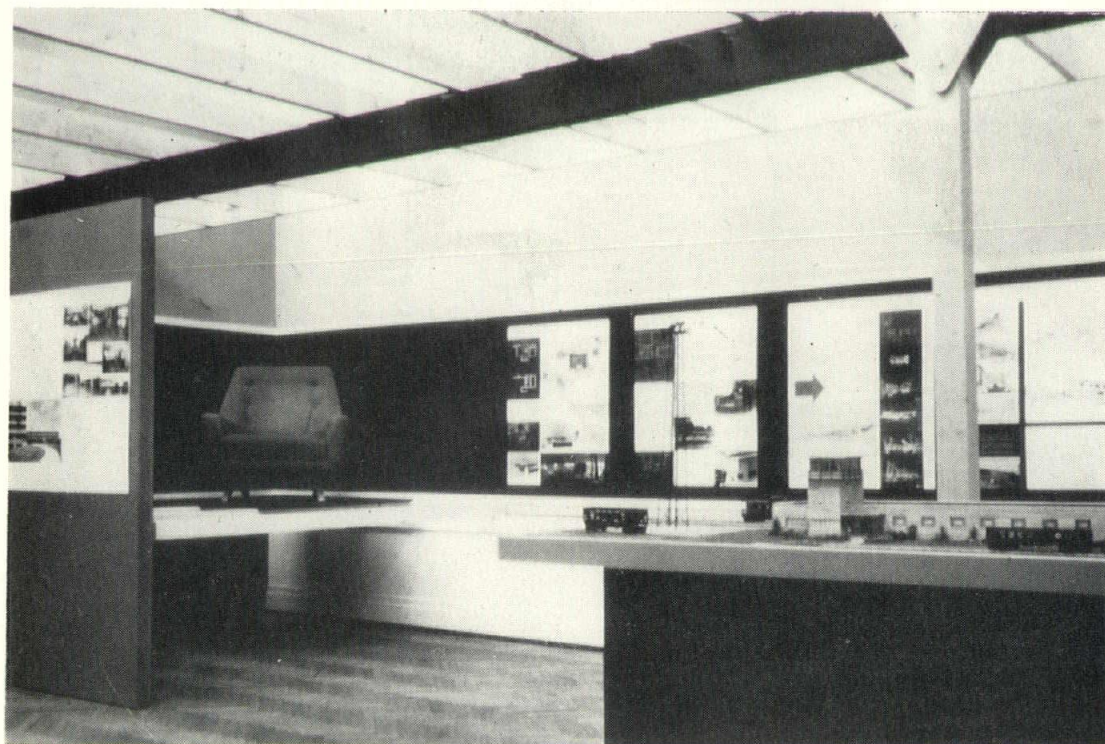


WORK  
LEAVE



Chalmer Grimm, Jr.  
Architect

Looking toward  
INTRODUCTION wall.



RELAX & TRAVEL

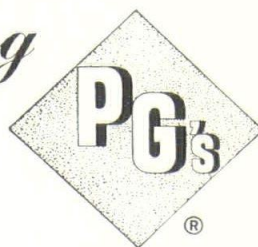
LIVE WELL-HOUSES  
display.

Further pictures  
Cleveland AIA  
Museum Art Show





*Announcing*



## ... ANACONDA PANEL GRIDS

Accurately preformed

compactly-packaged radiant heating coils for ceiling installation.

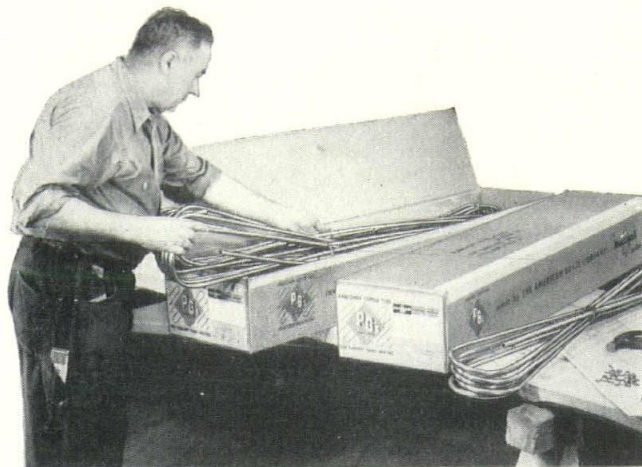
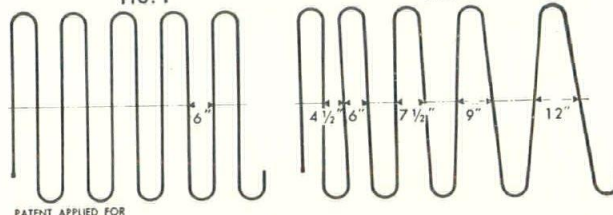


FIG. 1

FIG. 2



85 Red Brass Pipe

Copper Pipe

Type "K" Copper Water Tubes for  
underground and interior service

Type "L" Copper Water Tubes  
for interior service

Type "M" Copper Tubes for  
soil, waste and vent lines

Refrigeration Tubes

Copper Tube Fittings

Copper Roofing Sheets

Copper in Rolls

10-Ounce Economy Copper Roofing

Copper Through-Wall Flashing

For reliable service on COPPER and  
COPPER ALLOYS call An Anaconda Distributor

PG's are supplied in one size . . . and are made of  $\frac{3}{8}$ " Type L copper tube. Each panel grid contains approximately 50 linear feet. At normal 6" spacing along the centerline, the PG is rated at 1800 Btu and at this spacing measures about 56" wide by 60" long—serving a ceiling area of 30 square feet (Fig. 1).

By merely contracting or extending a PG by hand, it can be installed so that the tube spacing will meet all design requirements from 4 1/2" centers up to and including 12" centers (see Fig. 2). This flexibility in tube spacing means that a single PG may serve ceiling areas ranging from 22 1/2 square feet to 60 square feet.

For complete information ask for Publication C-6.

### THE AMERICAN BRASS COMPANY

General Offices: Waterbury 20, Conn.

Cincinnati Office: 101 West 4th Street, Cincinnati 2, Ohio

Cleveland Office and Warehouse:

2906 Chester Avenue, Cleveland 14, Ohio

Columbus Office: 214 Beggs Building, Columbus 15, Ohio

5471





Photos by Karl H. Becker AIA

## Toledo AIA Museum Art Show

### November 1953

This exhibit was prepared by the members of the Toledo Chapter of the American Institute of Architects to show the trends in architectural design in the north-west Ohio area since World War II.

Architecture as an art is a very visible and public expression of the culture of a people at a given time and place.

The Museum, in presenting this review of recent architecture of the Toledo area, hoped to bring to the attention of its visitors a phase of art expression of their time which too often, because of its familiarity, tends to be unappreciated or overlooked.

Time and historical perspective are needed to evaluate properly any work of art. However, by presenting in exhibition a collection of recent representative works by architects of this area, an opportunity was offered to observe how we have expressed our times in brick, stone and steel, and to appraise the architectural legacy that we are leaving to future generations.

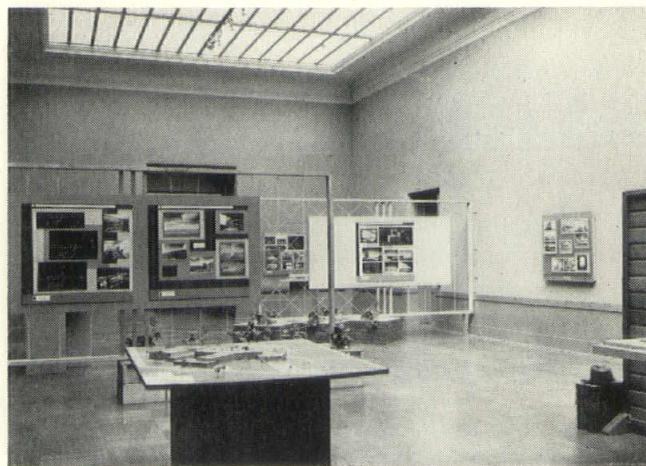
#### One Exhibit to Each

Each exhibitor exhibited whatever of his work he chose, provided only that it had been built, or was nearing completion. Except for the standard mount, and a standard size block for the exhibitor's name, method and manner of presentation was unrestricted.

There was an estimated 20,000 attendance pleasing to those who put on the exhibit. The public, the architects, and the museum all profited from the exhibit. The public saw that good architecture was building a better community. Local architects were favorably presented before a large audience. The museum again furthered its objective of presenting architecture as one of the important arts.



Entrance screen at end of long gallery vista announced exhibition to visitors. Title panels have red-gray letters on sage green, against white tile-board. Low brick wall with philodendron vines holds catalogues.



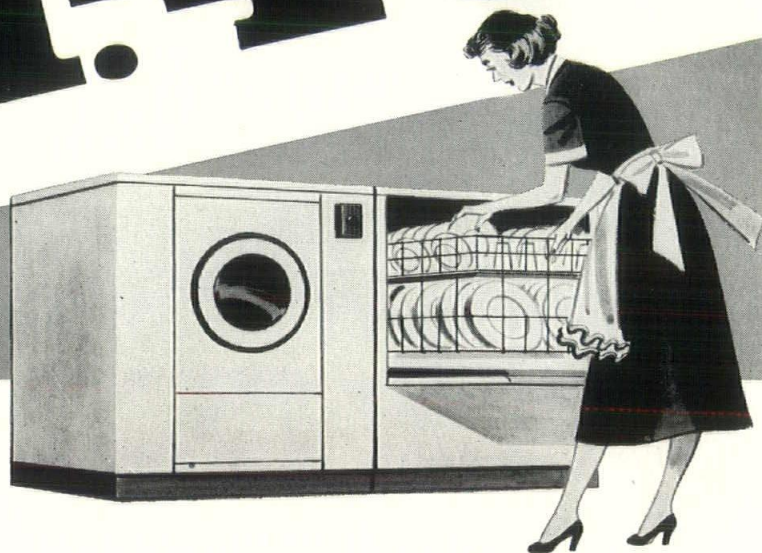
Looking from entrance end of gallery, entrance screen at right. Wing partitions are natural fir and white rope lattice, painted fiberboard panels.



# HOT WATER UNLIMITED... AND SATISFIED CLIENTS...

begin with

# A.U.I.-40!



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

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

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

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

THE EAST OHIO GAS COMPANY





# Six Points of Interest

Cleveland • Cincinnati • Columbus • Toledo • Dayton • North East Ohio

Associate Editors AIA Chapters

## Cleveland Chapter

Arlyn C. Neiswander  
19209 Wickfield Avenue



## Chapter Meetings —

Most chapter members attend meetings for the simple reason that they are lured toward an interesting program. Program planning is an art unto itself, and even within a group whose general interests are obviously close, there is usually a scattered reaction to the speakers produced by the program committee. As chairman this year Bob Yoder has done a noteworthy job of giving the chapter a diversified program. The January meeting brought James Rose, Landscape Architect, from New York to discuss the relationship of site planning to building design, with emphasis on the basic need for an early integration of the two. Speaking generally of residential work, he decried the technique of designing a house first and then asking a landscape architect to do a garden for it, as being no less ridiculous than having the process reversed. His discussion offered few sure-fire instructions on how to be a successful landscaper, did thrust a challenge for the architectural profession to think about site and space problems . . . February's meeting offers Robert Swanson of Swanson Associates, Bloomfield Hills, Michigan, whose topic of planning the contemporary school should provide one of the high spots of the year.

## On the Road —

The recent school administrator's convention in Atlantic City drew many a Buckeye. Some were Cleveland chapter members. Spotted on the boardwalk were Michael Kane, Dick Outcault, Ronny Spahn, and Willis Whitehead . . . Max Norcross just returned from a three week visit to Mexico expressing delight with the contemporary residential sections of Mexico City . . . And Ernst Payer and his wife spent parts of February and March in Europe, where Mrs. Payer, as curator of textiles, is doing research for the Cleveland Museum of Art.

## By Appointment —

J. Trevor Guy is now a member of suburban Beachwood's Architectural Board of Review, joining Chapter members John Williams and Max Norcross . . . Cleveland's Mayor Celebrezze recently appointed a new Urban Redevelopment Director and the Chapter has chosen J. Byers Hays as representative to the Mayor's Advisory Board, with Phelps Cunningham as alternate.

## Moving Again —

Will be the Division of Art and Architecture of Western Reserve University. Changing zoning laws has permitted the university to use three houses on Magnolia Drive, near the Cleveland Institute of Art. Scheduled move for the department of architecture, according to George Danforth, department head, is this spring.

