Students of townscape among others will recognize that the configuration of rectangular and trapezoidal blocks on the cover represent the Public Square in Cleveland and the areas immediately adjacent. The intensity of the toned areas within the blocks gives some idea of the relative building heights, thereby helping to add a third dimension to this representation of what is certainly one of Ohio’s and, probably, America’s most important examples of a town center.

Initially laid out as a grazing area without division, the Public Square has passed through many stages of growth and change in the 159 years of its existence. Notwithstanding the general shift of commercial activity from west to east across the Square and out Euclid Avenue (the diagonal road entering the Square at the southeast

(Continued on Page 21)
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OHIO ARCHITECT is the monthly official magazine of the Architects Society of Ohio, Inc., of the American Institute of Architects. Opinions expressed herein are not necessarily those of the Society.


OHIO ARCHITECT publishes educational articles, architectural and building news, news of persons and the activities of the Architects Society of Ohio.
Eastmoor Junior-Senior High School

By Robert Earl Cassell, AIA, Columbus

The Eastmoor Junior-Senior High School, which is the largest in the current Columbus public school program, was designed by Columbus architects Eugene T. Benham, William J. Richards and Timothy G. Armstrong. This beautiful new brick high school at the corner of Weyant and Plymouth Avenues was designed for approximately 1500 students but carefully planned so that future additions may be easily annexed by the use of various wings.

Design Study

The first design step involved a detailed study of each department as a unit to determine the most adaptable shape for the school as a whole. It was an essential requirement to have the auditorium, gymnasium, cafeteria and their related spaces accessible for use by public groups at times other than school hours. With this in mind, the organization of the building and its relationship to the site was determined.

The special areas were situated in a one-story building while the classroom section were concentrated in a two-story wing. By using gates the special areas can be completely isolated from the academic sections. The exterior design system was inspired by using a treatment that would permit utmost flexibility in the arrangement and planning of the different school areas.
The building contains eighteen classrooms which vary in size from 650-750 square feet. There are many special areas which serve both junior and senior high schools, such as the Home Economics Department, Industrial Arts Department, gymnasium, cafeteria, and auditorium. It is interesting to note that the stage of the auditorium is skillfully surrounded by the various departments which use it most—workshops, arts and crafts, band, etc.

These departments have free access to the rear of the stage without conflicting with the students or visitors during special school events. It can be noted also that these departments are well away from the classroom areas, thus separating the noisy activities from the study areas. The cafeteria seats 350 at one time and provides ample space for two lines of students to pass through with ease, avoiding congestion during the lunch hour. The administrative area is centrally located on the first floor near the main entrance and is convenient to both visitors and students.

**Construction Data**

The entire structure is of skeleton frame and curtain wall design. All exterior walls are of face brick backed up with concrete block, usually furred and plastered. The two-story wing is of reinforced concrete beams and columns while the one-story section is a steel structure. The floors throughout are reinforced concrete ribbed slabs. This is necessary for a large section of the first floor as there is crawl space containing pipes and duct work under this area in addition to the basement. Light enters the classrooms through the aluminum projected sash and window sills. Mullions and wall copings are also of aluminum.

Turning to the interior, the partitions are plastered clay tile except for the kitchen, which is glazed tile, and the various shops which are exposed concrete block. The ceiling is acoustic throughout while the major portion of the finish floor is asphalt tile. The main corridor floor is terrazzo and the kitchen floor is quarry tile.

**Contract and Cost Data**

*Architects:* Benham, Richards & Armstrong

*Consulting Architect:* Edward Kromer

*Structural Engineer:* Raymond C. Reese

*Mechanical and Electrical Engineers:* John Paul Jones, Cary and Millar

*General Contractor:* James I. Barnes

*Construction Company*

*Plumbing Contractor:* North Side Plumbing Company

*Heating Contractor:* Piping Contractors Company

*General Contract:* $1,260,000

*Plumbing:* $93,307

*Heating:* (Steam Heat) $181,995

*Volume:* 2,118,000 cubic feet

*Cost:* 78.8 cents per cubic foot

**The Architects**

Eugene T. Benham, AIA, holds an engineering degree from Ohio State University and graduated in Architecture at Carnegie Institute of Technology. He is a senior member of the firm which was established in 1919.

William J. Richards, AIA, graduated in architecture at Carnegie Institute of Technology. He has been a partner of the firm since its establishment.

Timothy G. Armstrong, AIA, graduated from Ohio State University in Architecture and spent one year at Yale School of Architecture in graduate work. He has been a member of the firm since 1945.

The firm of Benham, Richards and Armstrong has designed the Mohawk School in Columbus and the new Upper Arlington High School. In 1948 the firm designed the Farm Bureau Insurance Building in Columbus which in 1951 was given Honorable Mention as "Office of the Year," a national award. The firm has produced many college, commercial and industrial projects.
22nd Annual Convention

Architects Society Of Ohio
and the
Fall Meeting of the Great Lakes Region,
American Institute of Architects

Your general Convention Chairman, George B. Mayer, and the Convention Committee has assembled a fine program for your entertainment and education.

First Day

Wednesday morning, October 19, the 22nd Annual Convention of the ASO in conjunction with the Fall Meeting of the Great Lakes Region, AIA, will be underway. Registration will open at 1:00 P.M. and Exhibits will be completed for your inspection in the early afternoon.

The meeting will open for everyone at the Wednesday evening Ice Breaker Party. Be sure to attend. You can meet old and new friends at this gala party. “Spike Guy and His Rusty Nails” will add to the merriment and you can dance with the gals as long as the orchestra holds out.

