

OHIO ARCHITECT

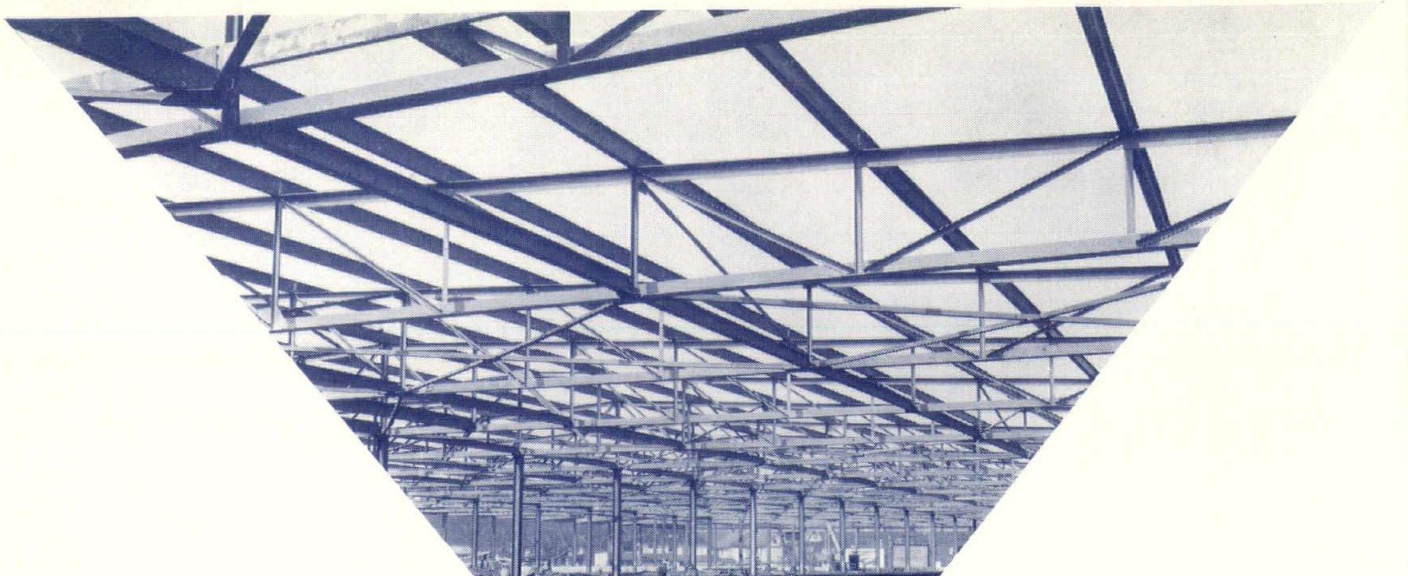


COLUMBIAN HOUSE, WATERVILLE, OHIO. Built 1828. On U. S. 24, facing the Maumee River, southwest of Toledo. An excellent example of New England Colonial, in wood, like the 1780 architecture of Massachusetts or Connecticut. The detail is unusually pure. Note the fluted pilasters and the thin bracketed cornice of the central doorway, the very elaborate eave and gable rake cornice, with frieze, dentals, bed-mold, modillions and crown. Built as a tavern. Stands essentially unchanged.

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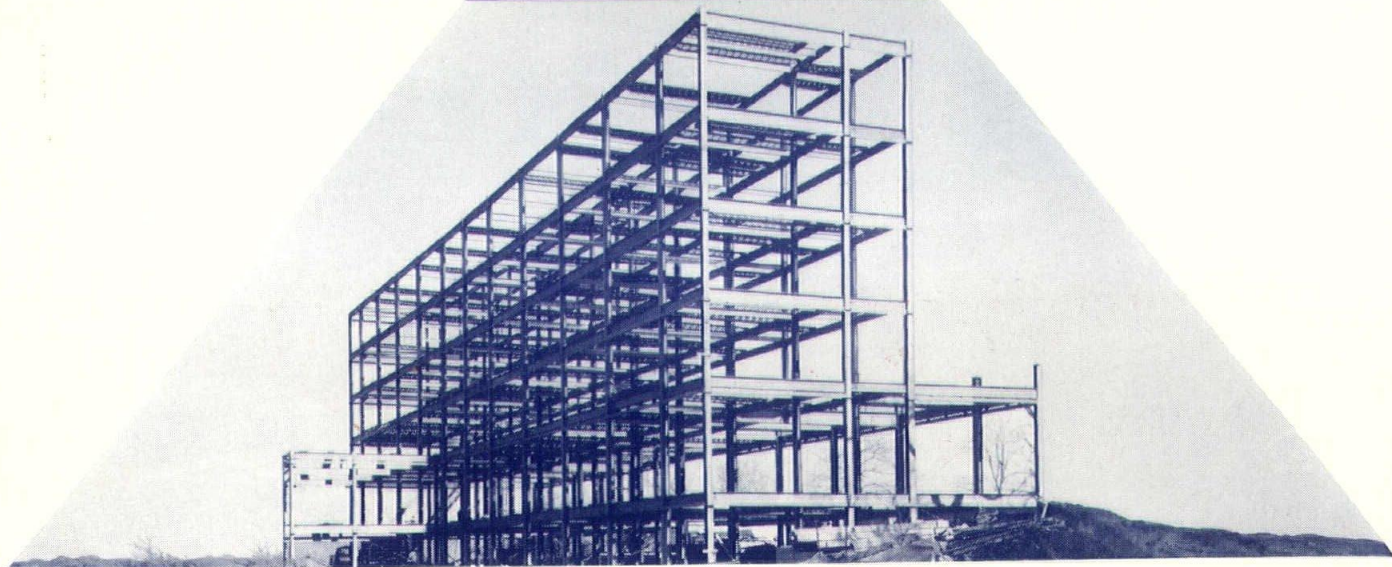
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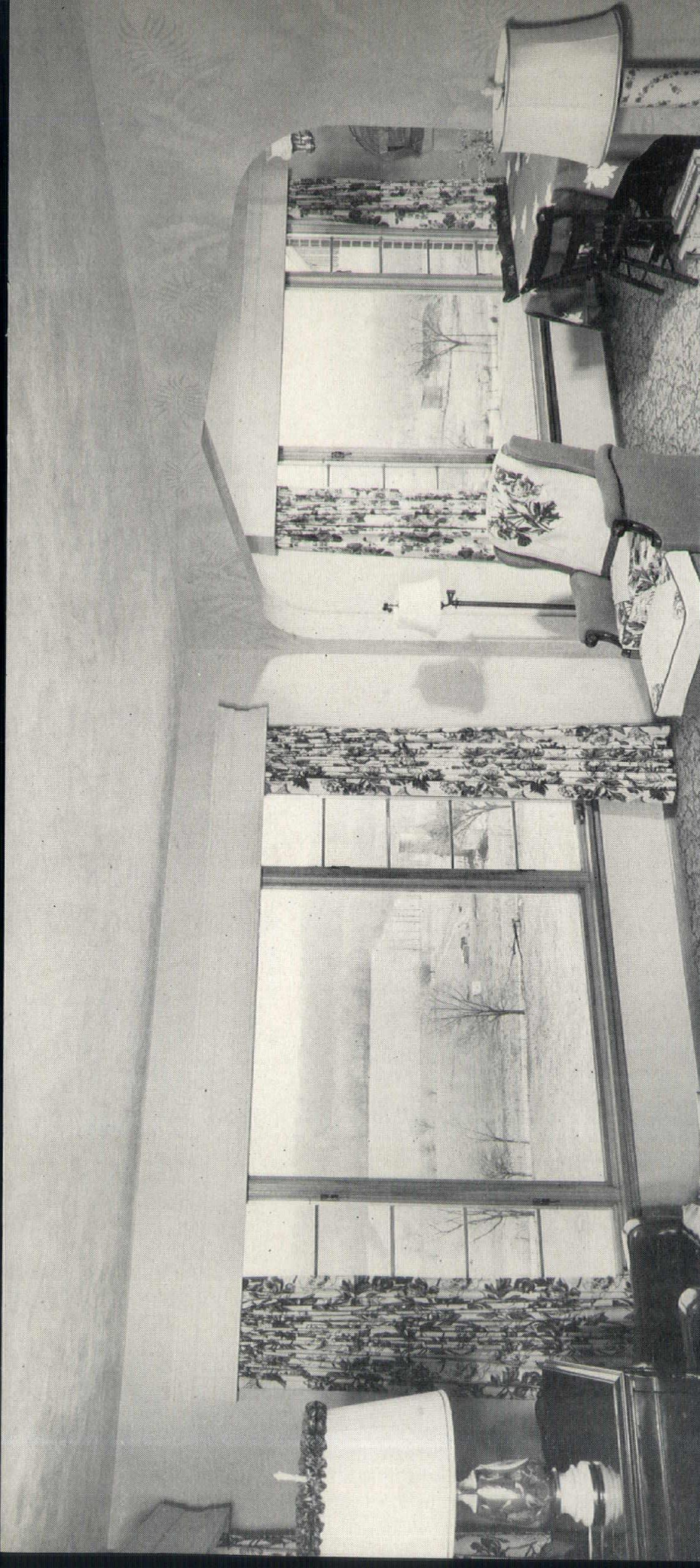
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Caseiment Picture Window Installation . . . Rollin L. Rosser, Dayton, Architect