## Relations with the Public —

Each year the Chapter cooperates with the Cleveland Technical Societies in giving orientation lectures to high school students, explaining, in this case, the whys and wherefores of architecture, what's expected from the architect, what he can expect from the client and from the profession. As chairman of the Public Relations, Education, and Registration committee Tony Ciresi has long been active in this work, and this year persuaded Ken Barnes, Trevor Guy, Otto Spieth, Wally Teare, and George Voinovich to do some of the talking for him. Their success or failure will show up in next year's freshman classes.

## The Institute —

Has applauded the Chapter's entry into the publishing world by accepting the Project Noteworthy brochure "Cleveland Builds" as the Document-of-the-Month. The buildings represented in this publication were chosen by Chapter members as being noteworthy for historical interest and/or design, and of interest to visitors in the city. As the Document-of-the-Month it will be distributed by the Institute to other chapters in the country as an example of what can be done at the chapter level toward better community public relations. A special citation to Bob Gaede who was chairman of the original PN committee.



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## Cincinnati Chapter

Frederic H. Kock AIA  
1824 Carew Tower



## Columbus Chapter

David A. Pierce AIA  
4501 North High Street



An illustrated lecture on the subject of terrazzo was presented at the February meeting of the Cincinnati chapter. A. J. Martina, president of the National Terrazzo and Mosaic Assn., together with representatives of local contractors, discussed the uses, installation and maintenance of terrazzo.

### Four New Members

New members recognized and honored at a recent meeting of the Cincinnati Chapter included Robert Fox, Raymond Bosworth, Richard Cates and Donald Rost.

Ralph H. Hetterich of Hamilton has been appointed Cincinnati representative to the regional Chapter Affairs Committee. Meanwhile, the chapter is reviewing the reorganizational chart issued by the Octagon to ascertain the need of creating a local committee of this nature.

### Public Shelter Section

Several architects have been working on a volunteer basis with the Public Shelter Section of the Cincinnati Defense Organization. Their duties have included the inspection of 147 public and parochial schools in this area, and reporting on suitable locations within each building for protection against effects of atomic bomb explosions. Edwin W. Potts is General Chairman of the Public Shelter Section, CDO.

### Architects Volunteered

The chapter was originally contacted by E. Judson Wheeler, Jr. of the Cincinnati Chamber of Commerce, who requested volunteers for this survey phase of the Civil Defense program. Twenty eight architects agreed to assist in this undertaking. Working without remuneration, these men have already completed the surveys on approximately 90 percent of their assigned school buildings.

### Cincinnati Architectural Society

The Cincinnati Architectural Society (a social organization composed of architects, material salesmen, building department officials, engineers, and allied professionals) has announced plans of an inspection trip through the Formica Co's. plant. A similar trip arranged several years ago proved to be stimulating and of special interest to the architects. The Formica Co. is one of many Cincinnati industries that manufacture and distribute building products on a nation-wide basis.

The Octagon made a survey of school boards in cities over 200,000 population. The findings were published in the May-June 1953 Bulletin and listed Columbus, Ohio in Group 3 *School systems employing private Architects and that also have a staff Architect who prepares plans for some projects.*

November a Bond issue of \$14,000,000.00 was voted for school construction and improvements for the Columbus area. Approximately \$6,000,000.00 will be used this year for work on the boards of local private offices and also on the boards of the Columbus Board of Education Staff (Architect Ed Kromer).

To show the extent of the use of private Architects we list the following firms and their projects with the Columbus Board of Education.

Dan A. Carmichael, Jr.—Junior High School  
Benham, Richards & Armstrong—Junior High School  
Freshwater & Harrison—Additions to Central High  
Brooks & Coddington—Fairmoor School  
Kellam & Folley—Remodeling Fulton St. School  
Crumley & Musson—Remodeling Fifth Ave. School  
Wm. R. McDonald—Remodeling Third Ave. School  
Hiram H. Van Buren—Remodeling First Ave. School

### Home Show

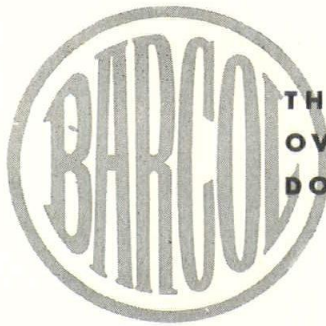
The Columbus Chapter has voted for a permanent committee to handle the annual Home Show Architect's Exhibit to be held April 25-30 at the new Merchandising and Manufacturers Building on the Ohio State Fair Grounds.

The Columbus Chapter Meeting, February 18th was held at the Builders Exchange. The speaker was Prof. Vandegrift, Research Engineer at Ohio State University, on "Research in Concrete Block Wall Construction". The Concrete Block Assn., Inc. sponsored this program.

### Married

Miss Paula Schatzman AIA, Columbus Chapter, was married February 18, to Dr. Donald J. Holmes, in Toledo. The bride graduated from the College of Architecture, OSU, in 1949. Began her practice in 1951 in Columbus. The lucky bridegroom graduated from the College of Medicine, OSU in 1952 and is now a resident physician on the staff at University of Michigan, Ann Arbor. They return to Columbus after Dr. Holmes finishes his work at Ann Arbor.





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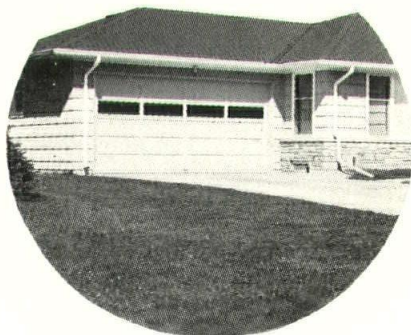
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## Toledo Chapter

Harold C. Munger  
531 Nicholas Building



Our February meeting was well attended but a little slow starting. A color film and demonstrations of installation of Insulite featured the meeting. After the demonstrations, a buffet lunch was served. The crowd then split into two groups—one interested in photography and the other in normal conversation. A professional photographer was present to take a group picture and afterward all the “shutter bugs” gathered around him.

### President Karl Becker

President, Karl Becker, and his professional, entered into quite an interesting discussion on filters and their effect on color film. Max Wright, the host, in welcoming the guests, stated that it had been fifteen years since the last Toledo Chapter Insulite Party. He showed an interesting photograph of the group gathered at the time. The fact that there were many new faces at this year's party, but still many of the old familiar ones, most of whom had changed somewhat, with the possible exception of Horace Coy. He also noted that all in the fifteen-year-old picture, except two, were still living.

### National Engineers' Week

Toledo Architects' offices participated in National Engineers' Week, February 21st-27th, in conjunction with the Toledo Society of Professional Engineers. Models, photographs and presentation plates were displayed in downtown Toledo store windows . . . a good showing for our Toledo Chapter, in line with the practices recommended by the Public Relations Advisers of the AIA, and was an excellent follow-up on the showing of recent Toledo Architecture in the Toledo Museum of Art, viewed by 20,000 people.

Britsch & Munger, Fred Morris, Barber and Evans, Bellman, Gillett and Richards were the architects represented in the Engineers' week showing.

### Preparing For Examination

Interesting to note are the small groups in the various offices spending one or two evenings a week preparing for the Registration Examinations of the State Board of Examiners. This type of co-operative study is bound to bring its reward.

Our program chairman, Horace Wachter, is doing a fine job. All of our recent meetings have been interesting. All members are looking forward to our Annual Golf Party and the boat trip which is being planned for late summer.

## Dayton Chapter

Craighead Cowden  
310 Keith Building



The best news that's hit the architects of Dayton for months has been the general reorganization of the OHIO ARCHITECT, complete with new publisher. For some time now, the magazine has been dead on its feet, but now we're sure it's going to amount to something worth looking forward to each month. The publisher was with us at our last chapter meeting, and did a good job of boosting the magazine and getting everyone in the chapter lined up solidly. We all extend our best wishes for the big job ahead.

### Two New Members

During the meeting, two new men joined the chapter—Gene LaMuro as an associate, and Arnold F. Igleburger as an active member. Gene, a graduate of North Dakota and the U. S. Air Force, is working for Lorenz and Williams, and “Ike” is a partner in Hart, Igleburger and Associates. Hermon Broderick, program chairman, produced a movie from U. S. Steel Corp. on the steel erection for the U. N. Secretariat Building. A good movie—short, and colorful. We'll recommend it to anyone.

### Architectural Ethics

Phil Kielawa brought up a point of architectural ethics. A newspaper article announced that one of the biggest local contracting firms was to build a major building here, and that their “architectural associate” was preparing the plans. The associate is not registered, and the chapter feels that some contractors are infringing on the architects' baliwick, especially when the local press seldom gives architects a credit line, even with renderings.

### Church Architecture

An institute on church architecture, sponsored by the Church Federation of Greater Dayton was held here January 18th. It was a full day of discussions and lectures on the building problems of churches, lead by C. Harry Atkinson, Director of the Bureau of Church Building, New York City. Rollin Rosser, lead a discussion of building materials, and Phil Kielawa, who with his partner Wilbert Welty, has done a good bit of church work, spoke on remodeling. John Schweiger, of Schweiger, Heapy & Associates, covered mechanical equipment, and Eugene Litkowski spoke on interior decoration. Mr. Atkinson observed that church architecture today tends to be contemporary, functional, and human, moving away from the standard appearance of churches of past years.



## Eastern Ohio Chapter

Richard N. Zuber AIA  
255 East State Street, Alliance



### FEBRUARY MEETING

On Thursday evening, Feb. 18, 1954, the Eastern Ohio Chapter AIA held its regular dinner meeting at the Barberton Brookside Country Club with 67 members, wives, and guests present. A pleasant cocktail hour was enjoyed with the George P. Little Co. and S. K. Insulrock Corp. as genial hosts.

### Three New Members

Three new Corporate Members were welcomed, James Knapp, Donald Crawfis, and Eugene Peddle. Six membership applications were distributed, three corporate and three associate. The main business of the evening was the arrangement of the April 24th meeting to be held in Pittsburgh with a trip through the Alcoa Bldg. The ladies entertainment was a presentation of toy making by the Sun Rubber Co.

Hosts for the meeting were Joe Tuchman and Don Miller who had arranged an interesting Panel Discussion on Certificates of Payment. Tuchman acted as moderator. The Panel members were as follows:

- Mr. Ralph Maher, Lawyer, representing Akron Bar Assoc.
- Mr. Arnold Weinstein, Contractor, representing Akron Contractors Assoc.
- Mr. Jack Kern, Banker, representing Dime Bank of Akron
- Mr. Boyd Huff, Architect, representing Akron, Eastern Ohio Chapter AIA

This interesting discussion brought out the importance of the contractors completion bond and the mechanics lien law in conjunction with the standard forms as issued by the AIA.

Architects will be pleased to hear that they were absolved of all responsibility, and no instance could be found or quoted of an Architect being held in connection with the issuance of certificate of payments. Legally it is the Owners responsibility to demand the mechanics lien releases or otherwise protect himself. It was generally decided that of the four parties involved in construction of buildings; i.e.: The Owner, Contractor, Architect and Lending Institution we had neglected to represent the most important one on our panel, The Owner. Each party has a duty toward the Owner to give him "reasonable protection" and it plainly falls to the Architect to warn him of pitfalls and see that he does protect himself.

### Architect Huff Lead Discussion

Mr. Huff led a discussion on the subject, "Does Supervision of the Work include Supervision of the Contractor as well?" The group took active part in the discussion and the number of questions presented demonstrated the deep interest of the members. We approve more of this type of activity rather than sales movies at our meetings.

Many thanks to the excellent panel members who made this possible.

### On to Pittsburgh—Alcoa

Aluminum Company of America has invited the architects to take a trip through their new building in Pittsburgh. The Eastern Ohio Chapter has made arrangements for a Saturday, April 24 trip to Pittsburgh.

Plans are to take a milk train from Akron, with stops at Youngstown, etc. An air conditioned coach (chartered) no less, 48 persons per coach. Our chapter has that many already. Will you make a second coach necessary, please? Lunch at the Wm. Penn Hotel, courtesey Alcoa, short meeting, then guided tour, in small groups, through Alcoa building.

We will have time left to see the new point development and perhaps go through the U. S. Steel Building.

### Once In A Life Time

**The more the merrier.** The wives are going with us. Frank Smith, Sr. reports great interest in this trip at the Columbus meeting. President Hargrave has asked to be included. We are sending an invitation to Clair Ditchy.

This is an invitation to all who would like to go. Write Richard N. Zuber, 255 E. State St., Alliance, for reservations. Cards will be mailed out the first of April giving final arrangements and complete information.