Second Day

Thursday morning, October 20, the Convention will be in full swing. Exhibits will be open from 8:30 A.M. to 4:00 P.M. ASO Prexy C. Melvin Frank and Raymond S. Kastendieck, Great Lakes Regional Director, AIA, will preside at the Business Session.
Walter A. Taylor, AIA, Director of Education and Research for the Institute will be the featured speaker at the Luncheon. He has won wide recognition in the profession for outstanding work in developing Institute programs which keep the practicing architect in the lead of programs in planning, design and building technology.

Mr. Taylor's broad experience as a scholar, teacher and practicing architect qualifies him as an excellent source of knowledge for architects. Be sure to hear him.

Mr. Taylor will be followed by a showing of the new Institute film, "Architecture—U.S.A." A discussion will follow, led by John N. Richards, FAIA, Toledo architect and newly elected Second Vice-President of the Institute.

Naturally, no architect or wife will want to miss the Nela Park Party scheduled for late afternoon and early evening Thursday. General Electric and the Ohio Electric Utility Institute has gone to great effort to provide the Architects with an interesting program—along with a good time.
Third Day

Friday, October 21, start out with a Publications Committee Breakfast. The ASO Business Session in the A.M. will be highlighted by the election of officers of the Society. C. Melvin Frank, President, will preside. Members are urged to attend because this is their opportunity to participate in the guidance of their state Society.

The luncheon in the Petit Café is for all men in attendance. Raymond S. Kastendieck, AIA, and Director of the Great Lakes Region, will preside.

The featured speaker will be John Knox Shear, AIA, and Editor-in-Chief of Architectural Record. He will talk about “You and Your Architectural Magazine.” Here is your chance to learn the “how,” “what” and “why” of your national publications.

Mr. Shear received his degree of Master of Architecture at Carnegie Institute of Technology, was a practicing architect between 1939 and 1949, when he became Head of the Department of Architecture at Carnegie Institute. He subsequently was appointed Editor-in-Chief of Architectural Record.

Panel

A Panel Discussion built around a subject that is important and of vital interest to all architects will follow Mr. Shear. The subject is “The Architect and the Press—A Practical Approach.” Leon M. Worley, AIA, and ASO First Vice-President, will preside.

Participants will be John Knox Shear, Architectural Record; James Chandler, Home Magazine Editor, The
Cleveland Press; and David A. Pierce, AIA, Columbus Architect, and Technical Editor of Ohio Architect.

Mr. Chandler has had wide newspaper experience in Ohio since 1928 and joined the Press in 1934. He has worked as Real Estate Editor, Building Editor, and now edits the Home Magazine tabloid. He won the Public Service Award from the Newspaper Guild in 1944 and was made Honorary Vice-President of the Cleveland Real Estate Board in 1945.

David A. Pierce graduated from the School of Architecture, Ohio State University in 1947 after serving 5 years in the Army during World War II. He was licensed to practice Architecture in Ohio in 1949 and has practiced from his own office since 1951. He has been active in the Columbus Chapter, AIA, and is now President. Because of his interest and work he was appointed Technical Editor of Ohio Architect by the ASO Executive Board.

Next on the agenda for members, after viewing product exhibits, will be a trip to see “Operation Demonstrate” which is being sponsored by the Cleveland Chapter, AIA, the Home Builders Association, City Planning Commission, the Federal Government, and a host of others. The project is receiving nationwide publicity from LIFE magazine and the National Council to Improve Our Neighborhood. It is designed to demonstrate how older residential neighborhoods can be saved from further deterioration and decay by proper planning, materials and financing.

Banquet

After the trip, time is allotted to view product exhibits before the evening activities, which will start with the President’s Reception at 6:00 P.M. This will be followed by the Annual Banquet which will be highlighted by the presentation of Honorariums and Certificates and the Installation of New ASO Officers for the term 1955-56. President C. Melvin Frank will preside. The Banquet will be climaxd by a talk from the President of the American Institute of Architects, George Bain Cummings, FAIA.

Mr. Cummings of Binghamton, New York, was elected President of The American Institute of Architects at its 87th Annual Convention held in Minneapolis. The newly-elected President has just completed two terms as Secretary of the National Professional Architectural Society. He is a member of the firm of Conrad and Cummings, Binghamton, New York.

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

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

Wednesday, October 19

MORNING
10:30 A.M.
EXECUTIVE BOARD MEETING — El Rancho Room

AFTERNOON
12:30 P.M.
EXECUTIVE BOARD LUNCHEON — South Georgian Room
1:00 P.M.
REGISTRATION OPENS—Mezzanine
1:00-8:30 P.M.
VIEW PRODUCT EXHIBITS—Mezzanine and Ball Room
2:00-4:00 P.M.
EXECUTIVE BOARD MEETING — El Rancho Room

EVENING
6:00 P.M.
EXECUTIVE BOARD ANNUAL DINNER—English Room
7:30-8:30 P.M.
VIEW PRODUCT EXHIBITS
8:30-??
ICE BREAKER PARTY—Petit Cafe
(Courtesy Cleveland Builders Supply Co.)
“Spike Guy and His Rusty Nails”
Dancing

Thursday, October 20

MORNING
REGISTRATION CONTINUES — Mezzanine
PRODUCT EXHIBITS — Open 8:30 A.M. to 4:00 P.M.
8:30-9:30 A.M.
VIEW PRODUCTS EXHIBITS
Coffee Hour—OHIO ARCHITECT Booth 49—Ball Room
Cokes served from 9:30 A.M. to 4:00 P.M.
9:30-11:00 A.M.
BUSINESS SESSION—English Room
Presiding: C. Melvin Frank, AIA, President, Architects Society of Ohio
Presiding: Raymond S. Kastendieck, AIA, Director, Great Lakes Region, American Institute of Architects
11:00-12:00 Noon
VIEW PRODUCT EXHIBITS