Ohio Architect

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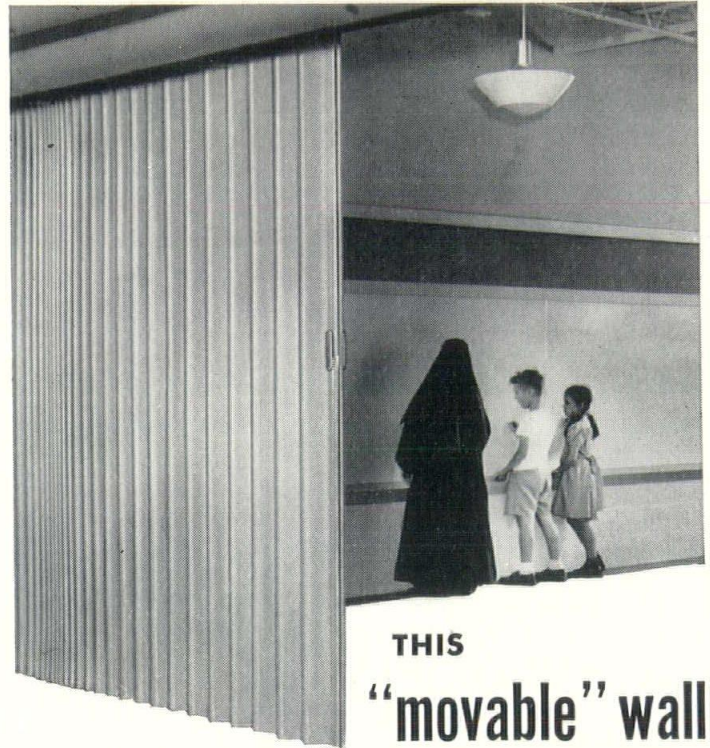
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EARLY ARCHITECTURE IN OHIO

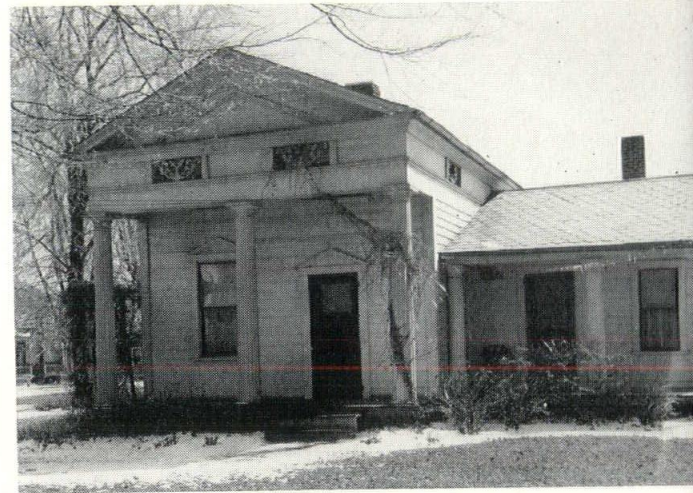
IN THE TOLEDO CHAPTER AREA

AN OHIO SESQUICENTENNIAL FEATURE

(See Front Cover Picture)

COURT HOUSE, FREMONT, OHIO

Built about 1840. One block south of U. S. 20, up the hill, just west of the center of town. Photo shows it as it was before remodeling in 1933. Typical civic Greek Revival, in red brick and white trim. The style was retained in the remodeling. The building was enlarged to the south (left), the wood Doric columns reproduced in stone, the old cupola reset.

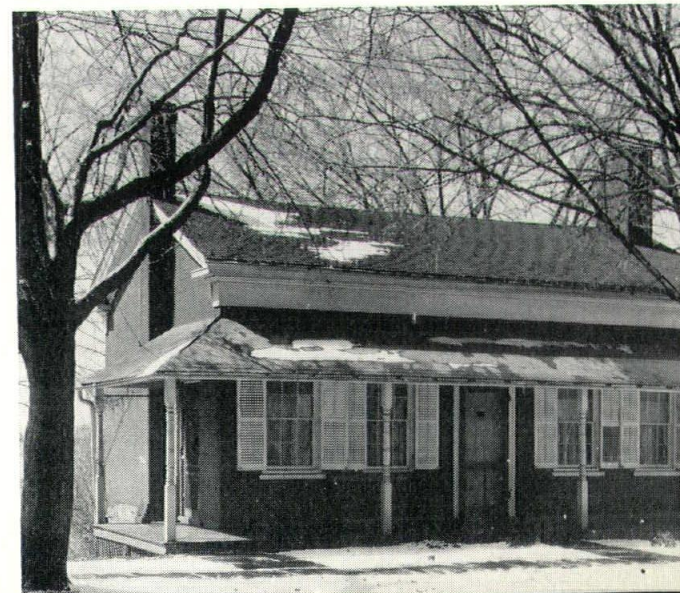


SHUG HOUSE, MONROEVILLE, OHIO

About one block off U. S. 20, facing the green, on the hill above the center of town. Well kept and unchanged. Full-blown Greek Revival, and an excellent example of how the American carpenters interpreted the style with beauty, dignity and scale in domestic architecture. The support on center of the main portico is strictly unorthodox, but the fluted columns, the architrave, the frieze with its gracefully grilled "Lie-on-your-Tummy" windows, the cornice and the pediment are all beautifully detailed in a free though proper interpretation of the Greek Doric style.

