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ARCHITECT

FEBRUARY 1957

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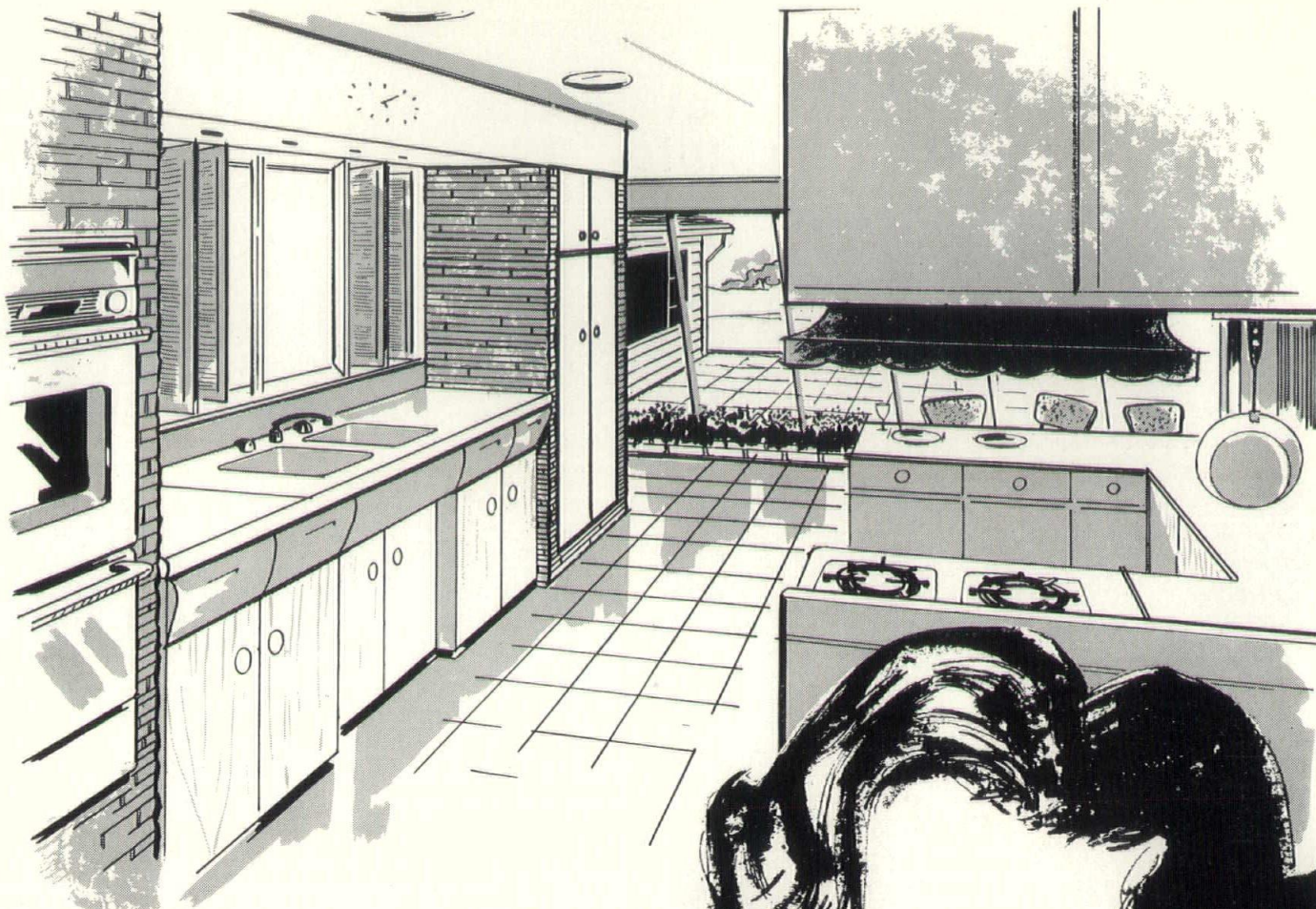
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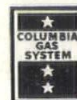
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The American Institute of Architects



The American Institute of Architects is dedicated to the betterment of the profession of architecture. Its program is centered in the belief that this profession, through its concern for the planning of human environment, serves as a vital social force in the life of the nation.

It is a national professional organization whose membership includes 11,500 registered architects throughout the nation. There are 124 chapters of the AIA located throughout the United States. Each chapter functions as an autonomous unit in seeking solutions to problems of planning the physical environment of its community. Officers at both the local and national level are elected annually by membership vote.

Architecture, which earlier had been the province of the builder, the carpenter, and the talented amateur, became a profession on February 23, 1857, when 13 idealistic architects met in New York to found the AIA. The service they performed to the benefit of the profession and the public will be acknowledged at the founding site on the Centennial date of February 23, 1957, by representatives of five co-sponsoring New York City chapters. The original AIA meeting house has been replaced by a building at 111 Broadway which overlooks the famous Trinity Church, designed by the national organization's first president, Richard Upjohn. During the ceremony, AIA President Leon Chatelain, Jr., will unveil a plaque which will be affixed to the building on the original headquarters site.

The birth of the AIA followed establishment of the American Medical Association by ten years. It preceded the formal organization of the nation's lawyers by 21 years. Like the other two great professional bodies, the AIA has maintained throughout its history a high code of professional standards and ethics which govern the practice of the profession and the relationship of the architect to his client. Today, at the urging of the AIA, state registration laws require the architect to demonstrate his competence.

In the 1890's, the AIA made one of its earliest public contributions in a fight to restore to the nation the original concept of the national capital in Washington, D. C. as formed by Thomas Jefferson and L'Enfant. Few will remember, or even believe, that this national shrine had been desecrated to the point that a railroad station squatted at the foot of the Capitol building and railroad tracks ran across the Mall. Led by its president, Daniel H. Burnham, a renowned architect of his day, the AIA waged a de-

termined fight and ultimately succeeded in having the original plan restored and the eyesores removed. In the twentieth century, both the national organization and local chapters of AIA work perpetually to safeguard and restore the esthetic, functional, and economic values of the community.

The headquarters for the national organization is housed at the famous Octagon House in Washington, D.C. which was occupied by President Madison after the White House had been burned in 1814. The AIA has restored the historic building to its former grace as one of the most beautiful structures in Washington.