### Let's go to Boston

"Forces That Shape Architecture" will be the theme of the 86th annual convention of The American Institute of Architects, announced Clair W. Ditchy FAIA, President of the Institute. The convention will meet in Boston, June 15-19, headquarters Statler Hotel.

The theme will give American architects the opportunity to assess those forces which have so radically changed their profession during the past fifty years. Modern technology; government building programs; developments in health, education and industry; new commercial patterns; the changing structure of the family, the community and the city—all have exerted a profound influence on architecture. Their impact on building design will be the subject of the various seminars at the 1954 convention.



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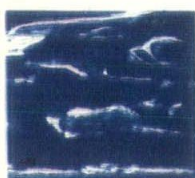
**Adhesives**



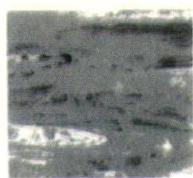
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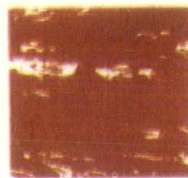




95 Gulf Blue

65 Medium Mixed  
Gray

74 Shamrock Green



35 Ruby Red



80 Canary Yellow



32 Fiesta Rust

59 Azure Blue and  
White

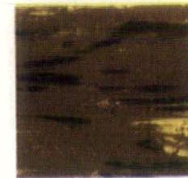
51 Jet Black &amp; White

56 Emerald Green  
and White

53 Ruby Red &amp; White



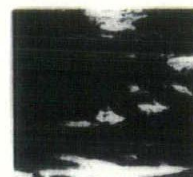
78 Chartreuse



24 Walnut



34 Copper &amp; White



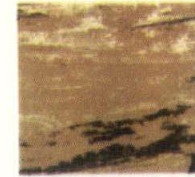
15 Black Marble



42 Golden Oak



85 Buckskin



36 Coral

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 Tan • Gray  
 White • Green  
 Yellow • Blue

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Installation is fast and fool-proof. Each Lifetime Vinyl Tile is precision-squared for perfect fit by an exclusive Robbins process. It can be installed over any type sub-floor, including concrete which is not in direct contact with the earth or below grade. (Note: It may be installed over concrete on grade or below grade provided a waterproof membrane is installed under the slab.)

#### COLORS

Available in the 17 marbled patterns shown above and 10 solid colors. Lifetime Vinyl Tile is also available in six beautiful decorator colors—Coral, Beige, Ivory, Gray, Sand and Blue—in solid colors, marbled patterns and terrazzo.

#### SIZES

Standard thicknesses: 1/8" (3/32" or 3/16" available on special order).

Standard sizes: 6" x 6", 9" x 9", 12" x 12".  
 (Other sizes available on special order up to 36" x 36").

#### FEATURES AND BORDERS

Features and borders are available in the same colors as Robbins Lifetime Vinyl Tile, including solid colors, in the following sizes:

##### Feature Strips

Standard thicknesses: 1/8" (3/32" or 3/16" available on special order).

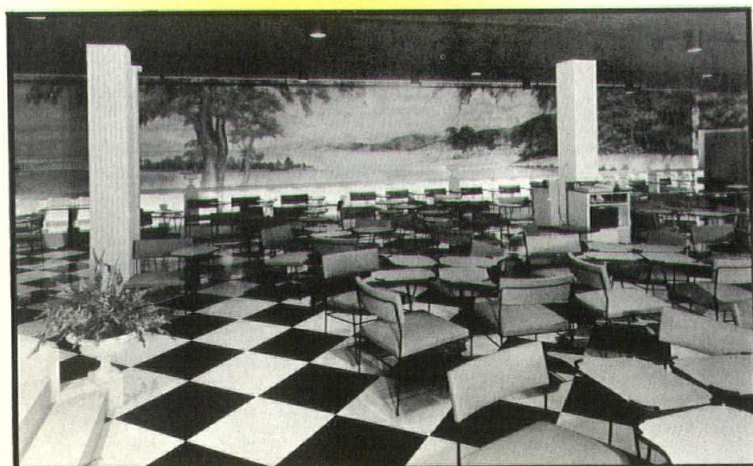
Widths: 1", 1 1/2".

Lengths: 3 ft.

##### Borders

Standard thicknesses: 1/8" (3/32" or 3/16" available on special order).

Maximum sizes: 3 ft. x 3 ft.





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Robbins Lifetime Vinyl Terra-Tile is precision squared for perfect fit; leaves no unsightly cracks to trap dirt and mar appearance. Absolute uniformity of color and patterns makes possible solid, one-piece effects. It can be installed over any type sub-floor, including concrete which is not directly in contact with the earth or below grade. (Note: However, it may be installed over concrete on grade or below grade provided a waterproof membrane is installed under the slab.)

Lifetime Vinyl Terra-Tile *needs no waxing . . . ever!* Occasional mopping and buffing preserves the original beauty. The satin molded finish is highly resistant to greases, oils, strong cleansers, fats, acids and alkalies. Iodine and fruit stains are easily wiped up. It is highly resistant to attack by any type wax and where extreme high lustre is desired occasional very light applications of high resinous wax can be used to speed up buffing.

### COLORS

Available in 16 terrazzo patterns shown below, and in six beautiful pastel decorator colors—Coral, Beige, Ivory, Gray, Sand and Blue.

### SIZES

Standard thicknesses: 1/8".

Standard sizes: 6" x 6", 9" x 9", 12" x 12".

(Other sizes available on special order up to 36" x 36".)

### FEATURES AND BORDERS

Features and Borders are available in the same colors and designs as Lifetime Vinyl Terra-Tile or in solid colors.

### Feature Strips

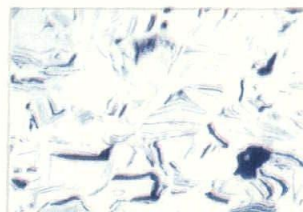
Standard thicknesses: 1/8".

Widths: 1", 1 1/2".

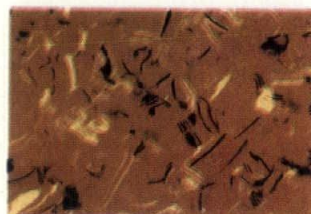
Lengths: 3 ft. x 3 ft.



TV-95 Blue Crush



TV-59 Blue Frost



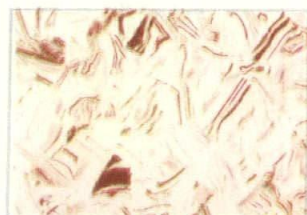
TV-32 Aztec Red



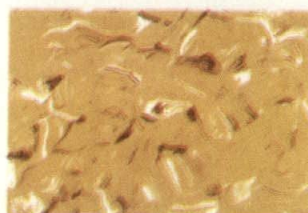
TV-15 Ebony Etch



TV-35 Riviera Rose



TV-53 Red Frost



TV-42 Sandy Buff



TV-80 Buttercup



TV-65 Medium Gray Crystal



TV-51 Black Frost



TV-36 Coral Gold



TV-34 Copper Chip



TV-74 Frosted Jade



TV-56 Green Frost



TV-24 Harvest Brown



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For the first time in the history of resilient flooring it is possible to lay tile on below grade areas, where moisture is excessive, without fear of failure. Alkali and moisture oozing through concrete attack and eventually destroy adhesives used with conventional tile, causing seepage through the joints. The exclusive and revolutionary construction design of Robbins All-purpose Terra-Tile, however, completely overcomes this problem. *No adhesive is used in the installation of this tile!* The absolute dimensional stability, perfect squaring and the unique "honeycomb" construction of the tile back eliminates the possibility of moisture being forced out through the joints. Unlike many flooring materials, Robbins All-Purpose Terra-Tile is completely unaffected by water or alkalis. It will not absorb moisture; will not swell or curl. It does not deteriorate when subject to chemical attack and is, therefore, ideal for use where such conditions are prevalent.

With All-Purpose Terra-Tile, shifting of wood sub-floors due to expansion and contraction is no longer a problem. No expensive underlays are necessary and no special preparation of sub-floors is needed. Because of its unique construction, All-Purpose Terra-Tile is twice as thick as ordinary tile and offers up to 10 times the resilience of ordinary tile. Despite this extra thickness, however, it is not a laminated, sandwich type flooring—the brilliant terrazzo design is tile thick! The added thickness and honeycomb back also gives superior wearing qualities, added resistance to indentation and provides an effective insulating layer between floor and tile.

All-Purpose Terra-Tile is highly resistant to greases, oils, fats, acids, alkalies, and harsh cleansers. It may be kept spotlessly clean with occasional mopping and buffing. *It needs no waxing . . . ever!* It is resistant to attack by any type wax and where extreme high lustre is desired occasional very light applications of high resinous wax can be used to speed up buffing.



#### SIZES

Standard thickness: 1/4".  
Standard sizes: 9" x 9", 12" x 12".

#### COLORS

Available in the 16 beautiful terrazzo patterns shown on page for Robbins Lifetime Vinyl Terra-Tile.

#### FEATURES AND BORDERS

Features and Borders are cut from tiles to the widths desired.





968 Blue-White



545 3 Tone Medium Gray



755 Green-White



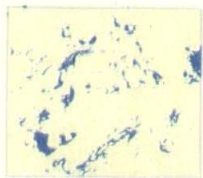
362 Red-White



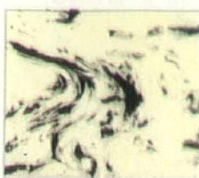
845 Yellow-White



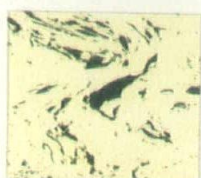
425 Cream-Pink-Dark Brown



592 White-Blue



575 White-Black



572 White-Green



552 White-Red



265 Maroon-Gold



355 Terra Cotta-White



125 Black-White



235 Brown-Cream-Dark Brown



435 Cream-Beff-Tan



885 Sand-Pink-Light Gray-Dark Gray



785 Chartreuse-White

**Solid Colors**  
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 Terra Cotta • Red  
 Tan • Gray  
 White • Green  
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Whether the need is for a bold and striking design, or an air of serenity and dignity, Robbins Rubber Tile will meet the requirements exactly. With the wide range of beautiful solid colors and marbled patterns, there is virtually no limit to the effects that can be achieved through combinations of Robbins Rubber Tile. It is the ideal choice for installations where beauty, comfort and economy are the requisites.

Robbins Rubber Tile is designed to give a lifetime of service even under the heavy traffic of busy public buildings. Perfect fidelity of color tone and pattern is maintained through the entire thickness of the tile. Molded under pressure, it provides a firm-yet-resilient floor which cushions footsteps and provides new walking comfort and sound-absorbing qualities.

Each tile is precision cut to absolute four-square perfection, allowing fast and economical installation with no unsightly dirt-catching crevices between tiles. It can be installed over any type of sub-floor, including concrete which is not in direct contact with the earth or below grade. (Note: It may be installed over concrete on grade or below grade provided a waterproof membrane is installed under the slab.) Robbins Rubber Tile is easily maintained—an occasional mopping, waxing and buffing is all that is necessary to retain the beauty and brilliance of a new floor.

### SIZES

Standard thicknesses: 1/8" (3/32" or 3/16" available on special order).  
 Standard sizes: 6" x 6", 9" x 9", 12" x 12".  
 (Other sizes available on special order up to 36" x 36").

### COLORS

Available in the 17 marbled patterns shown above and in 10 rich solid colors.

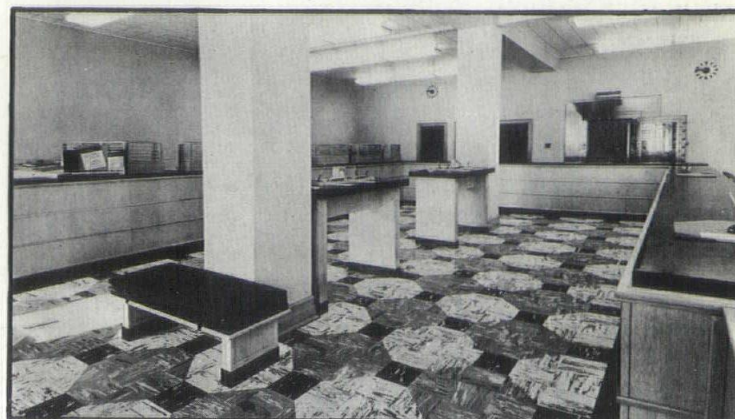
### FEATURES AND BORDERS

#### Feature Strip

Standard thicknesses: 1/8" (3/32" or 3/16" available on special order).  
 Standard widths: 1", 1 1/2".

#### Border

Standard thicknesses: 1/8" (3/32" or 3/16" available on special order).  
 Maximum size: 3 ft. x 3 ft.





