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# OHIO ARCHITECT

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

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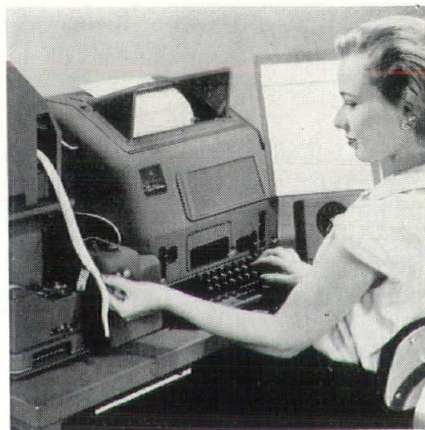
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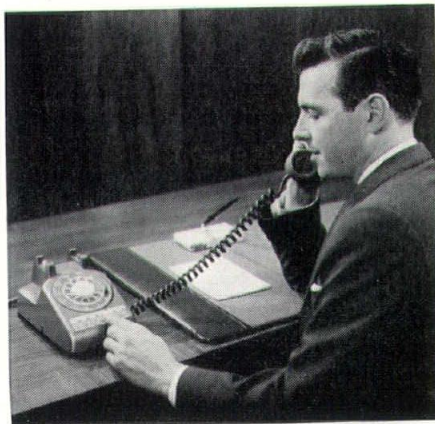
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**Cover and Feature Article**

This month's cover of OHIO ARCHITECT shows the entrance to the Youngstown Road Branch of the Second National Bank in Warren. The feature article in this issue of the magazine was submitted by a member of the Eastern Ohio Chapter, AIA, through Associate Editor John S. McKenzie.

# OHIO ARCHITECT

OFFICIAL PUBLICATION OF THE ARCHITECTS SOCIETY OF OHIO  
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March, 1958

Volume XVI

Number 3

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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.

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## LETTERS TO THE EDITOR

*This space in our magazine is devoted to those readers who desire to state their views on items of current interest to architects. We welcome your comments.—Ed.*

### "Package Deal"

vs.

### Architectural Services

The Architectural Forum  
9 Rockefeller Plaza  
New York 20, N.Y.

Dear Mr. Benton:

Thank you for asking me to state my views on the package dealer and the architect. In so doing, I believe that I will be speaking for a great number of other architects.

Let's start with definitions: What is a package dealer?

A package dealer is a general contractor whose product is a custom-built building, and just to make his product more attractive to the buying public, he includes the basic planning, design, and the engineering. As things get more competitive, we may expect to see green stamps included in the deal. He offers a complete package to the potential customer. The owner can deal with a single organization and this organization is responsible for the entire project. Though feasible in theory, it is usually the case that the package dealer's organization is founded by, and dominated by, persons who are not qualified to direct the planning, design and engineering of the project. As a result, the planning, design, and engineering services offered by the package dealer are likely to be subordinated in the overall organizational picture, in favor of the general contracting department. The tail is wagging the dog, so to speak. Furthermore, since profits that the package dealer derives from the contracting department are inversely proportional to the high quality of the materials that he incorporates into the building, and since the designer of the building is an employee of the package dealer and therefore cannot demand high standards of quality, it follows that package dealing can be a very lucrative business. And furthermore, the package dealer is a corporation, and as such, will engage in a lavish advertising program in order to avoid paying large income taxes. So, the cards are stacked in favor of the dealer.

An architect is a professional man who plans buildings. He is retained by the owner who is contemplating the erection of a building. The architect serves as the owner's personal agent

during the entire project. (See Flow Chart for Typical Construction Project.) He is responsible for planning and designing a building that satisfies the needs of the owner. He prepares drawings that indicate the amount of labor and products that should be incorporated into the proposed building. These drawings enable the owner to request competitive bids from general contractors. The lowest bidder will receive a contract from the owner and it will be the architect's responsibility to see that the successful contractor complies in detail with the design drawings during the construction period. Because of his professional status, the architect cannot engage in personal advertising, and as a result, his clientele will diminish in direct proportion to the success of the advertising program of the package dealer. Being highly individualistic by nature, it is very difficult to arouse groups of architects to a point where they will engage in collective action. For the present, then, the cards are stacked against the individual architect.

It is my firm belief that the architectural profession is not aware of its responsibility to the public. It is, in a very real sense, defaulting in the matter of educating the general public to its purpose and function in the construction field.

This lack of responsibility in the area of public education is traceable to the mis-application of ethical standards that properly govern individual behavior with respect to advertising, but do not apply to group action. In fact, when advertising by individual architects is specifically prohibited by published professional standards, advertising by groups of these persons becomes absolutely mandatory. If these groups do not advertise, if they do not explain the nature of their services to the public, a factual void will exist. Without a formal and continuous program of public education, misconceptions will occur regarding the true purpose of the architect. Even when the opportunity exists, it is not easy to describe the many facets of architectural service, and if architects do not avail themselves of legitimate opportunities to enlighten the public, the public will never reach an understanding and appreciation of the architectural profession.

Since the construction industry is the largest single industry in our country, and since the architects have neglected to initiate the necessary educational program, it is not surprising that construction firms have filled the resulting void with a campaign that is meeting with tremendous success. They are promoting the package deal. This campaign is succeeding because there is no

(Continued on Page 20)

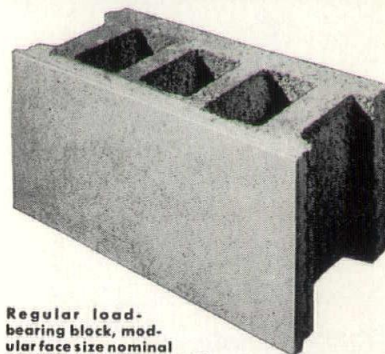
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Architect Arthur F. Sidells

## THE SECOND NATIONAL BANK

The Youngstown Road Branch of the Second National Bank of Warren, Ohio is the third branch of this bank to be established in Warren. The first two branch units are in large shopping centers at the northeast and northwest edges of the city. The Youngstown Road Branch is located at the southeast edge of the city on U. S. Route 422, the main highway between Cleveland and Pittsburgh.

The site is a corner lot where Youngstown Road meets Central Parkway at an angle of 75°. Because the

building will be viewed from three directions, and because of the angle at the front corner of the property, the basic design was developed with a triangular tower and large triangular glass front toward the corner. The tower serves as a sign panel which can be seen by motorists for several blocks in the three approach directions.

The Youngstown Road Branch provides the following banking facilities: Automobile parking on the site for 28 cars; Two drive-in auto teller windows serving two lines of cars; Night deposi-

tory at drive-in location; Interior bank counter with six teller stations; Officers space for three desks; Private conference room adjacent to Lobby; Spacious Lobby and Public Space overlooking a private garden; Bank vault for money storage and future installation of up to 500 safety deposit boxes; Ground floor meeting room for the convenience of customers; and Record storage room and record vault.

This building is constructed with the latest and most modern mechanical equipment. This includes direct-indirect fluorescent lighting, acoustical ceilings, complete air cleaning and summer cooling and hot water baseboard type heating. Lighting for the bank counter provides a high level of glare-free illumination at the working level. In the Lobby and Public Space a combination of indirect cove lighting and direct down lighting provides an even low level of light with bright lighting at check desks where needed.

Night lighting of the building is one of its outstanding features. Sign letters on the towers have neon back lighting which illuminates the wall panels behind the letters. Inside the bank, strips of recessed lighting along the walls provide general illumination. Flood lights in the ceiling are directed on the wall at the rear of the Public Space where the vault door is located. Around the vault door small glass mosaic tile forms a pattern of bright colors. These colors are repeated in other decoration in the bank and its furnishings.

The bank counter has been designed for ease of operation and rapid handling of bank transactions. At each of the six teller stations bright colored panels are built into the counter face. Furniture, draperies and plastic panels of the low wall around the outside garden area recall these same decorator colors.