Today, the national organization is planning a major cultural contribution to the nation to mark the national Centennial Celebration. In a program to be held May 14-17 in Washington, D.C., distinguished representatives of government, science, business, labor, and the arts have been invited to participate in a grand forum. Through this forum, an attempt will be made to define the forces which will shape the nation's environment and guide the planning of man's shelter in the future. The theme for the national program is "A New Century Beckons." The prospectus for the Centennial Celebration states, in part:

"It is recognized that the forces which shape human environment are infinitely more complex today than at any time in the past century. One hundred years ago, the architect was concerned principally with the problem of providing shelter for a pioneer society which was expanding its boundaries and bridging its frontiers.

"Today, the architect must consider, simultaneously, man's physical environment in relation to his new social aspirations and spiritual needs; to a host of new contrivances which afford him new comfort and leisure time; to new problems of traffic flow, land use, and urban congestion; even to the problem of shielding him, not from the elements alone, but from the hazards of a world whose skill at making weapons has outstripped its ability to live without them.

"In the contrast provided by these two eras, we may see, if only dimly, the enormity of the task we face. Our vast new knowledge of the nature of matter must be matched by an equivalent understanding of the nature of man. The architect can and must contribute to a closure of this gap in knowledge. This, then, is the aim of the Centennial Program of the American Institute of Architects."

OHIO ARCHITECT

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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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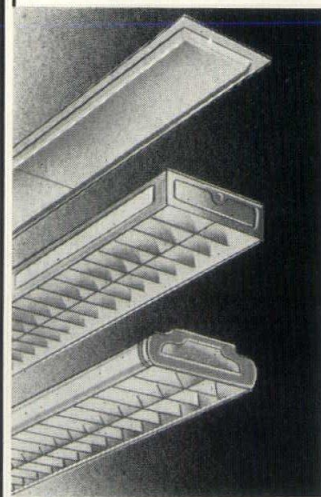
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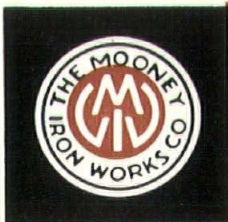
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The Last 100 Years of Ohio Architecture-Concluded

1857-1957

By Perry E. Borchers, Jr., AIA

The Old Stone Church on Public Square, Cleveland, Ohio, by Porter and Heard, Architects, 1856, faces Terminal Tower and 100 years of architectural development since the founding of the American Institute of Architects.