AFTERNOON
12:00-1:45 P.M.
LUNCHEON—Rainbow Room
Presiding: Earl H. Mellenbrook, AIA, President, Cleveland Chapter
Invocation: Rt. Rev. Msgr. Robert B. Navin
Welcome: Mayor Anthony J. Celebrezze
Speaker: Walter A. Taylor, AIA, Director of Education and Research, The American Institute of Architects
Subject: “Advanced Training for Architects”
1:45-2:45 P.M.
FILM—“Architecture - U.S.A.”
Discussion: Led by John N. Richards, FAIA, Second Vice-President, The American Institute of Architects
2:45-3:45 P.M.
VIEW PRODUCT EXHIBITS
4:00 P.M.
Buses Leave for NELA PARK PARTY

Page 10
**EVENING at (Nela Park)**

5:00-7:00 P.M.
Program Sponsored by General Electric Lighting Institute, Buckeye Lamp Division and the Ohio Electric Utility Institute. Members of the OEUI are:
The Cincinnati Gas & Electric Co.
The Cleveland Electric Illuminating Co.
The Columbus and Southern Ohio Electric Co.
The Dayton Power and Light Co.
The Marietta Electric Co.
Ohio Edison Co.
The Ohio Power Co.
The Toledo Edison Co.

7:00 P.M.
SOCIAL HOUR

7:45 P.M.
DINNER

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**Friday, October 21**

**MORNING**

8:00 A.M.
PUBLICATIONS COMMITTEE
BREAKFAST
REGISTRATION CONTINUES — Mezzanine
PRODUCT EXHIBITS—Open 8:30 A.M. to 5:00 P.M.

8:30-9:30 A.M.
VIEW PRODUCT EXHIBITS
Coffee Hour—OHIO ARCHITECT Booth 49—Ball Room
Cokes served from 9:30 A.M. to 5:00 P.M.

9:30-11:00 A.M.
BUSINESS SESSION and ELECTION OF OFFICERS — English Room
Presiding: C. Melvin Frank, AIA, President, Architects Society of Ohio

11:00-12:00 Noon
VIEW PRODUCT EXHIBITS

**AFTERNOON**

12:00-1:45 P.M.
LUNCHEON—Petit Cafe
Presiding: Raymond S. Kastendieck, AIA, Director, Great Lakes Region, American Institute of Architects
Invocation: Rabbi Myron Silverman
Speaker: John Knox Shear, AIA, Editor-in-Chief, The Architectural Record
Subject: “You and Your Architectural Magazine”

1:45-2:45 P.M.
PANEL DISCUSSION—Petit Cafe

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**EVENING**

6:00 P.M.
PRESIDENT’S RECEPTION — Rainbow Room Terrace

7:00 P.M.
ANNUAL BANQUET—Rainbow Room
Presiding: C. Melvin Frank, AIA, President, Architects Society of Ohio
Invocation: Rev. Dr. Carrol H. Lewis
Presentations of Honorariums and Certificates: President Frank
Speaker: George Bain Cummings, FAIA, President, The American Institute of Architects
Subject: “The Advancement of The Profession”
INSTALLATION of NEW OFFICERS
ADJOURNMENT
LADIES' PROGRAM

Wednesday, October 19

SEE MEN'S PROGRAM
Wives of Cleveland Architects will be on duty at the Registration Desk to answer questions and assist you in any way possible.

Thursday, October 20

MORNING
9:00 A.M.
Buses leave Carter Hotel for East Ninth Street Pier
9:30 A.M.
Boat leaves Pier for Trip up the Cuyahoga River and return
11:30 A.M.
Buses leave Pier for Cultural Center

AFTERTNOUN
12:00 Noon
Luncheon and Talk by Mrs. Carrol T. Pallerin on Herbs and Herb Cooking
2:00 P.M.
Visit Garden Center—See Film on Cleveland Gardens
3:00 P.M.
Buses Leave for return to Carter Hotel
Balance of Day and Evening—SEE MEN'S PROGRAM

Friday, October 21

MORNING
10:00 A.M.
Buses leave Carter Hotel for Brunch at Westwood Country Club and Talk by Miss Elizabeth Kardos, an expert on Personal Fashion Problems

AFTERNOON
Buses leave for Westgate Shopping Center where you will have ample time to browse before returning to Hotel
Balance of Day and Evening—SEE MEN'S PROGRAM

TIPS TO SAVE YOU TIME

Registration
All persons attending the Convention must register at the Registration Desk on the Mezzanine. You will be required to display your badge and turn in a ticket for each event. Plan to arrive at the Hotel Wednesday, October 19, in time to Register before the “Ice Breaker Party.”

Room Location
Petit Cafe—Located at the far end of the Main Lobby as you enter from Prospect Street entrance.
Mezzanine and Ball Room—up one flight of stairs directly opposite the elevators. This is where the Product Exhibits will be located throughout the Convention.
English Room—
Spanish Room—
South Georgian Room—The corridor leading to these rooms is at the far end of the Mezzanine as you get off the elevator or walk up the stairs from the Lobby. Either side of the Open Well down to the Lobby will lead you to this corridor.
El Rancho Room—On the Mezzanine level, this room is located on the right side of the Open Well to the Lobby as you get off the elevator or walk up the stairs.
Rainbow Room and Terrace—Down one flight of stairs from the Lobby level. Stairs located just opposite the elevators.

