

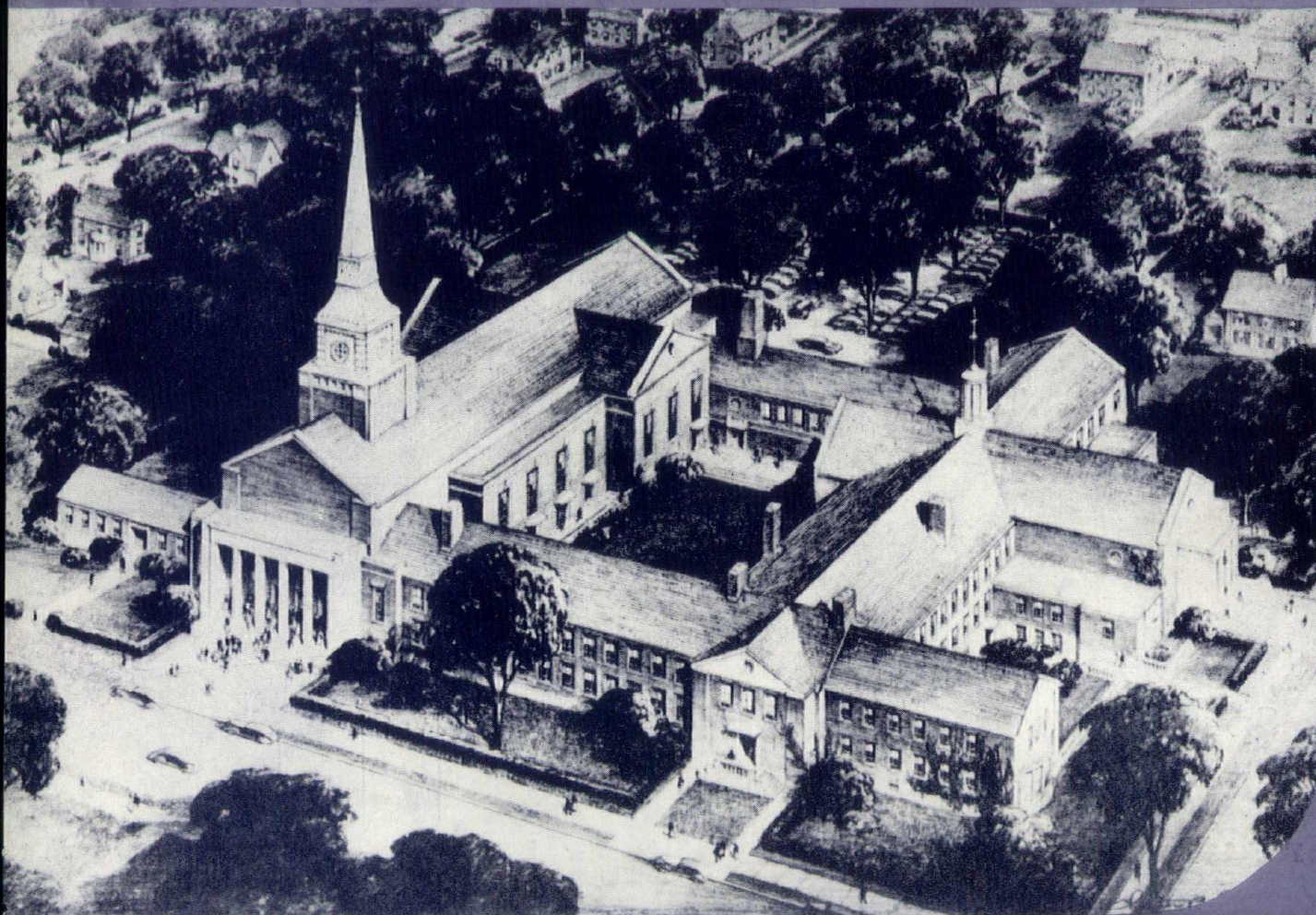
INC

FEBRUARY • 1950

Vol. VIII

No. 2

# OHIO ARCHITECT



Winner in Church Architectural Guild of America Competition, Columbus, Ohio, January 20, 21 and 22, 1950. Best Design from Church and Church Activities Standpoint

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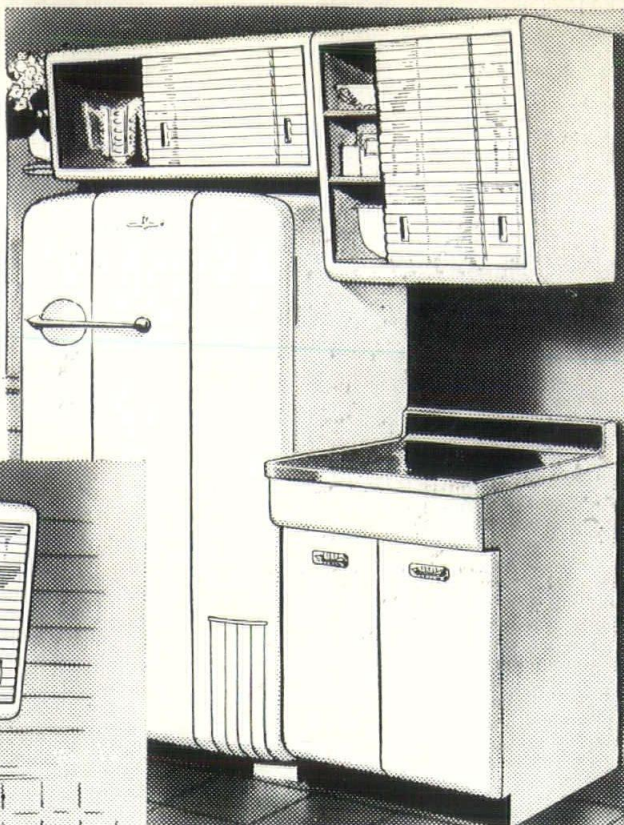
### RANGE CENTER

Morton Pantryette and Base Cabinet, with Kelvinator Range.



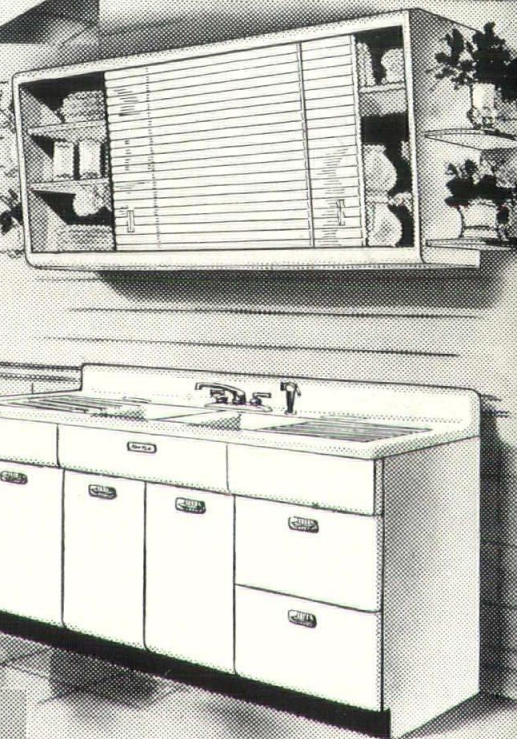
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# OHIO ARCHITECT

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JOHN W. HARGRAVE.....*Editor*

Cooper and Montgomery Roads, Montgomery, Ohio

CHARLES L. BURNS.....*Business Manager*

Publication Office: 6523 Euclid Ave., Cleveland 3, Ohio

Telephone EXpress 8700

E. B. STAPLEFORD.....*Cleveland Advertising Manager*

ED SELTNER.....*State Advertising Manager*

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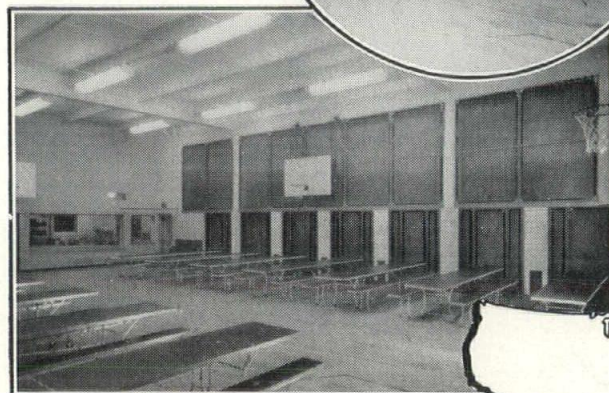
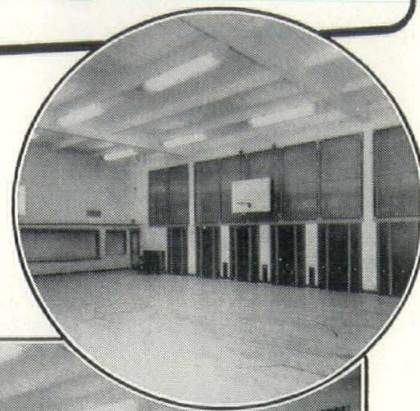
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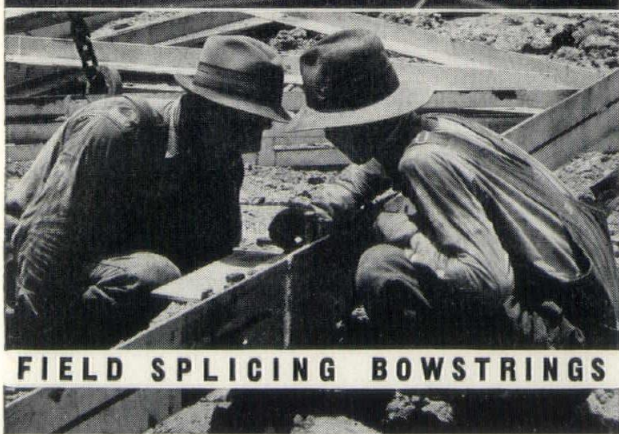
## FOLDING TABLES & BENCHES





## MACOMBER BOWSTRINGS

# FOR THE PRACTICAL SPANNING OF UNOBSTRUCTED AREAS



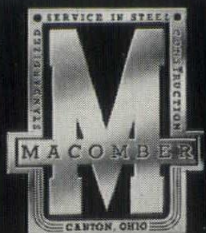
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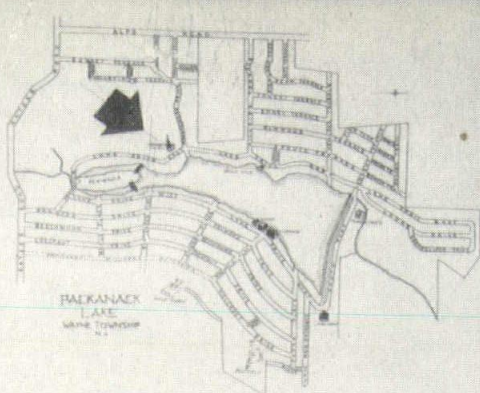
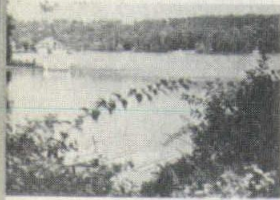
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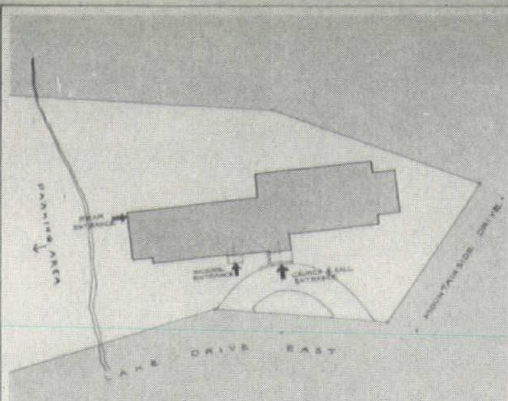


# THE COMMUNITY WE SERVE



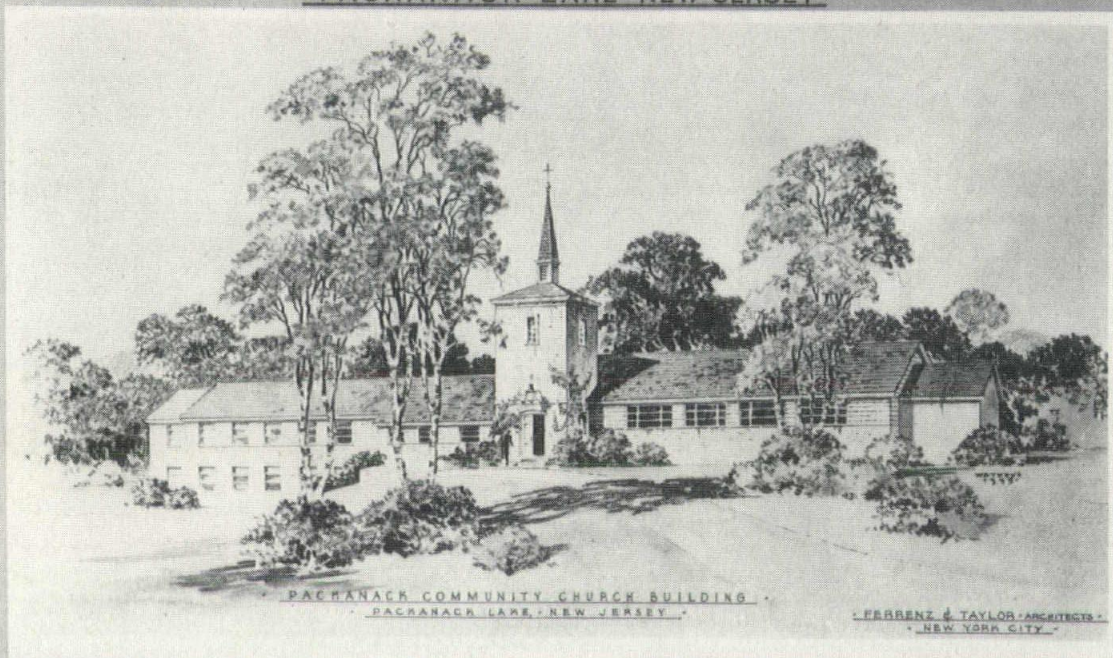
Packanack Lake, where 700 families live all year-round is 26 miles from New York City, where many of its workers spend their day. The church site, indicated above, is central to the whole community on the road circling the lake.