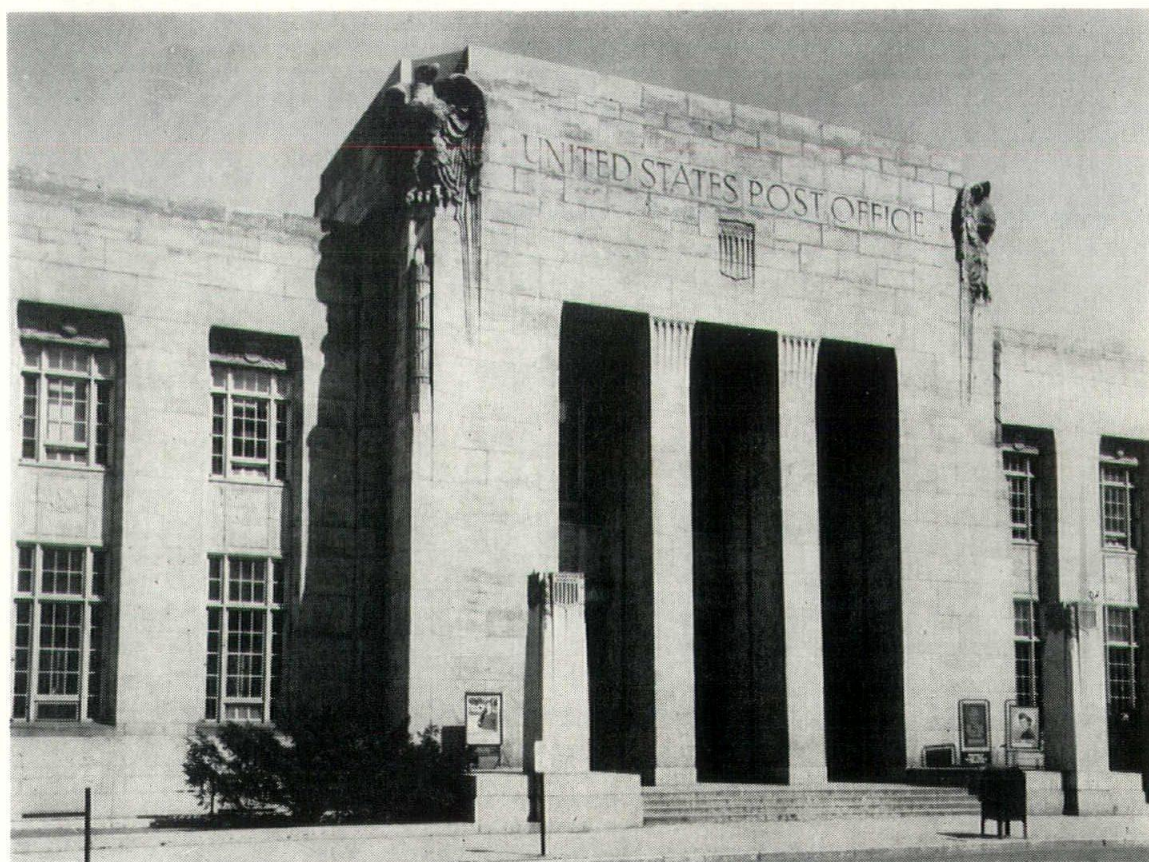


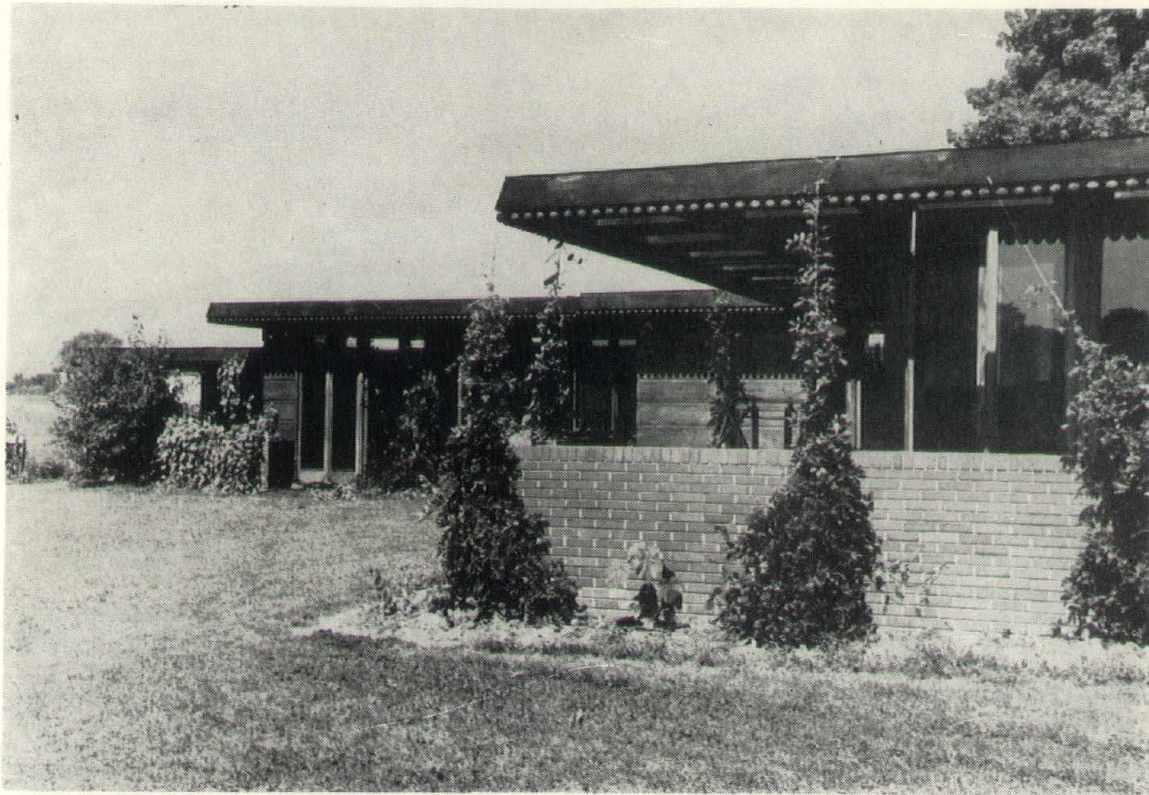
Representatives of the last four decades
of Ohio Architecture



Sessions Village, Columbus, Ohio,
Miller and Reeves, Architects, 1926

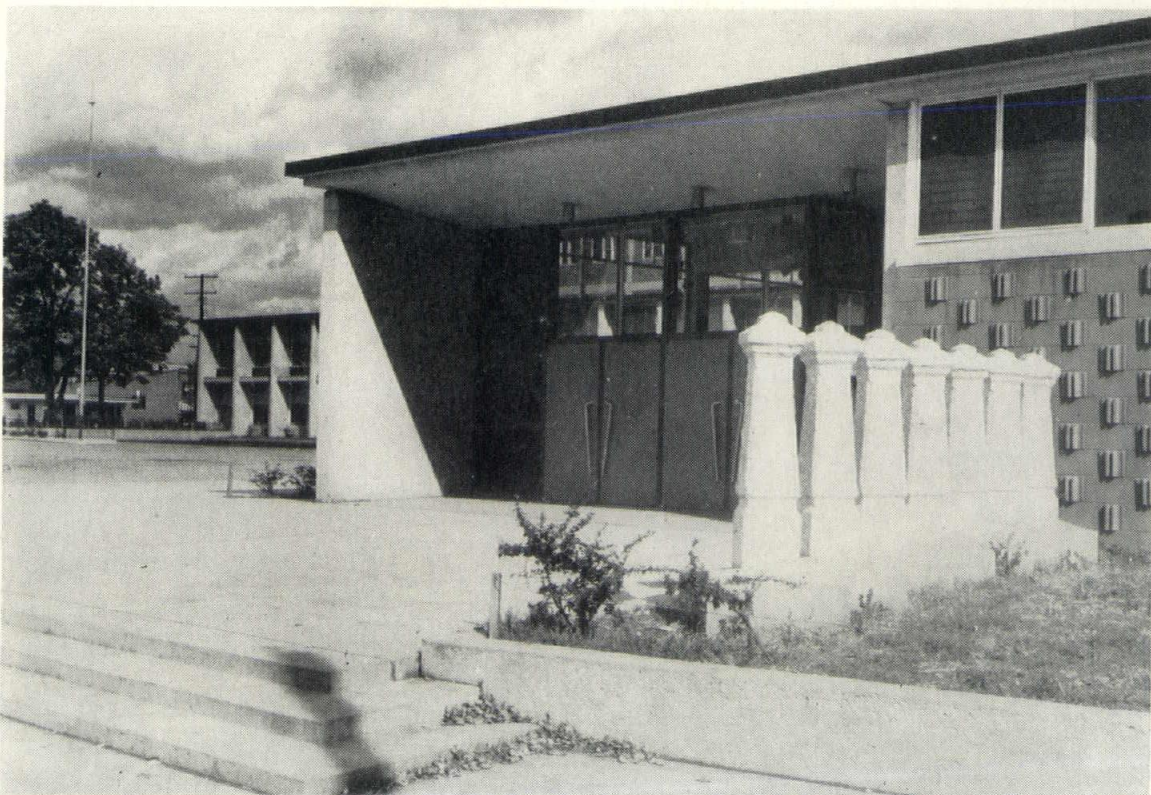
United States Post Office, Springfield,
Ohio, W. K. Shilling, Architect, 1933





Weltzheimer House, Oberlin, Ohio,
Frank Lloyd Wright, Architect, 1948

Garfield Avenue Elementary School,
Columbus, Ohio, Brooks and Coddington,
Architects, 1952, in which new use
is made of relics of our architectural
past



REGIONAL MEETING PROGRAM NOTES

By Bergman S. Letzler, AIA
Regional Director, Great Lakes District

WELCOME, again, to LOUISVILLE—Gateway to the South—The East and the West Kentucky Chapters of The American Institute of Architects, as in 1955, are happy to be hosts to the spring meeting of the GREAT LAKES DISTRICT REGIONAL COUNCIL. I am honored to extend to you this invitation on their behalf. We had good attendance in 1955 and I think everyone had a good time. Lets make this an even better meeting; come and learn the latest of interest in the Institute and Industry.