Desk space for officers of the bank is provided in the large triangular window area at the front of the build-

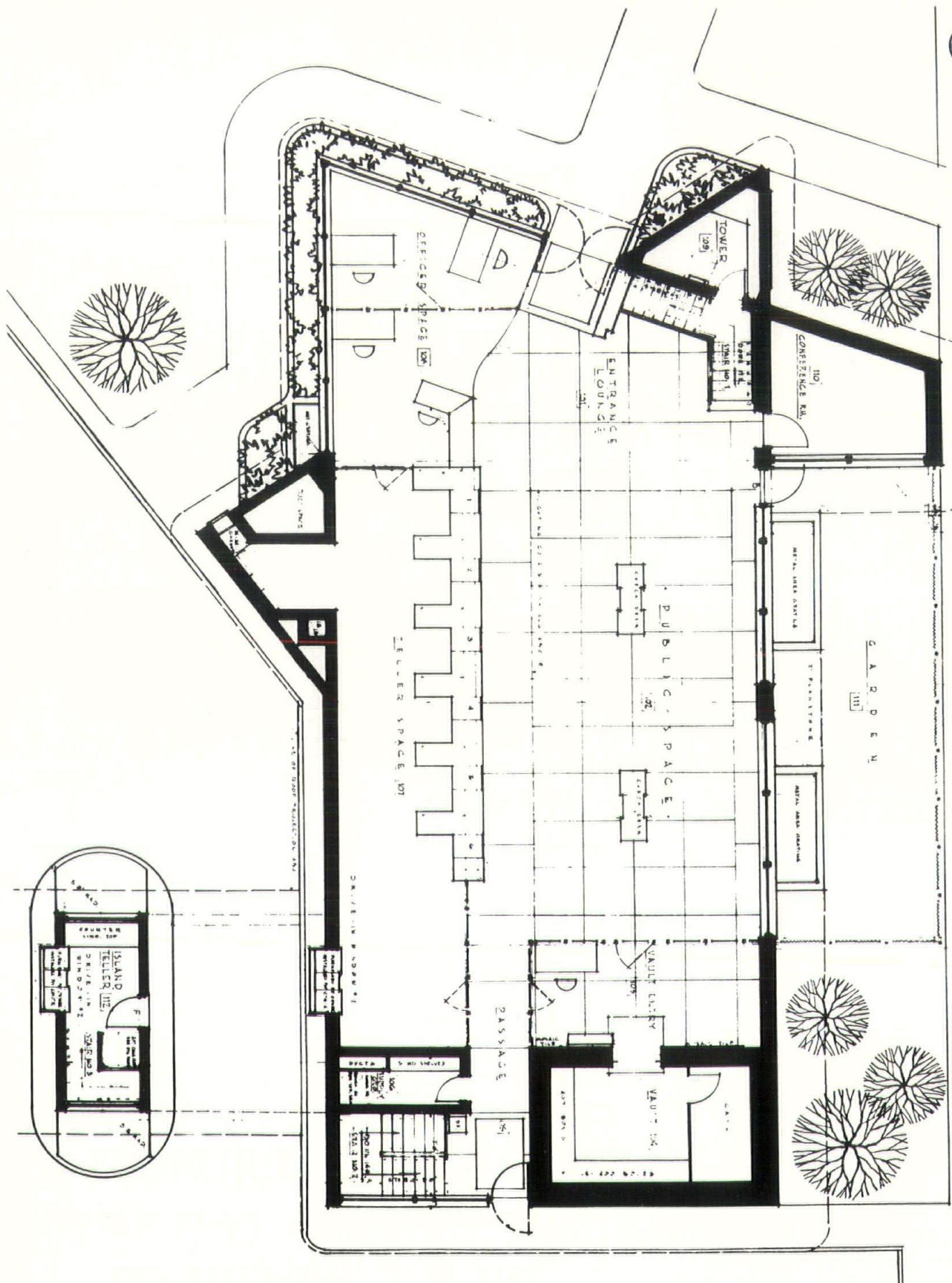
ing. Because a private conference room is sometimes needed in connection with bank transactions, a conference room across the lobby from the officer's space provides the necessary privacy. This room also looks out over the garden area.

A stairway leads from the Public Space on the first floor to the meeting room on the ground floor. A coat check room is provided at the foot of the stairway. A kitchenette is provided off the meeting room for light food preparation. In addition to space for mechanical equipment and rest rooms on the ground floor, there is a large room for record storage. A record vault opens off the record storage room.

To provide the greatest convenience and quickest drive-in service, two lines of auto depositors can be handled at the same time. One of the drive-in windows is located under roof along the outside wall of the bank itself. The second drive-in window is located in an island connected by concrete tunnel and stairs from the ground floor of the main building. This is the only bank in this part of Ohio which has an island teller to reduce waiting time for bank customers.

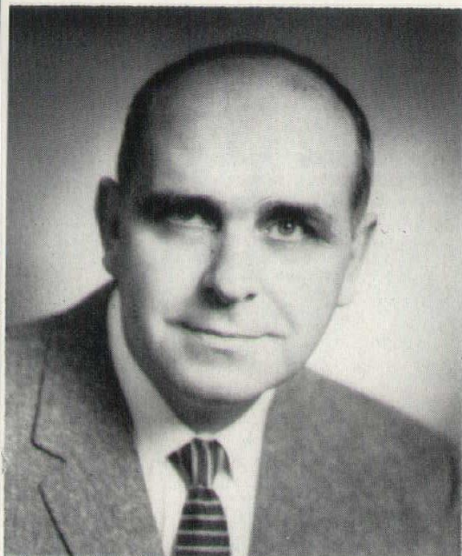
There is a parking lot for 28 cars at the rear and side of the Youngstown Road Branch. A door at the rear of the bank opens directly on this parking lot. The garden area and landscaping along the lot line screen the automobile parking space.

The Youngstown Road Branch of The Second National Bank was designed by the Office of Arthur F. Sidells, Architect. Consulting engineers were Fleming, Pfitzenmaier and Associates for plumbing, heating and air conditioning and Mehnert & Reid for electrical engineering. The Campbell Construction Co. is the general contractor for complete construction. Plumbing and heating is by Antenucci, Inc.; electrical work by Hinkle-Lea Electric Co.



Second National Bank Plot Plan—Architect Arthur F. Sidells

## BENTZ APPOINTED STATE ARCHITECT



Richard M. Larimer, Director of the Department of Public Works, State of Ohio, has announced the appointment of Carl E. Bentz to the position of State Architect. Mr. Bentz began work on February 15 to fill the position of retiring State Architect Harry G. Allen who had held the post for eleven years.

Mr. Bentz is a native of Columbus, graduated from Ohio State University in 1935 and was associated with Richards, McCarty and Bulford, Architects, Columbus, from 1935 to 1940, first as a draftsman and later as a designer.

He then served as associate architect for the Jennings & Lawrence Company, Civil and Municipal Engineers, on the construction of the Ravenna Ordnance Depot for the U.S. Army.

During World War II Mr. Bentz was a Major in the Corps of Army Engineers and served as Staff Officer and Post Engineer at the Ravenna Ordnance Depot, Erie Proving Grounds and Camp Perry. In the latter posts he acted as Industrial Design Consultant to the Commanding Officer. He was awarded the Commendation Ribbon for Service.

