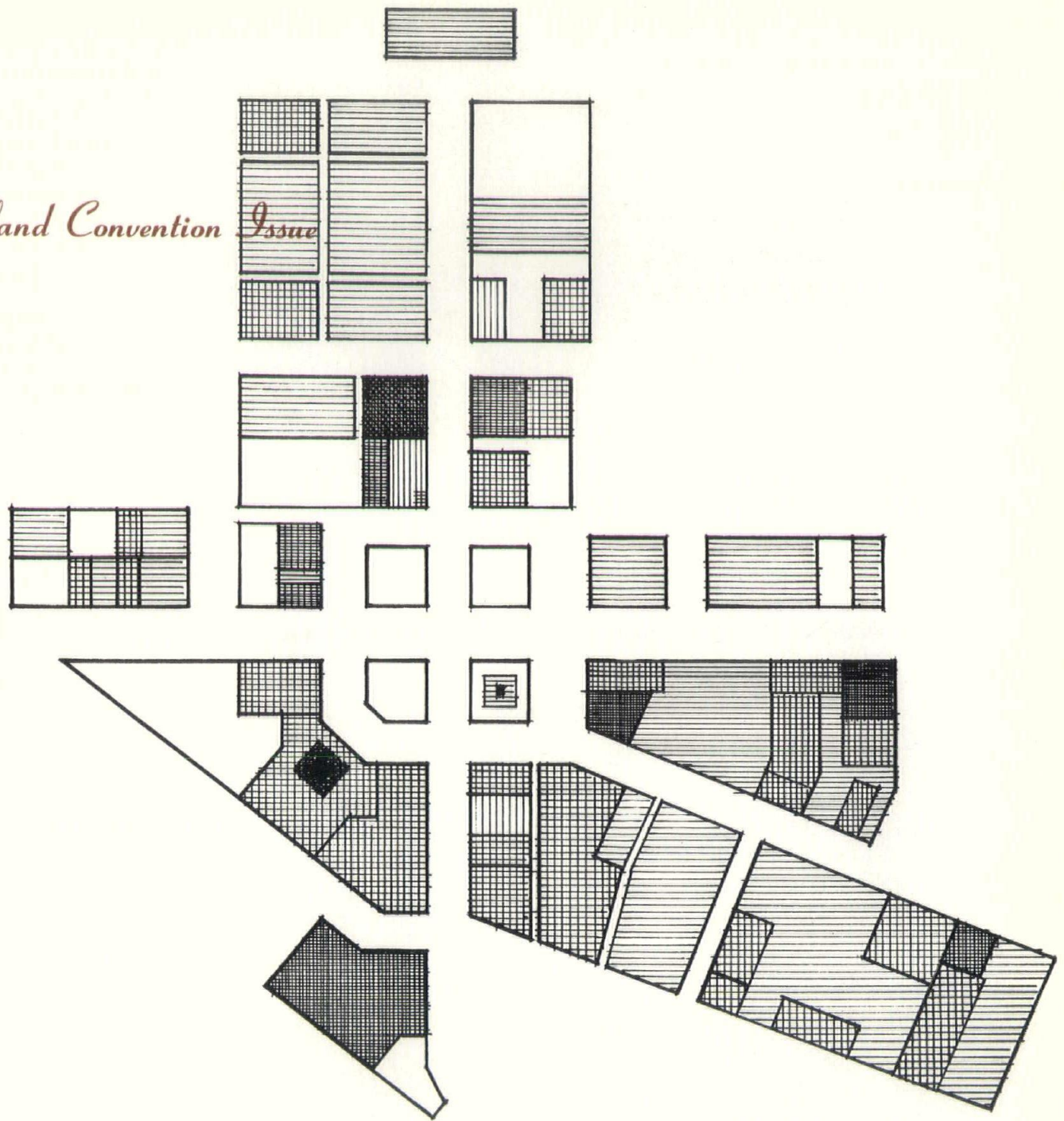


Cleveland Convention Issue



OHIO ARCHITECT

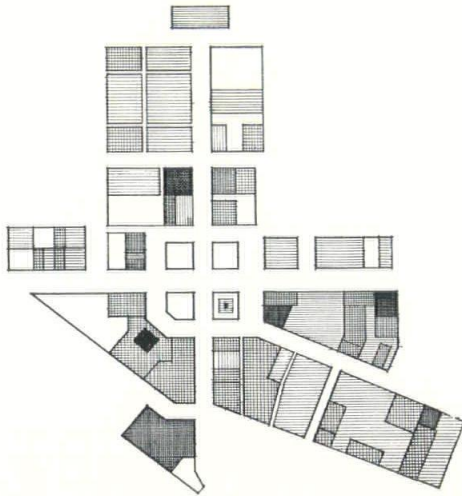
October—1955

OFFICIAL PUBLICATION OF THE ARCHITECTS SOCIETY OF OHIO OF THE AMERICAN INSTITUTE OF ARCHITECTS

THIS MONTH'S COVER

By

Robert C. Gaede, AIA



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)

In the early years of our professional career and in particular upon election to corporate membership in AIA and our state Society, we can rightfully assume that we are filled to bursting with that burning zeal to plunge right in and do something for the profession—expecting some personal benefits at the same time. For some that was only yesterday; for others, many years ago. Yet, many of our number have that zeal and are doing much to enhance the practice of good architecture. Those active participations, both local and state wide are recognized by those coming in contact with them. However, some allow themselves to become “just another member” of the group and are soon engulfed among the average citizens of the community.