Hotel Facilities
Colonial Coffee Shop—
Main Coffee Shop—
Gun Room—
“4 and 20 Bar”—These public eating and drinking rooms are located to the left as you enter from the Prospect Street entrance. You'll find the service at the Carter friendly, the prices moderate, and the food excellent.
Drug Store—Located to your left as you leave the Prospect Street entrance.
Telephones—Just to the right of the Hotel Registration Desk.
Barber Shop—One floor below the Lobby using elevator or stairs opposite elevators.

OHIO ARCHITECT
Visit With Them

BOOTH NUMBER
1. B. K. Elliott Co.
2. Aluminum Company of America
3. Structural Clay Products Institute
5. U. S. Ceramic Tile Co.
6. Wadsworth Millwork Corp.
7. Davidson Enamel Products
8. Williams Pivot Sash Co.
9. Rorimer-Brooks Associates
11. Crawford Door Sales
12. Cleveland Builders Supply
13. Stark Ceramics
15. Medusa Portland Cement Co.
16. Janson Industries
17. Albermar Co.
18. Libbey-Owens-Ford
19. Mosaic Tile Co.
23. Baird Foerst Corp.
24. Pittsburgh Plate Glass Co.
25. Robert L. Fisher
27. Dewees & Roper Flooring Co.
28. H. H. Robertson
29. Producers' Council
30. U. S. Plywood
31. Ohio Bell Telephone Co.
32. Ludowici-Celadon Co.
33. Modernfold Door Co.
34. Ohio Architect
35. Coffee and Coke Bar
36. John W. Winterich & Associates
37. Ernest F. Donley's Sons, Inc.
38. The Superior Electric Co.

OCTOBER, 1955
Cleveland Proposed As Site For International Trade Fair

The opening of the St. Lawrence Waterway has brought about a proposal for a Mid-American International Trade Fair to begin in 1959 at Cleveland. As an annual import-export mart, the Fair would enable the Mid-American region to capitalize on its steadily increasing production and foreign trade opportunities.

Background
A working pattern and business philosophy of an international trade fair as it would be developed in the Mid-American region has been presented as an independent project by John A. Crawford, Building Editor of the Cleveland Plain Dealer, in a 12 page brochure. The brochure was executed with the cooperation of the Cleveland Chapter, AIA. The special committee appointed for the project includes Joseph Ceruti, Chairman, Robert Yoder, Robert C. Gaede, Otto A. Spieth, Raymond Febo, A. W. Harris and Ronald A. Spahn. Aid of Western Reserve’s School of Architecture’s students was enlisted. Drawings were completed from photographs, blueprints and port commission engineering data on the Mall and Lakefront areas of Cleveland. The offices of Ceruti & Collins and Spahn & Barnes prepared the plans.

European Fairs
The European precedents for international trade fairs have been numerous, notably successful and big. They have grown greatly since World War II, attracting talent and resources that make for success.

The international trade fairs of Europe have the edge on World Fairs in appearing annually. A World’s Fair is a festive blaze for a year or two, then fades out. The international trade fairs come year after year, develop momentum, establish commercial acceptance as a place to do business and like a World’s Fair, the European trade fairs strive for and draw both buyer and public attendance.

Service has been performed for the countries by (1) boosting their vital export-import business and (2) schooling the public in industrial and business achievements — encouraging the desire for increased consumption. The Fairs build both future markets and current business. A Mid-America International Fair, properly based, equipped, financed and directed would similarly advance business not only in the Mid-America region but for Mid-America’s far-flung customers as well.

The Mid-America Region
Mid-America has been defined to embrace lower Michigan, eastern Indiana, northern Kentucky, Ohio, West Virginia, the western third of Pennsylvania and western New York. It is staked out roughly by Pittsburgh and Buffalo on the East, Detroit and Cincinnati on the west, with the Akron-Cleveland district in the center.

Mid-America is the earth’s largest industrial producing region. It’s thousands of industries are highly interdependent for supplies, parts and products sales. Since the prosperity of these states (and in turn the 41 others) is attributed to cooperative effort, integration is the foundation for the common selling effort. This is particularly true as it addresses itself to international trade with the new waterway leading directly for the first time to the rest of the world. It is felt that a substantial advance on the present esti-
itched production by providing customers of the Mid-America Region a new selling opportunity for both domestic and world marketing.

Site

Located at a lake and seaport, Cleveland represents the most advantageous site for the Fair in Mid-America. Cleveland offers freight and travel economies for exhibitors, buyers and public attendants. A large corps of experts in foreign trade, vital personnel in both port and Fair operations, are located there. Hotel facilities at Cleveland can be expected to increase as hotel investment money sees the added prospects of patronage that will result from the twelve month use of the proposed new facilities as outlined.

Layout

The layout pictured provides 90.9 acres gross and amounts to 81.9 acres of usable floor space after allotment for stair and light wells, etc. Added to Public Hall’s present seven acres, it returns 44 acres of salable space. The rule of thumb on exposition floor areas is that about half of it can be sold, the rest being aisles, etc.

The new construction will park over 12,000 cars at 145 per acre, not counting the ground floors of the East and West States Halls and the Nations’ Hall. These buildings are permanent—the Fair should not be contemplated except as a long time enterprise. They provide ceiling clearances sufficient for exhibit purposes and crowd assemblies, but are convertible to warehouse or office space should such a move ever prove expedient. The top levels are all of full strength floors and would be so used.

General Aims

The proposed layout capitalizes on the present Public Auditorium facilities. A 60 foot drop now existing between the present Mall and the water will save excavation costs. The Mall-to-the-Sea construction pictured has five goals:

1. To provide facilities for the Fair on the most advantageous site in adequate, expandable, multi-use and convertible form.
2. To augment Public Auditorium’s facilities to accommodate the largest American trade shows.
3. To equip downtown Cleveland with adequate parking, sustaining the business center of the city.
4. To afford an adequate and safe approach to the stadium.
5. To complete the focal center of the city by continuing the Mall to the water’s edge.