# THE BUILDING SITE



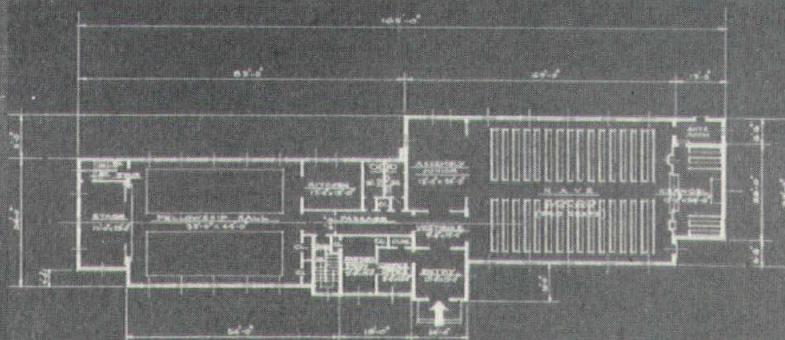
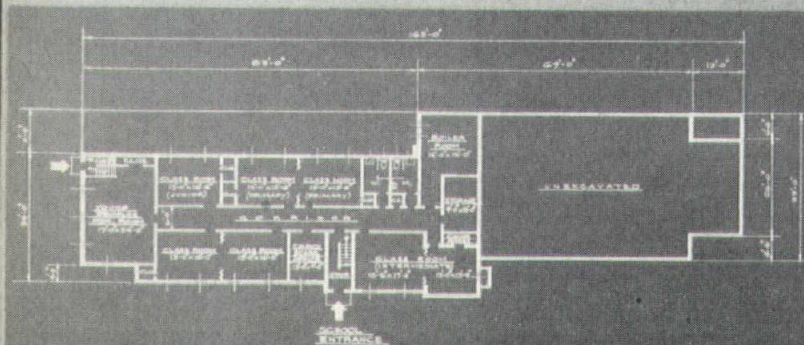
This plot plan indicates how the church will look on the site, a 350 foot frontage which was the gift of Packanack Homes, Inc. Ample parking facilities are provided. Automobiles can deposit their passengers right at the door.

## PACKANACK COMMUNITY CHURCH PACKANACK LAKE - NEW JERSEY



CONSTRUCTION AUTHORIZED DECEMBER 1949

SEATING CAPACITY	
NAVE	240
CHOIR	30
ADDED CAPACITY JR. ASSEMBLY ROOM	75
<b>TOTAL</b>	<b>345</b>



## GROUND FLOOR PLAN

On the ground floor (above grade in the light away from dampness), facilities are provided for:

- High School Canteen
- 3 Junior Classrooms
- 2 Intermediate Classrooms
- 2 Primary Classrooms
- Choir Robing and Music Room
- Oil Fired Hot Water Heating

Ample closets and the folding partitions provide adaptable facilities for women's activities, discussion groups, and the adult education program.

The chancel-plan sanctuary provides nave seating for 240, choir seating for 30, and the junior classroom-assembly for overflow of an additional 75. The tower entry with facilities for coats opens to the church office and the pastor's study. The ante-room provides for emergencies and bridegrooms. The fellowship hall and kitchen, planned to handle dinners for 200, also make possible auditorium facilities for about 250 in front of the stage. Primary classes will use both the stage and the fellowship hall.

## FIRST FLOOR PLAN

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ARCHITECTS

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WINNER IN CHURCH ARCHITECTURAL GUILD COMPETITION - CHURCH SEATING UNDER 400



## How Efficient Is the Building Industry

Address by Ralph Walker, president of The American Institute of Architects and a member of the firm of Voorhees, Walker, Foley and Smith, before a meeting of the New York Building Congress, Inc.

After I had agreed to say these few words I had several moments of regret because while this is not my maiden speech as President of the A.I.A. (I was inveigled by diverse means into giving another) I am still so new-born that I am concerned for the good-will which I must engender each time I talk.

Should I bite the dog and thus make news or should I merely express the hope of continuing the fine relations among all parts of the industry, which such architectural leaders as have graced the presidency of the Building Congress, have year after year so brilliantly built into the magnificent and influential structure I am now addressing. These ruminative thoughts were interrupted by a charming female voice over the telephone and, "what was the topic of your talk to be" and "would you mind if several suggestions were made such as, 'The Architect Looks At or To the Future'—'The Architect Sees the Future of the Building Industry'—'The Future and the Architect'." I recoiled because I suddenly realized that while my grandfather had been one of seven sons, the prophetic line had failed to continue and so I have no natural mental crystal ball on which to gaze within; and no hope at all of equaling, by even 25 percent, the forecasts of Drew Pearson, for instance. The charming voice, you so well know, was relentless and finally I am addressing you on the subject: "How Efficient is the Building Industry"—because, as she said, "don't you think, Mr. Walker, its so euphonious"—and who am I to resist a euphony even though amply clad and without benefit of Mendelssohn's "Spring Song?" And with the note of spring in the air I suddenly appreciated the other day that perhaps man had first become man when he realized that *he did not have to wait till spring*,—that by planning his food, his living, his comforts, he could make the harvests of his sowings a year-'round phenomena; and of course you will agree in principle, at least, that planning and efficiency mean largely the same thing.

Is the building industry efficient? The common indictment is that all the rest of the modern world has achieved astounding heights of efficiency and accomplishments; but the poor benighted building industry lags far behind, lumbering along, not even giving its dollar's-worth in return. Costly—bowed down with wicked and privileged building codes which prohibit prefabrication especially; and other modern techniques and new materials—always, of course, there has been a direct comparison with the factory-made automobile.

Now, as I once said: "Let us be positive about our own virtues; others soon enough find our faults, nor hesitate to make us and the world aware of them." We do have virtues and we do have faults, and may we, for these few moments, develop the *many of one* and the *few of the other*; and at the same time think of our responsibilities.

How much truth is there in the commonly expressed

ideas that the building industry lags behind, that it does not use modern methods—and in relation to the automobile industry, for example, how does it actually stack up?

The automobile has been a part of our life since the beginning of the century—it is still badly designed—costs too much—takes too large a proportion of the national income in relation to its use, both in the car itself and on the roads which subsidize its far-reaching influence. There have been many articles recently decrying its size both in relation to the number of passengers carried and the area of the street occupied in motion and in parking; the stupidity of its streamlining—the lack of space comfort within—the death toll due to inadequate vision (now being slowly improved)—the inaccessible and too-complicated engine. Yet in fifty years more money in research has been spent upon this so-called marvel of the machine age than perhaps any other individual factor of our civilization other than war, and finally when summed up, the result is what one of the G.M. engineers called "air brush engineering."

This product rolls off an assembly line on its own power to a subsidized highway which costs each car owner a yearly fraction in taxes for its use—a highway, moreover, which is ravelled away by heavy truck traffic faster than it can be replaced—duplicated taxes when it is considered that in most realty taxes the costs of these highways are already included. But where is the five-hundred-dollar car about which we have been hearing for many years—where is the seven-hundred-fifty-dollar car which would be in relation to a seventy-five-hundred-dollar house—a house possible in very many parts of this country—and a car price which would represent a reasonable proportion of family capital and income devoted to travel and recreation? And I do not mean a little car like the "Austin." I mean something that relates to the size of the house which can be bought for approximately ten times seven hundred and fifty dollars.

Of course, you can buy a seven-hundred-fifty-dollar car—a fourth-or-fifth hand jalopy, well on the way to becoming a car slum—you know, there are car slums just as there are housing slums. Further, amazingly enough, considering the acclamation of the car's achievement (depicted so strenuously as the *success* of the machine age) there are people (and we who live in Westchester still thank God) who cannot afford any kind of motor car; or, even more unfortunately, the most desperately needed kind of shelter—of which more later.

One does not need to speak of the marvelous efficiency of the building industry in building the counterparts of the auto, i.e., the skyscraper (disrupters of cities)—the large-scale factories, the great housing projects—where there is the same kind and quantity of material flow in component parts as found in the automobile industry

(Continued on page 28)





Toledo Chapter American Institute of Architects, Annual Dinner, Hillcrest Hotel, Wednesday Evening, January 11th, 1950

## NEWS OF THE TOLEDO CHAPTER

On Wednesday evening, January 11th, the Toledo Chapter, American Institute of Architects, held its annual dinner at the Hillcrest Hotel. The meeting was presided over by its newly elected President, John P. Macelwane, and had as guest speaker the Honorable Michael V. DiSalle, Mayor of Toledo.

The attendance topped all previous meetings of the Chapter, and all thoroughly enjoyed Mayor DiSalle's talk on his recent European travels.

The Toledo Mayor, one of a national group of Mayors picked to study the European situation, gave a graphic story of foreign conditions. Of special interest in his talk was the glowing tribute he paid our soldiers who did such a magnificent job of selling true Democracy to Europeans through their kindly actions toward the children and their ever present fine sense of humor. He claimed the Marshall Plan shows definite evidence of being a success and that the CARE gifts were greatly appreciated, and he placed special emphasis on the present need for clothing. He said the utter destruction of Berlin can only be comprehended by an actual visit to its endless mass of rubble.

Mayor DiSalle is a recent President of the Ohio Conference of Mayors.

The evening closed with a short business meeting at which Mr. Macelwane appointed Chapter Committees and outlined prospective activities for the coming year. Carl Britsch discussed tentative plans for the A.S.O. Convention to be held in Toledo in October, the Committees for which are listed below.

### Building Congress Adds an "O"

Michael B. O'Shea, well known Toledo Architect and partner in the Architectural firm of Bellman, Gillett and Richards was elected 1950 President of the Toledo Building Congress, succeeding William Shea of the A.F.L. Plasters Union.

### A.S.O. 1950 CONVENTION COMMITTEE

*Carl C. Britsch, General Chairman*

1. *Convention Hotel and Facilities Committee:* M. B. O'Shea, Chas. L. Barber, John J. Hayes.
2. *Registration and Hotel Reservations:* Fred M. Morris, Harry L. Smith, John H. Evans.

*(Continued on page 18)*

**TOLEDO CHAPTER A.I.A. ANNUAL DINNER**, Wednesday evening, January 11th. At speakers table, reading from left to right: Treasurer Stephen M. Jokel, Secretary Herman H. Feldstein, Honorable Mitchael V. DiSalle, Mayor of Toledo, President John P. Macelwane, Vice-President M. Dewitt Grow and T. Y. Hewlett.





## A New Automatic Storm Sash That Defies Convention

Here's news of a manufacturer who believes in being original and distinctive in defying conventional "it-can't-be-done" ideas. In announcing their new Automatic Storm Sash, now ready for distribution through lumber dealers, Brown Graves Company, manufacturer of Bee Gee Windows gives credit to the unconventional ideas of their window engineers.

Brown Graves designers and engineers have had unconventional storm windows on their mind for a long time. The Bee Gee window features an exclusive design that provides easy cleaning of the outside from the inside. With conventional storm sash, the window could not be opened.

Of course, home owners have long been accustomed to having their homes shut in behind storm windows and have accepted conventional winter stuffiness and discomfort on unseasonably warm winter days and nights. Not so with Brown Graves engineers. They felt that a design could be worked out to not only permit storm window protection but also provide easy access to fresh air through the exclusive Bee Gee window feature.

The new automatic feature is a patented method. In operation, this new automatic feature permits opening both the window and storm sash at the same time . . . to any desired degree of ventilation.

Brown Graves report specifications for its new storm sash as follows: 11/8 chemically-treated white pine for maximum protection, complete with glass and bronze weather-stripping. All necessary hardware is applied at the factory.

The company states that with all these patented features, including hardware, the cost per unit is considerably below that of most other storm sash.

It is reported by Brown Graves, Akron, Ohio, that the over-all design of their new automatic storm sash so accurately matches the Bee Gee window that it is difficult to distinguish whether or not the Bee Gee



Window has a storm sash installation.

A heavy advertising promotion has been launched by Brown-Graves Company using leading trade publications, newspapers, and radio in Ohio, Pennsylvania, New York and Michigan.