Aggressive, dignified, professional participation in local, state and national activities, whether with an architectural or a non-architectural group are just as important as continued activity in our own society. Fraternizing and working in these other groups gives one the needed contacts and these very contacts will tend to build our better public relations to which we must all continually add, lest we be classed an unknown profession.

The practice of architecture, while one of the oldest among the professions, is still one of the least publicized. To carry forward, every member should show his loyalty toward placing it among the other professions where all will gain the confidence of our fellow citizens—yes, our clients of tomorrow.

For the close of this administrative year may we summarize our thinking in this word picture: In the living room of a noted Scottish clergyman the host was chatting with one of his parish who, for more than a year, had not attended church. They sat before the great, open fire and silently watched its play. Finally, the clergy took the large tongs from its cradle and carefully poked a fiery coal onto the hearth, put the tongs away and quietly took his seat before the fire. After some minutes the glowing coal cooled becoming a gray ash—quite dead in appearance. Thereupon the visitor remarked, “What I have witnessed here has brought to light a vivid story of my inactivity in the church where I was once an active member.”

Fellow members of one of the greatest professional societies in our country, may this story bring to light the fact that all your officers want you to realize that to be loyal, active members is a great privilege and the greatest asset we can possess; and what has been accomplished during the past year is the result of the combined and continued loyalty of a large segment of our society.



President
C. Melvin Frank, AIA
 185 East State Street
 Columbus, Ohio



First Vice-President
Leon M. Worley, AIA
 Damon-Worley-
 Samuels & Associates
 926 Engineers Building
 Cleveland 14, Ohio



Second Vice-President
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 Montgomery, Ohio

OHIO ARCHITECT

OFFICIAL PUBLICATION OF THE ARCHITECTS SOCIETY OF OHIO
 OF THE AMERICAN INSTITUTE OF ARCHITECTS

October, 1955

Volume XIII

Number 10

CONTENTS

President's Message	2
—C. Melvin Frank, AIA	
Eastmoor Junior-Senior High School	4
—Robert Earl Cassell, AIA	
22nd Annual Convention	6
Convention Program—Hour by Hour	10
Exhibitors	13
Proposed International Trade Fair	14
Six Points of Interest	16
Putting Words to Work	18
—Professor Herbert C. Morton	
Amos Tuck School of Business Administration	
Dartmouth College	
Building News	20
Advertiser's Index	23

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CLIFFORD E. SAPP, Managing Editor
 and ASO Executive Secretary