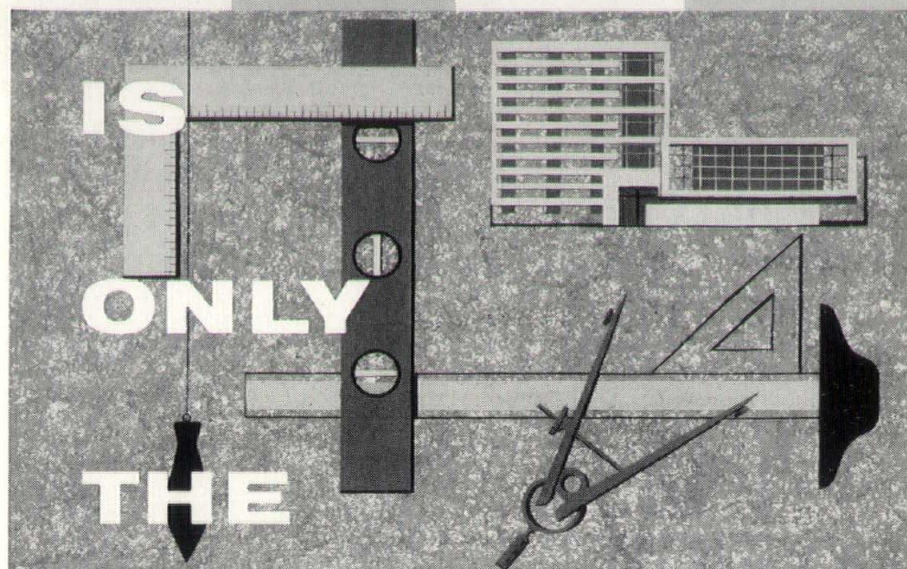
He has been associated with the firm of Tibbals, Crumley and Musson, Architects, Columbus, since 1946 as junior partner in charge of construction drawings and specifications. He is, at present, a member of Alpha Rho Chi, professional fraternity, the Architects Society of Ohio and the American Institute of Architects.

MARCH, 1958

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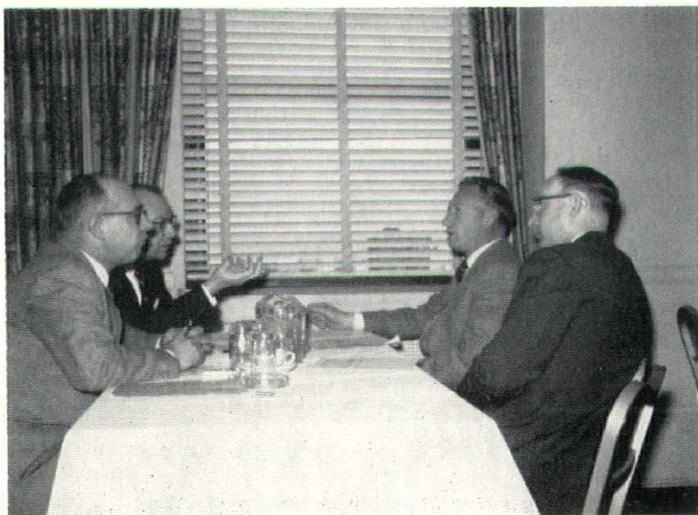


The Education Committee—(clockwise) Hermon S. Brodrick, back to camera, Membership Committee Chairman, Dayton; Education Committee Chairman Burt V. Stevens, Akron; ASO Prexy Charles J. Marr, New Philadelphia; Elliot Whitaker, Chairman, Dept. of Architecture & Landscape Architecture, OSU; and Joseph Morbito, Head, School of Architecture, Kent State University.

## ASO Committees Work for Profession

Nine of the many important ASO committees met for work sessions Saturday, February 8, 1958 in Columbus prior to the Executive Board meeting. More than 35 architects from all Chapter areas in Ohio were in attendance.

Building Code Committee discusses provisions of the new Ohio Code now being written by the state. Left to right are Richard Iuen, Cincinnati; Acting Committee Chairman Paul C. Ruth, Cleveland; William Dykes, Canton; and Eugene Betz, Dayton. The Committee subsequently was joined by William Sillins, Dept. of Industrial Relations, who explained the Board of Building Standards organization and the current status of the new Code.



Publication Committee discusses important editorial and advertising policies for OHIO ARCHITECT, official ASO magazine. Clockwise (starting center background) Howard B. Cain, Chairman, Cleveland; Joanne Hefner, OA Editor; Robert Makarius, Dayton; Harold Munger, Toledo; Richard Eiselt, Columbus; David Pierce, OA Technical Editor, Columbus; and John Williams, OA Advertising Consultant. Not shown but in attendance is John McKenzie, Akron.

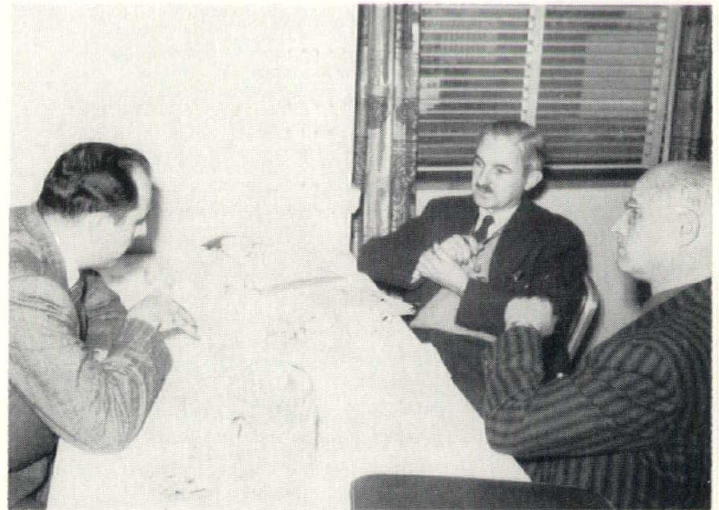


By-laws Committee of ASO pause to smile for photographer. Seated left to right are Gerald Emerick, Columbus; John N. Richards, Toledo, First Vice-President of the American Institute of Architects; ASO Prexy Charles J. Marr, New Philadelphia; and Chairman Orville H. Bauer, Toledo.

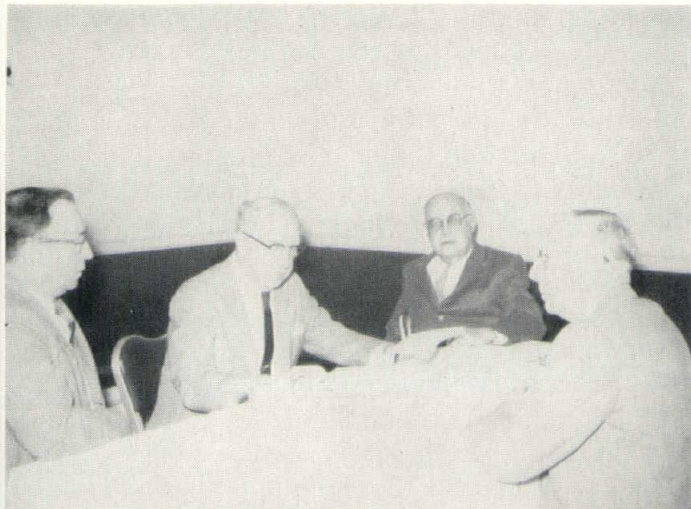
Fee Structure Study Committee discusses final plans for revision of ASO document "Recommended Schedule of Proper Minimum Fees for Architectural Services." Left to right are Leon M. Worley, Cleveland, Chairman Harold W. Goetz, Middletown, and H. James Holroyd, Columbus.



Registration Committee Chairman Robert Gaede, Cleveland, discusses architects registration laws and possible supporting action to be rendered by ASO with Board of Examiners of Architects member Fred Hobbs, Columbus, during brief interlude.



Public Relations Committee Chairman Gilbert Coddington (center), Columbus, and Herman Feldstein, Toledo, (right) listen attentively to Architect Robert Myers, Columbus.



Legislative Committee—(l to r) Eugene Schrand, Cincinnati; Chairman C. Melvin Frank, Columbus; George Mayer, Cleveland; and Harold Harlan, Dayton. Not shown but in attendance is John Schooley, Columbus.

Chapter Affairs Committee Chairman Joseph Tuchman, Akron, and Robert Myers, Columbus, take a coffee break during long session.