Sales of the Bee Gee Storm Sash will be handled by local lumber dealers and all advertising directs the purchaser to "See your Local Lumber Dealer."

To keep millwork and lumber deliveries to dealers in high gear, Brown-Graves Company has a modern millwork factory with five acres of floor space, dry kiln capacity of 500,000 feet per month and 9 railroad sidings. To supplement rail shipments more than 40 large capacity express trucks serve lumber dealers in the territory.

The new 1950 Bee Gee Window catalog showing more than 42 different styles and sizes of windows, colorful settings and interior and exterior views is available to lumber dealers along with other sales helps to promote the sale of Bee Gee's new automatic storm sash.

Brown Graves Modern Millwork Factory



Brown Graves Warehouse and General Offices





## For Striking Decorative Effects

A new material has been developed which will give architects even greater freedom in designing for unusual decorative effects. Bloxolite, lightweight, translucent plastic blocks, which are erected by inserting them in a pre-fit lattice strip framework, are particularly suitable for use in the construction of interior partitions, drop-ceilings and display units.

Weighing only a few ounces per unit, Bloxolite consists of pairs of concave, ribbed plastic half-blocks  $\frac{1}{8}$ " in section,  $7\frac{3}{4}$ " square and  $1\frac{1}{2}$ " deep per half block. These translucent plastic half-blocks are pressed into position on either side of a framework of lattice strip cells, and are held firmly in place by flanges which fit into notches in the wooden framework. This frame consists of factory-grooved and notched basswood lattice strips, which fit together like egg-crate subdividers and can be cut to any length to form the desired size panel. After the plastic blocks are placed in position, the panel is supported by a frame of 2" x 4" with quarter-round strips used as moulding.

In appearance Bloxolite resembles glass blocks, although its weight is only about 1/10th as much. This is a particularly important consideration in remodeling work where the existing basic construction might be too weak to support a glass block panel. Since no mortar or calking of any kind is used in Bloxolite, it is fast and inexpensive to erect, requires a minimum of skill and can also be easily dismantled and erected elsewhere from the same materials.

Bloxolite is made of Styron, injection molded under high pressure. It will not warp, expand, crack or absorb moisture. At present it is produced only in the glass-clear color, but the manufacturer expects to market pastel tints in the near future. A partition of Bloxolite insures privacy, yet it provides a light transmission intensity of 80%. The sound deadening characteristics are equivalent to those of glass blocks.

Although this material has been developed only recently, already it has been specified by architects for a

In the field of retail store and display designing Bloxolite also has many applications. Particularly so because of its demountability, but also because of its extreme light weight. A completed panel 8 blocks by 10 blocks weighs only about 45 lbs. as opposed to 300 lbs. for equivalent materials.

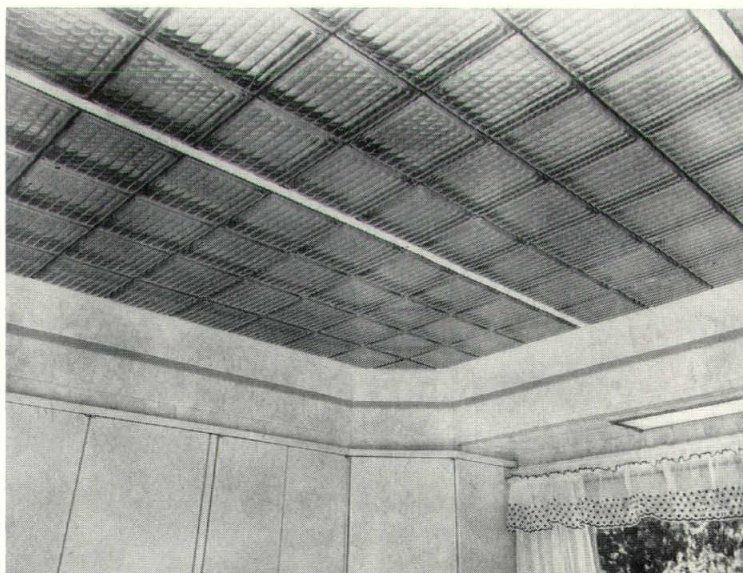


Since office layouts change continually, Bloxolite is particularly suitable as it may be dismantled and erected again with the same materials.

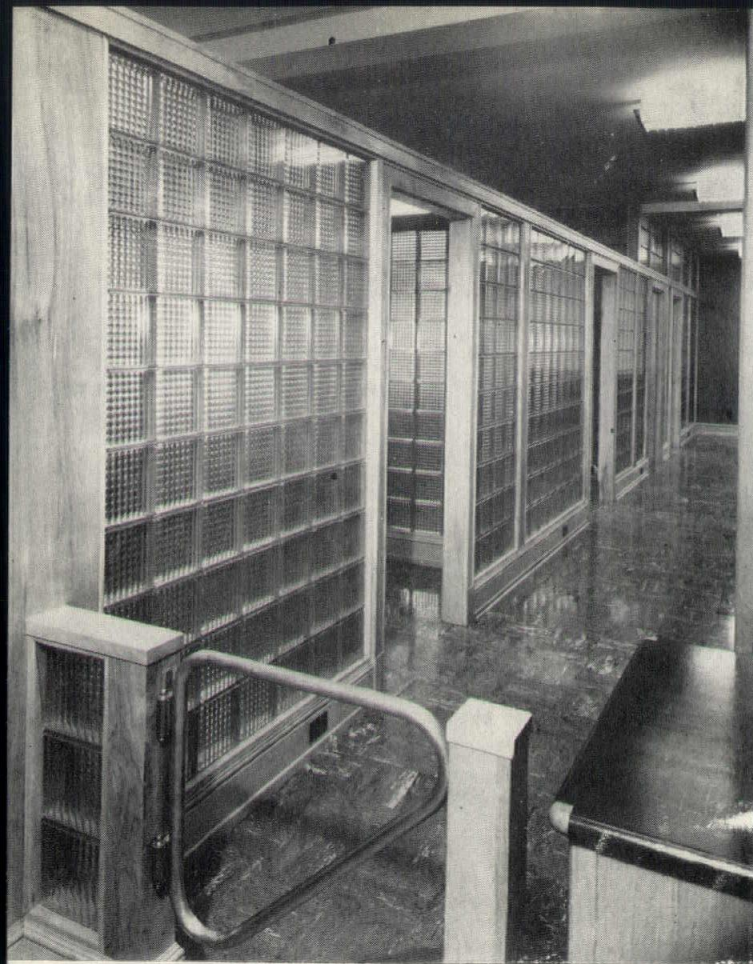
variety of types of installation. The greatest single use has been for partition walls in private homes and in offices. Panels of Bloxolite have been used to create private offices without the expense of constructing new supporting columns and plaster walls. Since office layouts continually change, the non-permanent nature of a Bloxolite panel is a particularly important factor.

Panels of this new material also have been used to advantage in efficiency apartments, where space limita-

Bloxolite when used in drop-ceilings offers excellent light diffusing characteristics without the maintenance problems of ordinary diffusion shields.







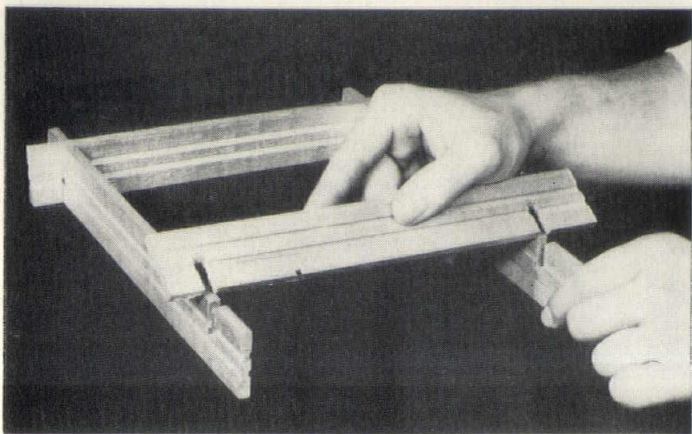
When used to create offices, Bloxolite panels permit privacy and offer good sound deadening characteristics.

tions do not permit the erection of a bulkhead to separate small kitchens from the rest of the living area. Its light weight favors its use for swinging or rolling space separators or partitions—often an answer to FHA approval of certain floor plan limitations. It also is suitable for use in such places as beauty shops, optical offices, shoe repair shops, and other instances where individual booths are desirable.

Striking decorative effects can be obtained by varying the direction of the ribbing on either side of the panel; by using concealed lighting; by placing small figurines, vases and other art objects or potted plants in niches created by removing individual blocks from a panel, etc.

Bloxolite has been used successfully as a drop ceiling or overhead light concealment ceiling in the lobby of a

The individual Bloxolite is erected on a framework of lattice strips, made of factory grooved and notched basswood. Notched at 8" intervals, these stripes are cut to length on the job to fit desired panel size.



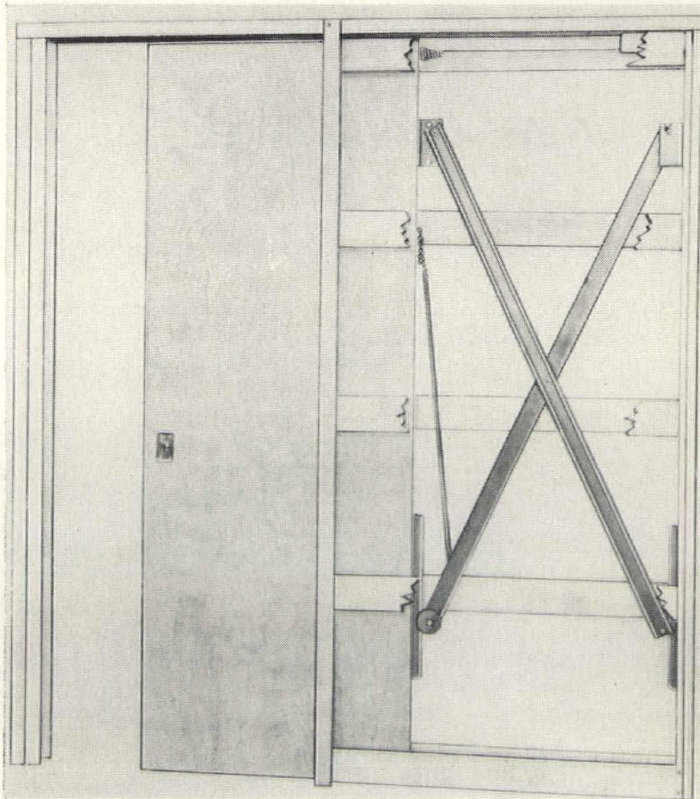
theatre, several commercial establishments, at least one large railroad station restaurant, and also in kitchens and game rooms of a number of private homes. A recent test installation has proved it to be the ideal solution to a full-diffusion ceiling lighting without the maintenance and cleaning disadvantages of the egg-crate diffusion shields so widely used. In ceiling installations half-blocks are set solid except for the lattice strips, leaving a practically continuous, smooth exposed surface of plastic and is easily wiped clean.

Since the inner surface is made up of a series of angular ridges and serrations, shadowless diffusion of light is produced and privacy is easily assured. Also, the dust-bearing air currents which circulate through egg-crate diffusion shields are eliminated as a maintenance-producing problem due to the solid front presented by the plastic blocks. Over large ceiling areas 2" x 6" rafters are recommended between every four or five rows of Bloxolite to provide adequate support.

*Editor's Note:—The Mid-West Acoustical & Supply Co. with offices throughout Ohio are Ohio distributors of Bloxolite.*

## New Suspension for Recessed Doors

A new concept in door function and design is developed in Dorflo suspension, that allows doors to slide in and out without the dirt-catching tracks and noisy rollers usually required for sliding doors. The Dorflo steel scissor-type suspension mechanism simply folds up as the door is opened—the door "floats" into the recess, completely out of the way. The manufacturer states that



the suspension operates quietly and easily—that either opening or closing requires simply finger-tip pressures. The mechanism is simple to install and practically impossible to get out of order. Hardware for the Dorflo suspension is available for various sizes and types of doors, and is also prepared with complete wall sections, ready to be set in place. Distributor for the Dorflo system is The Meta-Kote Corporation, 517 Gardner Building, Toledo 4, Ohio.



## EDWARD G. CONRAD REAPPOINTED TO STATE BOARD

The latest appointment to the State Board of Examiners of Architects is that of Mr. Edward G. Conrad, of the firm of Conrad, Hays, Simpson and Ruth, 1110 Hanna Building, Cleveland. This is Ed's second, five-year term, extending to October 2, 1954. There can be no question but that the architectural profession of the state appreciates the cooperation of Governor Lausche in recommendation for this appointment.

Mr. Conrad is a native of Troy, Ohio, and received the Degree of B. S. in Architecture from the University of Pennsylvania. Mr. Conrad has been located in Cleveland since 1916 and has taken an active interest in pro-

fessional matters, educational training for prospective architects, and many civic endeavors involving the special training unique with the practice of architecture.

(Note: This was a fine birthday present from the Governor.)

Officers of the Board for the year 1950 were elected as follows:

Charles E. Firestone, President; Ralph W. Carnahan, Vice President; Edward G. Conrad, Asst. Secretary; Russell S. Potter, Secretary; Harold H. Munger, Member.