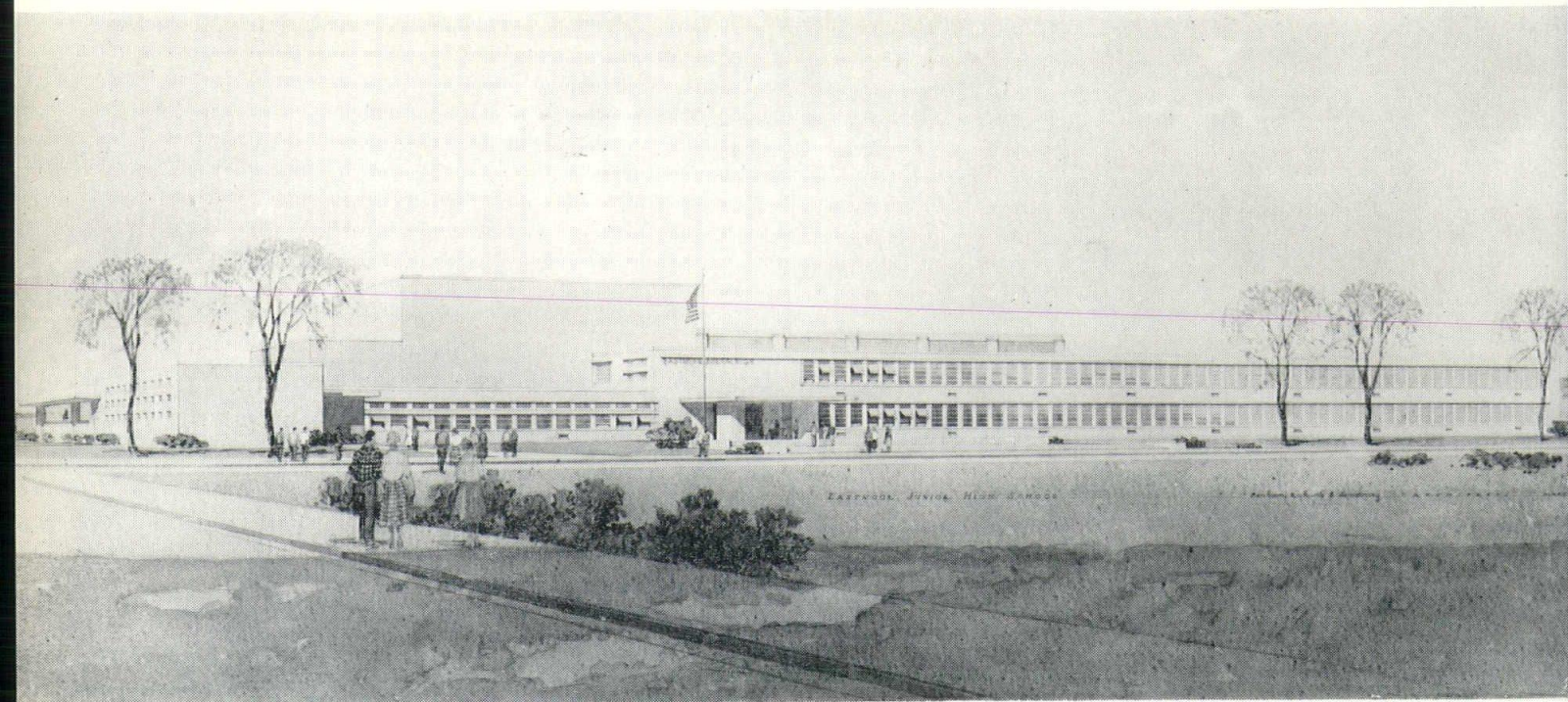
DAVID A. PIERCE, AIA, Technical Editor

MIRIAM H. FRAZIER, Editorial Assistant

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.

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OHIO ARCHITECT publishes educational articles, architectural and building news, news of persons and the activities of the Architects Society of Ohio.



Architects Benham, Richards, & Armstrong

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.

The Architects



Benham

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.



Armstrong

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.

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

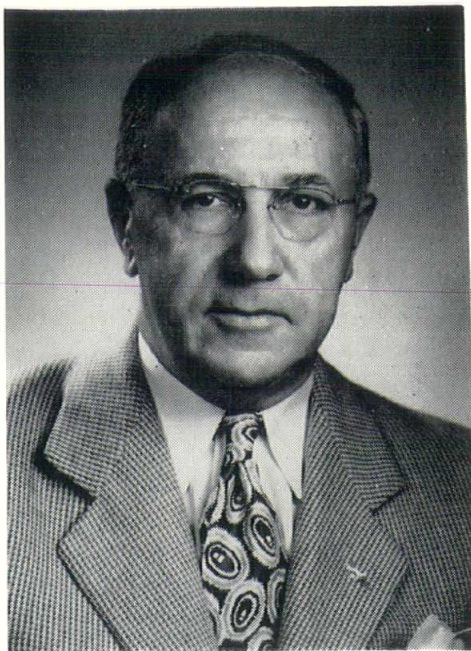
General Contract: \$1,260,000

Plumbing: \$93,307

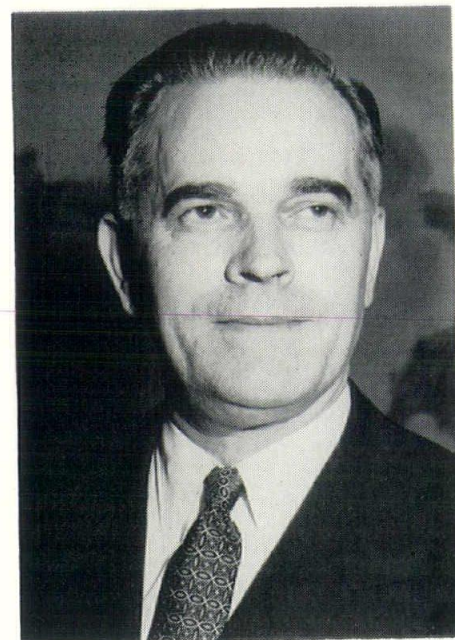
Heating: (Steam Heat) \$181,995

Volume: 2,118,000 cubic feet

Cost: 78.8 cents per cubic foot



C. Melvin Frank, President
Architects Society of Ohio



Raymond S. Kastendieck, Director
Great Lakes Region, AIA

22nd Annual Convention

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

October 19, 20, 21
1955

Carter Hotel
Cleveland

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

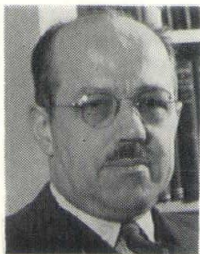
Thursday morning, October 20, the Convention will be in full swing. Exhibits will be open from 8:30 A.M. to 4:00 P.M. ASO Prexy C. Melvin Frank and Raymond S. Kastendieck, Great Lakes Regional Director, AIA, will preside at the Business Session.