# ROBBINS



Robbins Rubber Terra-Tile marks a really new advance in floor styling. It offers the rich coloring and polished brilliance of marble terrazzo while retaining all the features—the resilience, the comfort, quiet and easy maintenance—that have made rubber a preferred flooring material for homes, institutions and business houses. Available in a wide range of colors, Terra-Tile opens a striking new field for design. It makes possible terrazzo-like floors in any place, over any sub-floor surface, where standard rubber tile can be installed, including concrete which is not in direct contact with the earth or below grade. (Note: It may be installed over concrete on grade or below grade provided a waterproof membrane is installed under the slab.) It is not limited by special conditions, such as dimensional and weight factors in modernization, that preclude the use of terrazzo.

The unique production process by which Terra-Tile is produced assures uniform coloration in all tiles, permitting solid-design floors without noticeable joints. It possesses the same dimensional perfection of all Robbins floor tiles. Absolute squareness of corners and edges and uniformity of thickness makes Robbins Rubber Terra-Tile easy, fast and economical to lay.

## SIZES

Standard thicknesses: 1/8", 3/16".  
Standard sizes: 6" x 6", 9" x 9".

## COLORS

Available in the 14 terrazzo designs shown at right.

## FEATURES AND BORDERS

Features and Borders are available in the following solid colors only:

Style No. 100	Black	Style No. 500	White
Style No. 200	Brown	Style No. 510	Gray
Style No. 310	Red	Style No. 700	Green
Style No. 350	Terra Cotta	Style No. 800	Yellow
Style No. 400	Tan	Style No. 900	Blue

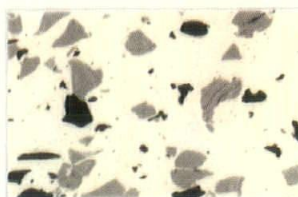
Note: The unique pattern of Terra-Tile allows Features and Borders to be cut from 9" x 9" tiles to form continuous strip effect.

## Feature Strip

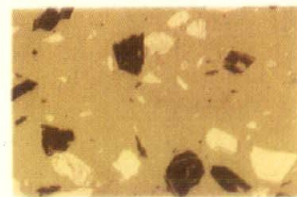
Standard thicknesses: 1/8" (3/16" available on special order).  
Standard widths: 1", 1 1/2".

## Border

Standard thicknesses: 1/8" (3/16" available on special order).  
Maximum size: 3 ft. x 3 ft.



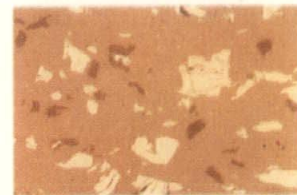
T-705 White with Gray and Black



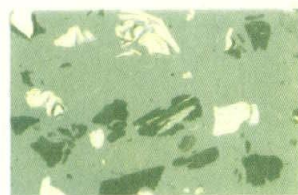
T-704 Tan with Cream and Maroon



T-715 White Cream and Maroon



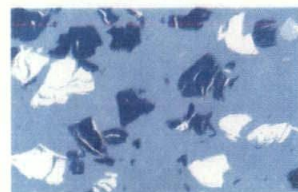
T-708 Salmon with Brown and Tan



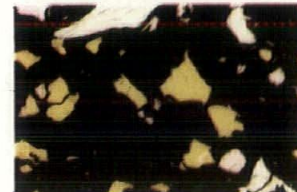
T-707 Green with Dark Green and White



T-702 Dark Brown with Tan and Black



T-709 Blue with Dark Blue and White



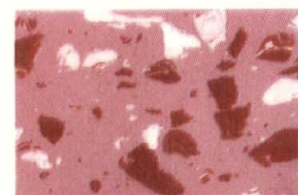
T-718 Black with Yellow and White



T-725 Slate with Black and Medium Gray



T-717 Black with Green and White



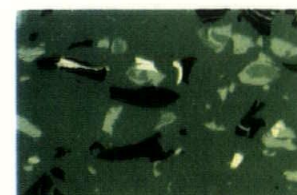
T-703 Light Red with Red and White



T-706 Gray with Black and White



T-701 Black with White and Gray



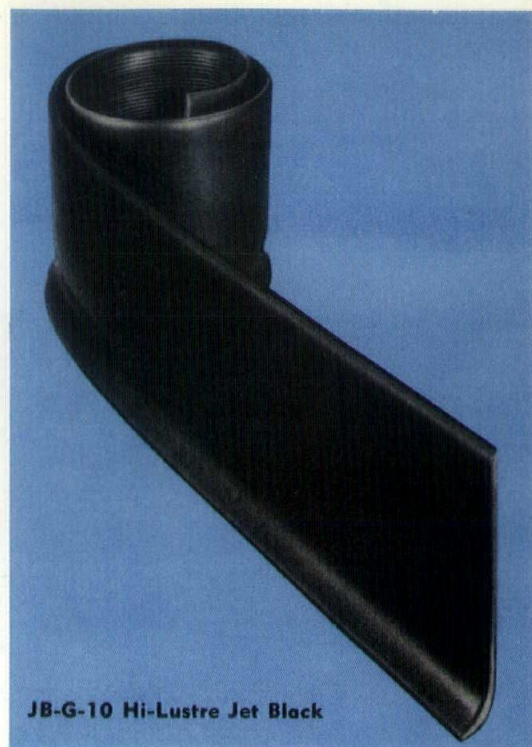
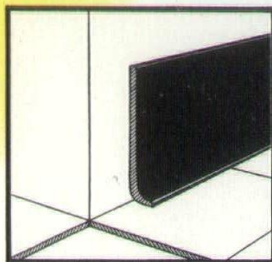
T-770 Dark Green with Black and Light Green



# ROBBINS

## *Lifetime® Vinyl Cove and Rubber Cove Base*

The most complete line  
of rubber and vinyl cove  
in the world today!



JB-G-10 Hi-Lustre Jet Black

The perfect finishing touch for every floor, Robbins Lifetime Vinyl or Rubber Cove Base offer the ideal combination of beauty and utility. The streamlined, wall-hugging contour unites floor and wall with a tight, sanitary seal that makes cleaning easy. Lifetime Vinyl Cove and Rubber Cove, with matching inside and outside corners, are available in a wide range of beautiful solid colors in both set-on and toe-type. Lifetime Vinyl Cove is also made in 8 vivid pearlized and oak-grain patterns and in hi-lustre jet-black which make any installation outstanding.

### COLORS

Lifetime Vinyl and Rubber Cove are available in the 9 solid colors shown at right.

Lifetime Vinyl Flex-Cove is available in the 5 pearlized and 4 oak-grain patterns shown at right plus jet-black hi-lustre.

### SIZES

Lifetime Vinyl and Rubber Cove in solid colors are available in 1½", 4" and 6" wall heights, 1/8" wall, set-on type, and in 4" and 6" wall heights, toe-type, for use with 3/16" tile. Lifetime Vinyl Cove may be had in 3 ft. and 4 ft. lengths and 120 ft. rolls. Rubber Cove is made in 3 ft. and 4 ft. lengths. Inside and outside corners in 4" and 6" wall heights are available for set-on type only.

Lifetime Vinyl Flex-Cove in both pearlized and oak-grain patterns is available in 4" and 6" wall heights, set-on type only, in lengths of 3 ft. and 4 ft.



Inside and Outside  
Corners in 4" and 6"  
heights to match



### Lifetime Vinyl Cove



Black



Brown



Dubonnet



Mahogany



Chinese Red



Beige



Green



Gray



Blue

### Lifetime Vinyl Flex-Cove



FC-P-10 Pearlized  
Gray-Black



FC-P-30 Pearlized  
Flame Red



FC-P-60 Pearlized  
Gray-White



FC-P-70 Pearlized  
Emerald



FC-P-90 Pearlized  
Cloud Blue



FC-O-35 Oak Grain  
Red



FC-O-45 Oak Grain  
Tan



FC-O-65 Oak Grain  
Gray

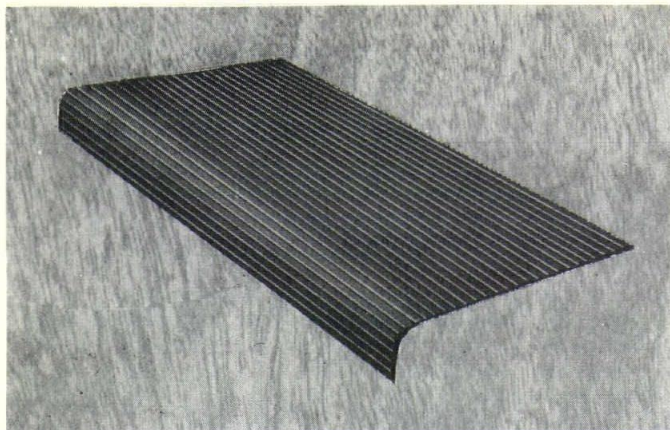


FC-O-75 Oak Grain  
Green





## LIFETIME VINYL Safety Tread Runner

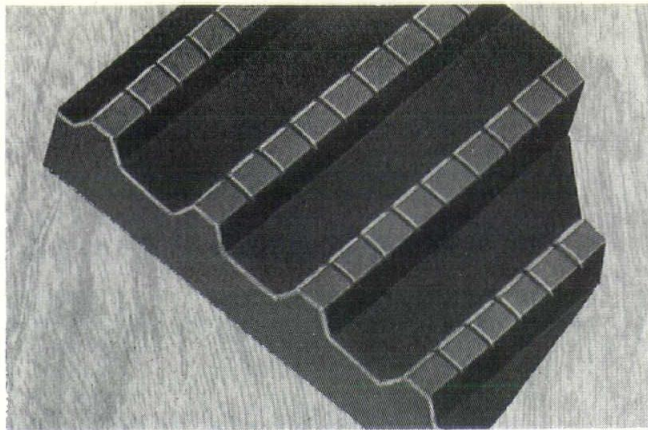


### Treads

Will not oxidize, crack, curl or tear with age. Unaffected by oil, greases, fats, strong cleaners, gasoline, kerosene, alkalis or ordinary acids. Ink, iodine, fruit and similar stains are easily removed. Can be applied to wood, concrete or composition steps.

**Thicknesses:** 5/32 (.150"). All standard widths and lengths. Special widths and lengths available on special order.

**Colors:** Black, Brown, Beige, Terra Cotta, Gray, Green and Blue.



### Runners

Non-skid, wet or dry, Lifetime Vinyl ribbed safety tread surface gives new walking comfort and decreases accident hazards for employees and customers. It is flexible, durable, will not crack or curl and stands up under hard service. The heavy duty gauge is ideal for industrial plants and the heavy traffic areas of stores and showrooms. The extra heavy duty Country Club type withstands the hard wear of golf spikes and other extreme conditions.

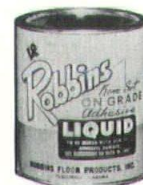
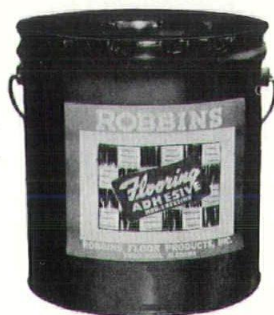
**Types:** Heavy Duty and Country Club Spike Proof.

**Thicknesses:** 5/32 (.150"), and 1/4". Widths 24" and 36".

**Lengths:** 25-yard rolls—other lengths available on special order.

**Colors:** Heavy Duty: Black, Brown, Beige, Terra Cotta, Gray, Green and Blue.  
Country Club Spike Proof: Gray, Green and Terra Cotta.

## Robbins Waterproof and Kem-Set Adhesives



**Robbins Waterproof Adhesive:** A waterproof, alcohol base adhesive which will not freeze. It is especially recommended for use with Robbins Lifetime Vinyl Tile, Rubber Tile and Cove Base.

**Robbins Kem-Set Adhesive:** A chemically setting adhesive for use on grade installations. Detailed instructions on the use of Kem-Set is available from the factory on request.

**Robbins**  
**Floor Products, Inc.**  
**Tuscumbia, Alabama**

Robbins modern floor products, installed and maintained in accordance with Robbins recommended specifications, will be a source of pride and satisfaction to you . . . through the years. Detailed information regarding our entire line is available through our nationwide distribution. Robbins distributors are located in all important cities. Write, wire or phone the factory in Tuscumbia for full information.



# FUNGICIDAL FLOORING

## CUPRIC OXYCHLORIDE TOXIC TO ATHLETE'S FOOT FUNGUS

### THE MATERIAL

A dry mixture of mineral and vegetable fibers, calcined magnesium oxide, and finely divided copper is mixed with magnesium chloride dissolved in water. The materials react to form cupric oxychloride, a cementitious solid closely resembling the natural mineral atacamite.