The Spring examinations will be held in Columbus March 20th to 24th.



OHIO STATE BOARD OF EXAMINING ARCHITECTS: Left to right: Russell S. Potter, Charles E. Firestone, Edward G. Conrad, Ralph W. Carnahan, Harold H. Munger, Ralph C. Kempton.

## *New Capillary Action in* KILNOISE ACOUSTICAL TILE *gives ideal sound-conditioning*

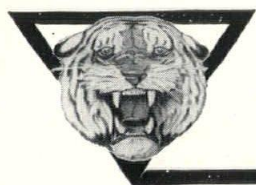
HIGH SOUND-REDUCTION

UNRIVALLED BEAUTY

COMPLETE FIRE-SAFETY

MOISTURE-RESISTANCE

EASE OF MAINTENANCE



# KILNOISE

THE KELLEY ISLAND LIME & TRANSPORT CO., 1122 LEADER BLDG., CLEVELAND 14, OHIO



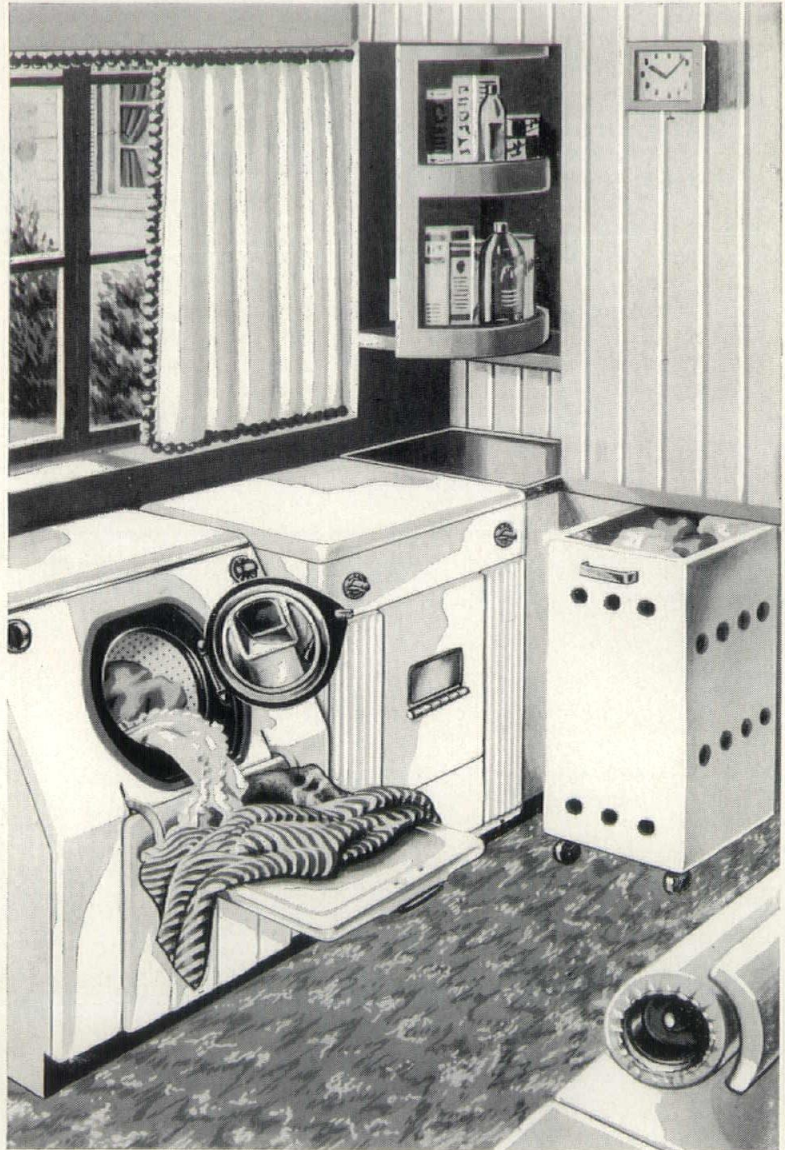
# HERE'S WHY GAS DRYERS CAN MEAN SATISFIED CLIENTS

There are many things you can do in planning new homes to give your clients *all* of the conveniences that add up to *modern living*. Naturally, a modern laundry will be an important part of your plans—and no laundry should be without the built-in convenience of an automatic gas clothes dryer.

Clients are quick to appreciate what an automatic gas clothes dryer can mean to them, in terms of hours of work saved and year-'round convenience. A gas clothes dryer dries one load swiftly, automatically—while another is in the washer. Clothes taken from the dryer are fresh, clean and ready to iron. The work of carrying heavy, wet baskets of clothes and hanging them on unsightly clotheslines is eliminated. With an automatic gas clothes dryer, every day's a perfect drying day—another big convenience your clients will thank you for.

Automatic gas clothes dryers are economical, too. They're built to operate for years without replacement of expensive parts. And gas dryers operate at the remarkably low cost of less than one-half cent a load!

So, when you're planning modern home laundries, specify automatic gas clothes dryers—for modern living . . . and satisfied clients.



Whether you're specifying an automatic gas clothes dryer for domestic use, or have other problems involving the use of gas for homes, or commercial or industrial installations, we are most willing to consult with you at any time.

*The* **EAST OHIO GAS** *Company*



## CLEVELAND CHAPTER NEWS

Cleveland Chapter's February 22nd meeting at the Allerton will be prerogative, if not irregular. For two years the program committee has toyed with the idea of the Student Chapter taking over one meeting—and this is it!

Three speakers will head the program, an architect, recent graduate, and student; each giving his own experience and observations concerning the graduates; what is expected of him, what he actually finds, how his education meets or does not meet the situation, etc., etc.

Joe Weinberg will be the architect-speaker, Bob Madison, the recent graduate-speaker, Bob Wood, student speaker. All are excellent representatives, respectively and will come forth with a good cross section of the picture.

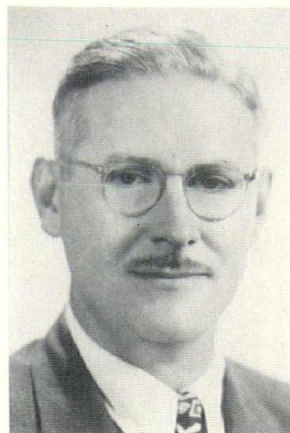
Warren Finkel, student member, has the dubious pleasure of being the moderator. The turn of this meeting can not be predicted as anything can happen as most of the evening will rotate around questions of students directed at the architects. The origin of the questions is anonymous—the questions have already been gathered from the students beforehand and sifted by the program and student advisory committees.

The questions needed little sifting as they were mature, thought-provoking, and honest, i.e. "What does the Architect want of a graduate—draftsman or designer?" "Do officers have a short daily 'training session' and why not?" "What pay should a graduate expect, granting the fact he will be in an apprenticeship period for several years?" "Is Cleveland a good town for practice or will a small town be better?" and many, many more.

This meeting, indeed will be as valuable to architects as to the student and should be well attended.

## Backus Appointed District Representative

To assist Northern Ohio architects in solving their painting problems, The O'Brien Paint Corporation of South Bend, Indiana, announces the appointment of William W. Backus, prominent in the paint industry here for more than 20 years, as its District Factory Representative in this area.



William W. Backus

In addition to his technical knowledge of paint and its ingredients, Mr. Backus is prepared to help architects in writing specifications for the correct paint to use in residential, commercial and industrial applications. He will be available for personal service through the downtown headquarters of the Union Wallpaper and Paint Company, 731 St. Clair Avenue, N. W., CHerry 4380. He will devote part of his time at Union Wallpaper and Paint Company's West Side store at 11930 Lorain Avenue and its East Side store at

13417 Euclid Avenue at Superior.

According to E. M. Howland, General Manager of the Union Wallpaper and Paint Company, "This is the type of highly specialized painting service that can prove most valuable to the architect because it coordinates technical information with practical experience and cost analysis."

## Drive Costs Down With This Piling

Have you heard about the time and money-saving features of Armco Foundation Piling?

You save on material because a wide range of diameters (10" to 36") and wall thicknesses ( $\frac{3}{16}$ " to  $\frac{1}{2}$ "-inch) enable you to match exact job requirements. Uniform diameters mean salvageable cutoffs.

Armco Piles are easy to drive, too. A simple driving head without mandrel is suf-

ficient for even thin-walled sections. Closure plates, drive points, special cutting shoes and welding collars come mill-attached to save time and trouble in the field.

Mail the handy coupon for the complete money-saving story on Armco Foundation Pipe. Armco Drainage & Metal Products, Inc., Central Division, Middletown, Cleveland, Columbus, Cincinnati.



Armco Drainage & Metal Products, Inc.  
Central Division, 801 Young Street, Middletown, Ohio  
**SEND MORE DATA ON ARMCO FOUNDATION PIPE**

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**ARMCO FOUNDATION PIPE**





## HERBERT A. ERF ESTABLISHES CASE PRIZE

Herbert A. Erf head of the H. A. Erf Acoustical Co., Cleveland, Columbus and Toledo, and a director of the alumni council of The Case Institute of Technology, has contributed \$1000 to the Case Fund to be used by the college for an annual Dayton C. Miller prize in physics.

Mr. Erf, who is a member of the Acoustical Society of America, specialized in physics and acoustics under the famed Dr. Dayton C. Miller.

An award of \$50 will preferably be given as a commencement honor to that senior, in physics, who has written the best thesis. If, in the opinion of the faculty committee of the physics dept., no senior thesis qualifies for consideration, then the thesis of the candidate's for the master's degree shall be considered. If the latter theses are deemed not qualified, the doctoral theses may be considered.

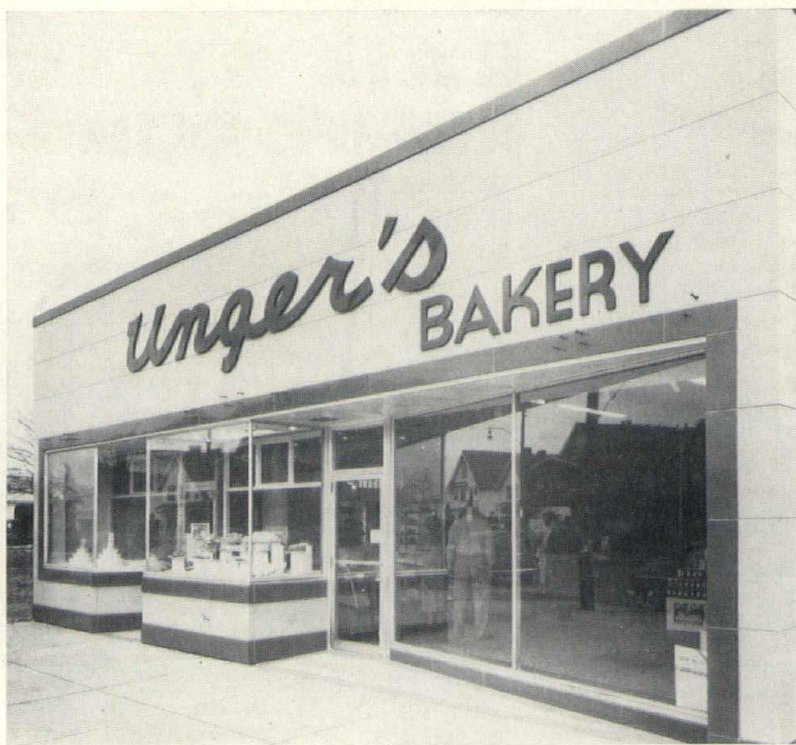
Dr. Glennan, president of Case, commenting on receipt of this gift said, "The action of Herb Erf is greatly appreciated by the staff and faculty, particularly by those of the physics dept. who recall pleasant associations with Dr. Miller. The encouragement provided by this gift will be most helpful in our objective of ever improving the quality of work performed on this campus."

Dr. Dayton C. Miller, who died in 1941, was one of the most inspiring teachers of theoretical and experimental acoustics of the country. His class numbered from two to six men who had the privilege of sitting with Prof. Miller around a table in his personal laboratory while he discussed the theory of sound and told of his many personal experiences with the men of many nations, all well-known in acoustical science. Many of



HERBERT A. ERF

his former students, such as Erf, are working in the field of sound because of Dr. Miller's personality and his gleaming equipment which lured them away from other branches of engineering.



UNGER'S BAKERY, 1831 South Taylor Road, Cleveland Heights, Ohio

LEAVITT and SPIETH, ARCHITECTS

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## EFFECTIVE INTERIORS—DESIGNED TO SELL

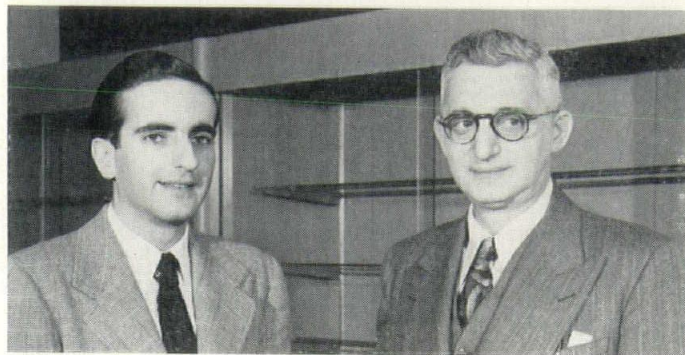
Many clients' main objective in coming to you as an architect is to help him solve his selling problem, as he goes to a lawyer for legal advice.