## TREASURER'S REPORT TO ASO MEMBERS

The accounting firm of McIntosh & Pritchett, Columbus, Ohio has examined our books and records and prepared a detailed Statement of Income and Expense and Balance Sheet from which the following condensed statement has been drawn. Any Society member may receive a detailed statement by writing the undersigned or the Executive Secretary's office.

### Architects Society of Ohio

Condensed Statement of Income and Expense  
(for the period 1-1-57 through 12-31-57)

#### INCOME

Dues .....	\$14,981.80
Subscriptions to <b>Ohio Architect</b> .....	3,500.00
Advertising .....	28,170.63
Annual Convention & Meetings .....	19,206.58
Miscellaneous .....	533.26
<b>TOTAL INCOME</b> .....	<b>\$66,392.27</b>

#### EXPENSES

<b>Ohio Architect</b> Magazine .....	\$19,000.74
Annual Convention & Meetings .....	16,329.43
Headquarters Expense .....	21,721.68
Public Relations, Publicity, & Officers Expense .....	6,216.59
<b>TOTAL EXPENSES</b> .....	<b>\$63,268.44</b>
<b>EXCESS OF INCOME OVER EXPENSE</b> .....	<b>\$ 3,123.83</b>

On the basis of the Society's 1957 experience and anticipation of 1958 financial activities a budget was prepared and submitted to the ASO Executive Board for approval. A Condensed 1958 Budget appears below. The detailed budget was approved and is also available to any Society member.

It is interesting to note that provision has been made for several items of great importance to the profession. A sizeable amount has been allocated to registration law enforcement and the first sum of money has been allocated in what will soon be a \$2,500 annual architectural scholarship fund. Provision has been made for repayment of Chapter Loans in accordance with the original agreements between the Society and the Chapters. The first repayment has already been transacted.

### Condensed 1958 Budget

#### INCOME

Dues .....	\$15,500.00
Subscriptions to <b>Ohio Architect</b> .....	3,500.00
Advertising .....	40,000.00
Annual Convention & Meetings .....	21,000.00
Miscellaneous .....	500.00
<b>TOTAL INCOME</b> .....	<b>\$80,500.00</b>

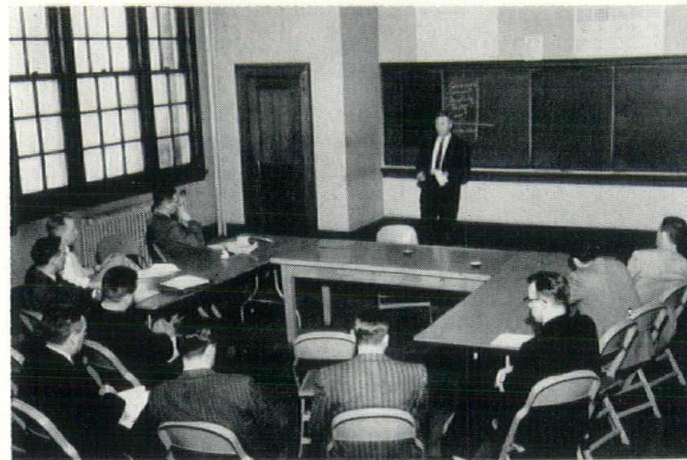
#### EXPENSES

<b>Ohio Architect</b> Magazine .....	\$24,900.00
Annual Convention & Meetings .....	15,500.00
Headquarters Expense .....	25,025.00
Public Relations, Publicity & Officers Expense .....	6,700.00
Registration Law Enforcement .....	2,200.00
Chapter Loan Repayment .....	3,450.00
Scholarship Fund .....	500.00
<b>TOTAL EXPENSES</b> .....	<b>\$78,275.00</b>
<b>ESTIMATED INCOME OVER EXPENSE</b> .....	<b>\$ 2,225.00</b>

The Society has come a long way during a trying period and members should be gratified with the results. However, full cooperation with the Society and its official magazine, *Ohio Architect*, is still vitally important to our continued growth in our fields of service to the State of Ohio, the construction industry and the profession of architecture.

Respectfully submitted,  
**H. James Holroyd, AIA**  
Treasurer  
Architects Society of Ohio

## Architectural Salesmen Attend First Producers' Council School at R.P.I.



A typical classroom-seminar where students are instructed in a variety of subjects related to developing their abilities in working with architects. Classes are informal and individual personal attention to specific problems is given wherever possible. Faculty was composed of professors in the R.P.I. School of Architecture and leading practicing architects. Professor Alexis Yatsevitch, R.P.I., is conducting this class in "The Practice of Architecture".

The first graduates of a unique five-day training course designed to improve the effectiveness of architectural selling received their diplomas recently at Rensselaer Polytechnic Institute, Troy, New York.

Thirty-seven building products salesmen representing some of the country's largest corporations attended the opening regional session (January 20-24) of a nationwide educational program sponsored by The Producers' Council, Inc.—an organization of more than 200 manufacturers and associations in the building industry.

Under the supervision of Dean Harold D. Hauf and Professor Harry E. Rodman, R.P.I. School of Architecture, the erstwhile students were instructed in a variety of subjects related to developing their abilities in working with architects.

The curriculum included lectures on specification writing, design appreciation, the organization and services of architectural firms, how to approach the architect, the importance of salesmanship, etc.

The techniques of selling were covered by discussions of the salesman's role as a consultant, timing of sales talks, utilizing product literature and other aids, properly planning sales presentations and staging of effective product meetings.

## Use of Brand Names In Contract Documents

By Richard L. Tully, AIA

Chairman, Office Practice Committee  
Member, Construction Specification Institute

On Wednesday, January 29, 1958, there appeared in the Columbus *Dispatch* an article headlined "Says Use of Brand Names in School Plans Illegal" by George Embrey.

The implication of this headline is that the use of Brand names in contract documents is illegal.

On February 5, 1958, the writer met with Mr. Huntington Carlile of the Attorney General's Office to discuss this article.

First, it must be pointed out that in the body of the article, Mr. Carlile is quoted as saying "architects can use a brand name only if it is followed by a phrase like 'or something equal or better'" which is different from the implication of the headline.

Mr. Carlile stated that the essence of letting public work is competitive bidding which is required by Statute. That if a particular item was specified by Brand to exclude all others the competitive aspect would be destroyed. He pointed out, however, there could be exceptions to this, such as when an item was to match existing work or a product was a monopoly necessary for the job.

The writer then reviewed the Standards and Substitutions Clause as issued by the State Architect's Office, as used by Ohio State University Architects' office and used by the Architect's office of the Columbus Board of Education. Mr. Carlile agreed that such a clause could be used and products specified by Brand names as standards without violating either the spirit or letter of the laws governing competitive bidding, so long as the clause permits the contractor to bid on an equal or better basis.

We all know that in the past the indiscriminate use of the "or equal" clause has resulted in abuses such as bid peddling, bid shopping after contract award, etc. More important, however, it has resulted in materials of inferior quality being forced upon the owner to his detriment and to the sole financial gain of the contractor. In

this period of highly competitive bidding there will be greater efforts made to increase profit margin by substituting materials of lower cost. It is the writer's opinion that when a job is awarded on competitive bidding the contractor is obligated to furnish the materials specified. If there is no savings in cost or unusual conditions such as delays in delivery then there is no necessity for substitution unless the owner chooses to accept. If a savings in cost can be effected by substitution or the contractor has had an unfavorable experience with the product the savings in cost should be offered and the facts presented. Certainly the owner and the architect will welcome such a presentation.

It is, therefore, the writer's recommendation that the following practices be used.

1. Specify by National or Industry standards where possible.
  2. Where Industry standards do not exist, specify by Brand name using three or more brands where possible.
  3. Use the standards and substitution clause in your specifications.
  4. Be explicit.
  5. If a substitution is offered get all the facts, including cost savings if any and present to owner.
  6. If you can not recommend a substitution say so and explain why.
- The decision is then up to the owner. It is his money.