OHIO ARCHITECT



View showing entrance to General Electric Lighting Institute at Nela Park where architects and their wives will be entertained on Thursday, October 20 at ASO Convention.

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.



Taylor

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.



Richards

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

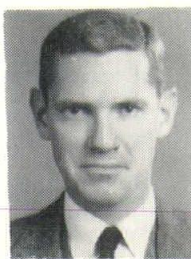
Friday, October 21, start out with a Publications Committee Breakfast. The ASO Business Session in the A. M. will be highlighted by the election of officers of the Society. C. Melvin Frank, President, will preside. Members are urged to attend because this is their opportunity to participate in the guidance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

The luncheon in the Petit Cafe 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.



Shear

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*

Photo Credit—Miller-Eitler Studios

Aerial View of Cleveland showing the Stadium in the foreground





View of one of the homes being re-built for "Operation Demonstrate."



George Bain Cummings, President American Institute of Architects

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



Chandler

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 climaxed 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.

Your Program--Hour by Hour

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

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

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*

Presiding: Leon M. Worley, AIA, First Vice-
President, Architects Society of
Ohio

Subject: "The Architect and the Press—A
Practical Approach"

Participants: John Knox Shear; James K.
Chandler, Building Editor, *The*
Cleveland Press; David A.
Pierce, AIA, Technical Editor,
Ohio Architect

2:45-3:30 P.M.

VIEW PRODUCT EXHIBITS

3:30-5:00 P.M.

Bus trip to view OPERATION DEMON-
STRATE

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

AFTERNOON

12:00 Noon

Luncheon and Talk by Mrs. Carrol T. Palmerin 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.