The Stevens Shop, Cleveland, Designed by Milo S. Holdstein, Architect, Cleveland

The client is interested in making financial progress and he seeks your professional services in order to attain that success, with an effectively engineered and well designed store. He wants an exterior that will bring customers into his store, an interior that will be pleasing to the eye, comfortable to shoppers, and, uppermost, he does not invest his money with you because he wants to sell fixtures, lighting, or design, but he wants you to help him sell his merchandise through the media of modern, attractive, well designed fixtures, effective lighting, smart color schemes, and a *concrete store layout*.

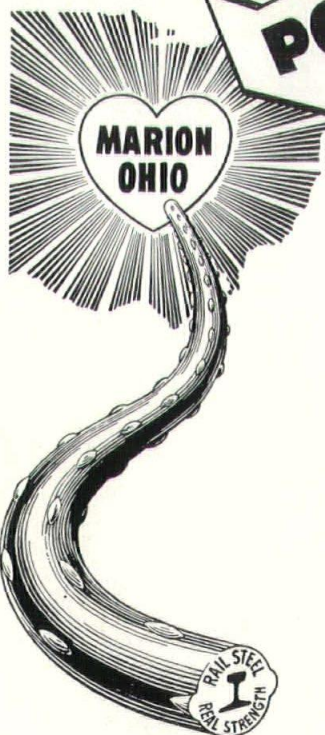
At Dallas Mfg. Company we are in a very favorable position to assist and work side by side with the archi-



M. S. Dallas, Secretary and S. M. Dallas, President and Founder, Dallas Mfg. Co.

tect in respect to cabinet work. Our new and modern shop, office, and showroom is one of the finest and most complete in our type of work, showing practically every type of show case, wall case, counter, island display, panelling and cabinet work which we are capable and equipped to manufacture. *(Continued on page 17)*

# POLLAK



America's outstanding first postwar Hotel, new and definitely different, was built in the hectic days of post-war steel scarcity.

From sub-basement to the exclusive Gourmet Room, the glass "cage" on the roof, it was Pollak Rail Steel all the way — delivered "on time."

When in Cincinnati enjoy a meal in the Cafeteria, Skyline dining room or Gourmet Room and remember, below and behind the glamour, it's RAIL STEEL.

### THE POLLAK STEEL COMPANY

MILLS: MARION, OHIO

GENERAL OFFICES: CINCINNATI, OHIO

## RAIL STEEL REINFORCING



Terrace Plaza Hotel, Cincinnati, Ohio



Architects are welcome. The shop is fully equipped with all the necessary power tools, hand tools, and skilled craftsmen required to produce your job as specified along with a technical knowledge of the line.

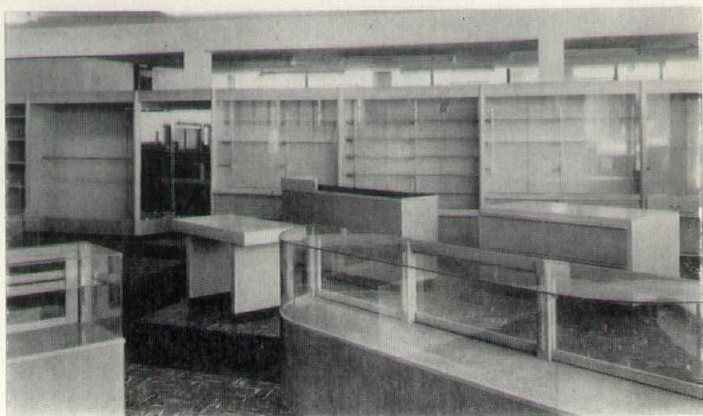
The business was founded in 1924 by Steve M. Dallas, who is a highly skilled cabinet manufacturer from Europe and well schooled in the construction of cabinets, in shop procedures and in production expediency. Michael S. Dallas joined the organization in 1946 after serving three years in the armed forces.

Illustrated here is an installation Dallas Mfg. Company completed for Milo S. Holdstein, Architect, Cleveland, Ohio. The Stevens Shop is a Cleveland's women's shop dealing with women's dresses, suits and coats, located at 712 Euclid Avenue. The store interior layout was governed by the fact that there was a 14" slope in the floor from front to rear. To overcome this the Architect broke up the interior with the center circular motif and took up the slopes in the bases which were recessed. By carpeting the floor and breaking the horizontal lines of the cases with the circular motif and the vertical pylon, the architect minimized the slope problem. The cases are made of blond oak with flexibility in that they are convertible to two rod and one rod uses with height adjustment for longer and shorter dresses, suits and coats. More than 90% of the cabinet work in the Stevens shop was manufactured and finished in our shop, eliminating extra labor and confusion on the actual job.

Along with the Stevens installation, we also outfitted French, Shriner & Urner, located on Euclid near 9th St., Cleveland for Olindo Grossi, Architect, and Morton's Jewelry in East Liverpool, Ohio, for Robert Potter, Architect.

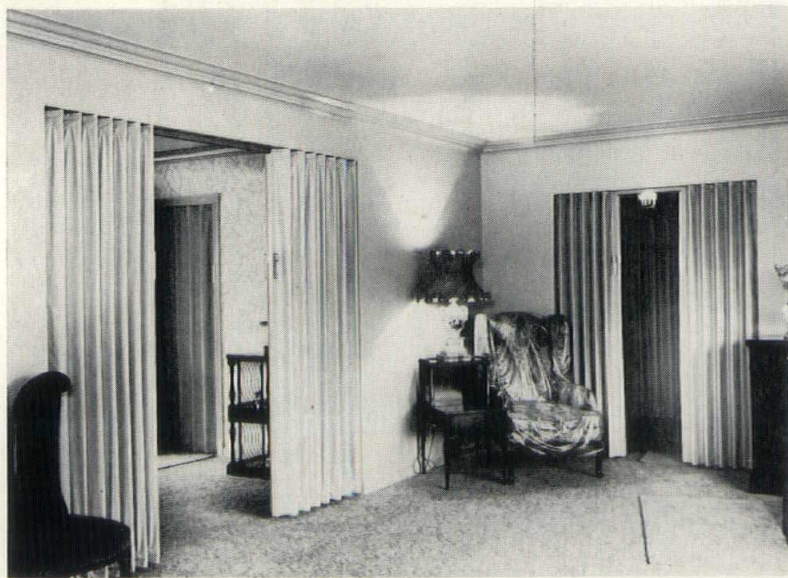
We desire to work with and for the Architect. Our

organization is small enough to be flexible in meeting and coping with the architect's problems and working them out so as to give the effective design as specified and yet we are large enough to handle his greatest demand. We would like to offer and suggest the incorporation of our stock wall cases, show cases, counters, garment bins, etc., in the layout of your client's store, constituting perhaps as much as 60% of your layout,



Architects are invited to this Dallas Display Room

and the remainder with the specials necessary to complete your discriminating design. With more pressure day by day being applied on the architect by his client as far as cost is concerned, it may be to your interest, and the client's, to utilize our stock units wherever possible without detracting from your original design. These units may be acquired in most any wood and finish without additional cost to the client.



MODERNFOLD Doors in a Residence

## MODERNFOLD DOORS • WALLS

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FOREST HILL PARK APARTMENTS, Cleveland  
Architects—Weinberg, Laurie & Teare, Cleveland  
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Architects—Braverman & Halperin, Cleveland  
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## EASTERN OHIO CHAPTER NEWS

Following is a list of officers for Eastern Ohio for 1950: Russell Roller, RR2, Alliance, Ohio, President; George M. Foulkes, 625 12th St., Canton 3, Ohio, Vice President; E. W. Dykes, 317 Grandview Avenue, N. W., Canton, Ohio, Secretary; Richard Lawrence, 4141 Grand Drive, N. W., Canton, Ohio, Treasurer; Charles Steiner, 387 Homewood Avenue, Warren, Ohio, Director to 1953; John Samuels, 211 North Champion Street, Youngstown 3, Ohio, Director to 1952; Laurence Motter, 1412 Cleveland Avenue, N. W., Canton, Ohio, Director to 1951; Vance Florence, 640 N. Main Street, Akron 10, Ohio, Immediate Past President; Director to A.S.O., Russell Roller; Alternate Director to A.S.O., George Foulks.

E. W. Dykes, Secretary of the Eastern Ohio Chapter is the the new Associate Editor of "Ohio Architect."

### TOLEDO CHAPTER NEWS (Continued from page 8)

3. *Exhibits, Materials, Manufacturers, Producers Council*: Willis A. Vogel, Charles H. Stark, W. E. Tolford.

4. *Program Committee*: John N. Richards, Harold H. Munger, M. DeWitt Grow.



Russell Roller

5. *Annual Competition Committee*: Karl Hoke, T. Y. Hewlett, Thaddeus B. Hurd.

6. *Publicity Committee*: John P. Macelwane, Herman Feldstein, Karl H. Becker.

7. *Annual Banquet and Cocktail Parties*: Orville Bauer, John N. Richards, John E. Kelly, Horace Coy.

8. *Ladies' Program and Entertainment*: Mrs. J. N. Richards, Mrs. C. C. Britsch, Mrs. M. D. Grow, Mrs. J. P. Macelwane, Mrs. T. Y. Hewlett, Mrs. M. B. O'Shea.

9. *Ways and Means Committee*: Horace Wachter, Newton Marvin, Willis Vogel, Frank P. Lange.

## COLUMBUS CHAPTER NEWS

New officers for 1950 are as follows: Charles W. Cloud, President; William E. Linch, Vice President; Louis F. Karlsberger, Secretary; C. Melvin Frank, Treasurer; Gilbert H. Coddington, Member Exec. Committee.

The Committee Chairmen appointed are:

Raymond D. Goller, Membership; William E. Linch, Program; Ralph C. Kempton, Public Information; Ray Sims, Legislative; John Q. Adams, Sr., Professional Relations; Herbert Baumer, Education; Gilbert H. Coddington, Allied Documents; Edward Kromer, Public Improvement.



Charles W. Cloud

## The Giant, Carved Figures of Cleveland's Lorain-Central Bridge are of BEREASANDSTONE

The eight forty-foot high figures of Cleveland's Lorain-Central Bridge offer every needed proof of the "carveability" of Berea Sandstone. This popular building stone here demonstrates its ability to withstand all kinds of weather and remain beautiful . . . suggest its application for many of your projects — interior and exterior. Available in many shades and patterns, Berea Sandstone offers something extra to lift your next construction idea to new heights of performance and beauty. Write us today for full information on Ohio's most adaptable stone.

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## BEREASandstone

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## NATIONAL ACOUSTICAL ASSOCIATION FORMED — HEADQUARTERS IN CLEVELAND

In step with the present trend of uniting for the exchange of ideas, the National Acoustical Association has been formed with headquarters established at 20001 West Lake Road, Cleveland 16, Ohio, phone number ACademy 7062.



Howard G. Wiley

This association is a non-profit organization of leading acoustical engineers and contractors located from coast to coast. It was felt that a central clearing house for information and experience gained locally by its members could be a definite asset to the quality of service rendered to the Architects and to General Contractors, nationally. The operation of this clearing house shall be the major function of the headquarters staff. Advances in methods of construction, operation, sales promotion, scientific

analysis, and trade union harmony, shall be the subjects of such reports to the membership.

One of the primary aims, and one important enough to be given special mention, will be an attempt to furnish the architect with clear concise literature which will be useful to him in the preparation of his specifications and plan details.

The first convention of the association was held at New Orleans February 10th and 11th where the enthusiastic support of its members showed definitely the need for and value of such an association in the acoustical field.



Alfred P. Regitz, Jr.

The officers of this association, all of whom are charter members, are: Mr. Howard G. Wiley, President, (President, Mid West Acoustical and Supply Co., Cleveland); Mr. R. W. Downer, Vice-President, (President of R. W. Downer Co., Los Angeles, Calif.); Mr. Orville P. Huntley, Treasurer, (Vice President and Treasurer of Huntley-Blazier Co., East St. Louis, Illinois); Mr. Alfred P. Regitz, Jr., Executive Secretary, Cleveland, Ohio.

Architects and contractors are cordially invited to consult this organization at any time on any problems that may arise in the acoustical field and the names of recommended contractors will be furnished for work that may be contemplated in unfamiliar areas.