Financing the Fair

It is proposed that private industry establish and finance a Mid-America Foundation dedicated to the “advancement of enterprise in its broadest sense.” Its concern would be with the Fair as a first activity but proceeding down the decades with other moves to advance the opportunities of the Mid-America Region. Leadership for the Fair would be drawn from northern Ohio and other parts of Mid-America.

Copies of the “Mid-America International Trade Fair” brochure may be obtained at three for $1.00 by writing to John A. Crawford, American Letter Service, 720 Bradley Bldg., Cleveland 13.
At the first chapter meeting of the season, President Ed Landberg announced the appointment of Fred Kock to the Committee on the Development of the Central Business District. Henry Bettmen explained the need for this vital research in relation to the Master Plan.

Howard Elliston was appointed to the Committee Formulating a New Zoning Ordinance.

A committee consisting of Marshall Martin, Charles Cellarius and Ernest Pickering was appointed to recommend prospects for elevation to Fellowship status in the Institute.

George Garties and Bob Child-knecht were made representatives of the AIA on the local ACTION (American Committee To Improve Our Neighborhood).

Potter, Tyler, Martin & Roth has named the following architects as Associates of the firm: Pascal V. Barone, Frederic D. Diebel, James F. Kneisel, Howard M. Ronsheim and Willis E. Toon.

Note the new firm name of Rada-baugh, Taylor and Associates, consisting of Harold E. Radabaugh and George T. Taylor.

George E. McDonald has been commissioned to design the sanctuary expansion for the "Celtic Church" on Roxbury Road, Marble Cliff, near Columbus. Mr. McDonald, who designed the original structure a quarter-century ago, apparently retains the confidence of the second generation of the parish.

**NOTED CINCINNATIAN DIES**

Harry Hake, Sr., FAIA, died September 14 in a Cincinnati hospital. He was 84.

Mr. Hake's architectural conceptions have been cited as having changed the face of much of Cincinnati. He received (Continued next column)

Our president, Jake Mellenbrook, has announced the chairman for Chapter committees as follows:

Membership Committee, Joe Ceruti; Allied Arts, Otto Spieth; Civic Design, J. Byers Hays; Office Practice, Ronald Spann; Public Relations, W. D. Riddle; Relations with Construction Industry, Alfred H. Berr, Jr.; Civil Defense, C. Merrill Barber; Student Advisory, Robert Yoder; Preservation of Historical American Buildings, Robert C. Gaede; Education and Research, Kenneth Barnes; Hospitals and Schools, Carl F. Guenther; Chapter Affairs or Program Committee, John C. Bone-brake; Fellowship of AIA, J. Byers Hays; Home and Flower Show, Onnie Mankki; Competitions, Howard Cain; AIA Producers' Council, Trevor Guy; Public Information, Ray Febo, Charles Rimer, Charles Wilson; Codes, Paul Ruth; Registration Violations, P. Edward Crider; Builders Exchange Exhibit, Jack Alan Bialosky; Advisory Committee to the President, Phelps Cunningham.

**ASO Convention**

George B. Mayer, Chairman of the Convention Committee, reports that plans are moving ahead rapidly for (Continued on Page 20)

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Membership Committee, Joe Ceruti; Allied Arts, Otto Spieth; Civic Design, J. Byers Hays; Office Practice, Ronald Spann; Public Relations, W. D. Riddle; Relations with Construction Industry, Alfred H. Berr, Jr.; Civil Defense, C. Merrill Barber; Student Advisory, Robert Yoder; Preservation of Historical American Buildings, Robert C. Gaede; Education and Research, Kenneth Barnes; Hospitals and Schools, Carl F. Guenther; Chapter Affairs or Program Committee, John C. Bone-brake; Fellowship of AIA, J. Byers Hays; Home and Flower Show, Onnie Mankki; Competitions, Howard Cain; AIA Producers' Council, Trevor Guy; Public Information, Ray Febo, Charles Rimer, Charles Wilson; Codes, Paul Ruth; Registration Violations, P. Edward Crider; Builders Exchange Exhibit, Jack Alan Bialosky; Advisory Committee to the President, Phelps Cunningham.

**ASO Convention**

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The Dayton Chapter of the Architect's Society of Ohio held their picnic meeting on September 15, 1955 at Seibenthaler's cabin. The members decided to take a booth at the 1955 convention of the Association of Public School Employees. All were in agreement that the booth should not be beneficial to any Architect or Architects who find their practice predominately made up of school work.

The decision was arrived upon to have as few photographs or renderings as possible and to show credit lines to further the profession of Architecture as a unit. These decisions are part of the public relations program which is being installed by the Dayton Chapter.

John Sullivan, Jr., a member of the Dayton Chapter, AIA, has been active in the public spirited capacity with his participation and direction of the local campaign for funds for the Dayton Art Institute. This building and its collection were donated to the city of Dayton and now all maintenance falls upon the city. The building and grounds have fallen into a state of disrepair due to the lack of funds. We here in Dayton wish John great success in this campaign.

(Columbus—Continued)

concrete block and stucco. Wood is very expensive and, therefore, used sparingly. The use of pre-stressed reinforced concrete creates some fine examples of design that we, in America, might learn to use. Construction methods are quite different in some respects, but this is easy to understand when one realizes they have an abundance of manpower and that labor costs are low.