Final program and pre-registration information will be forwarded thru your local chapter in due course. In the meantime here is the tentative program:

Place of Meeting: The Brown Hotel,
Louisville, Kentucky

Thursday, 28 March

7:00 P.M. Registration Opens

Friday, 29 March

9:00 A.M. Registration Continues

11:00 A.M. Business Session

Ladies Trip leaves Brown

1:00 P.M. Luncheon

3:00 P.M. Research Forum, Part 1

5:00 P.M. Ladies Trip returns to
Brown

6:30 P.M. Cocktails

7:30 P.M. Banquet

Saturday 30 March

9:00 A.M. Committee Meetings

10:00 A.M. Research Forum, Parts 2
and 3

12:00 Noon Luncheon

The research forum is the idea of Mel Frank of Columbus, Ohio, Great Lakes member of the AIA Committee on Research. Research Committee members were enthusiastic about a pilot forum program held before the committee last fall in Washington. By this means it is hoped to make available to all AIA members the latest ideas coming from the great research centers Industry is establishing in order that the building industry may keep pace with the great technological advances being made daily in other fields. The

Gov. O'Neill Proclaims Ohio Architects' Week



ASO officials look on as Governor O'Neill signs proclamation. Standing left to right are Clifford Sapp, ASO Executive Secretary; John P. Macelwane, ASO President; Charles Barber, Toledo Chapter President; A. F. Tynan, Colum-

bus Chapter President; Joseph Lyle, Cincinnati Chapter President; Leon Worley, ASO Immediate Past President; and Charles Marr, ASO Centennial Committee Chairman.

Governor C. William O'Neill recently designated the week of February 17-23, 1957 as Ohio Architects' Week in commemoration of the Centennial Celebra-

tions of the American Institute of Architects.

ASO and local Chapter officers met with the Governor in the Capitol for the signing of the Proclamation.

national organizations that will take part in this, the first regional research forum, are:

The Illuminating Engineering Society
The National Association of Architectural Metal Manufacturers
The Structural Clay Products Research Association

Ample time will be allotted for questions and audience participation will be encouraged by our moderators. These should be provocative sessions.

I trust that national vertical committee members in our Great Lakes District will take advantage of the time allotted on Saturday morning to arrange meetings of the chapter members of their regional committees present at the conference; this personal contact by each national committeeman with the chapters in his district is the very heart of our vertical committee structure. There is a tremendous amount of work being done by our national and by many of our chapter committees, and interchange such as this will help

eliminate much duplication of efforts as each will have better opportunity to know what the other is doing and what have been the results..

At the business session matters to be voted upon at the national convention in May will be discussed, and reports will be given on work being accomplished by our national committees. By-law revisions, particularly as to regional committee structure, will be presented for your consideration. Our Great Lakes Regional Council By-laws were drawn up in 1952, prior to the vertical committee structure of the Institute. We will also elect a member to our Regional Judiciary Committee at this time.

We do not forget the ladies in Kentucky. An all day sight-seeing tour of local points of interest is being arranged. This will leave about 11:00 A.M., and return about 5:00 P.M. An entirely different trip will be arranged from that in 1955.

We look forward to seeing you all in Louisville March 29-30.

STATE OF OHIO
Executive Department
OFFICE OF THE GOVERNOR

Columbus

P R O C L A M A T I O N

ARCHITECTS' WEEK

FEBRUARY 17 - 23, 1957

WHEREAS, the profession of architecture is dedicated to the planning and betterment of human environment; and

WHEREAS, the role of the architect in our modern society is more vital today than at any time in the past in finding solutions to the complex problem of providing not only shelter, but an environment in which we can live and work fruitfully, harmoniously and safely; and

WHEREAS, in pursuance of its goals the profession governs itself by a high code of standards and ethics which benefits the community in which the profession is practiced; and

WHEREAS, it is fitting to honor the profession on the occasion of its Centennial Celebration.

NOW, THEREFORE, I, C. William O'Neill, Governor of the State of Ohio, do hereby proclaim the week of February 17 to 23, 1957, as ARCHITECTS' WEEK in this community and urge the people of Ohio to join in its observance.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and caused the Great Seal of the State of Ohio to be affixed at Columbus, this 29th day of January, in the Year of Our Lord, One Thousand Nine Hundred and Fifty-seven.



C. William O'Neill
GOVERNOR



Shown above are the Charter Members, Cincinnati Chapter AIA, 1870. Left to Right are S. W. Rogers, Samuel Haverford, A. C. Nash, J. W. McLaughlin, J. K. Wilson, Henry Bevis, E. Suderson, and Arthur Bates.



These gentlemen were members of the Cincinnati Chapter of the Associates of Ohio Architects, 1885. Top row Left to Right are J. S. Trowbridge, G. W. Drach, H. E. Siter, E. Rueckert, and T. A. Richter. Bottom row Left to Right are G. W. Rapp, J. W. McLaughlin, S. E. DesJardin, C. Crapsey, E. Buddemeyer, and L. F. Plimpton.



This is a photograph of the Consolidation Convention in Cincinnati, 1889. Left to Right are Alfred Stone, Providence, R. I.; J. C. Cutler, Rochester, N. Y.; R. M. Hunt, New York, N. Y.; J. McLaughlin, Cincinnati; Dr. T. A. Reamy, Cincinnati; and W. R. Briggs, Cincinnati.

Cincinnati Chapter Is Fourth In Institute

as compiled by George F. Roth, Jr.
and condensed by Benjamin Dombar

The Cincinnati Chapter of the American Institute of Architects came into being in January, 1870 when seven respected architects of that city hung their canes and derby hats on a costumer in Keplers and resolved to form the fourth Chapter in the U.S.A.

An election was held resulting in the selection of J. K. Wilson as President, J. W. McLaughlin as Vice-President and S. W. Rogers as Secretary-Treasurer.

The Chapter was officially recognized by the AIA in the following month in a letter notifying the members that "they had been duly elected fellows of the AIA and would be qualified by paying the dues." The charter was a "beautifully illuminated manuscript" signed by Richard Upjohn, President, and P. B. Wight, Secretary. Another election of Chapter officers was held to make it official; and in addition those already elected, William Walter became Second Vice-President and E. Anderson became Treasurer.