Al Regitz, a graduate in Civil Engineering from Northwestern University has been in the acoustical field as a sales engineer since 1937 excepting for his service with the Navy in World War II. After completing a course in architectural acoustics he was employed in the Chicago area by an Acoustical Contractor. Since that time he has been active in the acoustical field in Ohio

(Continued on page 22)



## ANNOUNCING!!

### THE NEW ZURN NO. 50 CARRIER CATALOG FOR WALL-TYPE PLUMBING FIXTURES

*The only complete, authoritative Handbook dealing with types  
and installations of Carriers for Wall-Type Plumbing Fixtures*

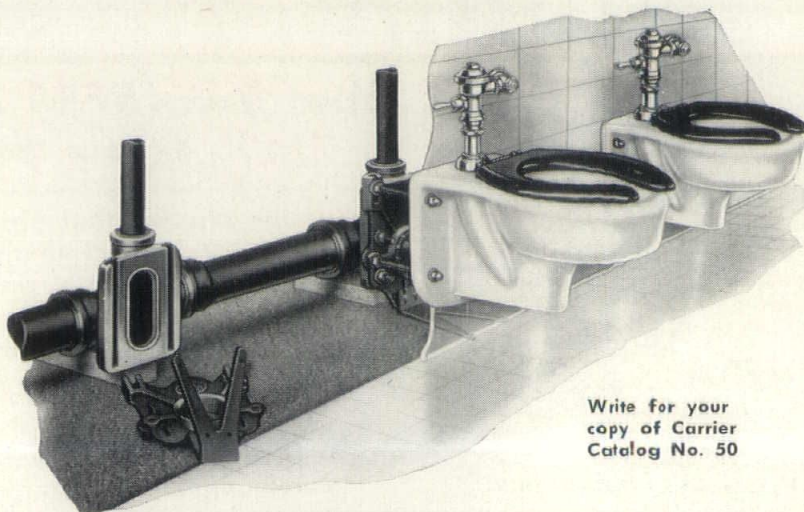
Architects and Engineers agree that Modern Toilet Rooms in Public and Semi-public buildings will have ALL PLUMBING FIXTURES OFF-THE-FLOOR.

*Catalog illustrates Carriers for:*

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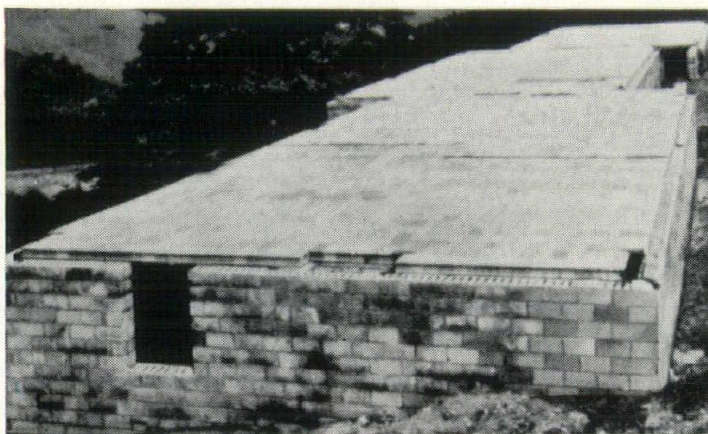


Write for your  
copy of Carrier  
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## BENT TWIG

As a true to life example of the traceable influence of good modern architecture, Thomas Creighton tells the story of a New York architect who, years ago, designed a revolutionary elementary school. It was low, airy, colorful and vastly stimulating to pupils. Other commissions for schools, all elementary, followed until a lapse of some five or six years when suddenly the architect was much sought after for high school design work. The children and their parents who had experienced the advantages of education in fresh, right buildings had been influential, the architect discovered, in the demand for the better high school architecture that followed.



## The DOX Floor and Roof System offers these Advantages

The DOX Beam System of constructing floors and roofs enables completion of an entire area in less time than that required to place forms in ordinary concrete construction. DOX light weight beams are delivered to the building site and quickly installed into position by crane. The DOX System saves materials, simplifies cost estimates, and eliminates cold weather holdups. These are but a few of the many advantages offered by the DOX System.

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**THE CLEVELAND BUILDERS SUPPLY CO.**

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## MIDWEST ACOUSTICAL ANNOUNCES NEW TOLEDO WAREHOUSE LOCATION

The Midwest Acoustical & Supply Co. headquarters in Cleveland, announces a new location for its Toledo warehouse and office, at 1605 Hoage Ave. with a new phone number FA. 7402. This move, because the location is now on a railroad siding, will make it possible to unload cars directly into their warehouse or into company trucks for delivery to the consumer. Mr. Howard G. Wiley is the president of this fast growing company.

## GOODBYE AND GOOD LUCK, EMIL

New York City gains at Cleveland's expense. Emil Szendy, A.I.A. who wrote Cleveland's New Building Code has received an exceptionally fine offer to do the same for them.

*An Invitation*

**UNION**

Wallpaper & Paint Co.

CORDIALLY INVITES ITS  
ARCHITECT FRIENDS

TO A  
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**WALLPAPER  
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is America's fastest growing "specification." There are 19 good reasons - ASK FOR THEM!

*Meet Your INFRA Distributor . . .  
he is a Good Man to know in:*

HE has the product that gives your buildings the very highest thermal values in winter and summer . . . and tames the "Moisture Monster" too.

INFRA Accordion-folded MULTI-FOIL Aluminum Insulation "can't be beat" in performance OR installed cost. There is a type for every job and budget, from a home to a skyscraper; from a wind tunnel (U. S. Bureau of Standards) to a retort oven!

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## PROTECT AGAINST MAN-MADE FLOODS

By Harold Bergman, J. A. Zurn Mfg. Co.

Property damage, caused directly by man-made floods has cost us many millions of dollars. We refer particularly to water damage brought about when fighting a fire. Tremendous quantities of water poured into a



building that does not have proper drainage will seek the only other avenues of escape—through walls and floors. In most instances, loss by water damage far ex-

ceeds the actual fire damage. True, the building is often labeled "fireproof construction," but, furniture, equipment and a careless cigarette in a waste basket can set off quite a blaze.

A recent example was the fire and accompanying explosion in the Post Office Building in Washington, D. C. Newspapers reported that collapsing ceilings and walls, resulting from heavy water loading, caused the major part of the damage. The only possible way to minimize this water-load, these man-made floods, is the inclusion of "Proper Drainage" in specifications.

When a sprinkler system is included in the design of any building, proper drainage is a "must." If the system goes off accidentally or because of a fire, drains must be properly sized and located in order to take the water away (through the drainage system) as rapidly as possible. Floor drains should be carefully spotted in corridors, hallways and storage rooms; areas generally considered "second cousins" as far as drains are concerned. Close adherence to this policy will eliminate much of the water damage mentioned earlier.

While on the subject of floods, let's not overlook the God-made kind. Heavy rains and snow often create roof-loads that will cause a roof level to drop several inches. This movement, together with rigid roof connections, will tear and dislodge felts, requiring costly roof repairs. Proper sizing and/or expansion joints will safeguard against this difficulty.

Consult your catalogs, or better yet, call a representative in to help you select the correct drain. By all means, be sure the building you design has "PROPER DRAINAGE" in order to prevent MAN-MADE FLOODS.

The Harold Bergman Co. has carefully prepared typical Drain Specifications for Schools, Hospitals and Fire Stations. They will be glad to send you copies. Write for them, 417 Citizens Building, Cleveland, Ohio.

• • •

*One woman to another: "My husband is absolutely no good at fixing anything, so everything in our house works."*



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**STOP, LOOK and LISTEN** TWICE AS CAREFULLY AFTER A HEAVY SNOWFALL—NOISES ARISING FROM TRAINS AND STREET CARS ARE HARDER TO HEAR WHEN THERE IS A FRESH FALL OF SNOW ON THE GROUND!

**SOUND FACTS**

Here is an example of sound absorption poorly located—see us for the proper placing of controlled sound absorption in your lecture or music hall.

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CLEVELAND

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COLUMBUS

TOLEDO



## NATIONAL ACOUSTICAL ASSOCIATION

(Continued from page 19)

and comes to the association as Executive Secretary with wide experience and proven ability in all phases of the acoustical field.



Home of National Acoustical Assn. Cleveland

## Radiant Heating in Ceiling Better Than Floor Panels for Foot, Leg Circulation

Radiant heating panels should be located in the ceiling in preference to the floor of a building in the interest of maintaining proper vascular tone in the foot and leg, two research engineers of the John B. Pierce Foundation, Laboratory of Hygiene, New Haven, Conn., report.

L. P. Herrington, director of research of the laboratory and R. J. Lorenzi, research engineer, reported on a series of tests in which they kept a room in a test house at a temperature of 75 degrees first by the use of floor panels and then by ceiling panels. They said that the temperature of the lower extremities of the two young men used as subjects was two degrees warmer when floor heating was used than in the case of ceiling heating. The engineers said location of the radiant heating panel in the ceiling did not produce a significant effect on head temperature.

(Continued on page 23)

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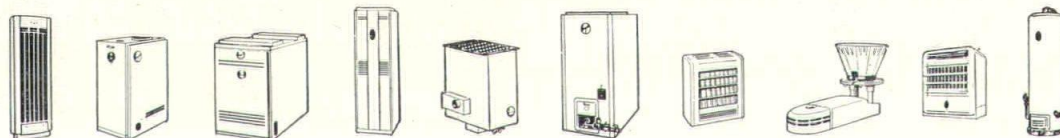
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The speakers stated that outside shoe temperatures are 10 degrees or more below foot surface temperature. With floor panels operating at 79 degrees in order to produce the desired room temperature of 75 degrees, the floor temperatures in the tests average 78.5 degrees, they said, as compared with an average floor temperature of 72.8 when ceiling panels were used. Stating that they believed it necessary to avoid local heating effects which may induce low vascular tone in the foot and leg, they declared that floor temperatures above 75 degrees are not desirable.

"One of the conditions of an alert subjective state is the maintenance of this vascular tone," declared the engineers, "and in consequence, foot temperatures are very considerably below the general skin average."

The reality of this relation of tone in the lower extremities to their temperature is demonstrated very conclusively in relation to the sudden rise in lower extremity temperature with anesthesia and on falling asleep, they said.

"Since psychic relaxation under conditions which require alertness is closely akin to certain sensations of dullness and fatigue, it appears desirable, in heating procedures, to avoid local heating effects which may induce low vascular tone in the foot and leg," declared the report.

## NEWS OF THE DAYTON CHAPTER

Buford L. Pickens, head of the School of Architecture, Tulane University, New Orleans, La. and Vice President of the Society of Architectural Histories was guest speaker for the Dayton Chapter's meeting on January 24, 1950. The meeting was held in the Garden Center



John Sullivan, Jr.

of the Dayton Art Institute. It was attended by the members and their wives and Miami University students. Dean and Mrs. Ernest Pickering, head of the School of Applied Arts, University of Cincinnati, and Mr. and Mrs. George Wallace, head of the Montgomery County Planning Board were guests of the Chapter.

Dean Pickens spoke on "Another Look at Contemporary Architecture." It proved to be a provocative discussion dealing with the organic principles of space modula-

tion in contemporary architecture. He contrasted the modern approach to the basic design conception of the Eclectics. His discussion was illustrated with a fine collection of colored slides.

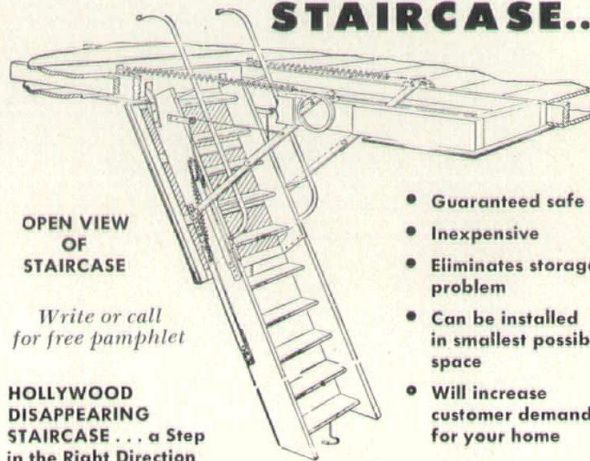
On January 5th, at the annual meeting of the Chapter, the following members were elected to office. They are: John Sullivan, Jr., President; Max G. Mercer, Vice President; Eugene Wm. Betz, Secretary; Richard R. Grant, Treasurer; Emory J. Ohler, Director.

Other Directors remaining in office until their terms expire are: Milton R. Williams and Harry I. Schenck.

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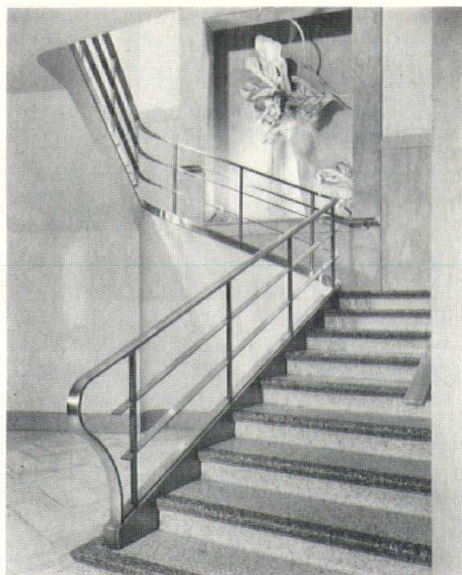
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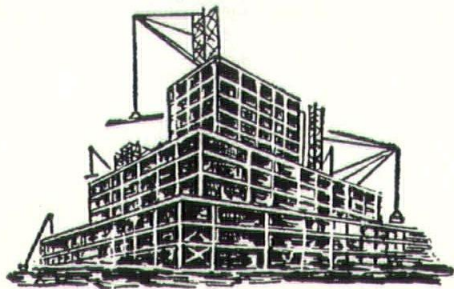
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## THE COST OF THE BUILDING STARTS WITH THE OWNER

The big problem in the construction business is, and always will be, trying to give the customers custom-built jobs at assembly-line prices. Of course, some of the assembly-line jobs in the private home building field approach for efficiency and low cost some of our larger industries' streamlining. Notwithstanding this, there are still many prospective home owners who prefer to have their homes built to their own private order, largely because they have some pet ideas that have become rooted in them during their adult years and whose attainment would not be possible for them any other way. The surprising thing is that these custom-built jobs, stick for stick, and brick for brick, do not come higher than they do.