"It was very interesting to visit an architects' office as I did in Munich and observe their organization at work. The atmosphere and general appearance is very similar to an office in our country and I found that we have much in common. The men in this office were very friendly and eager to hear all about architects and their organizations in America. They were kind enough to give me several copies of some of their apartment projects which are very interesting when one gets accustomed to the scale of the metric system.

"Several of the men in this office expressed a desire to visit America and one of them indicated that he would like to live and work in America. Everywhere I went I felt the German people have a great desire to rebuild and restore their country, and it would appear that on the basis of what has been done in the last seven years and with their great vitality the next seven to eight years work would completely remove any trace of the war's destruction."

Mr. Spies further reports that it was a wonderful and very worthwhile trip from an architectural as well as a personal standpoint and he hopes to return sometime in the near future.

News From O. S. U.

Mr. Elliot L. Whitaker, Chairman of The School of Architecture, announces that four part-time instructors have been added to the staff to replace Mr. Emil C. Fischer, who resigned this summer to accept a post at Kansas State College. They are Charles Nitschke, John Hagely, David Schackne, and Robert Hunter. Mr. Whitaker also reported that the enrollment for the Fall Quarter will be approximately 185, and of this number there are 62 freshmen and 18 seniors.

(Continued on Page 22)
Putting Words To Work

(With permission of Dun's Review and Modern Industry, [September, 1955], as written by Herbert C. Morton, Professor, Amos Tuck School of Business Administration, Dartmouth College.)

Just as the architect must know the limitations and possibilities of building materials, he must also know the proper use of words in letters, contracts, reports and specifications.

Words are a tool of Public Relations. How they are used may determine whether the architect gets an important contract or not.—Ed.

Business men who have taken a second look at the importance of letters and reports recognize that writing—like production, marketing, or finance—needs to be managed. Wordy, stilted, and obscure writing is too costly to be tolerated. Good writing cannot be taken for granted. Clear, simple and persuasive English, as historians Jacques Barzun has pointed out, "is no one's mother tongue; it has to be worked for."

There are compelling reasons for learning to write better. In a leaflet "Why Study English," the General Electric Company pointed out that "No piece of company business can begin, progress and achieve its purpose without the use of words . . . Every day . . . you will be called upon to speak and write, and when you open your mouth or write a letter or report, you will be advertising your progress and your potential worth."

In a portfolio "Effective Letters" issued by the New York Life Insurance Company for their employes, the public relations importance of writing is emphasized: "Anyone who writes a letter for New York Life holds a key position within the organization of the company, for he helps to determine, directly, by the kind of letters he writes, the nature of public feeling toward the company, and toward the life insurance business as a whole."

(This is also true with the architect and his profession.—Ed.)

Anyone who can write clearly and persuasively possesses a skill that will be useful to him whatever job he holds or moves to. The subject matter, the length or style of the communication may change, but the principles of good English and good human relations do not.

Where to Begin

Writing is learned rather than taught. It improves more with practice than with instruction. An individual must want to write better if he is to benefit significantly. An instructor can only provide motivation; a writer must teach himself.

Eliminate cliches and jargon. Don't use more words than you need to convey your thought. Don't use big words and technical terms when everyday words will do. Don't antagonize your reader.

The cliches of business letter writing are time-worn, stock phrases that either have little meaning today or are roundabout ways of saying simple things. To a reader they are the tip-off that the writer is either dull, in a hurry, or hopelessly behind the times. The catalogue of "businessese" includes kindly advise, trusting to receive same, thanking you in advance, beg to call your attention, etc. A comprehensive list would fill a page. Since these tell-tale phrases are easy to identify, they are easy to eliminate.

Redundant phrases like the situation as it actually exists can be effectively shortened to the single word, actually. Judicious pruning can cut back the phrase in the month of July to read in July.

Although writing counselors do not ban the use of the passive voice, they warn against excessive use of it, since the passive is frequently longer and less effective. Business writers also weaken the impact of reports and letters by excessive use of the linking verb and noun. Instead of writing compete, they write in competition with; instead of show, they write are an indication of.

In their effort to simplify and clarify business writing, consultants question the unnecessary use of big words and technical terms in ordinary correspondence. They deplore pompous expressions that are so often used in a misguided effort to appear scientific or scholarly, such as the following: "We must consider the future ramifications in addition to the inherent factors in existence at the time of the decision."

The list of don't's includes warnings against ultimatums, preaching, hidden accusations such as you forgot or I told you clearly in my last report, and the curt no when a customer deserves a courteous, straight-forward explanation.

Writing is Visible Thinking

"Writing is essentially thinking," wrote Stephen Leacock, "or at least involves thinking as its first requisite." What does the reader want to know? What do you, as a writer, want to tell him? What do you want him to do? How do you want him to feel? What is the purpose of the message, the alternative ways of organizing and expressing it? These questions are worth thinking about before putting words on paper.

Actually the gobbledygook that writing counselors decry—the wordiness, pompousness and disregard of the "reader over your shoulder"—are merely symptoms. Often the cause of bad writing is the failure to think.

The Approach

"Adopt a YOU attitude." The Tuck School manual on research stated: "In your investigation, think of the subject. In your presentation, think of the reader." In discussing the "you attitude" writing counselors digress into a broader examination of human relations. The "you attitude" is essentially the application of a knowledge of human relations to the task of writing. The "human touch" is often as important as the content of the message itself.

Write shorter sentences. Short sentences are easier to understand and

(Continued on Page 23)
Demonstration house—section shows all-copper plumbing installation.

USE COPPER
for sanitary drainage systems and gain these advantages

1. Fast, tight connections easily made in even the hard-to-get-at spots!

2. Carpentry and space savings. No costly and space-consuming "build-outs" or extra-wide partitions. A 3" copper tube stack with fittings can be installed within a standard 4" partition.