The Chapter's first meeting place was the southeast corner of Fourth Street and Central Avenue, Room 18, which had been leased from the C. B. Evans Co. for a one year term. The rental was just what the Chapter could afford—it was free. As would be expected of architects, the decoration of their room was considered immediately. Mr. Pedretti offered to do a fresco decoration for the Chapter Room; but when the spring rains ruined the plaster, the project was abandoned.

It is interesting to note in the early records such phrases as "a yearning to make the AIA what it should be—a power in the land." There was the perennial claim that "the Building Code is obsolete" and talk that "the Institute dues were high."

The American Institute of Architects held its Sixth Annual Convention in November of 1872 in Cincinnati. Publication of the Institute's Journal was considered at that time and apparently acted upon, since the Journal appeared the following year. A number of the

(Continued on Page 13)

papers published had been submitted by members of the Cincinnati Chapter.

In October of 1882, Cincinnati was host to the Sixteenth Annual Convention of the Institute. A. C. Nash presented a paper at this convention on "Education of the Architect," requesting the establishment of a Board of Examiners of Architects. Less than thirty architects attended this convention. The delegates were given a grand tour, by carriage, of the hilltop suburbs. E. T. Littell, President of the New York Chapter remarked that "Such suburbs and such uniformly fine architecture cannot be seen around New York, Boston or Newport."

In 1889, the AIA and the numerically superior Western Architects Association effected a unification at the famous Consolidation Convention in the Queen City. Richard M. Hunt was elected to the presidency. W. W. Carlin of Buffalo, President of the Western Association, became First Vice-President of the Institute. J. W. McLaughlin of Cincinnati assumed the Second Vice-Presidency. John W. Root of Chicago became Secretary and S. A. Treat of Chicago, Treasurer.

In addition to accomplishing the intended merger, the convention gave new life to the AIA. Guests were entertained by a remarkable display of drawings assembled by junior members of the Chapter. Drawings were sent from Philadelphia, New York, Chicago, Detroit, Boston and other cities. Express charges were paid both ways and ample prizes were given. An illustrated catalogue of the exhibit was published. The junior members of the Chapter not only conducted an outstanding show but caused the local treasury to incur a deficit of six hundred dollars!

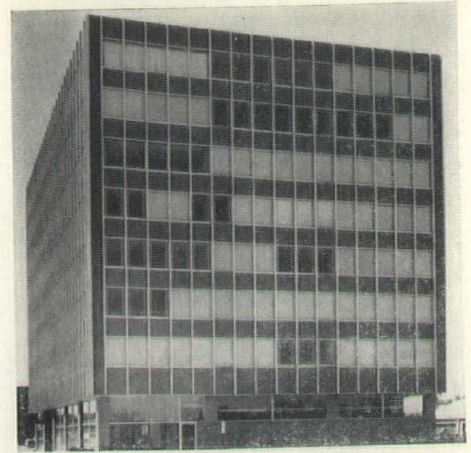
The small group of architects who founded the fourth Chapter of the American Institute of Architects in Cincinnati were bold pioneers. They made concrete suggestions to improve the city plan; encouraged and criticized the budding young men in architecture; proposed the licensing of architects; and built a frame of ethics for the profession. These men deserve the grateful recognition of the American Institute of Architects, especially during this Centennial Year.



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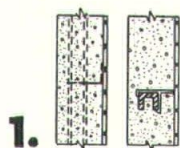
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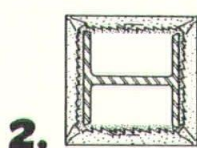
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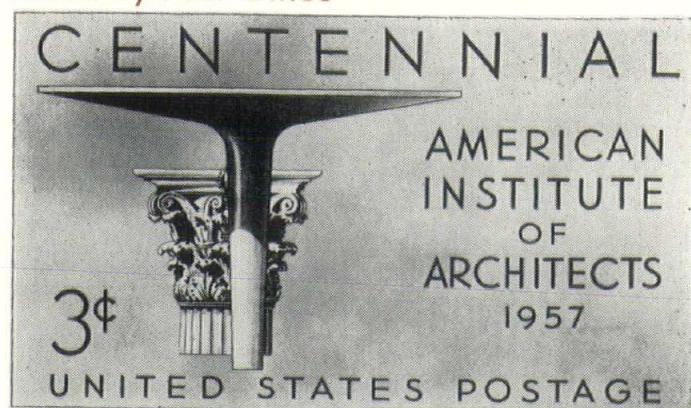
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**Centennial Stamp
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The U.S. Post Office Department has been authorized to issue 120,000,000 3-cent stamps honoring the American Institute of Architects in their centennial year. The day of issuance has been set for February 23, the anniversary date.

This stamp was designed by Robert J. Schultz of South Bend, Indiana. A member of the Indiana Society of Architects, Schultz was awarded the \$500 first prize offered by the Institute in a competitive program announced throughout the nation. His design was among the one-hundred entries studied by a jury composed of architects and philatelists.

The central subject of the stamp is a modern mushroom type head and shaft superimposed upon a Corinthian style capital, symbolizing the progress made in architecture during the last century. The word "Centennial" is arranged across the top of the stamp while the words "American Institute of Architects 1957," arranged in five lines, appear to the right of the column. The denomination "3c" is placed in the lower left corner and "United States Postage" is printed across the bottom. The style of lettering further reflects the simplicity of line which the artist endeavored to portray.

Stamp collectors desiring first-day cancellations of the 3-cent Architects stamp may send self-addressed envelopes, together with money order remittance to cover the cost of the stamps, to the Postmaster, New York 1, New York. An enclosure of medium weight should be placed in each envelope and the flap either turned in or sealed. The outside envelope to the Postmaster should be endorsed "First Day Covers."

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1957 CLEVELAND HOME AND FLOWER SHOW

According to Ralph Stoddard, Show Manager, two outstanding architect-designed houses will be built in Cleveland Public Hall as featured exhibits in the fourteenth annual Cleveland Home and Flower Show scheduled for March 9 through March 17.

The Show Committee of the Cleveland Chapter of the American Institute of Architects has awarded Cleveland architect Joseph Regner the honor of designing the AIA House for the Show.

A second home, sponsored by the Cleveland Chamber of Commerce, will be a dramatic architectural design never before seen in any Show—the work of Cleveland architect, Alfred W. Harris.