### GENERAL PROPERTIES

The set material is resistant to water, abrasion, indentation, dusting, food wastes, neutral oils and greases. It may be colored by addition of mineral pigments to the dry mix. When plastic, it may be troweled in thin layers over properly prepared wood, stone, concrete, asphalt, or metal surfaces, where it sets to form a tough, semi-resilient coating.

### TOXIC PROPERTIES

The copper content gives a sanigenic quality to the set material. Copper is a well known poison to mold, fungus, and bacteria. When in contact with the material, it has a killing action on them. The copper also makes the material repellent to roaches.

### ELECTRIC PROPERTIES

The copper content makes the set material electrically conductive. The resistance is high enough to prevent shock, but low enough to drain away static electricity.

### USES

Magnesium oxychloride ("Magnesite") has long been known as a tough, durable, economical, troweled-in-place flooring material. The addition of the copper content, a recent discovery, increases its usefulness. Thus improved, its roach repellency makes it desirable in food handling areas. Its sanigenic qualities make it desirable in locker rooms and similar barefoot places. Its ability to drain off static electricity makes it useful in hazardous areas like paint shops, dry cleaning plants, hospital operating rooms.

### INSTALLATION

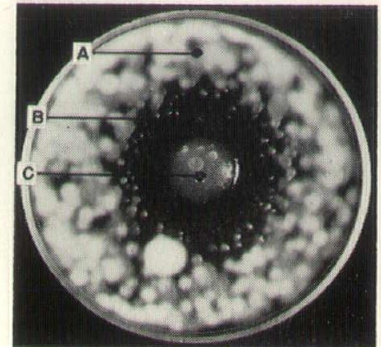
Cupric oxychloride flooring may be installed plain or it may be mixed with marble chips to form a terrazzo. It is usually installed by a terrazzo contractor. Various colors of marble chips combined with material either in its natural gray or tinted with mineral pigments produce an almost unlimited range of floor effects. When used plain, it may be installed in continuous unbroken surfaces. As terrazzo, it is usually installed with divider strips.

*Editor's note: Cupric oxychloride for use as a flooring material is distributed under the trade name of "Hubbellite" by the Hubbellite Corporation, 1312 Farmers Bank Building, Pittsburgh, Pa.*

A  
Active growth of Athlete's Foot fungus.

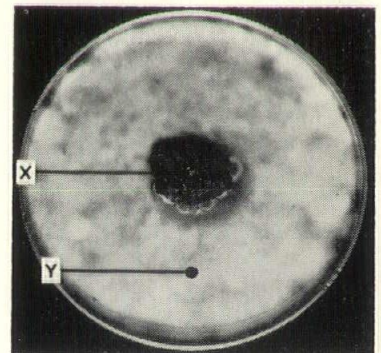
B  
Clear area. Fungus killed as it approaches sample.

C  
Sample of cupric oxychloride.

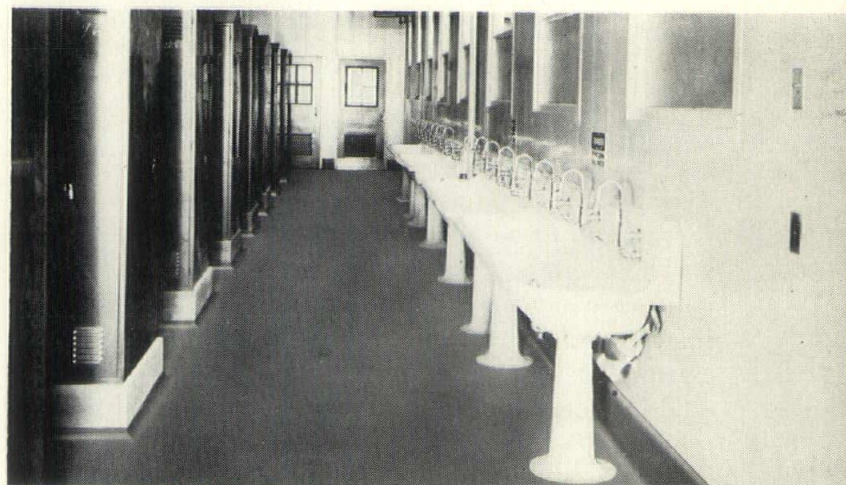


X  
Sample of Portland cement.

Y  
Active growth of Athlete's Foot fungus. Note that there is no clear area.

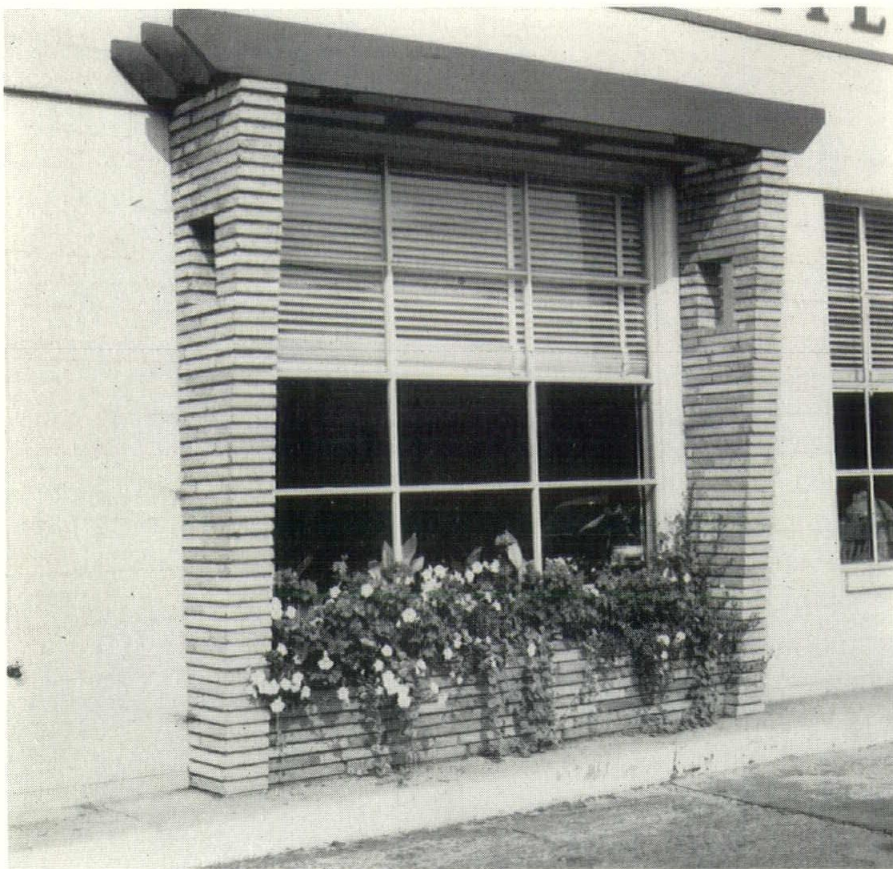


Above photographs show how cupric oxychloride kills the Athlete's Foot fungus. Two laboratory test plates, both inoculated with the fungus. In center of upper plate, a sample of cupric oxychloride. In center of lower plate, a sample of ordinary Portland cement. Note in upper plate how fungus growth is killed as it approaches cupric oxychloride.



Plain cupric oxychloride flooring in a locker room of the Carnegie-Illinois Steel Corporation, Irvin, Pa.





Patio block, as used in this exterior planter, emphasizes lateral lines, provides interesting frame for large window.

# THE *New Look* in **CONCRETE BLOCK**

by John E. Sorrell



This planter uses slump brick and a gracefully curving base line to achieve a picturesque informal air.

Only a few years ago the familiar concrete block was considered a strictly utilitarian material, suitable principally for low-cost commercial and industrial buildings. It was said to be almost completely lacking in esthetic value. Then, here and there, an architect began to use the severe angular lines of lightweight block to emphasize the verticals in taller structures, to give the modern, clean-lined touch to many buildings which could not otherwise achieve such distinction economically.

The peculiar *texture* of Haydite then came to interest many. We now find numerous examples of original and attractive texture patterns in both exteriors and interiors of commercial buildings, churches, schools and homes.

Going a step further, one of Ohio's oldest and largest manufacturers of lightweight block, has introduced broken block, called Roman Roughs, and tinted block which is known as Bermuda Blocks for patios, outdoor fireplaces, garden walks and walls.

One glance at this interior will impress even the casual visitor. Here Roman Roughs and all patterns have been used to excellent advantage. The results shown in these photographs indicate that we now have a man-made stone which is not only beautiful but adaptable to creative designing.

An oil-base cement paint, in dark subdued tones,





Deep tone oil base paint on this unusual office partition provides striking contrast between textured masonry wall and smooth natural birch door.



Patio blocks, Roman Roughs and slump brick combine with standard Geistone to make this corner of the Geist offices architecturally interesting.

covers some wall areas, serving to accentuate the interesting natural texture of the Roman Roughs which, of course, remain unpainted. An impressively modern appearance is achieved with complete departure from angular wood or glass partitions. The cleaning problem has been reduced to a minimum and, of course, material cost was relatively low.

The planter idea, gaining momentum daily, for interior and exterior use, is one which can be exploited beautifully when Roman Roughs and slump brick are

used and offer almost limitless possibilities. As partitions, planters, fireplaces and as patio materials, such blocks provide the architect with the means of lending an unusual touch of glamour here and there to any home.

*Editor's Note—Architect Onnie Mankki, AIA, visiting the offices of The Geist Coal & Supply Company, Cleveland manufacturers of the block (photos taken in their office) remarked "the many shapes of these block offer the architect a variety of opportunities for creative expression".*



# Architects...

## Meet Your Public

*Ketchum, Inc., Pittsburgh, has been engaged to conduct a three year public relations program for the American Institute of Architects. Mr. Anson B. Campbell directs the account.*



by Anson B. Campbell

Architects of the AIA today recognize more than ever their obligation to serve the public.

The 109 Chapters are now into the second year of a national three year program of public relations.

Ketchum, Inc. works under the guidance of your Public Relations Committee including Chairman John Wellborn Root, Chicago; Vice Chairman Francis Joseph McCarthy, San Francisco; Karl Kamrath, Houston; Harold R. Sleeper, New York; Herbert C. Millkey, Atlanta; Frank McNett, Grand Island, Neb.; and Maurice J. Sullivan, Houston (ex officio). Valuable, too, in all public relations activity is Edmund R. Purves, executive director, AIA.

### AIA Workshops

In Counsel-conducted "Workshops" architects are advised to join community action groups, raise a voice for community betterment and think, act and write in terms of public interest. This willing-to-serve attitude is reflected in such chapter activities as these:

### California Recommends

The Northern California Chapter has offered recommendations to demolish the San Francisco Palace of Fine Arts, refurbish its main hall for sports events and civic exhibits. After weeks of newspaper publicity furnished by AIA architects, readers realized this chapter was a force for community betterment.

### Seattle Controversy

In Seattle, as a controversy on lake and Sound bridge locations reached a peak of intensity, the Washington Chapter stepped in to fill the need for a plan. The chapter formulated a resolution calling for the formation

of a planning group patterned after the highly successful Toronto Planning Commission. Editorialized, the *Seattle Post-Intelligencer*: "The Western Chapter of AIA has proposed a means. It is a resolution which, we think, deserves your study and thereby get your support."

### Kansas Gives

Kansas Chapter gave, at cost, architectural services on the building of a new outdoor Starlight Theater, a civic project.

### Saving the Theater

Help saving the legitimate theater, was a project of the New York Chapter. It got whole-heartedly behind an order to have that city's building code amended to promote construction of theaters within offices or residential buildings. Since available theaters grow scarce, New York city may lose one of its most celebrated institutions if this trend is not stopped. Thousands of theater-goers and theater people applauded the Architect's role in this amendment designed to prevent such a great loss.

The Westchester (N.Y.) Chapter has decided to hand over receipts of its big annual dinner to a scholarship fund. Also, the Architect's Wives Club of the Dallas Chapter continues to plan house tours to clear money for scholarships.

### Discussion Groups

Members of several Chapters are starting discussion groups in the high schools to better explain the architectural profession to students.

### Speakers Bureau

The Kansas City Chapter inaugurated a speakers' bureau, prepared facts kits built around such public interest subjects as "New Schools for

your Children" and "The Master Plan of Greater Kansas City."

### Reconstruction Program

After a west coast catastrophe, the Southern California Chapter established an advisory committee to assist city officials in a program of reconstruction and planning for the future.

### School Planning

AIA Architects are participating in conferences on school planning, for Architects.