This is an important problem.

Any comments or recommendations will be welcomed by the Office Practice Committee, Columbus Chapter, AIA, 582 Oak Street, Columbus, Ohio.

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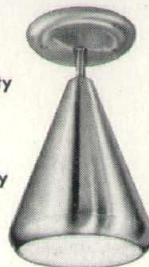
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## State Board of Education Meeting Report

The State Board of Education has approved a priority list which recommended that twenty-six districts receive \$5,865,156 in state funds for classroom construction. State Superintendent E. E. Holt estimated that an additional \$1½ million may be needed by these districts to offset enrollment increases which may occur before the classrooms are ready for occupancy.

The local taxpayers will have to pick up a tab for \$9,171,581 as their share of the construction program. This is the total amount of local funds available for building purposes as of January 1, 1958, and includes the remainder of the districts' bonding capacities up to 9%. The priority list was developed on data received on local conditions as of October 18, 1957. Seventy-five districts had made application for state assistance. It was indicated that a second priority list will be established to allocate the remaining \$2½ million of the \$10 million ap-

propriation.

Dr. Holt stated that the Department had worked feverishly in order to establish the priority list so that recipients could be informed in time to place any necessary bond issues on the ballot at the May primaries. However, the State Board cannot make a reservation of funds for these districts until the priority list has been approved by the state's Controlling Board. It is expected that the priority list will be cleared in time for action at the State Board of Education's March meeting.

Two districts, Jefferson Local (Adams Co.) and Newbury Local (Geauga Co.), were high on the priority list but were refused state aid. Both districts failed to meet the state standards for a permanent high school center and are faced with reorganization.

Those districts slated for state assistance (in order of priority listing) are: 1. Hannan Trace (Gallia Co.) 2. Triad (Champaign Co.), 3. Symmes Valley (Lawrence Co.), 4. Southwestern (Gallia Co.), 5. Jefferson (Adams

Co.), 6. Goshen (Clermont Co.), 7. Madison (Butler Co.), 8. Spencer Sharples (Lucas Co.), 9. Marion (Mercer Co.), 10. Perry (Allen Co.), 11. Columbia (Lorain Co.), 12. Aurora (Portage Co.), 13. Southern (Meigs Co.), 14. Newbury (Geauga Co.), 15. West Clermont (Clermont Co.), 16. Kenston (Geauga Co.), 17. Eastern (Brown Co.), 18. Western (Pike Co.), 19. Monroe (Monroe Co.), 20. Lakeland (Harrison Co.), 21. Dawson-Bryant (Lawrence Co.), 22. Springfield (Lucas Co.), 23. Streetsboro (Portage Co.), 24. Highland (Medina Co.), 25. Tallmadge City, 26. Brunswick (Medina Co.), 27. Northmont (Montgomery Co.), 28. Amherst Ex. Village.

Also approved was the hiring of Architect David A. Pierce, AIA, Columbus, and author of the "School Economy Studies" as an architectural consultant for the Department. State Superintendent Holt stated that Mr. Pierce will "advise as to cost estimates, approval of preliminary plans and approval of final plans and specifications."

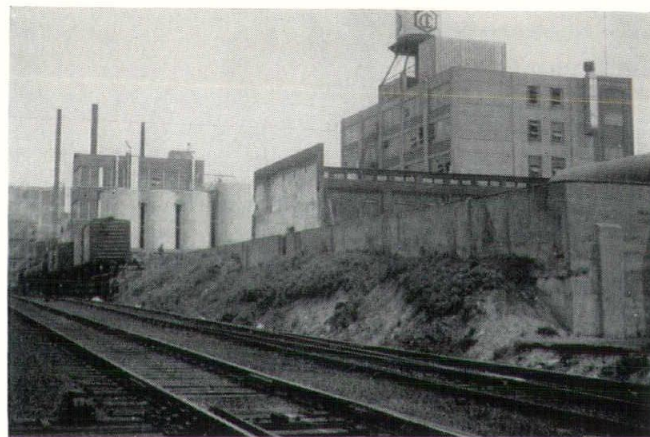
## Cincinnati manufacturer saves land with Armco Retaining Wall

Property expansion for the Interchemical Corporation, Finishes Division in Cincinnati, was limited by a railroad right-of-way. In addition, the land sloped steeply toward the railroad, limiting its use. Solution was an all-steel Armco Bin-Type Retaining Wall. Assembled from easy-to-handle units into a series of interconnected bins, the Armco Wall permitted backfilling to provide level, usable land above it. Pictures show the property before and after construction. Send for Armco Retaining Wall data.

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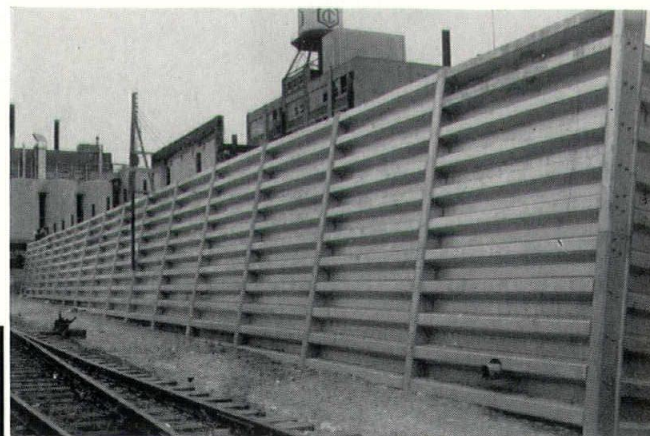
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## GREAT LAKES REGIONAL CONFERENCE SET FOR APRIL 17-19

"Urban Planning and the Architect" will be the theme of this year's annual Great Lakes District Regional Conference which will be held April 17, 18, and 19 in South Bend, Ind. The Indiana Society of Architects will serve as conference host this year, and headquarters will be at the Morris Inn on the University of Notre Dame campus.

The Great Lakes District comprises the states of Indiana, Kentucky, Ohio, and Michigan, all chapters of the American Institute of Architects.

Although the three-day conference program is still tentative and incomplete, with several prominent speakers still unconfirmed, the following schedule outlines the busy agenda:

### Thursday, April 17, 1958

- 7:00 P.M.—Registration
- 7:00 P.M.—Public Relations Committee Meeting
- 9:00 P.M.—Informal Ice Breaker

### Friday, April 18, 1958

- 9:00 A.M.—Registration Continues
- 9:00 A.M. - 5:00 P.M.—Exhibits (Students, Architectural Forum, Architectural Record, Progressive Architecture)
- 10:00 A.M.—Business Session  
Bergman S. Letzler, Regional Director, Presiding
- 11:00 A.M.—Ladies Program
- 1:00 P.M.—Luncheon
- 2:00 P.M.—Address: Dr. Henry D. Hinton, Notre Dame Nuclear Physicist, "The Nuclear Age and City Planning"
- 3:00 P.M.—Public Relations Work Shop
- 3:00 P.M.—Ladies Program
- 6:30 P.M.—Cocktails
- 7:30 P.M.—Banquet
- 8:30 P.M.—Address: Albert Mayer, FAIA, New York City, "City and Town Planning"

### Saturday, April 19, 1958

- 9:00 A.M.—Registration Continued
- 9:00 A.M. - 5:00 P.M.—Exhibits

10:00 A.M. — Seminar Session:  
Charles J. Marr, FAIA President, Architects Society of Ohio, Moderator, "Urban Design and Planning"