EGERTON HOUSE, FREMONT, OHIO

On State Route 12, near the west edge of town. Stand unchanged. Late Greek Revival, and an early stage in the evolution of the American Front Porch. Dignified design, with much domestic charm, but somewhat coarse in the detail of the porch posts.



EDISON HOUSE, MILAN, OHIO

Built about 1840. A block northeast of the town square. Birthplace of Thomas A. Edison. Greek Revival interpreted in red brick and white trim, a typical modest domestic example of the style. The house is now maintained as a museum, and the porch, a later addition, has been removed.

EARLY ARCHITECTURE IN OHIO

A Sesquicentennial Review

(See Front Cover and Page Six)

This year Ohio celebrates the sesquicentennial of its statehood. As these 150 historic years draw to a close, Ohioans are looking back to recall the beginnings from which this great state has evolved. Time has brought many changes to the Ohio scene, changes in the land and changes in the people, but still with us today, and eloquently speaking to us of the life and times of these bygone years, are the few remaining examples of the fine old architecture our forefathers built. It is therefore fitting that as architects we now turn back to recall these worthy architectural achievements of the early days of our statehood.

The "Ohio Architect," as its part in the Sesquicentennial Celebration, is therefore presenting in six monthly installments a pictorial review of noteworthy examples of early Ohio architecture. One installment will be prepared and presented by each of the six Ohio chapters of the American Institute of Architects, and will cover the area represented by that chapter.

The wealth of early Ohio architecture can only be outlined here. We hope that it may serve as an incentive to each chapter to continue further in the collecting and recording of the historic architecture of its area.

Part I — THE TOLEDO CHAPTER AREA

By THADDEUS B. HURD, A.I.A.

This area is the youngest part of the state, the last thrown open to settlement. Huron County (including Erie), The Firelands, was organized 1809, the other counties in 1820 or after. The earliest buildings have a decided New England flavor, our American interpretation of late English Renaissance that we call "Colonial." They are few, however, and the style was soon followed here by the heavier Classic style, variously known as Federal, Greek Revival or Neo-Grec, which swept America about 1840. The examples shown in the following photographs are in these two styles. The photographs

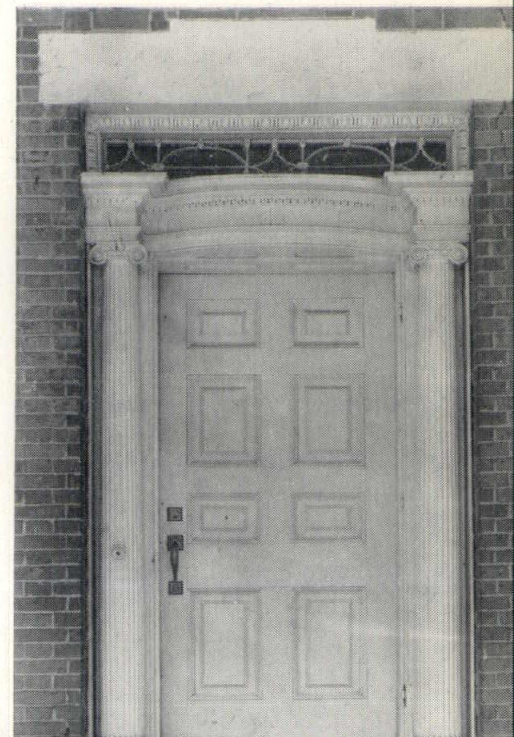
are by Carl F. Waite, from the Historic American Buildings Survey Collection of the Library of Congress, Washington, D. C. Not shown are many others well worthy of note. The old houses of Milan and Norwalk are discussed in Mr. Frary's book. Sandusky has some fine old work, especially that in the local limestone. There are interesting Greek Revival churches at Huron, Castalia and Berlin Heights. Maumee has some fine old houses and the 1837 First Presbyterian Church on East Broadway is outstanding.



MARTIN HOUSE NORWALK, OHIO

Built about 1831. Still standing essentially unchanged. On U. S. 20 just west of the center of town, north side of street. An outstanding Ohio example of late New England Colonial style in red brick and white trim. Dignified in composition and refined in detail. The beautiful Ionic doorway epitomizes the close of the Colonial period. Entrance hall has a beautiful curved staircase. Parlor mantles are in Greek Doric.

Details of Doorway,
Martin House,
Norwalk, Ohio



REGULAR MEETING OF DAYTON CHAPTER

Held at Benham's Restaurant on Far Hills Avenue, Oakwood, April 23, 1953 and attended by 28 members and 1 guest, the meeting was called to order by President James A. Reed, who asked that the minutes of the previous meeting be by-passed.

Ray Yount, Dayton Chapter Chairman for the new Ohio State Building Code gave a brief review of meetings held in Columbus, stating that there is not sufficient time for a complete study to be passed by the present session of the State Legislature, but did state that it would be adopted after certain changes and revisions by various interested groups are enacted. Rollin Rosser, President of the Architect's Society of Ohio made further comments on the same subject.

President Reed appointed Rollin Rosser to be Chairman of the Nominating Committee for election of officers to be held at the next regular meeting.

James Hart as chairman for this meeting presented Robert A. Flynn, Director of the City Plan Board of Dayton, who gave a most interesting talk, illustrated with charts and maps, on the subject "Planning for the Dayton of 1980."

A motion was made by Rosser and seconded by Lucisano, to instruct the Secretary to write to the Montgomery County Commissioners to ask for architectural representation on the County Plan Board. See letter below:

April 25, 1953

County Commissioners,
Montgomery County,
Dayton, Ohio
Gentlemen:

At a regular meeting held on April 23, 1953, the Dayton Chapter of the American Institute of Architects unanimously passed the following motion:

That the Dayton Chapter of the American Institute of Architects exhorts the County Commissioners to provide that the profession be adequately represented by two placements of the eleven members of the County Plan Board, this policy being in line with regular practice in other communities and political sub-divisions.

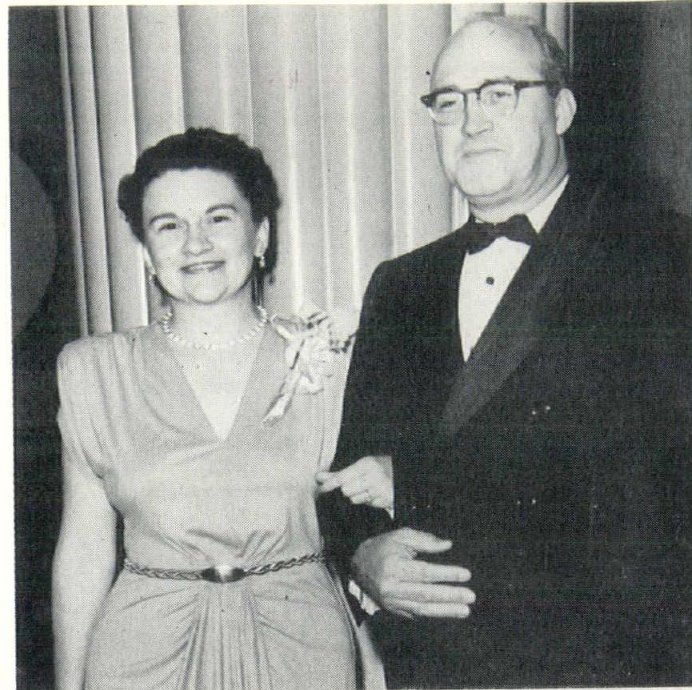
That the Architect by reason of his training and professional standing, is not motivated by special interest or pressures and therefore is able to contribute worth while service to the community.