### Church Problem

Interested in church planning—the Washington State Chapter held a highly successful conference on church architecture of the Northwest, opened it to clergy, laymen and students interested in religious structures.

### Jail Construction

The San Francisco Chapter has sponsored open discussions on design, construction and cost of rehabilitating jails in Northern California communities.

### New Institute Policy

Inside AIA there has been activity of national public relations import:

A new Institute policy encourages Architects to enter the field of development housing. During last year's AIA convention in Seattle, a special session was arranged in collaboration with the National Association of Home Builders and the problems of the architects and builders were discussed. For the first time, examples of Architect-builder development were included in the American Institute of Architects' honor awards.

### Washington Mall

One of the Institute's objectives is the elimination of the so-called temporary buildings from the Washington



Mall—the main monumental area lying between the Capitol and the Lincoln Memorial in the Nation's capital. The Institute strives to maintain the Mall's original magnificence.

The Committee on National Defense urges that the Nation's chief practicable defense against atomic attack is a planned reduction of urban vulnerability. The Committee urged a pilot study of an appropriate metropolitan area to demonstrate the practical application of policies.

### New Techniques

AIA is developing techniques and new materials which result in more economical, safer and better school buildings, to alleviate the dire shortage of school buildings.

The United States is currently short some 345,000 public elementary and secondary school classrooms. Three classrooms out of every five are crowded this school year and one out of every five pupils is enrolled in a school house that does not meet minimum fire safety conditions. By 1960, building deterioration and obsolescence will create the need for 425,000 additional classrooms and related facilities. Several of the chapters have published and distributed excellent pamphlets on the subject—(Chapters in North Carolina, Florida and New Hampshire). Other chapters have had conferences and meetings on school construction. The AIA attempts to prevent the abuse of the one-standard design school and to gain public acceptance that Architect-designed schools are better by design and cost.

### Basic Problem

The basic problem facing the Architect was stated in a public relations workbook, "Public Relations for the Architect".

The problem facing the Architect in relationship to his public is no conglomeration of small professional bothers or client-architect frustrations; it casts a broader shadow of national proportion.

The nation is growing fast and its people are constantly being hit with a barrage of propaganda and sales material from a thousand sources. The Architect—a valuable member of any community in which these pressures operate—has too often found himself lost behind his own professionalism, unwittingly allowing himself and his

profession to be misconstrued, if not forgotten by the community he serves.

The Architect cannot expect an ever-changing public to respect his profession or understand his services unless he makes a concentrated and well planned national effort to bring about this understanding.



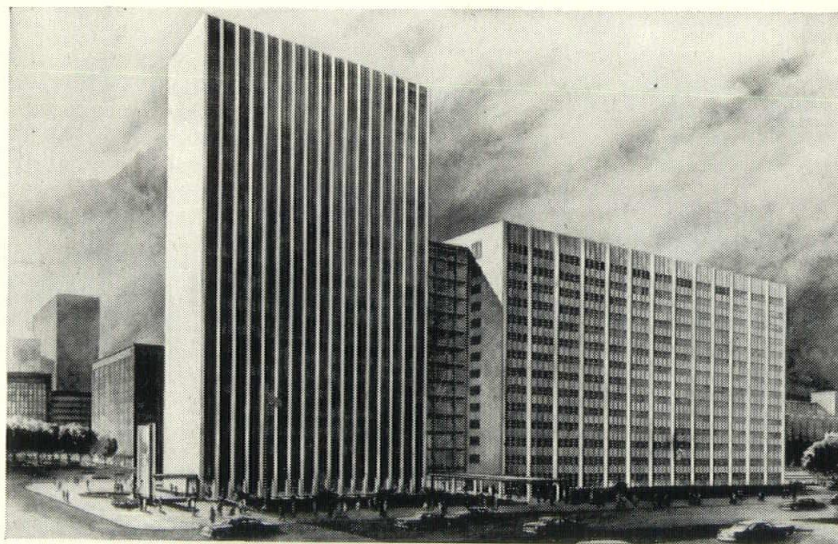
### AN INSPIRATION

That article in the October issue of Ohio Architect by Rollin Rosser, AIA, retiring president, bears repeating.

*"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 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. 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 participation in social and civic activities."*



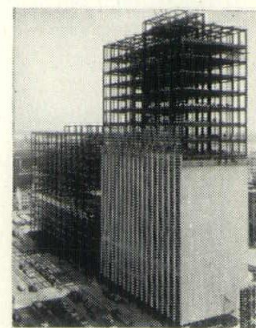
## CITY-COUNTY BUILDING DETROIT, MICHIGAN

Architects—HARLEY, ELLINGTON AND DAY, INC.  
General Contractor—BRYANT AND DETWILER, INC.

For the second building in the development of Detroit's notable Civic Center, Vermont marble was again chosen for the exterior stone work. The Veterans' Memorial was constructed three years ago in Danby marble. The City-County Building exterior is being completed in marble from the same quarry. It calls for 190 carloads of Highland Danby, as well as 17 carloads of dark green Ver-Myen Serpentine for contrast in spandrel areas.

22 varieties of colored marbles, domestic and foreign, will be used in the interior.

All finishing of both exterior and interior marble will be done in the plants of Vermont Marble Company.



COLOR • CHARACTER • PERMANENCE • LOW MAINTENANCE

## crystalline VERMONT MARBLE

VERMONT MARBLE COMPANY • PROCTOR, VERMONT

BRANCH OFFICES:

Boston • Chicago • Cleveland • Dallas • Houston • Philadelphia • Los Angeles • New York • San Francisco  
IN CANADA: Ontario Marble Company, Ltd., Peterboro, Ontario and Toronto, Ontario  
Brooks Marble & Tile Company, Ltd., Toronto, Ontario • Continental Marble Company, Ltd., Vancouver, B. C.





# Very Truly Yours...

## NEW PHILADELPHIA

The writer takes this opportunity to extend his wishes for a most successful undertaking. It is realized that the change is one of broad scope, but everyone seems to feel that there will be made a successful publication out of our Ohio Architect . . . In the very near future I will have a "Gleanings From the Secretary" which will pinpoint some of the weaknesses which we of necessity must overcome, and will also recite some of the good things which have been accomplished, things which the average member does not know have been done for him. I will try to have this for some early issue this spring. In the meantime, good luck and wishing you every possible success, I am

Sincerely yours,  
Charles J. Marr AIA, Secretary  
Architects Society of Ohio  
New Philadelphia

## COLUMBUS

It has been said that a vice-president should be seen and not heard—but may I break this precedent and wish for the new publisher of the Ohio Architect unlimited success under the stable banner of the architectural profession of the great state of Ohio. May you carry out our well chosen goal, by means of publishing to create better public relations, as have just recently been accorded Ohio architects.

Melvin C. Frank AIA, 1st V.P.  
Architects Society of Ohio  
Columbus

## CANTON

Best wishes to you in publishing the Ohio Architect.

We are looking forward to a more interesting and helpful magazine, both for the individual architect and for the profession as a whole.

These new publication arrangements mark a milestone in the work of the Architects Society of Ohio, whose officers and publication committee are to be congratulated.

Sincerely,  
Geo. M. Foulks AIA  
Canton



W. D. Riddle, AIA

## CLEVELAND

Architects have benefited generally from the tremendous building boom of recent years. They are likely to prosper in the years immediately ahead. Even with some degree of recession, there will still be large opportunities. Our society is growing. It is my hope that we shall grow in influence. I believe this can be accomplished through our magazine.

I am looking forward to a more effective expression in the area of advanced techniques. The pleasant social news furnished in the past should be continued. But it is my considered opinion that our growth should be advanced in practice and theory.

I am well aware of the problems of the publisher. You have given your best to this aspect of the publication. To further the job of good management, wide cooperation from the membership is needed. If the manager is left with the whole responsibility of representing our professional interests, we have misconceived the publisher's function.

The Ohio Architect is the outlet for live ideas from the local groups. I suggest to all to come to the support of our Ohio Architect, and I hope they will add their appreciation to mine with respect to your efforts on our behalf.

Sincerely,  
W. D. Riddle AIA  
Cleveland

### Regular Feature

*Lack of space prevents publishing but a fraction of your many inspiring letters. These will run monthly in this department.*

## DAYTON

The OHIO ARCHITECT is not a new ship but she has had her boilers reconditioned and taken on a new pilot. I want to be in on the "shakedown run".

A trade magazine cannot make a profession but it can do much to be a lighthouse and a log book for us mariners who sail by T-square and triangle.

I am confident that the new tack on our sails will take us to new ports, yet there will be some familiar faces in the old bistros. It would be very easy here to put in that story about the mermaid who laughed and laughed when she saw the marine land on the Virgin Islands. But I guess I won't.

You have landed and have the situation well in hand. I have seen an outline of your plan for the development and publication of the OHIO ARCHITECT and I am sure that it will merit our enthusiastic support.

I believe that the profession can look forward to another good year but I do not think we will ever return to "normalcy". The good old days are gone. The launching of the Nautilus—the atom sub—has proven that, and as our existence becomes more complicated, the job of our profession becomes more complex.

*Competition will become keener, especially from the "do-it-all" boys and the package deals. We must be alert and realize that things and ideas are all mixed up — topsy-turvy.*

In the "good old days" the toilet was placed outdoors at the back of the lot and "mama" did the cooking in the kitchen, but today the warmed and deodorized throne is centered in the house and the "home maker" prepares delightful dishes on the *rotisserie en patio*. I long for some good ol' "cornbread and sorghum".

Someone said that it is not so important as to what we are in the hereafter as to what we are after here. So, rather than be merely ballast in the galleon, let's give the OHIO ARCHITECT an added oar for fifty-four.

Sincerely,  
Rollin L. Rosser AIA  
Dayton

*Continued on page 72*



# 1954 Geographical Roster

## Resident Architects Registered in Ohio

**Members of American Institute of Architects Shown in Black Face Type**

Here for the first time members of the American Institute of Architects are especially designated with their names printed in black face type and the initials AIA. Those with initials FAIA are known as Fellows of the Institute, which is special recognition given for notable contributions to the advancement of the profession of Architecture in one or more fields; design, science of construction, literature, educational service to the Institute, or public service. In Ohio, 16 architects are Fellows.

In the following roster, all members are designated

by the proper title initials following the name.

Names and addresses in this roster are based on information furnished by the Ohio State Board of Examiners of Architects, through their executive secretary, and is not official. The official list of architects registered in Ohio is as published in the Board's annual report.

Those architects shown as members of the American Institute of Architects are taken from the Membership Directory 1953-54 The American Institute of Architects.

### AKRON

Ball, George J., 614 Met. Bldg., Akron 8  
 Bliss, Edwin F., AIA, 569 E. Exchange St., Akron 6  
 Brooker, Harry A., 706 Crosby St., Akron 3  
 Brown, Homer D. (Board of Education) 70 N. Broadway, Akron 8  
 Canute, Gordon Wesley, AIA, 194 W. Exchange St., Akron 2  
 Cassidy, Harold S., AIA, (Firestone & Cassidy) 1961 W. Market St., Akron 8  
 Chambers, J. Henry, AIA, (Konarski, Wiley & Chambers) 844 W. Market St., Akron 3  
 Chambers, Lorraine S., 22 S. Pershing Drive, Akron 13  
 Charlton, Jack, 399 Madison Ave., Akron 20  
 Connelly, George R., 158 Edgerton Rd., Akron 3  
 Creager, H. Keith, 418 Grand Ave., Akron 2  
 Derr, Kenneth L., (Derr & Stueber) 42 Frank Blvd., Akron 13  
 Fichter, J. Adam, 706 Crosby St., Akron 3  
 Firestone, Roy G., AIA, (Firestone & Cassidy) 1961 W. Market St., Akron 8  
 Florence, E. Vance, AIA, 776 N. Main St., Akron 10  
 Franzen, Jules, (Goodrich Co.) 500 S. Main St., Akron  
 Glaus, Cordell R., 661 W. Market St., Akron 3  
 Gleitsman, Louis A., 531 Fernwood Dr., Akron 2  
 Guran, Elmer J., 964 Greenwood Ave., Akron 20  
 Haag, Everett Keith, (Haag and Peddle) 165 W. Center St., Akron 2  
 Henry, Leroy Wales, AIA, 491 Sunset Dr., Akron 20  
 Huff, William B., AIA, 1050 N. Main St., Akron 10  
 Kamenir, Bernard, 406 Madison Ave., Akron 20  
 Kenny, Geves G., AIA (Kenny & Stevens) 311 Kenilworth Dr., Akron 3  
 Konarski, Michel M., AIA, 844 W. Market St., Akron 3  
 Kraus, Edward H., AIA 247 E. Exchange St., Akron 4  
 Kraus, Robert J., 247 E. Exchange St., Akron 4  
 Kraus, Robert M., 535 Fernwood Dr., Akron 20  
 Lauer, Martin P., 225 W. Exchange St., Akron 2  
 Luxmore, John R., AIA, (Wagner & Luxmore) Permanent Bldg., Akron 8  
 McCord, George E., Jr., 525 Palisades Dr., Akron 3  
 McKenzie, John S., AIA, 1184 Woodward Ave., Akron 10  
 Murphy, Milton E., AIA, 1020 2nd Nat'l. Bldg., Akron 8  
 Neff, Earl W., 500 Schiller Ave., Akron 10  
 Peck, Melville C., 2637 Albrecht Ave., Akron 12