### Panel Members

Ira J. Back, Commissioner, Department of City Planning, Chicago; Harland Bartholomew, Harland Bartholomew & Associates, St. Louis and Washington, D. C.; George W. Barton, Engineering Consultant, Traffic Institute, Evanston, Ill.; Carl W. Forsythe, City Attorney, Oak Park, Mich.; Calvin S. Hamilton, Executive Director, Metropolitan Planning Department, Marion County (Indianapolis), Ind.; James A. McCarthy, Professor of Structural Engineering, Notre Dame; Arthur Rubloff, President, Development Corporation of America, Chicago and New York; Lawrence V. Sheridan, Metropolitan Planners, Inc., Indianapolis, Ind. (plus a possible one or two additional members)

12:30 P.M.—Luncheon

2:30 P.M. - 4:30 P.M.—Campus Tours (Notre Dame and St. Mary's)

## SHORR NAMED PARTNER

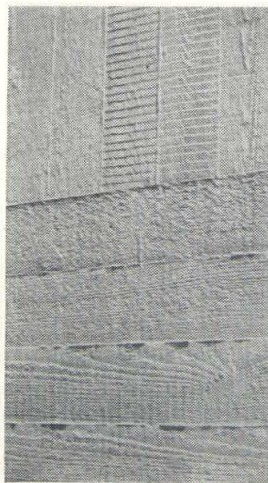
Bernard Shorr, Cincinnati Chapter, AIA, has been named a partner in the firm of Pepinsky, Grau and Schrand, Architects. The new firm, with offices in the Fifth - Third Bank Building,



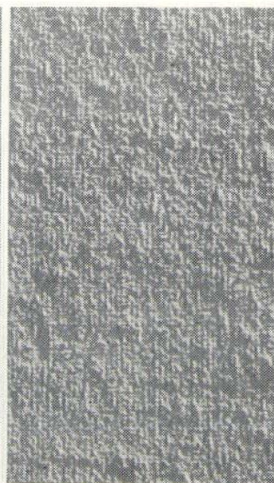
Shorr

Cincinnati, will be known as Pepinsky, Grau, Schrand and Shorr.

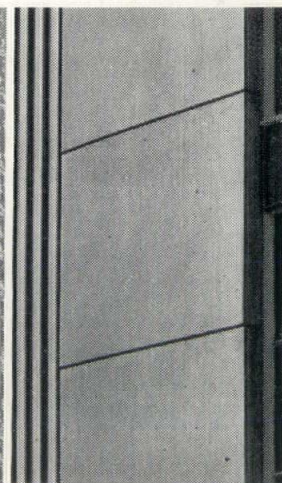
Mr. Shorr has been with the firm for twelve years and was formerly an associate member. He is a graduate of the University of Cincinnati and served as Treasurer of the Cincinnati Chapter, AIA, in 1957.



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## Cincinnati Architects Design McCALLS "Better Living House for 1958"

A seven room model house which combines the best features of a European villa, an artist's studio, a Manhattan apartment, and contemporary American housing, is under construction in the Cincinnati suburb of Wyoming, Ohio.

This three bedroom "Better Living House of 1958," with grey brick and multi-color tile exterior, is being built under the sponsorship of McCall's magazine, and will be featured editorially in the May issue.

Although planned by Mary Davis Gillies, McCall's Houses and Home Fashions Editor, in early 1957, it is interesting to note that the Better Living house answers two of the housing problems most often discussed at the recent "Congress on Better Living"—privacy and ease of upkeep.

To find the answer to these contemporary housing problems, Mrs. Gillies and designer, Richard Wheeler, Cincinnati architect of Garber, Tweddell & Wheeler, AIA, have updated

some time tested architectural features.

The center patio of a European villa has been reduced in size and transplanted as the hub of the Better Living house. Here, it is a 10½ foot by 12 foot skylighted garden room—an actual traffic area of the house—presenting an attractive controlled view for the four rooms which surround it.

The fine natural daylight, traditional to an artist's studio is introduced to the house through high triangular overhead glass windows. These windows are set in the gables formed by the accordion pleated roof atop one-story brick walls. To gain privacy no windows of conventional height are placed on the traffic side of the house.

## BLUMCRAFT EXPANDS RAILING LINE

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can walnut trim is available to the architect to relate the railing design to the surrounding decor and color. The wood-trimmed post will be furnished to the metal fabricator in rubbed-satin finish. All of the Blumcraft adjustable features are contained in this post, which can be used with any of the stock handrail shapes.

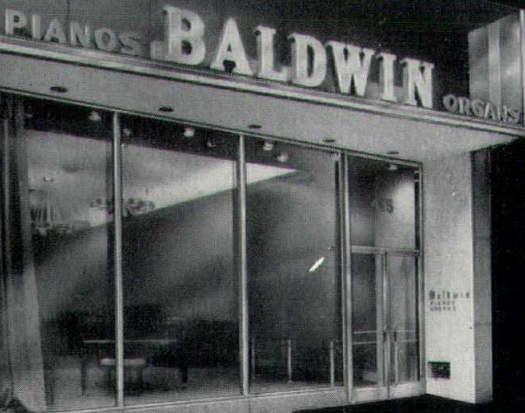
Blumcraft railings have received enthusiastic reception by architects throughout the western hemisphere for all types of structures. By making their components available to all metal fabricators, Blumcraft has provided the architect with the element of competitive bidding that is required for public projects as well as for private work.

With the advent of the low-cost Tube-Line the architect now has available two price lines of Blumcraft railings. A survey which Blumcraft made among fabricators in various parts of the country indicates that Tube-Line is in a price range of aluminum pipe railing. The De Luxe Line, because of its labor saving adjustable features, is less costly than a quality custom-built railing.

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## 46 PASS STATE EXAMS

The State Board of Examiners of Architects has announced the following men, having passed the State Examinations for Certificate of Qualification, are now registered to practice the profession of architecture in the State of Ohio.

Badowski, Theodore A., 13409 Marston Ave., Cleveland 5; Braun, Wayne K., 1110 Hollywood Rd., Sandusky; Bricker, Martin R., 209 Parklawn Blvd., Columbus 13; Burkhalter, Walter S., 1970 Cardigan Rd., Columbus 12.

Casini, Norman J., 7818 Vineyard Ave., Cleveland 5; Cross, Clarence, 60 Mason St., Dayton 7.

DeVold, Thomas V., 2004 Norwood Blvd., Zanesville; Driggs, Harry S., 3132 Bishop St., Cincinnati 20.

Firth, Donald W., 9610 Zig Zag Rd., Montgomery; Flynn, John E., 24590 Lake Shore Blvd., Cleveland 23; Forward, Chauncey B., 356 W. Kanawha Ave., Columbus 14; Foulk, Warren H., 2368 Victory Parkway, Cincinnati 6.

Gilissen, Philippe W., 229 San Vicente, Santa Monica, Calif.; Glenn, Donald F., 147 Fair Ave., N.W., New Philadelphia; Gray, Thomas A., 317 Brewer St., Jacksonville, Ark.

Haber, David M., 1035 Dana Ave., Cincinnati 29; Hagely, John R., 607 Blenheim Rd., Columbus 14; Holland, John E., 26 E. Tallmadge Ave., Akron 10.

Iams, Jack L., 113 Hillcrest Dr., Marietta.

Kayser, James B., 1308 W. Seventh Ave., Columbus 12; Kettell, Robert H., 3810 Vine St., Cincinnati 17; Kluver, Roland W., 161 Hancock St., Cambridge, Mass.; Kremer, Charles D., 4585 Waseka Lane, Youngstown 12.

Langer, George W., 2562 Princeton Rd., Cleveland Hts. 18.

Macias, Anthony R., 1337 Andrews Ave., Lakewood 7; Macioce, Andrew J., 125 Barthman Ave., Columbus 7; Maki, Jack M., 291 Selby Blvd., Worthington; Martin, Donald J., 1935 Catalina Ave., Cincinnati 37; Meacham, Thomas L., Jr., 6502 Bramble

Ave., Cincinnati 27; Mills, Samuel M., 37603 Euclid Ave., Willoughby; Morgret, Paul, 2134 Elliot St., Toledo 6.