That the Chapter therefore recommends the appointments of Ellison Smith and George Siebenthaler as suggested by the City Plan Board as the new members of the County Plan Board.

That the Chapter does not presume to propose the selection of men prejudicial to the best interests of the public, but does reiterate its concern for the representation of the architectural profession on such Plan Boards.

Respectfully yours,
James A. Kaltenbrun, Secretary,
Dayton Chapter, A.I.A.

WHO — Architects Society of Ohio
WHAT — 1953 State Convention
WHEN — October 14-15-16
WHERE — Pick-Ohio Hotel — Youngstown



President of the Architects Society of Ohio, Rollin Rosser, of Dayton, together with the first lady, Mrs. Rollin Rosser.

DINNER MEETING OF DAYTON CHAPTER

(See picture below)

The regular dinner meeting of the Dayton Chapter was held on Thursday evening, March 19, at the Van Cleve Hotel with many members and 6 guests attending.

The six guests, Gayle Price, Sam Davis, Vic Scott, John Henry, Bob Smith and Bob Hiebler, all from Price Bros. Co., who furnished the refreshments for the cocktail hour before dinner and after dinner presented a short color film prepared by the Portland Cement Association on "Tilt-up Sandwich Wall Construction" at the Great Lakes Naval Training Station Housing Project.

Also, our own member Gareth R. Williams showed and commented on colored slides he had taken on his trip to Mexico City for the VIII Pan-American Congress of Architects Convention held at the much publicized University City.



Let's take "another look" at . . .

NATURAL GAS IN OHIO



Ohio's demand for natural gas is great. It's so great, in fact, that restrictions are necessary to protect present users. Home builders, especially, are concerned about those restrictions.

Builders have every reason to be concerned. Economical gas space-heating installations are essential to low-cost housing.

Even with the present restrictions, however, we believe we already have done a credible job. In providing more gas to meet a constantly increasing demand for today's most economical fuel, we have given strong support to builders' construction volume.

In the past six years Ohio Fuel has acquired substantial amounts of additional gas supplies and has spent \$100,000,000 for pipelines and other facilities to handle and deliver that gas. As a result:

The Ohio Fuel Gas Company has increased its gas deliveries by nearly 100 per cent. For the year ending 1946, gas deliveries were 82 billion cubic feet. By the end of 1952, gas deliveries for the year soared to more than 158 billion cubic feet.

Ohio Fuel is furnishing new gas service to 94,000 more Ohio homes. By the end of 1946, we had 455,074 customers on our books. The number of customers today totals more than 549,000.

The company is providing gas for heating six times as many homes. The number of homes enjoying gas heat has multiplied six times, increasing from 50,000 to 331,000. The homes of more than half of Ohio Fuel's customers are heated with gas.

We believe you will agree that those figures justify our convictions that a substantial job has already been done. Just how substantial can be seen from these further facts.

Ohio is fifth on the list of states according to population, but more gas is delivered to homes in Ohio than to homes in any other state.

Ohio Fuel—making gas deliveries to 549,000 retail customers and to 24 wholesale customers—helps maintain Ohio's position high on the list of states using natural gas to good advantage and with marked economy.

Ohio industry uses natural gas for processing and production in which no other fuel may be substituted or can be substituted only at greatly increased costs—and even then, in many cases, with far less satisfactory results.

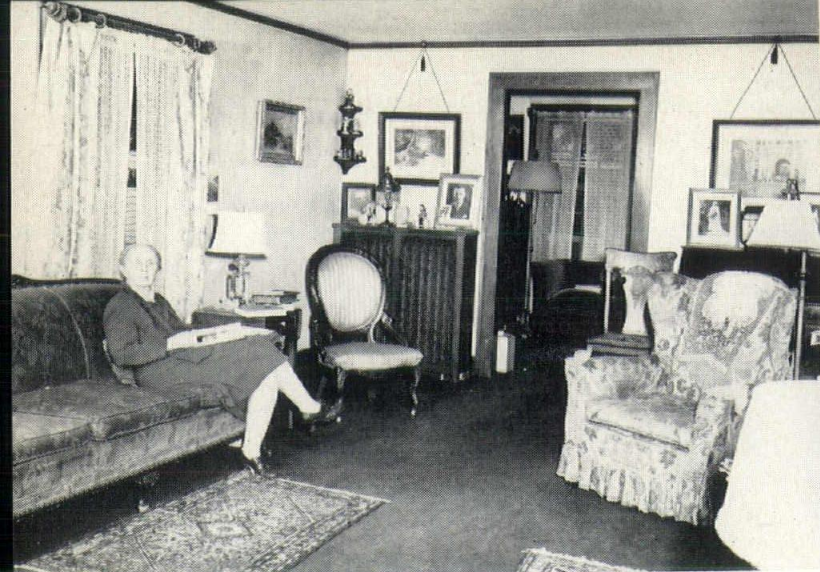
Other Ohio business places, our "commercial" accounts, use natural gas to provide improved products and services to an untold number of their customers in a wide variety of markets.

To meet those three-fold demands in Ohio homes, industries and other business places, Ohio Fuel is now importing 90 per cent of its gas supplies from the Southwest. We already have expanded our underground storage program to step up our ability to take increased amounts of Southwest gas.

We are continuing to provide still additional facilities and to procure gas from all possible sources, to the end that this record of service to Ohio's homes, industry and other commercial enterprises may be further extended.

The ohio fuel **gas** *company*





Our living room, as shown here before we started remodeling, suited the former owner. We found it too cluttered and crowded for our way of living.



After several months of hard work, this was the result. Open space yet complete comfort.

All Photographs by Frank Mull

Remodeling...a Potential Market for the Architect

By DAVID SKYLAR (Continued from March, 1953 issue)

"The living room of a house is always more than just one room. It's a combination play room, reading room, TV room, entertaining room, and a room for doing most any other thing," Joe Helling, one of Irvin and Company's chief interior designers once told me.

When we started furnishing our house we soon discovered how true that statement was. Our living room is 12 x 20 feet with a 12 x 7 foot library tacked on to the far end. By thinking out each piece of furniture, by choosing those materials that best suited our ideas, we are able to do a good deal of "living" in our living room. And we can dress up the room in a matter of minutes.