Both of these houses will be built by members of the Home Builders Association of Greater Cleveland. Both will be fully furnished in keeping with the different architectural styles followed, and both will be completely landscaped.

Centennial Stickers Available

The ASO office has ordered a supply of Centennial Stickers from the AIA Headquarters to be distributed to ASO Chapters and members for use on letters and other materials throughout the Centennial year. (Note sample shown here.)



Stickers may be obtained by writing to the Architects Society of Ohio, 5 East Long, Columbus 15, Ohio. They are being made up on perforated sheets of 96 each. Cost per sheet is twenty cents.

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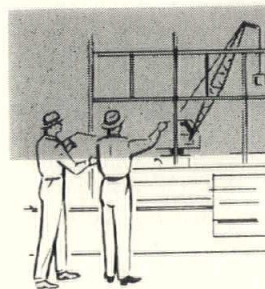
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Because *Ohio Architect* is the public relations medium of the Architects Society of Ohio, the Executive Board believes that architects will be interested in knowing who reads their own publication.

Following is the guaranteed circulation of the Architect's official publication.

Ohio Architects (Registered)	1362
Out-of-State Architects (Registered to Practice in Ohio)	494
Engineers—(Consultants to Architects)	474
State Senators	33
State Representatives	135
Elected State Officers	36
State Department of Education Officers	13
Superintendents—County School Boards	88
Presidents—County School Boards	49
College and University Presidents	47
Ohio City Mayors	146
City Council Presidents	121
City Engineers	84
College & University Libraries	47
Hospital Superintendents	196
County Engineers	90
County Commissioners	263
City Directors of Safety & Service	148
District Building Inspectors	31
Building Material Manufacturers & Suppliers	384
Miscellaneous	15
TOTAL OHIO ARCHITECT CIRCULATION	4256

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Dr. Albrecht Speaks

ASO Executive Board Meeting Report

The ASO Executive Board met Saturday, January 5, 1957. Each Ohio AIA Chapter was well represented and many important decisions affecting the course of the ASO were made.

Members attending were John P. Macelwane, President, Toledo; Charles Marr, E.O.C.; Hermon Brodrick, Dayton; Harold Goetz, Cincinnati; Howard Cain, Cleveland; David Pierce, Columbus; Leon M. Worley, Cleveland; Charles Barber, Toledo; Albert Tynan, H. James Holroyd, Edward Ramsey, all of Columbus; Wallace Teare and George Voinovich, Cleveland; Burt Stevens, E.O.C.; Fred Kock and Eugene Schrand, Cincinnati. ASO staffers Clifford Sapp, Frank Swanson, and Joanne Hefner were present.

Special guests were Dr. C. Earl Albrecht, Acting Director of the Department of Mental Hygiene and Correction, State of Ohio, and Architect Ralph Kempton, Executive Secretary of the Ohio Board of Examiners of Architects.

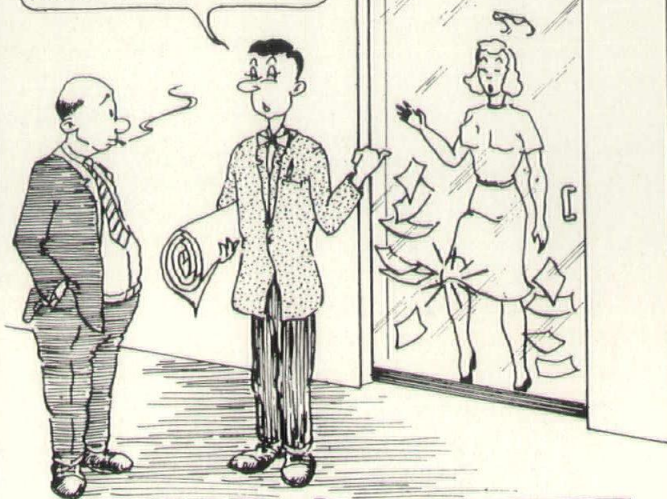
After the call to order by President Macelwane, Mr. Worley moved that Howard Cain be appointed to the position of ASO Secretary. The appointment passed unanimously and Mr. Macelwane expressed the gratitude of the Board to Mr. Cain for his past and present efforts for ASO. The minutes were approved as read.

President Macelwane initiated a discussion relative to the Department of Mental Hygiene and Correction and the question of excluding certain items of equipment from the standard contract with architects. Dr. Albrecht provided the background for further discussion and stated that the 1956 program of construction includes 22 buildings. 1957-58 projects are to be numerous, though most have architects assigned as of March, 1956. Existing directives established by the Legislature limit money available for various buildings but establish the number of beds to be provided. This requires economical design and the elimination of items of equipment in order to meet the budget. Architect fees are to be based upon actual contract costs, not simply the appropriation figure. Dr. Albrecht suggested that the ASO become acquainted with the functions of the Capital Planning Board, since it affects architectural services. The question of fees, when movable equipment is involved, is still in doubt. Standardization, including menus and kitchen equipment, is paying off. However, open specs on kitchen equipment, etc. is mandatory. No dissatisfaction was expressed or implied with respect to relations between this Department and architects. The group discussed the possibility of letting Kitchen Equipment contracts immediately prior to bidding General Contracts. Charles Marr suggested that a committee be appointed to work with Dr. Albrecht. President Macelwane appointed a Liaison Committee as follows: Charles Marr, Chairman, George Voinovich and Fred Kock.

(Continued on Page 18)

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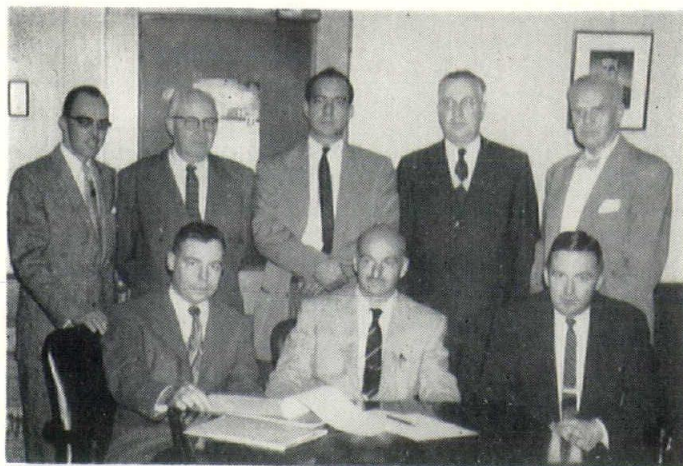


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A local chapter of the Construction Specifications Institute has recently been formed. This nation-wide organization has as its purpose the improvement of construction specifications through combining education, knowledge and experience of its members.