3. Long lengths eliminate many joints. Anaconda copper tube is furnished in standard 20' lengths.

4. Pre-assembly saves time, reduces costs. Copper tube's light weight permits economical shop fabrication of standard sections for housing developments. Units can be easily transported to job site and installed in place without special lifting equipment.

5. Roughing-in is faster. Workmen handle 75% less weight when using copper tube. For example, a 20' length of 3" Type DWV copper tube weighs only 34 lb.

6. Salability of homes increases. Exposed lines are neat and trim. To prospective home buyers one sign of quality construction is all-copper plumbing.

Anaconda Copper Tubes are available in all standard wall thicknesses—Types K, L, M and the new lighter weight Type DWV, which offers additional savings in job costs.

Within the past few years, many state and local sanitary plumbing codes have been modernized to include approval of the use of copper tube and solder-type fittings. Others are in process of revision. The recently issued American Standard National Plumbing Code (ASA A40.8-1955), published by The American Society of Mechanical Engineers, lists copper tube as approved material for sanitary drainage systems.

Types M and DWV are recommended for all lines of the sanitary drainage system above ground, and Types K and L for that part of the system buried underground.

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New Appointments

J. M. Johns, Vice-President and Director of Sales for the Libbey-Owens-Ford Glass Fibers Company, has announced two new appointments in the Toledo and Pittsburgh Areas.

G. O. Hartzell has been named District Manager of the Toledo Area for the L.O.F. Glass Fibers Co. He will have offices at 2100 Madison Avenue.

He has previously been Toledo District Manager and a Product Manager for Owens Corning Fiberglas Corp. Mr. Hartzell was born in Greenville, Ohio, attended the University of Toledo and Columbia University.

Thomas D. Leathers has been appointed District Manager for the Pittsburgh Area. He will maintain an office at 3829 Willow Ave., Pittsburgh 34, Pa.

Mr. Leathers was formerly associated with Glass Fibers, Inc. He is a native of Pittsburgh where he received his Bachelor's degree in Mechanical Engineering from Rose Polytechnic Institute.

The firm of Garfield, Harris, Robinson and Schaefer has been engaged as architects for the 75 bed Geauga County Hospital. The Hospital Board has announced that preparation for the Fall fund campaign is well under way.

AIA Architects Wilbert N. Welty and Philip H. Kielawa, Dayton, have completed plans for the $125,000 Christian Education building to be erected for the Beavertown EUB Church. The general contractor is the C. I. and S. F. Lathrem Construction Co.

AIA Architects Edwin D. Wagner and John R. Luxmore, Akron, are the designers of the $924,00 addition to Children's Hospital in Akron. The 120 bed 5 story addition to the present 150 will make the hospital one of the four largest for children in the country. Most of the rooms will be for three patients, getting away from the old ward system. Every pair of rooms will have its own sub-utility room and toilet. A television set will be suspended from the ceiling in each room with private earphones to each bed. Weinstein Construction Co. presented the low base bid.

First steps in preparation of plans for a proposed new elementary school in Tiffin were made when representatives of Outcalt, Guenther and Associates, architects, met with the board of education. If approval of the bond issue can be obtained in the November election, bids may be advertised in January.

The Canton Board of Education has approved preliminary plans for the construction of a $100,000 building to replace the antiquated Theodore Roosevelt School. Architects Firestone & Motter, Canton, hope to have final plans completed this fall so the board may advertise for bids in November. The approved plans call for a twostory structure with 12 classrooms with a general purpose room that will seat 200 persons.

The approved plans call for a two-story structure with 12 classrooms with a general purpose room that will seat 200 persons.

The Convention starts on the evening of Wednesday, October 19, with an Ice-Breaker and continues through the Banquet on the evening of Friday, October 21. All sessions will be at the Hotel Carter except for the party at Nela Park on Thursday evening. Admission to all luncheons, dinners and parties will be by ticket only, which will be distributed upon registration on the Mezzanine of the Carter beginning Wednesday afternoon.

Cleveland Chapter Meeting

The program of the first fall meeting was a panel discussion on "The Physical Impact of the Seaway on the Port of Cleveland." Included on the panel were James C. Buckley, President, James C. Buckley, Inc., authors of the "Buckley Report" on the Seaway; William Rogers, Director of Commerce; and as moderator N. R. Howard, Editor, The Cleveland News.

Membership

Raised to Associate—H. Vernon Wheelock
Raised to Corporate—Philmore J. Hart, Frederick C. Thum and Warren E. Finkel.

Conference Notes

Eric Pawley, Research Secretary of the American Institute of Architects, spoke at the Illuminating Engineering Conference, held in Cleveland. His subject "Architecture and Our Neglected Senses" stressed the importance of light and its effect in Architecture. The five senses, hearing, touch, taste, smell and vision, he explained, are being affected by our continually growing and flourishing world. Our buildings should enlarge our sensory horizons. An attempt is being made in Architecture to bring the natural outdoor light inside. The function of the house as a shielding structure is fading and the attempt is now to bring the outdoors indoors.