Parrot, H. Marty, 3077 Prior Drive, Cuyahoga Falls.

Rathbun, Donald R., 810 Hayes Ave., Cuyahoga Falls; Rubenstein, Lawrence A., 3006 E. Moreland Dr., Columbus 9.

Smith, David S., 1063 Fess Ave., Akron 20; Smith, Robert W., 317 E. Adams St., Sandusky; Springer, Robert H., 429 Collins Ave., Cincinnati 2; Steimer, William F., 2028 Snowhill Dr., Cincinnati 37.

Trebilcock, Thomas B., R. D. #2, Salem; Tryon, Harold D., Box 3002 Univ. Station, Columbus 10; Tucker, Robert G., 29434 Fall River Rd., Birmingham, Mich.

Ulietti, John L., 1385 E. Whittier St., Columbus 6.

Wagoner, Robert F., 837 Parkview St., N.E., Massillon; Weller, Marcia H., 3968 Lowry Ave., Cincinnati 29; Wilsch, Carl L., 17 Rush St., Dayton 8.

Yeagley, Paul S., 821 Gladden Rd., Columbus 12.



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## CLEVELAND CHAPTER HEARS GOODMAN



Speakers Table for the Cleveland Chapter's meeting at the Fairmount Temple, January 29. Left to right: Charles C. Colman; Mrs. Brickner; Rabbi Barnett R. Brickner; Mrs. Worley; Leon Worley; Percival Goodman,

architect for the temple; Ray Febo; Mrs. Febo; Sigmund Braverman, associate architect for the temple; Mrs. Braverman; Otto Spieth; and Mrs. Spieth.

Percival Goodman, nationally noted architect for the Jewish Community addressed members of the Cleveland Chapter of The American Institute of Architects and their wives at a dinner meeting January 29, held in the social hall of the Fairmount Temple in Cleveland. Architect Goodman discussed the planning and design of this temple.

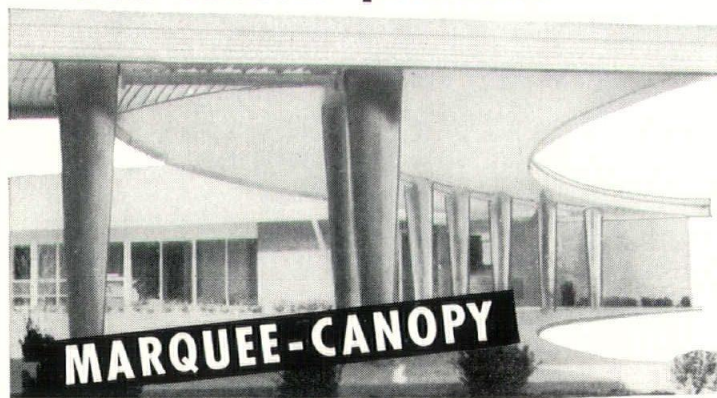
After the lecture, associate architect for the project, Cleveland Sigmund Braverman conducted a tour of the \$2,000,000 building. The temple's Rabbi Barnett R. Brickner was host.

A native of New York City and a Fellow in The American Institute of Archi-

itects, Goodman has been for the past 12 years professor of design at Columbia University's Graduate School of Architecture. In private practice he has designed schools, factories, community centers, stores and residences. Since 1947 he has devoted a good part of his time to the design of buildings for the Jewish community. In this field alone he has designed 35 major structures valued at over \$21,000,000.

The trip to the Fairmont Temple is the first "on location" meeting of the Cleveland Chapter this year. A similar dinner-lecture-tour of the new Cleveland Electric Illuminating Co. building is planned for March.

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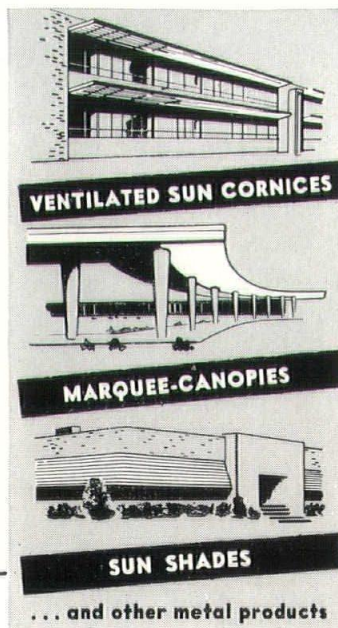
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OHIO ARCHITECT

## Toledo Architects Receive Gold Trowel Awards

At the Annual Banquet of the Toledo Chapter, Lathing and Plastering Institute, held at the Commodore Perry Hotel in Toledo on February 6th, the firm of Munger, Munger and Associates and the firm of Britsch, Macelwane and Associates were awarded first and second places respectively in the Gold Trowel Awards for excellence in the use of Plaster during the year 1957.

First prize of \$200.00 and a gold plaque, commemorating the skillful use of plaster as a sound control medium in the design of the Hall of Music at Bowling Green State University, were received by Harold C. Munger for Munger, Munger and Associates.

Second prize of \$50.00 and a pair of sculptured plaster book-ends were received by Gunther H. B. Lubeck for Britsch, Macelwane and Associates for the judicious and effective use of plaster in the conversion of a nine-floor storage warehouse overlooking the Civic Center into a modern office building for the diocesan offices of the Toledo Catholic Diocese.

The banquet was attended by 800 people from industry, labor, management, Toledo and State government, associated building trades and architects. Mayor John Yager welcomed out-of-town guests and presented the traditional glass key of Toledo to noted architect William L. Murray of Harrisburg, Pennsylvania, principal speaker of the evening.

## ASO Assists In School Plant Conference

A. E. Wohlers, Chairman, School Plant Conference Planning Committee, has announced April 29 and 30 as the dates for the 1958 School Plant Conference at Ohio State University.

The theme tentatively selected for this year's meeting is "Planning an Effective Environment for Learning."

The conference will feature such prominent personnel as Mr. Brock Arms and Mr. William Brubaker, Designers and Partners, Perkins and Will, Architects, Chicago; Dr. Chauncey Leake, Assistant Dean, Ohio State University, College of Medicine; Dr. Richard Anderson, Assistant to the Director, Battelle Memorial Institute; and Dr. Paul Craig, Associate Professor of Economics, Ohio State University. Clinic sessions for conference participants to discuss factors associated with the development of an effective learning environment are also included.

Although the conference is directed toward architects and school administrators, anyone who is interested in the planning of school buildings is invited to participate. There will be a small registration fee. Early registration can be made with the Bureau of Educational Research and Service at OSU.

Other campus sponsoring agencies are the School of Architecture and Landscape Architecture, the College of Education, and the Graduate School. The Architects Society of Ohio, the State Department of Education and the Ohio Association of School Administrators are also aiding in the sponsorship of the conference.

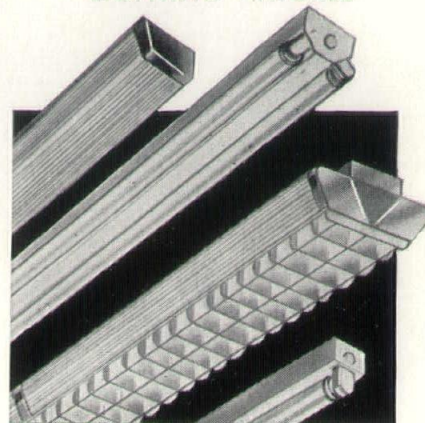
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## LETTERS (Continued from page 5)

alternate "deal" being offered. It is virtually a monopoly. The profession of architecture is not employing advertising media to explain that the architect should be called into the construction picture at the very beginning. This question of, **who reaches the client first**, is therefore the key to the problem. If the package dealer gets there first, the architect will serve as an employee of the dealer. And if the architect reaches the client first, the package dealer will revert to his original role of general contractor, where he will be required to adhere to the specifications of the architect, and do so at a price that is determined by competitive bidding.