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 Petersen, Alfred W., 64 S. Pershing Dr., Akron 13  
 Roberts, Stewart A., AIA, 1776 Marks Ave., Akron 5  
 Scott, J. Arthur, AIA, (B. F. Goodrich Co.) 500 S. Main St., Akron  
 Stevens, Burt V., AIA, (Kenny - Stevens) 311 Kenilworth Dr., Akron 3  
 Stueber, Raymond J., (Derr & Stueber) 42 Frank Blvd., Akron 13  
 Suppes, John F., AIA, 55 E. Mill St., Permanent Bldg., Akron 8  
 Thompson, William B., (B. F. Goodrich) 500 S. Main St., Akron  
 Tuckman, Joseph, AIA, 194 W. Exchange St., Akron 2  
 Wagner, Edwin D., AIA, (Wagner & Luxmore) 200 Permanent Bldg., Akron 8  
 Wiley, Kenneth F., (M. M. Konarski) 844 W. Market St., Akron  
 Williams, Don W., 1163 St. Michaels Ave., Akron 20

### ALLIANCE

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 Zuber, Richard N., AIA, 255 E. State St., Alliance

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 Eddy, Merle J., 205 Park Place, Ashtabula  
 Kontturi, Arne J., Shea Bldg., 4634 Main Ave., Ashtabula  
 Martin, Clarence V., 202 Johnson Bldg., Ashtabula

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 Deem, Dwane Howard, 42 W. Carpenter St., Athens  
 Lausche, Luverne F., 35 Fairview Ave., Athens

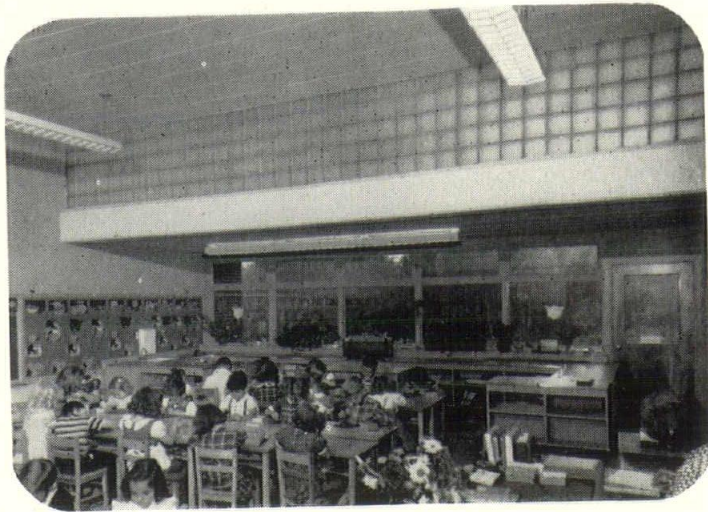
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 Miller, Donald C. F., AIA, R. D. No. 1, Box 556, Barberton

### BEDFORD

Hazen, Wayne A., 33 Magnolia St., Bedford  
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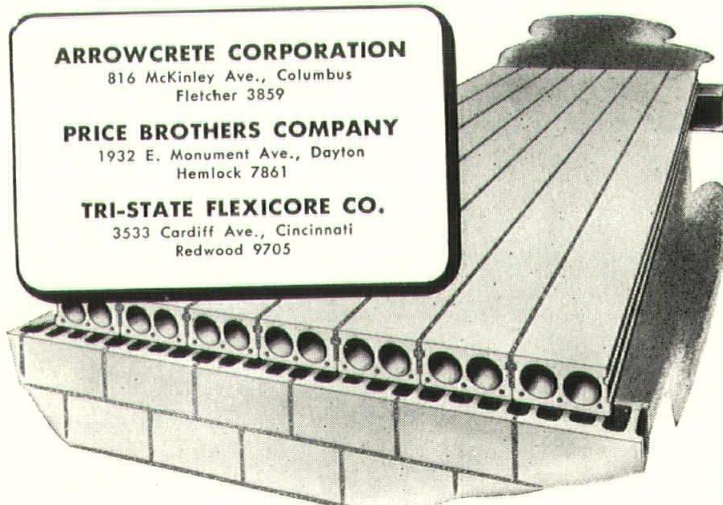
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### People of Inquiring Mind

From the number of people going through the AIA House, the conclusion must be drawn that modern people have an inquiring mind. They are willing to accept a new change in home architecture with modern conveniences in compact space with more floor area set aside for their comfort.

Prices on homes, of course, are the primary concerns of everyone. People's income status play a major role, but they are apparently willing to pay more for modern homes if certain requirements are met such as convenience and comfort.

It has become quite apparent that potential home owners are getting away from the typical row after row of homes, all of the same architectural pattern.

### Individuality—The Goal

Individuality—that seems to be the watchword today in home construction. The architect is the only person with the training to give homes that important "individual" touch.

The AIA Home seemed to prove that people definitely wanted a home of that type. The American Institute of Architects with their AIA Home should be the first rung of the ladder to a tremendous educational program.

### Changes in Home Architecture

Down through history radical changes in anything have been censured, frowned on, and even persecuted. A tremendous change in home architecture has developed within the past few years. This can be observed by walking down any street. The AIA Home proves that people are ready to accept a change in home design.

### Residences an Architectural Market

There seems to be a tremendous opportunity for young architects as well as those established in the field. More people are buying homes. They want a home of their choice, not the same as the one next door.

With the display of the AIA Home, people now, more than ever, realize what can be done by the architect. These people want the architect's ideas. They want modern living with an individual taste. The AIA Home was the first step in fulfilling the modern potential home owner's desire.



*(Editor's note — Mr. Lyttle was asked to visit this AIA house and give his reactions as a potential home buyer as well as those of the general public. Congratulations to architect Anthony Ciresi. Orchids to architect Howard Cain, responsible to see that the AIA booth at the show was continually staffed by Cleveland Chapter AIA architects.)*

- ° Glass — Libbey, Owens, Ford Thermoplane, also Pittsburgh Plate Glass — Twindow
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Manor, Wm. Howard, AIA, Holland Theatre Bldg., Bellefontaine  
Yarrington, Richard A., 537 E. Chillicothe Ave., Bellefontaine

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Crider, Edward S., (Mellenbrook, Foley & Scott) 26 Front St., Berea  
Foley, Thomas J., Jr., AIA, (Mellenbrook, Foley & Scott) 26 Front St., Berea  
Kluth, Victor M., (Mellenbrook, Foley & Scott) 26 Front St. Berea  
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Richards, Donald J., 206 Wyleswood Dr., Berea  
Scott, Franklin G., AIA, (Mellenbrook, Foley & Scott) 26 Front St., Berea  
Werner, Melvin T., 156 E. 5th Ave., Berea  
Williamson, Glenn M., 261 Franklin Drive, Berea

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Tibbetts, Walter I., Jr., North Strawberry Lane, Chagrin Falls

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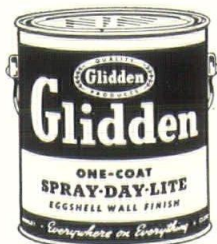
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Cordes, William Albert, 5224 Cleves-Warsaw Rd., Cincinnati 38  
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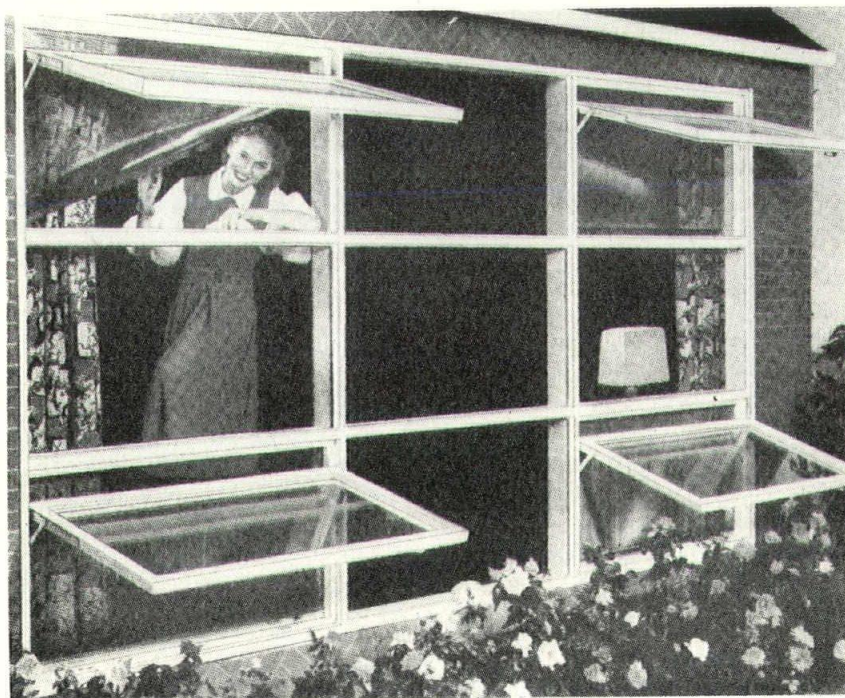
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- Hampton, George B., (Hake & Hake) 2400 Gilbert Ave., Cincinnati 6
- Hannaford, H. Eldridge, AIA, 1024 Dixie Terminal Bldg., Cincinnati 2
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- Hanscom, Richard K., 6605 Murray Ave., Cincinnati 27
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- Jackson, H. Neilson, 2841 May St., Cincinnati 6
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- Kock, Frederic H., AIA, (Kruckemeyer-Strong) 1824 Carew Tower, Cincinnati 2
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- Kunz, Anthony, 1509 Times Star Bldg., Cincinnati 2
- Kunz, Jerome J., 1509 Times Star Bldg., Cincinnati 2
- Kunz, Trudpert A., 1509 Times Star Bldg., Cincinnati 2
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- Linder, Gustave A., Marcus Bldg., 2109 Reading Rd., Cincinnati
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- Merkel, Karl Henry, University of Cincinnati (Swift Hall) Cincinnati 21
- Miller, Don H., 6271 Glade Ave., Cincinnati 30
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- Ronsheim, Howard M., 237 Sturgus Ave., Cincinnati 17
- Roth, George F., Jr., AIA, (Potter, Tyler, Martin & Roth) 128 E. 6th St., Cincinnati 2
- Schatz, George F., AIA, 706 Walnut St., Cincinnati 2
- Schildknecht, R. B., AIA, 31 E. 4th St., Cincinnati 2
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- Shorr, Bernard Shorr, 714 S. Crescent Ave., Cincinnati 29
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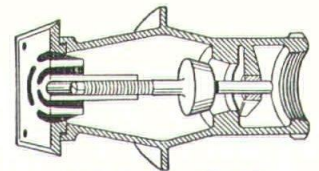
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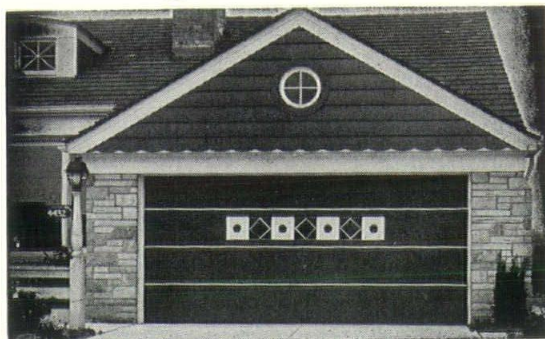
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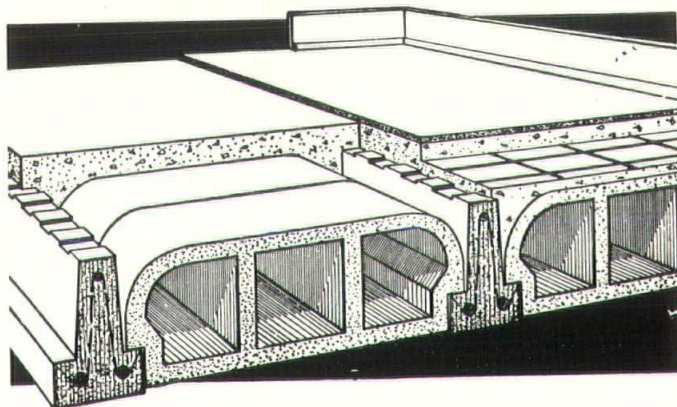
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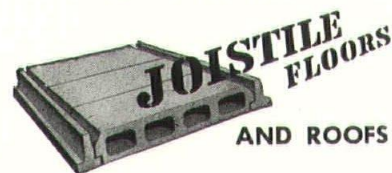
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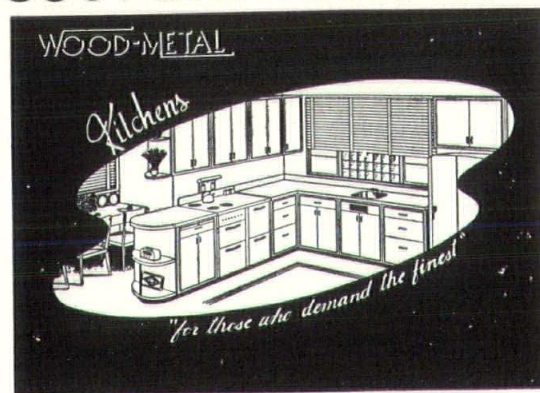
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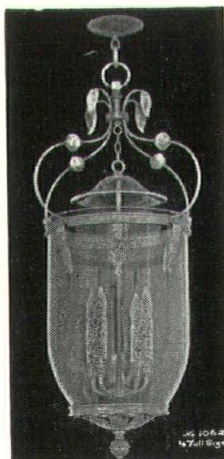
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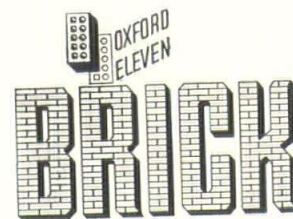
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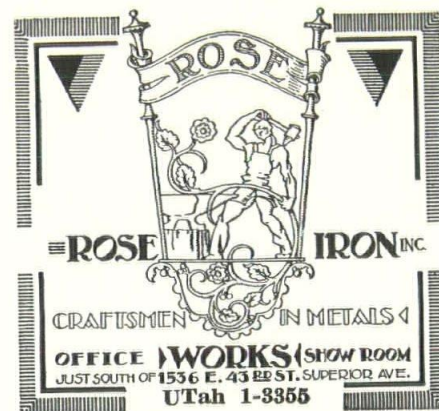
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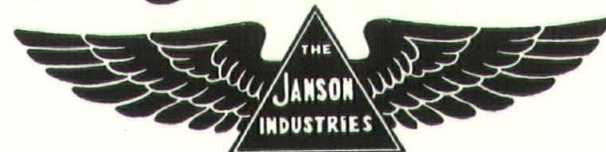
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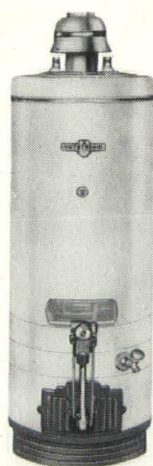
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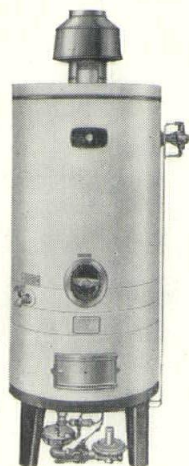
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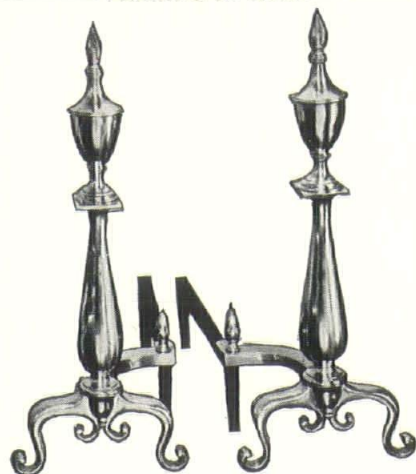
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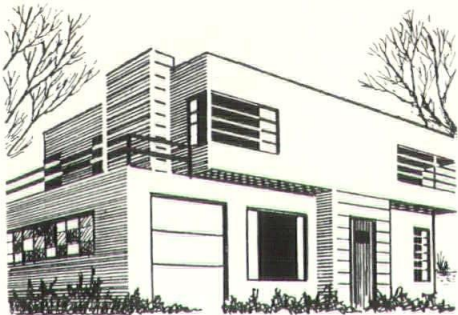
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Continued from page 52