Douglas Haskell, editor of Architectural Forum, on the same program discussed light in his subject "Where Light Leads."
corner), this venerable open place has retained both symbolically and functionally its position as the “center,” the focus of the downtown area as well as the wide-flung city. The Square’s creators, General Moses Cleveland and his party of surveyors, never anticipated the importance of their decision to make space for an open area of these dimensions, for in their day the Connecticut towns after which were modeled many Western Reserve settlements, claimed, at best, only a few thousand citizens. Yet, along with the Mall, a fabrication of the early twentieth century, the Public Square comprises one of the these significant open areas in the built-up zone of Cleveland’s core. As an adventure in townscape, the Square can be found to have qualities ranging from the spectacular to the trite depending, in part, upon the predilections of the observer. Its gradual metamorphosis into a four-part square (from a single green space) gives it one unique quality which in turn has raised others insofar as the way in which these quadrants have been planted, paved or piled with monuments or the general clutter of modern “street furniture.” When the Square’s horizontal surface has been critically evaluated there remains its vertical surfaces—its enclosure. Appropriately, Cleveland’s most important tower, and for all purposes its trademark, the eclectic spire by Graham, Anderson, Probst and White, rises confidently at the Square’s southwest corner, and flanked by a giant hotel and department store, seems to gather the Square protectively within its embrace.

There are the other inevitable attributes of the Public Square: color, traffic, motion, people, noise, vast illuminating spectacles at the Christmas Season and the alternating influence of the city’s lake-cleaned or “flats” polluted air upon the quality of vision in this great bowl and modifying the clarity of its facades.

Convention visitors to Cleveland will have ample opportunity to evaluate some of these contentions about the Public Square by studying its surfaces on foot. They can, further, visualize the influence of a large glass-sheathed skyscraper, proposed to rise at the northwest corner in the near future. But it must remain for another issue of OHIO ARCHITECT for a comprehensive review or roundtable discussion of the Square’s qualities, particularly as they may be modified by either minor or major changes in the future. For the present, the Public Square can serve as both an invitational symbol for Ohio architects to absorb and enjoy some measure of Cleveland’s building heritage, and as an outstanding piece of townscape deserving of far more comprehensive review and redevelopment than hitherto applied.

Robert C. Gaede, A.I.A.
This is a very low enrollment; however, this restriction was necessary because existing facilities will not permit a larger enrollment. Should the bond issue pass, which will be on the November ballot, it is hoped that the University will be able to accommodate a larger number of students and this will certainly be more in keeping with the size of the University. Mr. Whitaker stated that without this restriction, enrollment for The School of Architecture would have been 300.

Producers’ Council

The Producers’ Council’s Caravan of Quality Building Products and Modular Applications, featuring 45 appropriate and well-planned exhibits, was held September 20th in the ballroom of the Southern Hotel with cocktails and snacks being served from 5:00-9:00 p.m. It was well-attended. (Continued next column)

Vacationing Architect

AIA Architect Loren Staker is planning to trek to Pennsylvania sometime next month to hunt deer. Happy hunting!

TOledo—Continued

cause of the raise on the state level. It was moved by Mr. Thal and seconded by Mr. Becker that the dues be raised $2.00. The motion was carried.

President Coy presented corporate membership certificates to Harold C. Munger and John Stevens.

Mr. Coy commented that since becoming President, the amount of literature that he receives from the AIA is going to require the enlargement of his office and home.

September 19, in the Park Lane Hotel, John N. Richards, new Fellow of the American Institute of Architects was honored at a dinner given by the Producers’ Council, Inc., Toledo. Cocktails were served before dinner. Mr. Clair Ditchey, Past President of AIA, Mr. Raymond Kastendieck; Regional Director of AIA, and Mr. William Gillette, President of the National Producers’ Council, addressed the crowd assembled to pay tribute to Mr. Richards.

Many persons, including architects and members of the Producers’ Council attended this function. It was directed by Mr. Walt G. Mehlow, President of Toledo Chapter Producers’ Council, and Ralph Leslie. The speeches were high in their praise of Mr. John Noble Richards. He is the first member of the Chapter to hold an executive office in the AIA and is one of the three living members of the Chapter to attain Fellowship. Mr. Charles Langdon, FAIA, and Mr. Harold H. Munger, FAIA, are the others.

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Ohio Architect
Ohio Home Competition

Forty-five applications have been received to date in the second annual “Ohio Home” architectural competition sponsored jointly by the Home Builders Association of Greater Cleveland and the Cleveland Home and Flower Show, according to an announcement by Howard B. Cain, AIA, professional advisor on this $1875 competition which is approved by the Committee on Competitions of the American Institute of Architects.

First prize winner in this architectural design competition will receive $1000 in cash, and an extra $500 in cash to pay for the working plans which he will supply for the construction of the Ohio Home as one of the featured Show houses in the Cleveland Home and Flower Show at Public Auditorium, March 3-March 11, 1956. Second prize in the Ohio Home Competition is $250 in cash, and third prize will be $125.

The Ohio Home of 1956 is to be designed as a single family basementless house with gross floor space not to exceed 1150 square feet, exclusive of garage, breezeway and carport. It is to be designed to accommodate the needs of a family of man and wife and one son and one daughter. It must be suitable for a lot 70 feet by 120 feet deep.

The jury on the Ohio Home competition consists of Maxwell Norcross, Ernst Payer, and Wilbur Riddle, Cleveland Chapter AIA members; Melvin Freeland and Leonard Merrick representing the Home Builders Association; Ralph P. Stoddard, managing director of the Home and Flower Show; and a nationally-known architect, Morgan Yost of Chicago.

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MOORE APPOINTED

Mr. George C. Moore has been appointed Assistant Director of the University of Cincinnati physical plant. He will share the responsibility of maintaining 33 main buildings and 150 acres and have jurisdiction on all remodeling. In the absence of the Director he will be in charge of the 200 people making up the department.

A 1948 architectural graduate of the UC College of Applied Arts, Mr. Moore worked as a co-operative student with Potter, Tyler and Martin, architects. Later experience included employment with the J. and F. Harig Co. and the Crosley division of the Avco Corp. Increasing growth of the University student body will necessitate extensive new building, remodeling and additions.
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