The home building part of the construction industry, however active and important, is only part of the problem. No one has yet undertaken to mass produce office buildings, theatres, hospitals, or any other type of structure—except residences. Therefore, in all sections of the construction industry, except the large scale home development field, it is imperative and smart to consult an expert in design and layout. Even if one has no other motive than to save some money it is imperative and smart to do this.

Strange as it seems, the man who can perfectly well understand if he orders a custom-built automobile, it will cost at least five times more than one of the standard makes, cannot or will not make the slightest concession in this direction to the building industry. Maybe this is because he has read in the press a great deal about prefabricated homes and has permitted his thinking to become confused to the point that he has ideas that the same principle can be extended to the entire construction industry for office buildings, theatres, hotels, hospitals, etc. If he would stop to think about it, he would know better.

The first thing that a large-scale private home developer does, after assembling the land upon which the houses are to be built, is to draw, redraw, and redraw several times more the plans and rewrite the specifications for the basic house he intends to build and the variations in outside appearance thereof. He figures and refigures until he gets all of the unnecessary costs out of the plans and specifications. The point to remember here is that the home builder knows perfectly well that the cost of the sales price of his finished product starts with the blueprints and the specifications. There are several other steps after the blueprints and specifications are completed where costs can get out of line, but he pays attention to that also when he arrives at that point. For his purpose he is his own owner, designer and builder.

Except for home builders, this combination of circumstances does not usually prevail. It is true, of course, that once in a while an owner for other than a home will attempt to take unto himself several of the construction functions—much to his later regret and sorrow. But no one can say that the owner is not rightfully exercising his prerogatives in dreaming about the kind of a building he wants whether it is an office building, a theatre, or something else. The trouble is that so often such dreams become just as wild as nightmares. There is probably not a single owner who would not like to have for his business the most complete and modern of structures with all of the facilities, gadgets, and fixings. If the architect and engineer permit the owner's dreams



to run hogwild all over the field when the cost is made known through competitive bidding later on, the owner charges the construction industry with pure unadulterated highway robbery.

For this reason, architects and engineers customarily have painful times with the more unreasonable owners, when they tell them at each step of the way that they can have what they want but they must be prepared to pay the price. Unfortunately, many owners are unable to understand the warnings that they receive. By force of circumstance this sometimes results in a compromise. The compromise is probably a more expensive job than the architect or the engineer could have done had they been left to their own devices.

Who writes the price tag? It is plain that it starts with the owner. From there on a lot more depends on the owner, as well as on the architect and engineer whom he employs. So it is plain that the cost of a building is not merely a matter of prices for materials and hourly wage rates for labor. A good architect or engineer, as well as a good contractor-engineer, will usually save an owner varying amounts up to, equal to, or exceeding the charge for his services. This does not even take into account the extra advantages to accrue in the future from careful layout so as to secure the maximum utility of the space or from the proper design and specifications conceived with upkeep costs in mind. These are the bonuses which continue to pay off for many years into the future. Size, shape, height, bulk, and space, are things in construction of which the average owner is little informed.

What happens in the construction of a building, in the final blueprints and specifications, is always the focal point around which the entire construction processes as



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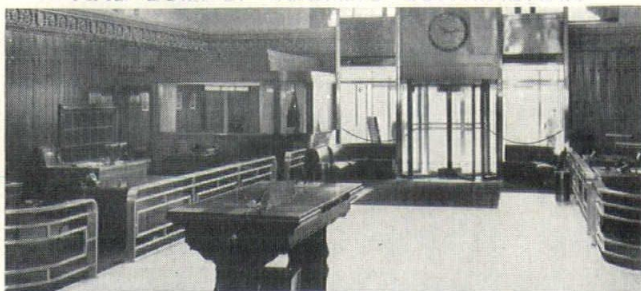
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well as the cost thereof later revolves. Therefore, it behooves owners with construction budgets beyond which they cannot go, and it also behooves architects and engineers, as well as contractor-engineers, to keep these points in mind lest all of the action be later found out to be mere shadow-boxing. There is no reason why an owner shouldn't be brought into line by being informed of the facts. He must be made to understand the basic things with which construction cost commences. We understand the way a percentage works, and, knowing this, we suggest a percentage of a job that goes ahead because it comes within the budget is better than a dozen of them that do not because they exceed the budget.

Now, of course, no matter how astutely and efficiently the owner and his designer work together, their efforts can be brought to naught by the builders, subcontractors and suppliers thereafter. However, competition being what it is, the chances are that the job will go ahead within the budget, assuming that it is a reasonable one, providing the design and layout has been properly conceived and brought into alignment in advance with the amount of money to be expended.

Generally speaking, the design and layout profession, that is, architects and engineers, as well as others having an influence upon these things, are fully cognizant of the bearing their blueprints and specifications have upon ultimate cost. If the investing owners could be made to have an equal amount of confidence in the designing profession it would simplify the problems of the latter considerably. Consider the numerous cases where in recent months bids received from builders have not exceeded the budgets, and in some instances have come materially below the budgets. A case in point is an institutional building on the Atlantic side of the country, where a \$6 million budget was involved and, due to expert design and layout, the total bids amounted to a million dollars less than anticipated. The yardstick of measuring the cost in this instance was the price of the cubic foot of space and when measured against other buildings of similar nature it was found that the cube price was 25% lower than estimated. Maybe the budget was too generous, maybe the contractors were hungry for business, or maybe the owner and his designer got together, between them producing a building that would do all that was expected of it at reasonable cost. They wrote the price tag in advance.

## Russell Roller Writes Our President

I am so happy (liar that I am) to receive your very urgent wire advising me that you expected a report from me covering the news for Eastern Ohio Chapter of the Architects Society of Ohio of the American Institute of

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Architects, for publication in the "Ohio Architect."

This thing happened to me the other day, it really did and if you have heard it before it is purely coincidence: I had given plans and specifications out for bids, and shortly thereafter my phone rang. On the other end of the line was a voice full of righteous indignation and suspended animation, frustration and, obviously intent upon trapping, trying and convicting the perpetrator of so horrendous a crime as was I about to be accused. Without the usual niceties that lead up to the nucelolocentosome (Merriam-Webster says "a centrosome of a nucleus," now assuming that you know what a nucleus is and can find out what a centrosome is you can get some idea of what I mean; by the way Merriam-Webster doesn't tell you what a centrosome is, so call up some of your physicist, psychiatrist or psychographer friends and find out if they know) or should I say that "lead up to the meat" (you know that is the great trouble with the most of us, we just don't want to say in plain words that which we want to say in polysyllabic euphemisms, now do you see what I mean, if you don't you will when I get back to finishing my story) or cause for calling in the first place, he (the guy I started to tell you about calling me a while back, now there is a real good euphemism, "a while back," if you care for euphemisms, personally I like vanilla but one gets tired of vanilla especially if you don't get anything else but vanilla) launched into a terrific tirade, demanding what I mean by the phrase in my specification "the Contractor shall provide a potable supply of water for all those employed on the job," had I not left out the "r" between the "o" and "t" in the word portable, had I meant portable, and if I had he was damn well not going to carry water for everybody on the job. Well, I tried to explain that potable water was merely water



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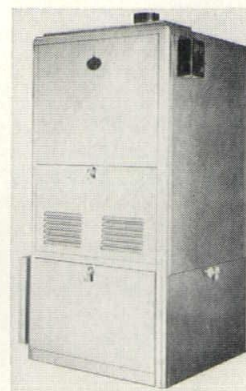
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that was fit for human consumption whereupon he replied, in an impatient and unkind tone of voice, "why in the H - - didn't you say 'dring water' in the first place." Now do you see what I mean George? Just in order to convince the poor layman that he is something else other than an Architect (for which he is probably pleased) we go into all this thing that is our heritage (do you know what a heritage is?) a heritage is a status into which you were born and you can't do much about that; the book also says "liberty of speech is the heritage of freemen," well George it is too bad, being Architects we are not freemen, therefore we are destined to keep on using that which we inherit and not that which is our heritage. If you are a bit confused don't let it bother you, I am exhausted. But remember Georgie you insisted upon it, to the extent of sending me a telegram and you are supposed to edit all the foregoing and check the same for spelling, authenticity, punctuation (which I have practically left entirely up to you) etc., and if you don't edit and don't publish this jocular and yet profound bit of satire you will be "CHICKEN." According to "Life" magazine chicken is something you become when you use your hands to drive an automobile at not less than sixty miles per hour. And you wouldn't want to be called chicken, would you George?

Archifecually yours,

Russ Roller

## HOW EFFICIENT IS THE BUILDING INDUSTRY

(Continued from page 7)

—here however, coming to the inside of cities, along narrow streets already congested by the normal needs and traffic of the city. There we see these great enterprises accomplished with celerity—with dispatch—with very little interference to normal city life. Very few industries in the world could have built the skyscrapers on lower Manhattan, for example, with the speed and lack of annoyance as developed by the building industry. I remember the pride of accomplishment when a story a day of limestone was set on the lower floors of No. One Wall Street and the knowledge that this was only a minor part of the great flow of building materials, largely prefabricated, which made up the complete day's progress.

Certainly, during the war the building industry covered itself with glory and produced amazingly, wherever required. It need not be ashamed of its great attainments. The world still comes to our door to learn of our methods. No, it is not for these large enterprises that we are attacked. Yes, perhaps a little because we have used walls of brick and stone instead of aluminum or steel or concrete—something, however, which had nothing to do with desirability of the materials themselves but which resulted wholly from the economies attained in the older materials. No, we are attacked because *we* have not been able, alone, to adequately house all the people of these United States. Here is where building codes, labor inefficiency, high prices, lack of new techniques are the bases of the accusations. And it seems to do little good to state that the cost of building a family dwelling unit is definitely related to the cost of living and that even here with all our inherent troubles within the industry, the costs of urban building for 1948 as an index, is well below, for example, the composite of all wholesale commodity prices. (That is according to data compiled in our office and that published by the National Industrial Conference Board of New York.) If we are buying with a fifty-cent dollar in the building industry (because the increase here indicated from 1940 to 1948 is 94.5%) the increase in wholesale food prices makes even a smaller dollar because the



percentage of increase is 164%—a marked difference in degree.

With rent control and with indicated better purchasing power for the building dollar, shelter, while also much too expensive for the national income as a whole, actually can be shown as but a parallel part of the entire social and economic structure. Sometimes I wonder if rent control may not have subsidized a new industry—for when one sees the cat's whiskers rise all over Manhattan—over apartment and subsidized tenement alike—one appreciates that some rent savings must be paying for television.

But last week I was told of an incident in Chicago's Harlem—a small Negro child weeping bitterly in a social center because a very interesting colored drawing she had made could not be used as a decoration in her home, such as it was, because her family occupied the center of a room. Her family had no walls—the other four families who occupied the room possessed the walls; and in the recent number of "Holiday" there is a picture of our own Harlem showing a family using kerosene oil lamps under equally crowded conditions. We will all agree this is a disgraceful picture—something most of us feel could only have happened in Russia. But can we honestly say that these conditions are entirely the fault of the building industry—or, is it not more true that machine-age techniques have not given these families either autos, radios, or television sets? Nor has the machine-age even given them sufficient food and clothing. No, we can honestly say that this housing problem is in the same degree of *no-solution* as are all the other social problems still to be solved by our society.

Nor can we do more than take a little pride in the fact that reportedly about 65 to 70 percent of our people are adequately housed, clothed and transported because while the building industry has definitely helped to bring more comforts into the lives of this large percentage of our population, it still costs too much in relation to family income—at least for the greater number of this group.

Now, the problems facing our society are Herculean, for with the need of their solution, we appreciate there must go a revision in the structure of our society, one that releases more rather than less individual opportunity, initiative and responsibility. For unless we do that "soft socialism" will catch up with us. At least I think you would agree with me there must not be any center-of-room families in the United States—or anything which resembles it; and further, it would seem to me that money spent in solving this social problem and others of similar nature, in the long run, will be less than that of another war. Somehow or other, I believe that we must continue, simultaneously, defense and greater progress, to finally win the war of ideas.