This, then, is a matter of survival for the architects. If they lose in this contest, they will become draftsmen for the package dealers, and at the moment, they are surrendering the initiative to the business-wise and advertising-conscious competitor. We will continue to see the architects' interests decline, for the reasons given above.

However, all is not lost. I know that the architects could eventually improve their position if they would launch a formidable program of public education, designed to assist the owner who is about to invest in a new construction project. The owner must be "sold" on contracting an architect before anyone else. The public must be made aware of the fact that the primary purpose of the architect is to serve as the owner's personal agent during all stages of the project, starting at the very inception.

There are only two different basic approaches in getting a new building built. The owner can call in his architect, or he can contact a contractor who will offer a package deal. I would like to see the architectural profession begin the second hundred years of the organized profession by vigorously fighting for the procedure in which they believe and have an interest. They must carry their story to the public. In doing this, they would render a great public service!

**Howard B. Cain, AIA**  
Secretary,  
Architects Society of Ohio

Dear Mr. Copper:

I enjoyed your article, "Early Architecture of Ohio", in the January, 1958 issue of the *Ohio Architect*, and am glad to see appreciation given to our Ohio architectural heritage.

With your kind indulgence, may I comment on the Sandusky County Court House, Fremont, Ohio, which you included? The photo seems to be that in

I. T. Frary's "Early Homes of Ohio", Garrett & Massie, 1936, page 208, and in your caption it is referred to as "another example of fine Greek Classic architecture which still remains as heritages from the early 19th Century."

Unfortunately, it no longer so remains. It was extensively remodeled and enlarged in 1935. I believe some of the old walls were retained, as was the cupola, but the exterior and interior were completely redesigned by architect C. H. Shively of Fremont, who most creditably used the same Greek Doric style for an essentially new building. So the old building as such is gone, and anyone visiting Fremont today in hopes of seeing a 19th Century example of Greek Revival architecture would be sadly disappointed. Perhaps your readers should be so advised.

Frary, above book, page 207, dates the old building at "about 1840". County records do not mention the exact completion date but it was probably used for the spring term of court in 1844. See "History of Sandusky County, Ohio", Williams & Bro., 1882, pp 185-6.

Most sincerely,

**Thaddeus B. Hurd, AIA**  
AIA Preservation Officer,  
Toledo Chapter

Dear Mr. Hurd:

It was a pleasure to receive your informative letter of February 9, and it is nice to know you enjoyed the article on "Early Architecture of Ohio".

I am personally disappointed and disturbed to know that such a beautiful example of Greek Revival is lost to posterity. Perhaps such articles as Mr. Frary's and these in our 'Ohio Architect' will enable the present and future generations to have a greater appreciation for beautiful architecture of the past.

Most of the information such as photographs, measured drawings and the history of the buildings are taken from material of the Historic American Survey.

I am sure from time to time we shall hear from other Architects about buildings where changes have taken place, and in fact, where they no longer exist. As far as the articles are concerned, no great harm is done, in fact we are

fortunate to have the material as it is. If time permitted it would be well to visit each such place before writing the article but I'm afraid that is out of the question at this time.

We shall inform the readers in the March issue of your findings as to the status of Sandusky County Court House. In the same issue I am going to enlist the services of all architects and historians for help in furnishing any material they may have or know of about the Early Architecture of Ohio.

It is our ambition to improve with each issue and any help we receive will go a long way toward our achievement.

Thanks again for your interest and hope we may hear from you again.

Sincerely,

**M. W. Copper, Jr., FAIA**

Your magazine comes to my attention here in Chicago on occasions. In view of the fact that there are many articles of interest to my activity in Crane Co., I would appreciate if you would please place my name on your mailing list for a copy of your publication.

Thank you very much for your cooperation in this matter.

**Frank Uphues**

Manager

Architect-Engineer Service

*Ed. Note: Pleased to do this.*

## Hefner Promoted to Ohio Architect Editor

Clifford E. Sapp, Executive Secretary of the Architects Society of Ohio, has announced the promotion of Joanne Hefner to the position of Editor of *Ohio Architect*, the official ASO publication.



HEFNER

Miss Hefner has been with the Society since January, 1957, serving as Editorial Assistant on *Ohio Architect* and Secretary to the Executive Secretary. She holds a B.S. Degree from Miami University, a M.A. Degree from Ohio State University, and, prior to 1957, taught junior high school English and social studies in Euclid and Worthington, Ohio.

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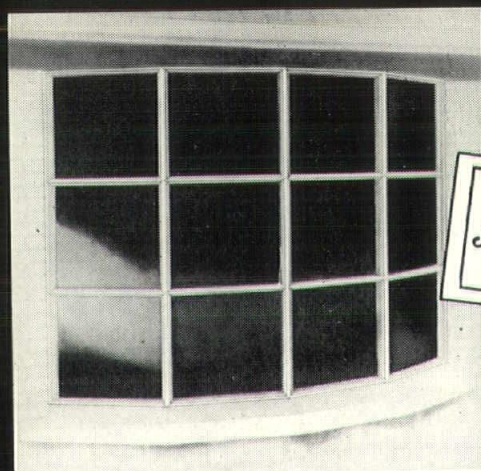
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## Scheuer Speaks To Columbus Chapter, AIA



James H. Scheuer, Chairman of the City and Suburban Homes Company, New York, was guest speaker before the February 10 dinner meeting of the Columbus Chapter, AIA.

Mr. Scheuer is a nationally known authority on the subject of urban redevelopment. He is a graduate of Swarthmore College, Harvard Graduate School of Business Administration and Columbia Law School and was the recipient of the 1956 Walter White Memorial Award and the 1954 Urban League Award for outstanding civic and social work.

Currently, he is Chairman of the Housing Advisory Council, President of the Citizens Housing and Planning Council of NYC, Director of the National Housing Conference and member of Mayor Wagner's Committee for Better Housing. His firm is the sponsor of slum clearance and redevelopment projects in Washington D.C., Cleveland, St. Louis and Sacramento.

Speaking on the subject, "What Urban Redevelopment Can Do for Our Cities," Mr. Scheuer indicated that the root of present day problems in this regard stems from fifty years of unplanned growth, failure to realize the impact of the automobile on the city and a lack of zeal and leadership by American businessmen in handling the issue.

The enthusiasm which characterizes our approach to urban redevelopment today is stimulated by "economic desperation." If the core of the city is allowed to die, the tax base will evaporate while the cost of the area will rise (in the form of police and fire protection, etc.).

Also, Americans have not found suburban and country life the paradise promised. The city has a cultural and social value to Americans generally, since their orientation and experience is basically urban.

To the architects the speaker noted his disappointment with the "deadening uniformity" evident in New York City housing projects. There is no need for this in view of the abundance of architectural talent in the U.S. and, furthermore, enthusiasm for redevelopment programs as a whole will decline if architects do not offer a design which has an "electrifying effect" on the public.

OHIO ARCHITECT



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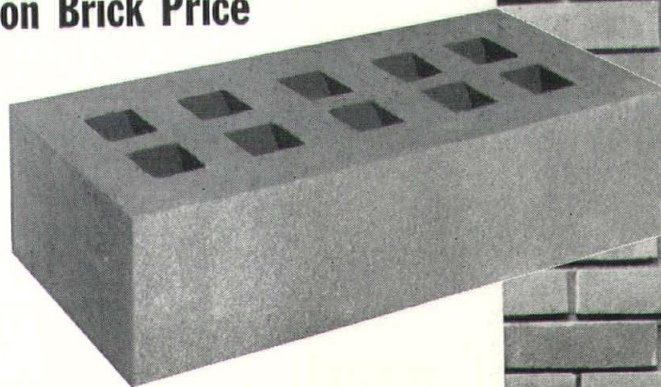
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