Gentlemen:

Now that the Executive Board of the Architects Society of Ohio, acting under the authority vested in them by the recent Annual Convention, have entered into a contract with Stapleford & Sons, Inc., for the publication of the Ohio Architect, let us all, as Ohio Architects, lend our full support, both moral and physical.

Basically the continuing success of the magazine depends to a great extent upon the Cooperation of members of the Society throughout the State, as well as upon a business-like administration and an active, broad and invigorating editorial policy. We can back our magazine by building up a public confidence in the profession, which in turn can be broadcast to the state and to the nation through an editorial policy which is sensitive enough to feel the pulse of the masses and diplomatic enough to further public confidence without alienating those interests which can be helpful in promoting good public relations.

The individual architect can and must build the foundation for public confidence, by the ethical and trustworthy practice of his profession, before any editor, magazine, or public relations specialist can design a lasting superstructure.

The architectural profession in Ohio and throughout America, old and venerable as it is, is having growing pains.

Let us do all in our power, as individual architects, to build a solid foundation of public confidence and, as members of the Architects Society of Ohio, to lend a helping hand to the new publisher in building a superstructure of sound and lasting public relations.

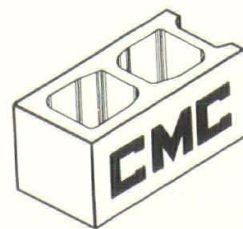
John P. Macelwane, AIA,  
Third Vice-President, ASO

Raymond S. Kastendieck AIA, Regional Director of the Great Lakes District (Ohio, Michigan, Indiana, Kentucky), American Institute of Architects, writes that because of the recent death of his brother, he was unable to send for publication in this issue news of his activities as regional director. He promises news for future issues, continuing: "... shall certainly look forward to the forthcoming issue with great interest. I will be leaving soon for our March Board Meeting in Washington, D. C., and will probably have something of interest following that.

Adelbert B. Kleine, Ray H. Latimer, and Nicholas Lesko announced the formation of the architectural firm of Kleine, Latimer & Lesko, Architects, located 419 Caxton Building, 812 Huron Road, Cleveland 15, Ohio.

William W. Gilfillen opens his office, 794 Northwest Blvd., Columbus, Ohio. He was formerly with Inscho, Brand and Inscho, Architects, Columbus, and served with Army Engineers in the construction of air bases abroad during World War II.

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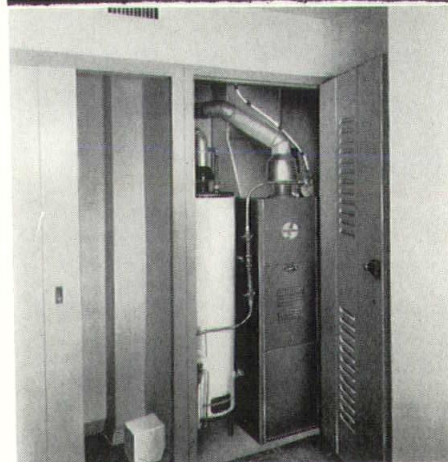
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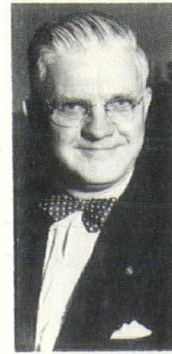
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## *The Story Behind the Creed . . .*

Opposite is a facsimile of the Architect's Creed suggested by Secretary Cummings. Mr. Cummings tells us its origin.

"Following the Washington Convention of the AIA in 1950, I took a brief trip with a number of architects and our wives to Richmond and Williamsburg. I came away from the Convention with the usual spiritual lift that such an occasion always inspires and while riding through the lovely countryside of Virginia, my mind turned to the social responsibility of each member of the profession. When I returned home, the stimulation of my thinking resulted in preparing a brief article for the Journal which was published in the November 1950 issue under the title 'The Discipline of Architecture' . . .

"Subsequently, Henry Saylor, Editor of the Journal, was directed by the Board to prepare a little piece for distribution to visitors at the Octagon which he entitled 'The American Institute of Architects and Its Reason for Being'. He ended his history by saying 'Perhaps the

architect's own appreciation of his responsibilities is best expressed by Mr. George Bain Cummings, FAIA, in a parallel to the doctors' Hippocratic Oath'. He then quoted the Creed as previously recorded in the article in the Journal.

"At the same time, I commissioned a talented calligrapher to engross the Creed in the manner which has been reproduced and a copy of which I have given you. I caused these to be reproduced in two sizes—the one that you have and one quite a bit larger. Through Ken Johnstone, the President of the Association of Collegiate Schools of Architecture, I furnished a copy, the larger size, to each of the schools in the Association in 1951 . . .

*Mr. Cummings' article in the November 1950 Journal of the American Institute of Architects is well worth reading. Copies of Mr. Saylor's "The American Institute of Architects and Its Reason for Being" may be had by writing The American Institute of Architects, 1735 New York Avenue N.W., Washington 6, D.C.*



# *I am an Architect*

## HUMBLY AND PROUDLY

I PROFESS MY COMPETENCE UNDER  
THE DISCIPLINE OF ARCHITECTURE.

### UPON MY MOST SHINING PERSONAL HONOR

I PROMISE UNENDING DEVOTION TO THE TASK OF CONTINUALLY STUDYING, LEARNING, SEEKING, EXPERIMENTING, THAT I MAY BECOME EVER BETTER EDUCATED AND TRAINED FOR MY WORK.

### UPON MY MOST SHINING PERSONAL HONOR

I PROMISE TO MY COMMUNITY UNDEVIATING ADHERENCE TO THE IDEAL OF SERVICE TO MY FELLOWMEN, AS THE GOAL OF MY EFFORT, THAT I MAY HONESTLY AND FULLY EARN MY LIVING—MY RIGHT TO LIVE AMONG THEM.

### UPON MY MOST SHINING PERSONAL HONOR

I PROMISE TO MAINTAIN THAT INTEGRITY IN PRACTICE WHICH WILL INSURE TO EACH CLIENT THE FINEST POSSIBLE STEWARDSHIP OF HIS INTEREST.

### UPON MY MOST SHINING PERSONAL HONOR

I PROMISE IN THE EXECUTION OF EVERY COMMISSION TO STRIVE TO CREATE BEAUTY AS WELL AS ORDER, CHARACTER AS WELL AS SAFETY, SPIRITUAL VALUE AS WELL AS CONVENIENCE.

### UPON MY MOST SHINING PERSONAL HONOR

I PROMISE TO JOIN WITH MY FELLOW ARCHITECTS TO MAKE OUR PROFESSION OF GREATEST POSSIBLE USEFULNESS AND BENEFIT TO OUR SOCIETY, TO SHARE AND DISSEMINATE ALL VALUABLE PROFESSIONAL KNOWLEDGE, AND TO PASS ON TO THE SUCCEEDING GENERATION THE FULL AND FINE DISCIPLINE OF OUR PROFESSION, ENRICHED BECAUSE OF MY DEDICATION.



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*bar joist extension*

*metal lath & plaster*

*wood mold*

*wood fascia*

*gravel  
4 ply  
built-up  
roofing  
4 x 4 cut  
for cant*

*5/16" lag bolts  
4'-0" o.c. screw  
to cant & push  
into slab*

*1/4" x 2"  
clips  
4'-0" o.c.  
shop weld  
to fascia  
& bolt to  
beam*

*3/16" plate,  
continuous.  
Butt weld  
& grind in  
field.*

*5' x 3 1/2" x 1/4"  
bent plate  
channel*

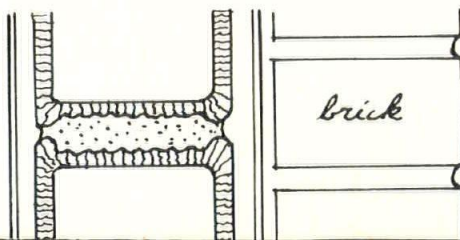
*1" x 3/16"  
fillet welds  
18" ± o.c.  
in field.*

*glass block*

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