As I explained in previous articles, Michael Kane, of Cleveland, our architect, suggested we use cork floors throughout the house. We chose Dodge Vinyl coated cork and laid down over 600 square feet covering the den, living room, hallway and dining room. Here we

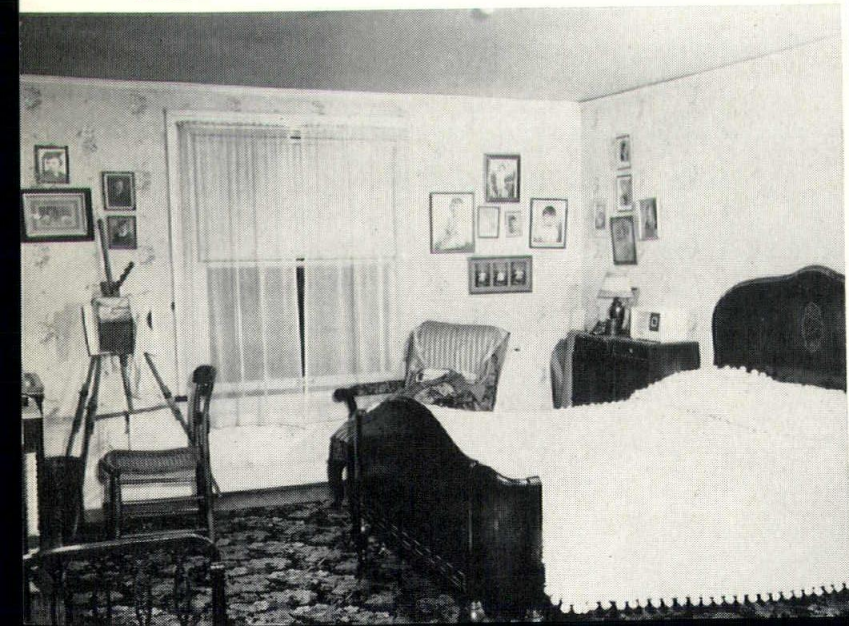
enlisted the help and advice of Woodrow Barkett, president of Neo Sales and Ohio distributor for Dodge Vinyl. After six months of living on these floors we've discovered that they are next to terrific. Our two-year-old, like all two-year-olds, plays hard. She can turn the house into shambles, and often does. But all we do is slide a wet mop over the cork floors, and they're back to new. My wife is crazy about them, and for good reason.

When decorating our living room, my wife, working with Irvin and Company, interior decorators, and Mr. Kane, decided to use texture and fabric rather than color. Turquoise is the central color of our monochromatic scheme. The drapes are heavy woven cloth, the couch upholstery a hard wearing tweed, with one canvas chair and one chair covered in cotton carpeting. Furniture placement was taken into account during initial planning of the room. The twelve foot sectional couch greets you as you walk into the room. A 9 x 12 cotton

(Continued on page 24)

We took this room and completely transposed it into a modern sleeping room.

Our bedroom now is uncluttered, clean and easy to take care of. We have a large oversized bed which commands all the attention in the room.

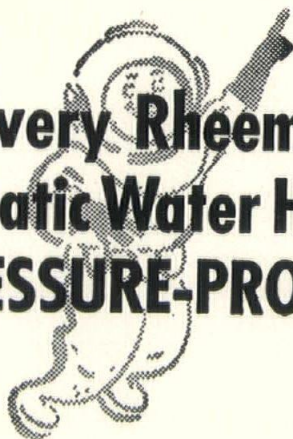


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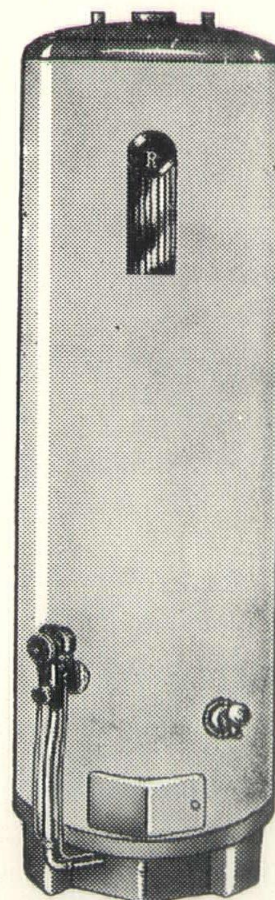


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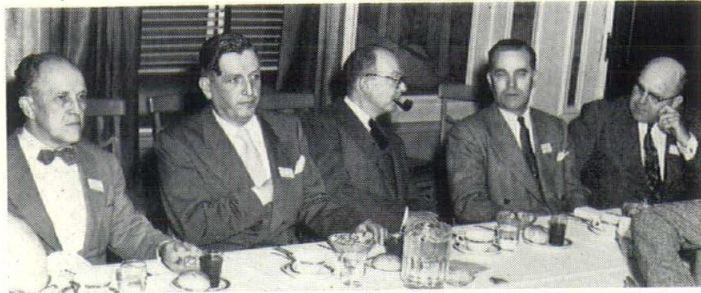
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REGIONAL COUNCIL MEETING AT TOLEDO

Thirty-five delegates from Ohio, Michigan, Indiana and Kentucky attended an all-day conference of the Great Lakes Regional Council, American Institute of Architects, Saturday, April 11, 1953 at the Commodore Perry Hotel, Toledo.



The speakers table at the luncheon held for the delegates to the Great Lakes Regional Council, A.I.A. Left to right: Clair W. Ditchy, Detroit, candidate for president of the A.I.A.; John N. Richards, Toledo, president of the council and director of the A.I.A. Great Lakes region; Allen Saunders, Toledo, well-known cartoonist and principal speaker; Raymond S. Kastendieck, Gary, incumbent Great Lakes regional director; and Carrol Beeson, president of the Indiana Chapter.

During the morning session regular Council business was transacted along with a discussion of committee work, inter-chapter relations and the relationship of the architect and the Government. Also, it was decided that the next Regional Council meeting and seminar of the Great Lakes District will be held at the Statler Hotel, Detroit, September 18-19, 1953.



Members of the Great Lakes Regional Council are shown at the conference table during the Public Relations seminar held in Toledo, April 11, 1953.

In the afternoon the Council held an open discussion on the importance of a more extensive publicity and public relation program and also the way this program can be achieved.

John N. Richards, Toledo, president of the Council and director of the AIA Great Lakes region presided at the regular meeting and acted as moderator of the public relations seminar.

Toledo Architects Attend Dinner

The Toledo Chapter, AIA, were guests of the Armstrong Cork Company and The Ohio Plate Glass Company at their regular monthly meeting Thursday, April 16 at the Ohio Plate Glass Company's Showrooms, 305 Morris Street, Toledo.

A buffet dinner was served after which the Chapter meeting was held. Then, Robert Morris, local sales representative of Armstrong Cork showed slides and talked on current resilient flooring.

ANNUAL
CONVENTION

AIA

SEATTLE, WASH.
JUNE 15-19, 1953

NEW 1953 FELLOWSHIPS

Thirty members of The Institute were elected by the Jury of Fellows to be advanced to Fellowship at Seattle. Included are:

Atherton, Thomas Henry
Bannister, Turpin C.
Bennett, Richard Marsh
Chatelain, Leon, Jr.
Coe, Theodore Irving
Dean, Robert Charles
Fugard, John Reed
Furer, William Charles
Gambaro, E. James
Gogerty, Henry L.
Grigg, Milton Latour
Herrman, Arthur P.
Huddleston, Eric Trevor
Jacobs, Robert Allan
Kahn, Louis I.