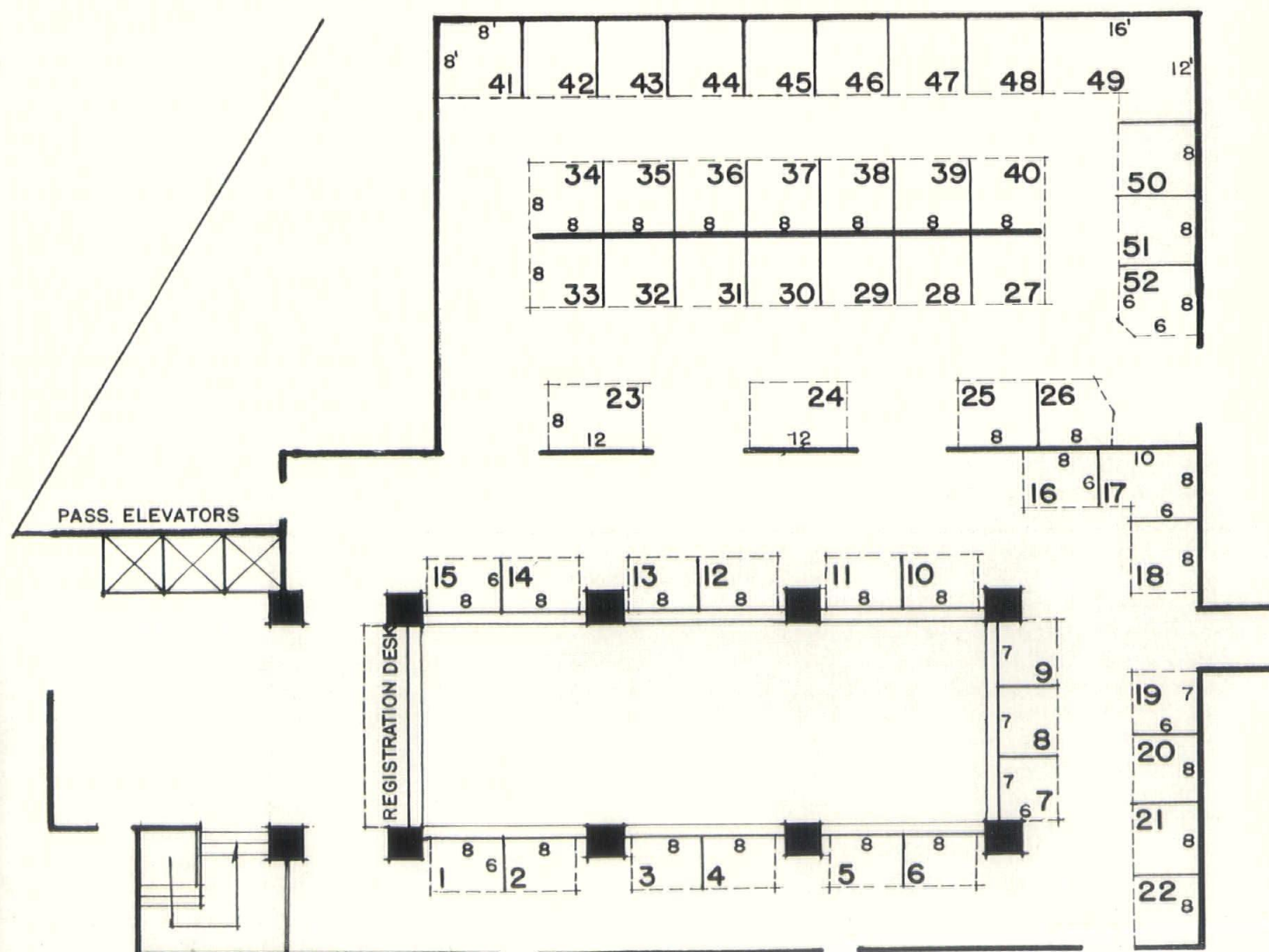
Visit With Them

BOOTH NUMBER

EXHIBITOR

1.	B. K. Elliott Co.
9.	Aluminum Company of America
10.	Structural Clay Products Institute
11.	Harold Bergman Co.
12.	U. S. Ceramic Tile Co.
13.	Wadsworth Millwork Corp.
14.	Davidson Enamel Products
15.	Williams Pivot Sash Co.
16.	Rorimer-Brooks Associates
17.	Northern Granite & Stone Co.
18.	Crawford Door Sales
19.	Cleveland Builders Supply
23.	Stark Ceramics
24.	Iron Fireman Manufacturing Co.
25.	Medusa Portland Cement Co.
26.	Janson Industries
27.	Albermar Co.
28.	Libbey-Owens-Ford
29.	Mosaic Tile Co.

30.	Owens-Illinois Glass Co.
31.	Educational Devices, Inc.
32.	Josam Manufacturing Co.
33.	Baird Foerst Corp.
34.	Pittsburgh Plate Glass Co.
36.	Robert L. Fisher
38.	Northern Products Co.
40.	Deweese & Roper Flooring Co.
41.	H. H. Robertson
42.	Producers' Council
43.	U. S. Plywood
44 & 45.	Ohio Bell Telephone Co.
47.	Ludowici-Celadon Co.
48.	Modernfold Door Co.
49.	Ohio Architect
	Coffee and Coke Bar
50. & 51.	John W. Winterich & Associates
52.	Ernest F. Donley's Sons, Inc.
*	The Superior Electric Co.



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.

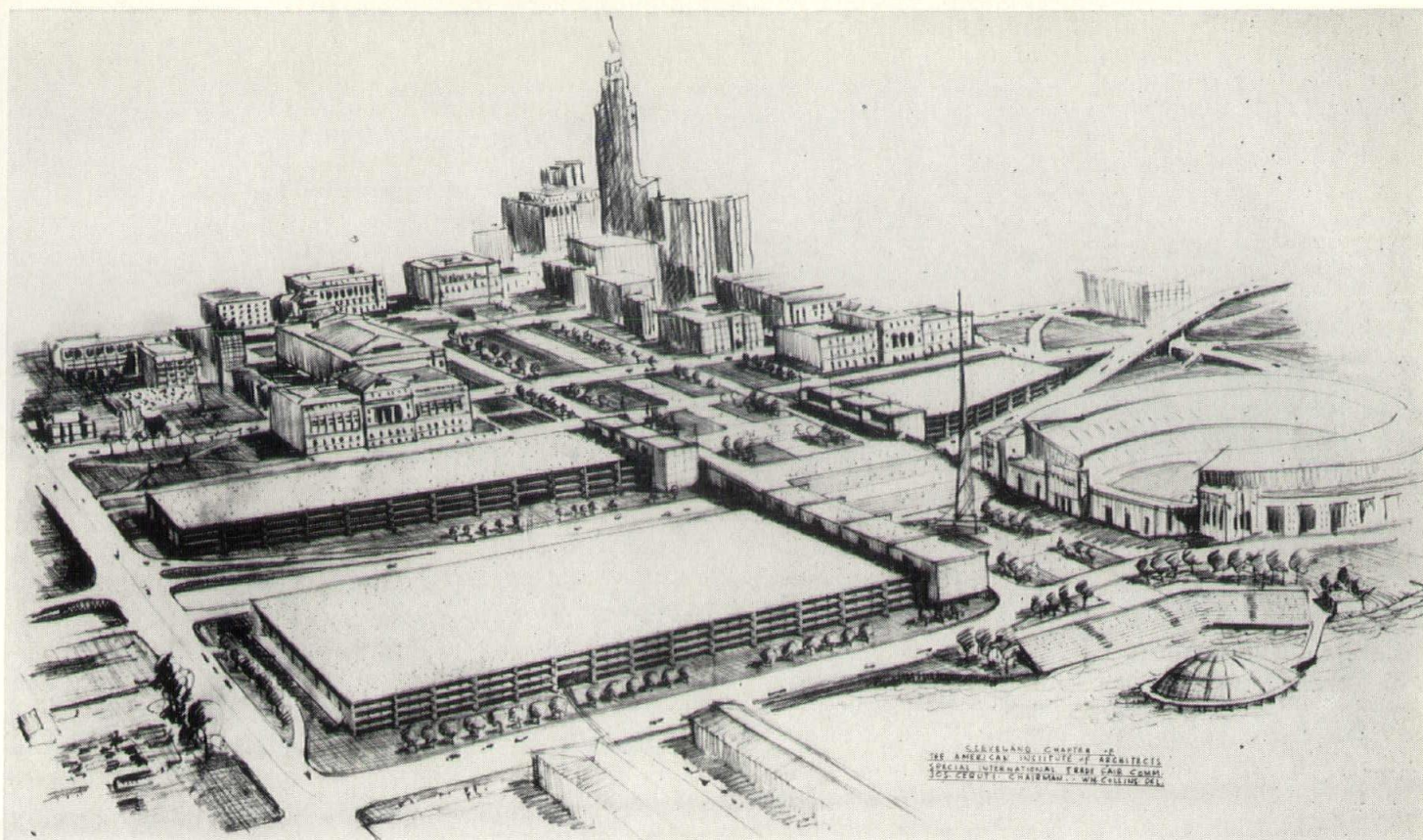
Service has been performed for the countries by (1) boosting their vital export-import business and (2) schooling the public in industrial and business achievements — encouraging the desire for increased consumption. The Fairs build both future markets and current business. A Mid-America