Chapter Officers and Directors for the 1956-57 term are shown in the photo. Seated left to right are: Eugene J. Szabo, First Vice President; Norvel E. Hill, President; Allan G. Mortimer, Second Vice President. Standing left to right: Allen R. Baker, Corresponding Secretary; Francis R. Wragg, Director; G. Robert Fox, Recording Secretary; Gordon J. W. Killip, Treasurer and Arthur F. Baer, Director.

Executive Board—continued

Treasurer Pierce's report was followed by a report on the financial status of *Ohio Architect* by Clifford Sapp. Income from advertising is increasing noticeably and all indications are that budgeted income for advertising in 1957 will be realized.

At this point Mr. Ralph Kempton reported on the activities of the Board of Examiners of Architects and made several recommendations to the ASO Board.

A number of committee reports were given. Building Code Committee: Ed Ramsey reported considerable progress in reviewing the new code. Membership Committee: Hermon Brodrick and Gene Schrand discussed the advisability of including all non-AIA architects in the ranks of ASO in order to gain a larger base for income from dues. It was decided that the Committee should investigate and report at the next meeting. Public Relations Committee: Charles Marr reported that the ASO sponsored a booth at the recent State School Board Convention and it proved very successful. He suggested that the ASO sponsor a scholarship for a high school student as a positive and worthwhile public relations effort.

Cliff Sapp then reviewed recent correspondence. A question was raised regarding pro rating annual ASO dues. Howard Cain moved that persons joining ASO between January 1 and July 1 should pay the full years dues. Persons joining ASO after July 1 should pay one-half years dues. The motion was carried unanimously.

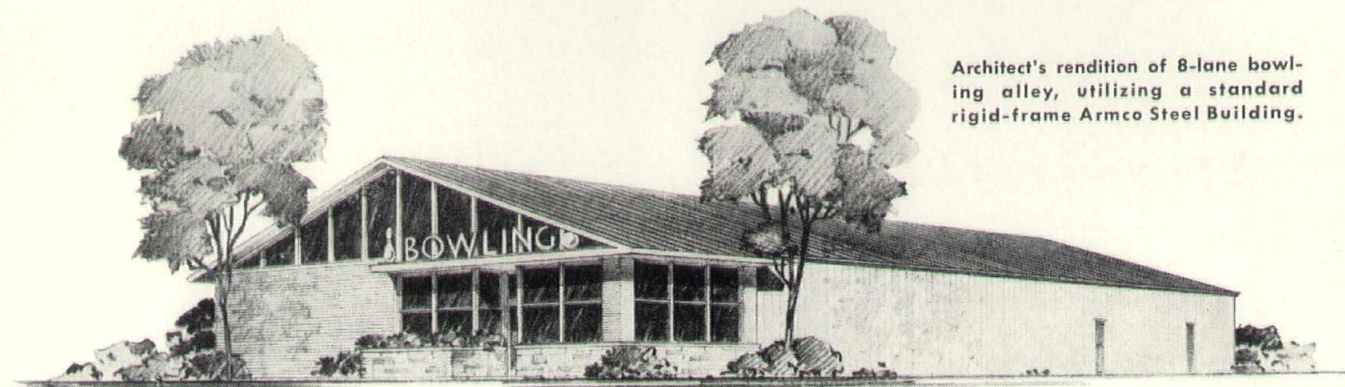
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Hoffman Appointed

The Louisville Lamp Company of Louisville, Kentucky recently announced the appointment of Bob Hoffman as the sales representative for Ohio.

Mr. Hoffman maintains a business address at the Central YMCA in Columbus. Previous to this appointment, he was employed by the Central Power and Light Co. in Texas and the Louisville Gas and Electric Co. as a Lighting Engineer.

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Columbus Architect Moves

C. Melvin Frank, Columbus architect and former president of the Architects Society of Ohio, has transferred his office from 185 East State Street to 1650 West Fifth Avenue. The new office building, a two-story, brick and aluminum structure embracing 1600 square feet of space on each floor, was designed by Mr. Frank who also supervised its construction.

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Hefner Joins ASO Staff

The ASO has announced the recent appointment of Joanne Hefner to the combined positions of Secretary and Editorial Assistant for *Ohio Architect*.

By way of background, Miss Hefner attended Columbus and Dayton public schools and was graduated from Miami



Hefner

and Ohio State universities. While at Miami, she participated in student self-government activities, served as president of the Wesley Foundation, vice president of Delta Zeta sorority, and was tapped for Cwen and Mortar Board honoraries. In 1953 she was graduated from the School of Education with majors in English and social studies. Just recently, Jo received a Master's degree in American history from Ohio State University, having been enrolled in the Twilight and Summer Schools and been a graduate assistant in the Department of History for two quarters.

Since 1953, Jo has been a junior high school teacher in Euclid and Worthington, Ohio. During this time, she taught English, geography and American history and sponsored student council activities while in the Worthington School.

Jo spent the summer of '54 touring Europe. She brings valuable experience and education to the Society Staff.

RE: Architectural Education

(Miss Miriam Frazier, former ASO secretary and *Ohio Architect* Editorial Assistant, now sojourning in Germany, sent us the following comments made by a friend on the article "Architectural Education."—Ed.)

I wonder if the people who wrote the article can differentiate between a good draftsman and an architect and which one they are. They talk about the "obvious and possible steps" to "screen" potential architects but they never say *what* is to go into the pamphlets, *how* the courses are to be made better in the universities, etc.

Bah!

Pvt. Pierce King

BA, Arch., University of Chicago



Ohio Architect Committee Decides Editorial Policy



ASO Publication Committee. Left to Right: Howard Cain (Chairman), Cleveland; David Pierce, Columbus; Joseph Tuchman, Akron; Benjamin Dombor, Cincinnati; Harold Munger, Toledo; Robert Makarius, Dayton; Frank Swanson, ASO staff; Charles Rimer, Cleveland; Joanne Hefner, ASO Staff. Cliff Sapp, photographer.