Ketchum, Morris, Jr.
Langius, Adrian Nelson
Lovelace, Curtis Meredith
Mayer, Albert
Palmer, Clarence W.
Perkins, Lawrence B.
Platt, Geoffrey
Teegen, Otto John
Tusler, Wilbur Henry
Walker, Charles W.
Weber, Bertram Anton
Welch, Kenneth Curtis
Wilson, Walter F.
Wing, Kenneth Smith
Wright, Marcellus Eugene

THE ENGINEER AND ARCHITECT

*There's a knitted bond of sympathy between the crafts
and art*

*And in the last analysis each one must play its part;
Tho' in many structural problems it's not easy to detect
What credit's due the Engineer and what the Architect.*

*The two professions, linked as one by ties of common
weal,*

*Should work in perfect harmony—exhibit mutual zeal
In planning and designing the great structures which
they rear,*

Whether acting as the Architect or as the Engineer.

*There's a further combination in developing the plans
To meet ideal conditions which the modern plant de-
mands;*

*The Fiancier on one side—then the experts he selects—
For certain schemes they're Engineers, for others, Archi-
tects.*

*If it's a building, large and tall—say twenty floors or
more—*

*Designed for general offices, or a department store;
If graceful lines and form are sought to make a good
effect,*

The owners, in their judgment wise, call in an Architect

*If there's a waterworks to plan; a railroad or a bridge;
A passage to be tunneled through some lofty mountain
ridge;*

*Electric light or railway plant; a dock or ocean pier;
Such propositions then demand a skillful Engineer.*

*But when the station's to be reared, where trains come
and depart,*

*Or offices are needed, they will seek that subtle art
Emblematic of true beauty, free from error or defect;
And to execute such details they must have an Architect*

*So working on their separate lines, the two profession
blend,*

*In unison of purpose, striving towards one common end
The Architect for grace and art, within its proper sphere
While rugged strength and energy fall to the Engineer.*

*All honor to the Architect for plans which he evolves,
And credit to the Engineer the problems that he solves
To each in turn we'll pledge this toast, in sentiment
sincere,*

And drink both to the Architect and to the Engineer.

SALES-CLINCHERS for your projects! New KELVINATOR KITCHEN CABINETS!

No furring . . . No painting . . . Fast, easy installation



THE WORLD'S MOST BEAUTIFUL!

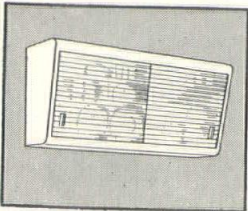
Here's a new, powerful selling feature that will get your prospects "off the fence" in a hurry. They may like your living room . . . be pleased with your bathroom . . . but they'll be *sold* when they see your new, completely different Kelvinator kitchen cabinets—dramatically illuminated by fluorescent lighting.

A woman will quickly fall in love with Kelvinator cabinets, because they are beautiful *and* practical. The fluorescent lighting, sliding frosted-glass doors, sloping fronts and graceful lines of the "Pantryette" wall cabinets—and the roomy work areas and "contour" fronts of the base cabinets—sell women on the spot!

Kelvinator cabinets cut your labor costs.

They are so easily installed. Pantryettes are hung on a steel hanger strip attached to the studding. No furring is needed. Base cabinets slide into place quickly, flush to the wall. Give your kitchens *extra* sell! Equip them with new Kelvinator cabinets and sinks!

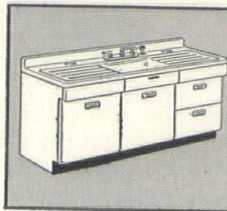
A completely flexible line . . . hundreds of combinations



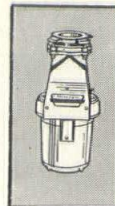
Kelvinator "Pantryettes"
—made in 18", 24", 30", 36", 42", 54" and 66" widths. Single shelf models (18" high) in 36" and 40" widths.



Kelvinator Base Cabinets
—linoleum or Formicatops in many beautiful colors. 15", 18", 24", 30", 36" widths. Contour front.



Kelvinator Cabinet Sinks
—one for any size kitchen. 42", 54", 66" widths. Double and single bowl models. Ample storage space.



Electro Drain Garbage Disposer —chews up peelings and scraps—flushes them down drain. Fits all Kelvinator sinks.

IT'S TIME TO GET *Kelvinator* AND BE YEARS AHEAD!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

Refrigerators • Ranges • Freezers • Water Heaters • Washers & Ironers • Kitchen Cabinets & Sinks • Garbage Disposers • Room Air Conditioners
Cleveland Zone: NASH KELVINATOR SALES CORPORATION • 1435 East 17th Street • Phone MAin 1-9680

Relationship of the Architect with His Client

An address of Leo M. Bauer before the Michigan Conference of School Board Members, Officials and Laymen, Rackham Building, Ann Arbor, Michigan, September 25th, 1952

I have been asked to discuss briefly the "Relationship of the Architect with his Client." These relations are so numerous and so varied that it is difficult to appraise them all in the time at my disposal.

The profession of architecture is about as old as the ages, and it is as vibrant as "sounding brass and the tinkling cymbal." I need not remind you of the great changes which have taken place in the design and construction of all types of buildings, and will continue so, in this onward march of progress. We have only to look about us for comparison of the design and construction of school buildings of twenty years ago, or even ten, and it is apparent at once to you of the tremendous trend which is all about us.

Many of our critics say that the field of architecture has not kept abreast of the times and the trends of this mechanical and atomic age. But I am sure that you will agree that the school buildings of recent design which you occupy today, bear hardly any semblance to those in which you attended classes for the first time. In defense of the architectural profession, may I emphasize to you that the competent architect is probably the most highly trained, the most intellectual individual of our present day system, for he it is on whom the economy depends for the wise use of new materials and the creation of better buildings for all America.

You, as members of school boards and officials, thereof, have a tremendous responsibility in the years that lie ahead. I believe it has been ascertained that, with the increase in population in continental United States, that it will be necessary to maintain the present rate of school construction for at least fifteen years just to keep abreast of the expanding school population. What may result at the end of that time is a matter of conjecture, but I believe you will agree that then we must commence building anew, in the replacement of those buildings which have long become obsolete because of the changes in methods of education, changing curricula, more recreation, and advanced methods of design and construction.

Because of these many and recurrent changes, opinions are being formed that school structures should be built not to last more than twenty years, and so that such construction may be entirely amortized concurrently with the bond issue. I question the wisdom of such opinions by reason of the fact that if our school construction proceeds on the same level of quality as that of today, that these same buildings could last well beyond twenty years, and with proper maintenance even a much longer time. I doubt that as much change will take place in the next fifteen years as has taken place during the past quarter century. In addition to that, there is the matter of curtailment of our economy, which might again result in defaultation of bond issues, re-financing and re-funding, as you may remember was necessary in many school districts during the early thirties. I would say, therefore, and with this statement this profession is in agreement, that school construction should be built to last a minimum of twenty-five years.

The architectural profession is keenly alert and alive to the problems of school construction that face it today.

For the health, safety, and welfare of all the people, all public bodies, such as your own, in this state are required by law to retain the services of registered architects. The school building Act 306, P. A. 1937, and the

Registration Act No. 240, P. A. 1937, are authority for such procedure, excepting that architects are not required on school buildings, where the cost is less than \$15,000. My own observation is that school boards do employ architects for capital expenditures in most every instance, and such is indeed a wise procedure, and at the same time, most commendatory.