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-



mated exports can be achieved by moving jointly through a Mid-America International Trade Fair.

Broad sponsorship would capitalize on diversified 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 Auditor-

ium'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.



Cincinnati
Chapter

Benjamin
Dombar

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 Schildknecht 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 Radabaugh, 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)



Cleveland
Chapter

Charles
Rimer

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 Spahn; 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. Bonebrake; 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)

Hake Dies—Cont'd

good design awards for the Queen City Club, the Fountain Square Office Building, the University of Cincinnati library and for the Operation Building of the Cincinnati and Suburban Bell Telephone Co. The University of Cincinnati gave him the L'Atelier Award for excellency in design in 1932.

His career began in 1889 as a draftsman after studies at Ohio Mechanics Institute and Cincinnati Art Academy. In 1897 he entered private practice, specializing in commercial, institutional and factory-type design. An honorary Doctor of Science degree was awarded him from Lincoln Memorial University.

Six Points



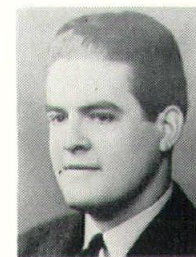
Columbus
Chapter

Robert
Cassell

We note that all the offices are particularly busy at this time—but not too much so that they can't take a little time off to attend the ASO Convention and Materials Exhibit in Cleveland, October 19-21. The Convention is the ideal place to talk shop with fellow architects, renew acquaintances of former conventions, and analyze and discuss various products. A very interesting program is being planned for the architects as well as for the ladies. Let's all support our own professional organization and attend the Convention. See you in Cleveland!

Architect Spies in Europe

On their recent six-week tour of Germany, Austria, Italy and Switzerland, AIA Architect Donald G. Spies and his wife Marjorie, were accompanied by Mrs. Spies' brother and sister-in-law, Dr. and Mrs. Walter W.



Brown. After arriving by plane in Frankfurt, Germany, they traveled by train and Mrs. Brown proved to be a very able guide, since she is a native of Munich, Germany. Accord-

ing to Architect Spies:

"Germany, 1955 is a country of tremendous activity, especially from the architect's viewpoint. As a result of the war's devastation, most of the principal cities have construction projects everywhere the eye may look. Buildings of all types are being built or rebuilt with the emphasis on public housing, apartment large and small.

"Building materials are similar to ours with emphasis on reinforced concrete,
(Continued next column)

of Interest

Dayton Chapter

Robert
Makarius, Jr.



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 realized they have an abundance of manpower and that labor costs are low.

"It was very interesting to visit an
(Continued next column)

Eastern Ohio
Chapter
Joseph
Tuchman

(Columbus—Continued)

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)

Toledo Chapter

Harold
Munger



Our new President, Horace W. Coy, opened the Toledo Chapter AIA business meeting Tuesday, September 13, in the English Room of the Commodore Perry Hotel.