It would not be difficult, were there time to give many examples of new methods and techniques—the marvelous assembly line of largely prefabricated working parts to produce large buildings—and the same techniques applied to small houses in sizable quantities throughout the land and even for the small individual builder the increased efficiency which has come from powered hand tools and factory methods which he too sets up on the job. Nor would it be difficult to prove that there is not going to be great savings in relation to family capital expenditure by modifications in building codes because there are now great sections of the country where there are no building codes—even in suburban communities other than cities in the New York region there are few building codes. *All over the country, anything goes; but the prices stay high.* Nor has prefabrication from the days of the Bossett houses to the present met any price

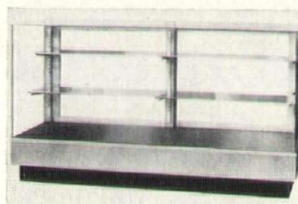
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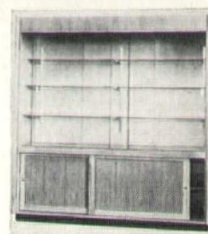
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tion Work

level that could not be readily met by the individual and competitive building and especially by an assembly line upon the site itself.

But granted we have consistently gained in efficiency in the application of the machine, nevertheless we have also as consistently increased our own internal difficulties because we have rarely taken the larger responsibilities in coordinating the industry to achieve a team; one to be partners in production. Here in New York the record is excellent: The cooperation between the Building Trades Employers Association and the Building and Construction Trades Council. The A. F. of L. has been farsighted and statesmanlike, resulting for this area in a sense of stabilization, most desirable from every viewpoint. When one crosses the Hudson River, however, confusion is more apt than not to reign.

The team, of course, is designer, manager and labor, and material supplier. (For the moment I leave out the owner—whom I wish most earnestly to encourage and increase in numbers.) I include in design, the architect and engineer; in manager, the contractors and their subs; in labor, all who take part in construction both indoors and out; in materials, their manufacture and supply. Shall we look at them separately? And of course, I am dealing in generalities in which, however, there is much truth. The design group is undergoing, in conception of what building means, what amounts to a revolution. Careful surveys of many clients' needs now are given months of effort. Mechanical services are increasing in number and complication for even the smallest construction unit—and the client has steadily increased his desires. This is illustrated by a newspaper article I read while in England during the war. "Post-war houses are to be fully equipped homes. Saving up for an electric iron, going without this or that so that money may be available for the newest cooker, mortgaging savings to have refrigeration—these are experiences which are to be eliminated from the lives of home makers of a generation or so ahead—they will have the joy of finding a full set of tools for home-making."

One wonders sometimes at the unlimited scope of our clients' demands and at a "give-me" society which expects to attain utopias without saving for them. I indicate that design is not static; that comfort inventions are continually increasing the costs, and that these must be absorbed and, further, I will say there is an enlarging number of younger architects especially, who believe that the industry should be able to achieve all these at a constantly diminishing price to the user—for their ideal is the comforts of today combined with the prices of my youth when one could buy pork chops for 12 cents a pound and build (in New England) a five-room house for about Eighteen Hundred Dollars. In the immediate past we have had to absorb a large number of earnest, idealistic and incompetent hands and minds, badly trained, and here I realize our efficiency has suffered. We are, however, encouraging youth in ever-increasing numbers to enter the profession and as we are aware of our responsibility to the future there is throughout the country a growing number of competent men.

Management also has its faults—it has not completely got over war psychology, when money had no meaning—



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When it was not necessary to sharpen pencils on costs or do real management, which, after all, is perhaps the most important part of any construction project. Even the best of you are not as good as you were before the war. In the many and necessary fee contracts which followed the war your budgets were generally weak, controls were badly wanting, factory inspection hardly existed—because the times were difficult (and I know they were). You assumed that good workmanship was impossible, so you passed up to the architect and his client inferior quality which you asked to be accepted on a time basis. You seemed to have had no conception that even our large corporations, quite different from the Federal Government, had bottoms to their pocket-books and you have taken contracts on a professional basis without too much understanding of what professional responsibility means. The underlying principle is *responsibility*.

Gentlemen—builders—the fat years are over: the lean years are to be met with more intelligence and imagination and with more understanding of the importance of keeping a client informed as to the money he must spend. You, together with us, have helped to make the fee contract a matter of question. From now on you will be asked to take more and more lump-sum contracts because the reasonable way of doing a job, i.e., on a fee basis, has been muffled. *Perhaps the gamble which we must all take from now on will be all to the good.*

I have an honorary membership card of the "Brickies" and I am very proud of my association with a skilled trade because I think of myself as a skilled manual worker—with precise hands guided by an observant mind; and so if I use this trade as an example, please understand I do not separate it from the rest of society. It is unfortunately, part and parcel of it.

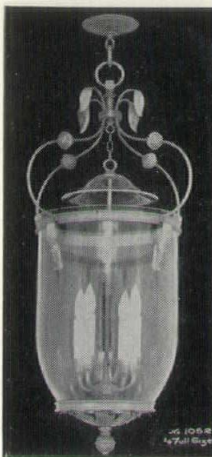
Since the war it has been my opportunity to observe the workings of our building trades upon the duplication of a similar enterprise. We therefore have the statistics of the certain units and also our estimate of efficiency from the same trades. None of them is as good as before the war. Let's take the laying of brick. The brick itself as used cost in 1940 \$40 a thousand. Now the same brick cost \$60 a thousand. Each brick cost in 1940, four cents; each brick now costs six cents.

In 1940 the mason received \$2.00 per hour.

Today he receives \$3.20 per hour and lays less brick.

Nor does this type of increased building cost, i.e., the lowered production per man, tell the whole story because too many mechanics are found at the coffee stand enjoying lengthy discussions (I will put them on a high level) concerning the larger affairs of the world—all of this on the owner's time; and on several jobs which I have been on, travel pay has resulted in a short work day—and as I remarked recently as I passed a conference of earnest electrical beavers: "It's nice work if you can get it." The owner forced to accept this type of efficiency, no longer wonders why his building costs so much.

Now I have been associated with the most thrilling building experience in modern times, i.e., the first job for the United Nations at Hunter College where all of us—designer, builder and labor clicked into a miracle of cooperation to perform the impossible—nineteen days of great accomplishment. I have heard of white flames of purpose and here I witnessed it—so I know that one building team given a goal is the best in the world and so I ask why is the building of our possible society in peace time so laggardly met—why is not effort sustained to overcome the problems which are not difficult? Why does labor, for example, not recognize the well-known economic truth that if any one group attempts to offer resistance to changing conditions, the end result will be



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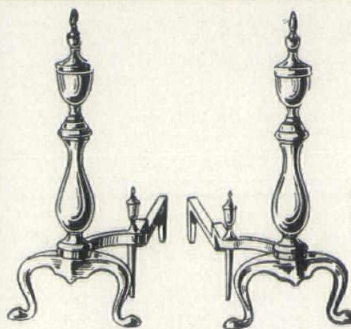
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another way of accomplishment—another group of men gradually eliminated? This same fact is true of other restrictions whether they belong to labor or the professions—restrictions in an advancing society are either overcome or by-passed and finally the work belongs to the unskilled.

You may believe that a jurisdictional strike is an occupational disease indicating new materials and progress but you cannot persuade two of my clients whose projects suffered through seven months of dispute between carpenters and laborers that it does other than punish an owner willing to build and stop the progress of (in both these cases) research necessary not only to social welfare but also to national security.

Our industry therefore, all of it, design, management and labor has to face this fact: that either we meet changing conditions—increased demands for social needs with imagination and willingness to produce at reasonable cost—or we will find ourselves replaced. This means that unless we get together, working out our problems so as to meet what our client (mankind) needs, we will find some super-bureaucracy doing it for us—and telling us how to do it because it is part of the party line.

It is perfectly obvious that we are as efficient as is the society in which we work and the fact that we have solved as much as we have makes it difficult to achieve a continuing enthusiasm for a new goal of achievement. It is all the more necessary that we attempt to complete our job not only to ensure the social welfare of all our people but also to combat that new religion of despair and phony equality. We must either work to raise real living standards, or as Churchill says, "starve equally."

## NEWS OF THE CINCINNATI CHAPTER

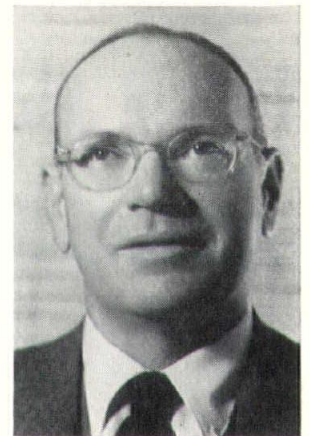
The following are officers of Cincinnati Chapter, A.I.A. for 1950:

Ramsey Findlater, President; George Garties, Vice President; Carl A. Strauss, Secretary; Herbert F. Hilmer, Treasurer. Directors are as follows: Bernard Pepinsky, Philip T. Partridge, Geo. Edward Porter, Jr.

A.S.O. Director, Harold W. Goetz, 115 N. Main Street, Middletown 9, Ohio.

Ramsey Findlater is a former Director of the A.S.O. and is one of its most active members in the Cincinnati area.

Mr. Findlater is a native of Cincinnati and was educated in Cincinnati public elementary and high schools. He graduated from Kenyon College, A.B., 1926, and Harvard University, M. Architecture in 1932. He practiced in Massachusetts and Florida, 1933-1938 and was Assistant Director, Cincinnati Metropolitan Housing Authority, 1939-1946. He is at present Director, Cincinnati Metropolitan Housing Authority and a Member, Board of Governors, National Association of Housing Officials.



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## APPLICANTS PASSING SEPTEMBER (1949) EXAMINATION

(Cert. Nos. 1762-1777)

The State Board of Examiners of Architects announces that the following individuals recently were granted registration as Architects, having passed the State examinations for certificate of qualification to practice the profession of architecture in the State of Ohio.

Brown, Cameron R., Alexis Rd., R. D. No. 10, Toledo 12, Ohio.

Campbell, Eugene Allen, 1972 E. 70th St., Cleveland 3, Ohio

Donaldson, James S., Natl. Bank Bldg., Portsmouth, Ohio.

Edwards, Robert G., 22 Turner Bldg., Elyria, Ohio.

Gaede, Robert C., 23399 Laureldale Rd., Cleveland 22, Ohio.

Gerding, Robert M., Rye Beach, Huron, Ohio.

Keller, Richard A., 1932 East 97th St., Cleveland 6, Ohio.

Lewis, Thomas S., 15 Walnut Ave., Cincinnati, O. (Wyoming).

Memoli, Frank, 245 Gilman Ave., Cincinnati 19, Ohio.

Miller, Don H., 6271 Glade Ave., Cincinnati 30, Ohio.

Peters, Harold E., 1324 Joseph St., Cincinnati 29, Ohio.

Ranck, David K., 228 Washington Blvd., Hamilton, Ohio.

Ross, Thomas B., 494 E. Maynard Ave., Columbus 2, Ohio.

Spiers, Donald M., 914 Main St., Cincinnati 2, Ohio.

Weisberg, Leo, 904 S. Hague Ave., Columbus 4, Ohio.

Woo, Lam, 120 Overbrook Dr., Columbus 2, Ohio.

(The next examination is scheduled for March 20th to 24th, in Columbus, Ohio.)

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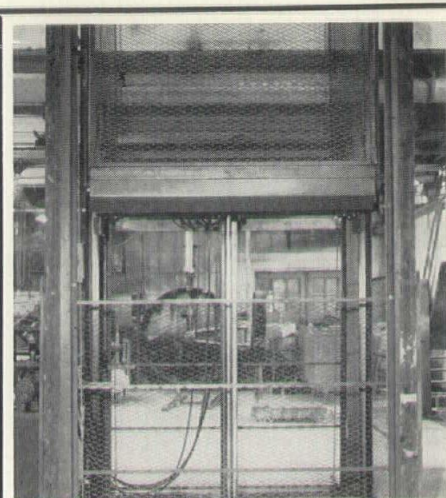
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## COURT VOIDS A.I.A. STANDARD FORM OF CONTRACT

Architects cannot draw up legal contracts between owner and architect or owner and contractor, Circuit Judge Shirley Stewart, of Port Huron, Michigan ruled in a suit brought by Gordon A. Sheill, A.I.A., of Royal Oak, Michigan, against Reginald Howard, of Lexington, Michigan.

If the ruling is upheld by the State Supreme Court, lawyers say it will invalidate the standard contract forms issued by The American Institute of Architects and long used by architects throughout the United States.

Judge Stewart said he based his verdict on the general principle followed by the State Supreme Court that a layman is not allowed to practice law.

The judge granted a motion by Howard's attorney to dismiss the suit in so far as it is based on such a contract.

The contract called for Sheill to draw up contracts between Howard and builders of a home for Howard. Sheill sued for \$7,000 which he claimed Howard still owed him on a \$14,000 fee.

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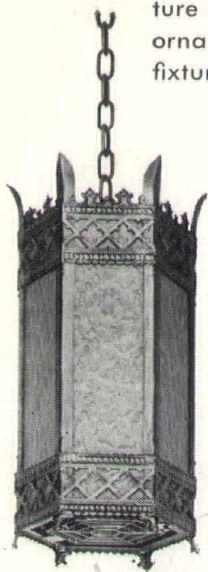
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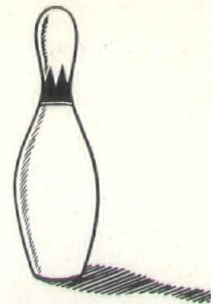
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