How should a board of education select its architect? His selection should be made on the basis of honesty, experience, competence and performance, just as you as an individual would seek out the best surgeon that you might find for an operation which you would consider critical. It is a well-known fact that usually an individual (and a school board for that matter) employs an architect perhaps but once in his lifetime. The premise should be to select those architects who have a record of achievement, based on performance as general practitioners. Suffice it to say that not always architects who are supposedly school architects will provide you with the best building obtainable. Such seems to be a natural consequence. The man who has not had previous school experience, by reason of the challenge, might well spend more time in research and bring a freshness of ideas and design to produce a better building than the architect who has for years been a specialist.

I think it most appropriate to mention here that in at least some of our large cities that have employed school specialists during many years, are now arriving at the conclusion that better school buildings result from engaging the services of good architects who are general practitioners rather than specialists only.

I emphasize that the architect should be selected on the basis of his experience, honesty, competence, and his fresh attack to the problem.

I know it to be a fact, as you also know, that many boards in making the selection of an architect, do invite numerous members of the profession to a general meeting for their ideas. Some boards even go so far as to request an architect to submit sketches at this first meeting. You members of the educational field may be unaware of the fact that no architect may submit free sketches to any owner. Our canons of ethics emphatically forbid such practice. Of course, members of school boards, are enthralled by so-called pretty pictures, as represented by a perspective drawing, but they may be meaningless because they do not suit the particular site or requirements. While school boards certainly have a legal right, they have no moral right whatsoever in requesting architects to submit free sketches in competition. These same sketches represent countless hours of time and effort on the part of the architect, which is a very costly item, and the architect submitting these sketches does so with the knowledge that may be just another contender, and is, or was not seriously considered for the commission in the first instance. These same free sketches have brought about the downfall of many architects, and have misled many public bodies, such as your members. Architects are entitled to and are encouraged to, submit photographs of their executed work for such a meeting. The boards of education should separately consider these exhibits and make their selections on the basis, I repeat, of experience, honesty, competence, and freshness of ideas.

Members of the boards of education should not overly

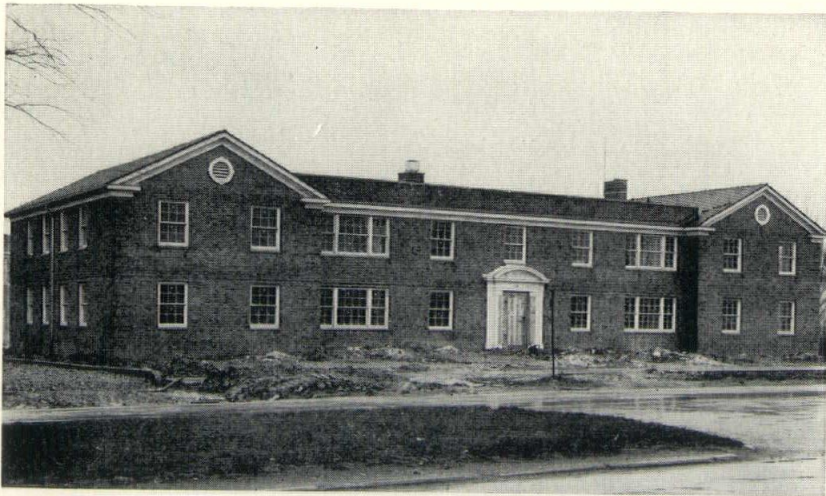
(Continued on page 33)



\$1,000,000 Construction on Fairmount Circle Nears Completion; All Suites to Have Electric Kitchens

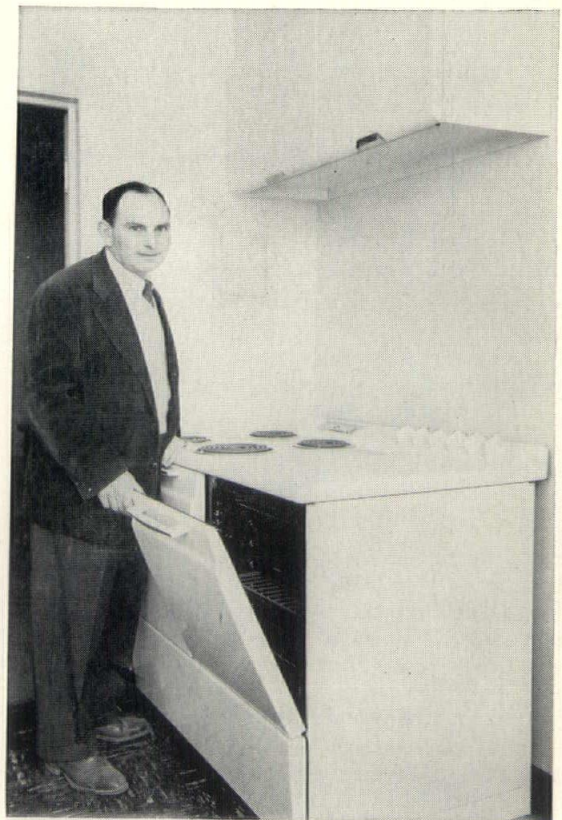


68 SUITES—each to be equipped with electric range, refrigerator, and garbage disposal unit—are being custom-decorated for spring occupancy. Construction on choice Shaker Heights site began in October of last year, represents \$1-million investment by H. & I. Dolinsky, general contractors. "Fact that kitchens will have electric ranges has been a big help in renting suites," says Nate Dolinsky, a partner in the building firm.



ONE OF SIX BUILDINGS in group, this two-story apartment faces Warrensville Center Road, features two-bedroom suites in \$167.50 to \$172.50 rental class. "Cleanliness of electric cooking means tenants will have brighter kitchens, my redecoration expense over the years will be less," Dolinsky adds.

CLEAN, COOL, FLAMELESS, electric range can help you rent and sell the units you design, build, or own. For further information, call The Illuminating Company's Residential Sales Department, CHerry 1-4200. There's no obligation, of course.



"THEY COST LESS to buy, add a lot to the appearance of our kitchens," Dolinsky says in explaining why electric ranges were specified for all suites. Picture above was taken in kitchen of recently completed two-bedroom sample suite.

The Illuminating Company
ALWAYS AT YOUR SERVICE IN THE BEST LOCATION IN THE NATION

THE BARCOL WARDROBE DOOR NEW IDEA SOLVES OLD PROBLEM

The children are already here. Now the problem is to provide school room. School boards all over America are taking steps to either remodel or build adequate classroom space for the present overflow students. The current shortage has accentuated school construction as never before. The purpose in school construction is two-fold—do the best possible job and stay within the taxpayers' means.

Architects are currently stressing the need for new products to improve and facilitate school building for maximum efficiency. Barber-Colman Company feels it has solved the classroom clothing storage problem with the Barcol Wardrobedoor—a weight-balanced, two section all vertical door which combines the best features of utility and appearance.

The Barcol Wardrobedoor saves both space and cost while providing convenience for student and teacher.

Saves floor space because it does not swing into the closet but fits compactly into an overhead requirement of 3 feet, nine inches. Up to 6 inches of wardrobe depth can be eliminated by this vertical innovation. The average saving in a standard 30 foot by 30 foot classroom is 6 inches of floor depth plus the amount of aisleway gained by doing away with other type wardrobe doors which protrude when open. With this extra dividend of space the hall can be widened, the room area can be increased or the aisle can be made larger to help prevent confusion during the coat rush.