The Treasurer reported a balance of \$594.19 as of September 15, 1955. Last year's annual golf party caused a big deficit in our funds. Reports from the various Committee Chairmen were heard.

Orville H. Bauer, Chairman of the Program Committee, presented a tentative program for the coming year. The newly formed Producer's Council plans for the architects' participation in six of their meetings this year.

The Toledo Chapter will act as hosts for the ASO Convention in 1956 and it was announced that certain preparations could well be started at this time.

Preliminary copies of certain sections of the new Ohio Building Code were given representatives from each of the offices and it was requested that these preliminary codes be studied and suggestions made for approval or changes.

John N. Richards was presented as the new Second Vice-President of AIA and thanked the Chapter and all its members for supporting him, giving him so much help in attaining this high position.

Mr. Richards passed out a brochure titled "At Home with the Architect," prepared by the Public Relations Council of AIA (Ketcham, Inc.) and asked for comments on its make-up and approach. These pamphlets are to be prepared for Architects and given to School Boards to use in their consideration of selecting an Architect.

Nelson Thal reported on the coming ASO Convention in Cleveland, October 19-20 and 21.

The President brought up the matter of dues for membership of the Chapter and suggested that they be raised be-

(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 employees, 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 clichés 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 clichés 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’ts 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.

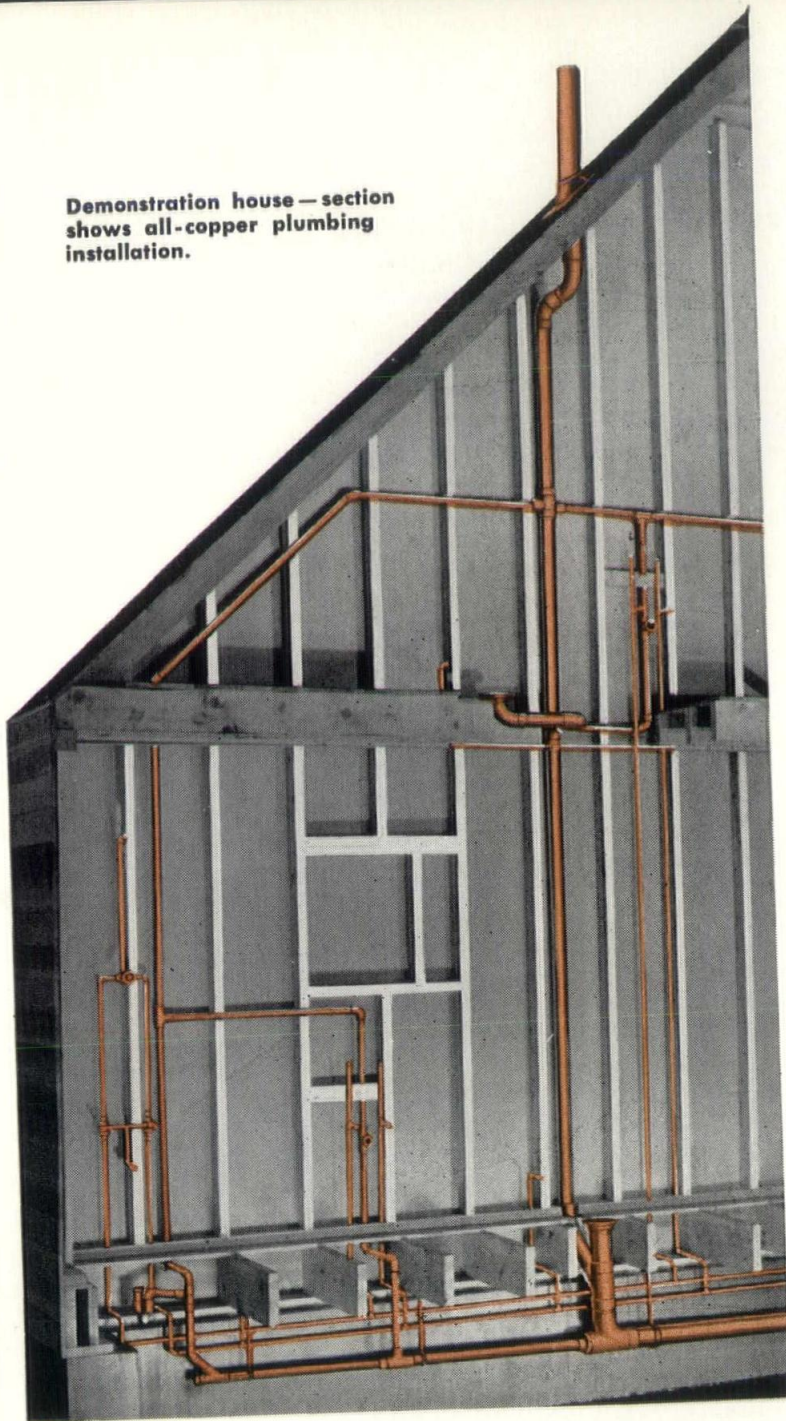
Actually the gobbledygook that writing counselors decry—the wordiness, pompousness and disregard of the “reader over your shoulder”—are merely symptoms. Often the cause of bad writing is the failure to think.