On Saturday, January 19, the ASO Publication Committee, a policy planning group for *Ohio Architect*, met at the Deshler-Hilton Hotel in Columbus.

Discussion centered on plans to increase the circulation of *Ohio Architect* and to improve the quality of the publication through careful screening of content materials and a program of selection which would establish a unity of theme in the cover design and the feature and technical articles.

The Committee outlined a schedule of general themes to be followed throughout the remainder of the year. March—Residence, Home Shows Issue April—ASO Organizational Issue (along with the annual Roster)

May—Restaurant Issue

June—Landscape Architecture Issue

July—Recreation Issue

August—Travel Issue (with emphasis upon the cooperation between the architect and engineer)

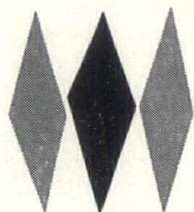
September—Urban Renewal Issue

October—Convention Issue

November—Commercial - Merchandising Issue

December—Church Issue (with emphasis upon the correlation between architecture and the other arts)

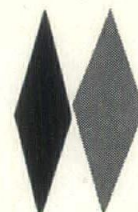
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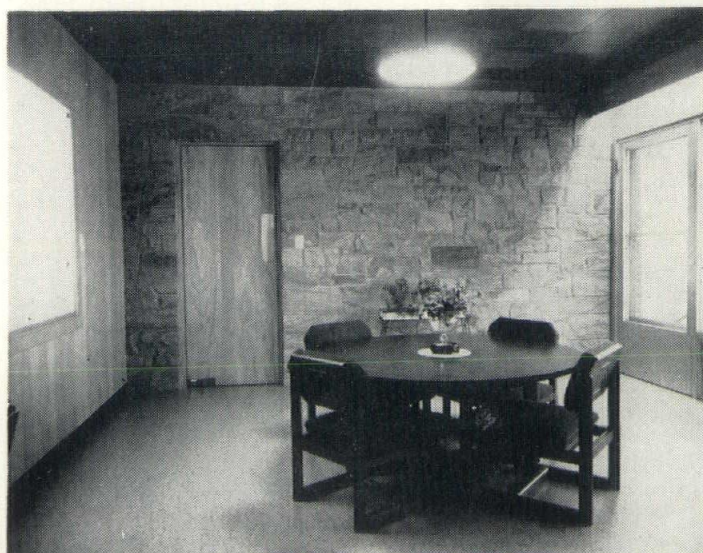
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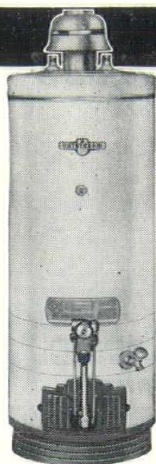
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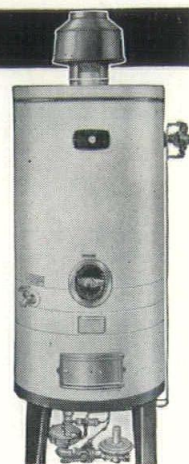
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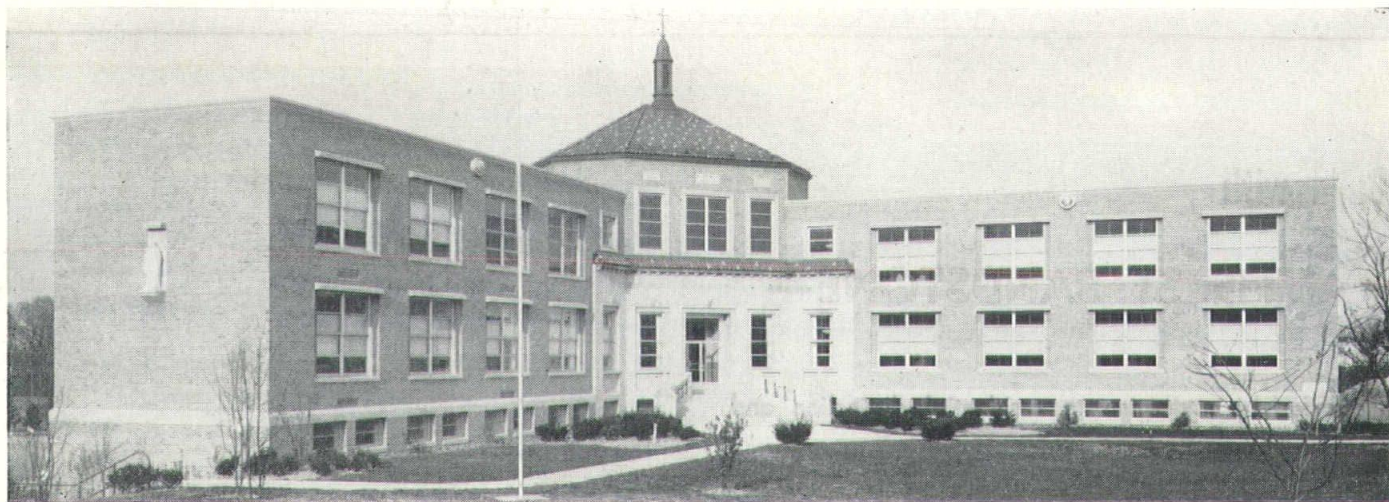
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Machine application of **HUSHKOTE M** wins 2 large plastering contracts

At the new Marymount High School, 6,000 square yards of Hushkote M were applied over a Lite-Rock Gypsum base coat for economical ceiling sound control. All plastered walls were given a white sand finish. Both were machine applied. The results were so satisfactory that McKenney Plastering Co. has been awarded the contract for another large project designed by the same architect.

These jobs are typical of the present trend toward machine applied ceiling finishes. Hushkote M, designed

specifically for machine application, assures a uniform, soft-texture ceiling finish. Fast, even application eliminates joining marks often found in large area jobs. Offering a noise reduction coefficient in excess of 60%, it is applied with a stipple or machine texture finish. Savings in job time by machine application lets you compete favorably for big area jobs . . . leads to extra profits.

Try Hushkote M on your next job. For complete information see your Building Supply Dealer or write direct.

The Cleveland Gypsum Company

Producers of Lite-Rock Perlite Aggregate
1276 West 3rd Street • Cleveland 13, Ohio