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.



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.

BUILDING NEWS

The Canton Board of Education has approved preliminary plans for the construction of a \$400,000 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 two-story structure with 12 classrooms with a general purpose room that will seat 200 persons.

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.

(Cleveland—Continued)

what will undoubtedly be the best Convention the ASO ever has held. Our gals, under the Chairmanship of Mrs. Paul Ruth, have set up a wonderful schedule for the entertainment of the visiting ladies.

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."

COVER—Continued

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-cleansed 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.

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(Columbus—Continued)

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,

(Continued next column)

(Columbus—Continued)

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)

(Columbus—Continued)

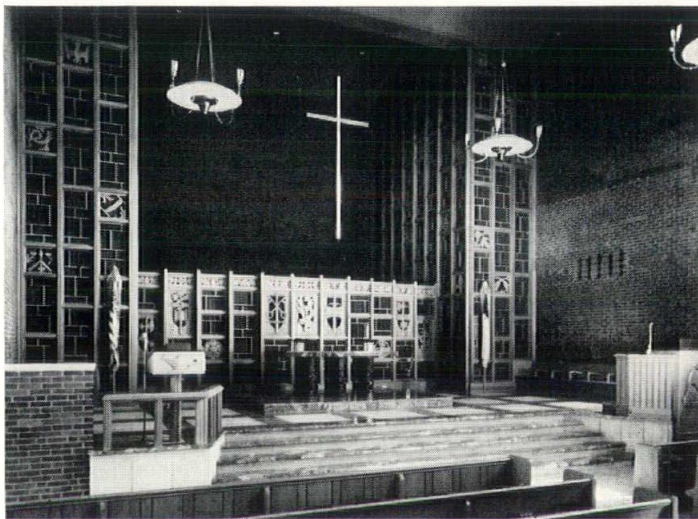
by 110 Architects and draftsmen (including a few O. S. U. students), 16 engineers, 22 general contractors, 19 home builders, 10 lumber dealers, 9 public officials—including Mayor Sensenbrenner, 115 Producers' Council members and exhibitors, and 15 miscellaneous viewers. General comment was quite favorable and everyone agreed that it was considerably improved over last year's Caravan.

Vacationing Architect

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

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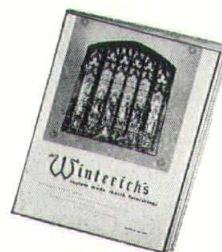
marble
and mosaics

sculpture

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church seating

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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.

Ohio Home Competition

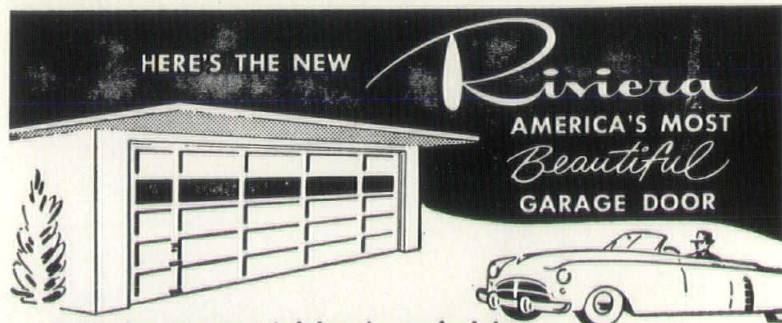
Forty-five applications have been received to date in the second annual "Ohio Home" architectural competition sponsored jointly by the Home Builders Association of Greater Cleveland and the Cleveland Home and Flower Show, according to an announcement by Howard B. Cain, AIA, professional advisor on this \$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 basement-less 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.

*Architect Gables
Sat at his tables
Opening his pamphlet files
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ad lib, and says
"What a good Arch'tet am I!"
—DAP*



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Miss Sally Tench will represent OHIO ARCHITECT in Booth 49—and serve you coffee and cokes.

WORDS—Continued

easier to write. A professional craftsman may write long sentences that are perfectly clear, but not the average writer in business.

Correctness for its own sake is not a major objective. The critical questions are: Is the message clear, complete, concise, accurate, and persuasive? Does it win friends? Does it get action? When devotion to usage sacrifices clear and forceful expression for the sake of correctness, it becomes a barrier to communication.

Is There A Formula?

Readability formulas are primarily tests of written matter, not tools of writing. The tools of the writer are still information, ideas, words, an understanding of people, and a disciplined mind.

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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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