Saves wall space as the two-section construction provides a flat wall space identical to the rest of the classroom walls. This area is utilized by a blackboard, bulletin board, or both, as illustrated. No wall space is lost by the presence of a wardrobe as has been the case in non-vertical doors. A chalk rail made out of aluminum stripping is provided similar to the blackboard trim. The rail makes a handy balance point for fingertip operation of the door.

Saves cost on the principle of space conservation. Using 6 inches as the average saving, the area gained in a 30 foot by 30 foot schoolroom amounts to 15 square feet. It has been estimated that standard construction cost per square foot runs between \$11 and \$17. At the small figure this saves the school builder and taxpayer \$165 per room, or roughly 32% of the cost of a 12 foot by 6 foot door.

Above the saving in the cost and space advantages the Barcol Wardrobedoor is an asset to the decoration of any classroom. The door is constructed of solid core sections with a choice of birch hardwood or rotary red oak veneer. Other veneers can be furnished to harmonize with room design.

To the teacher this means an aid in maintaining class discipline. The entire door width opens at once and the space afforded causes no reason for crowding and jostling.

To the student the door allows use of the entire area of the coatroom. By rolling up and out of the way frees the room of any folding partitions and use may be made of the entire width. Plenty of arm-stretching space and bending room. The door closes to within 2 inches of the floor, allowing space for air currents and providing for proper ventilation.

Standard sizes of the Barcol Wardrobedoor are 12 feet by 6 feet and 10 feet by 6 feet. Because of the full width span of these doors, the 12 foot by 6 foot will serve 48 pupils and 40 may comfortably use the smaller model.

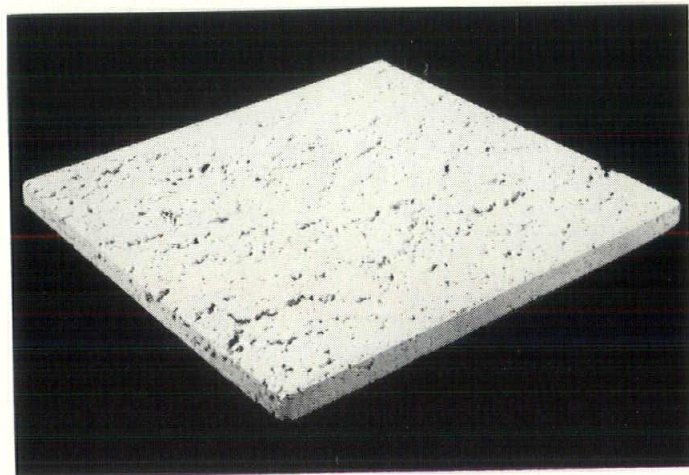
Contractors breathe a sigh of relief when they see a Barcol Wardrobedoor specified for installation. Installation of the door is not a complicated procedure. Barber-Colman distributors install the Barcol Wardrobedoor and guarantee it for a period of one year. Factory trained installers follow up the advantages of the Barber-Colman product with a competent installation—so important in the working of any door.

The regular shelving and coat hooks are included as standard equipment with the door. If any special inside arrangement is desired such as cubicles or an open locker style of coat space, the price of the shelving and hooks will be subtracted from the cost.

In Ohio there are 8 qualified distributors—so you have experienced assistance available.

SIMPSON ANNOUNCES NEW FISSURED TILE

The Simpson Logging Company, Seattle, has announced the addition of incombustible Simpson Fissured Tile, pictured above, to its complete line of acoustical products. Simpson is one of the country's leading manufacturers of forest products including perforated



woodfiber acoustical tile. The fissured tile is manufactured in Kalamazoo, Michigan, from a special type of rock that is melted and re-formed into a highly absorbent rock wool. The manufacturing process results in a natural formation of fissures different on every unit.

Simpson claims high sound absorption efficiency for the tile, which is produced in 11/16 and 13/16 inch thicknesses with either square or beveled edges. The finish is white for high light reflection and the tile may be repainted without loss of acoustical efficiency. Simpson's fissured tile and its other acoustical products are sold and installed by a nation-wide organization of certified acoustical contractors.

A BOY AND A DOG

I want my boy to have a dog, or maybe two or three
He'll learn from them much easier than he would learn
from me.

A dog will show him how to love and bear no grudge
or hate

I'm not so good at that myself but dogs will do it
straight.

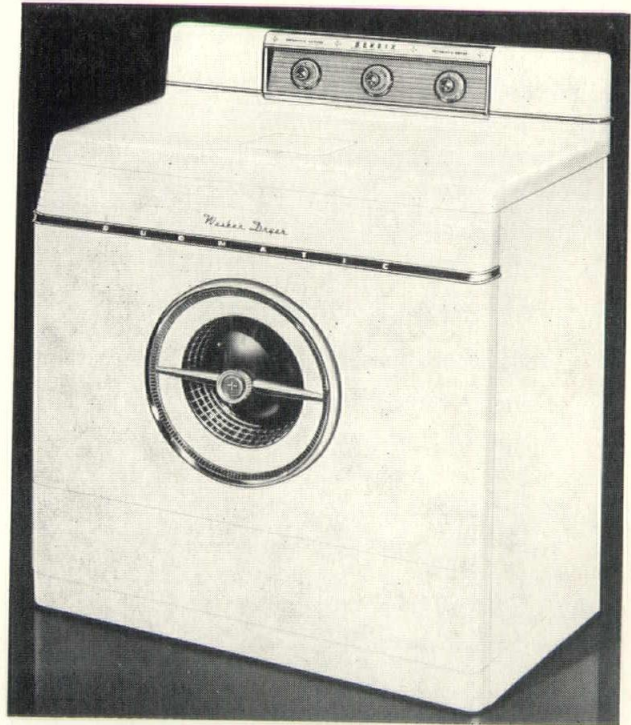
I want my boy to have a dog to be his pal and friend
So he may learn that friendship is faithful to the end.
There never yet has been a dog who learned to double-
cross

Nor catered to you when you won—then dropped you
when you lost.

For the Finest . . . Most Advanced Automatic WASHERS • DRYERS • IRONERS

Specify BENDIX

● Modern architects hail the new Bendix Duomatic Washer-Dryer combination as the most modern appliance ever to be placed on an architect's blueprint. With the unit taking a wall space of only 36-inches, and with no venting necessary, the Duomatic can be placed anywhere the home owner desires. Exclusive Bendix Cycle-Air drying, washes heat, lint and moisture right down the drain! Here at last is the one and only machine in the world that BOTH thoroughly washes AND completely dries your clothes for you, all in a single continuous, unattended operation.



The new Bendix Duomatic Washer-Dryer

Full details on the complete line on Bendix washers, dryers and ironers can be obtained by contacting one of these reliable Bendix Distributors.

CLEVELAND	NORTHERN OHIO APPLIANCE CORP.	5403 Prospect
TOLEDO	GERLINGER EQUIPMENT COMPANY	1001 Adams
CINCINNATI	OHIO APPLIANCES, INC.	804 Sycamore
DAYTON	OHIO APPLIANCES, INC.	430 Leo
COLUMBUS	THOMPSON & HAMILTON, INC.	211 N. Fourth St.

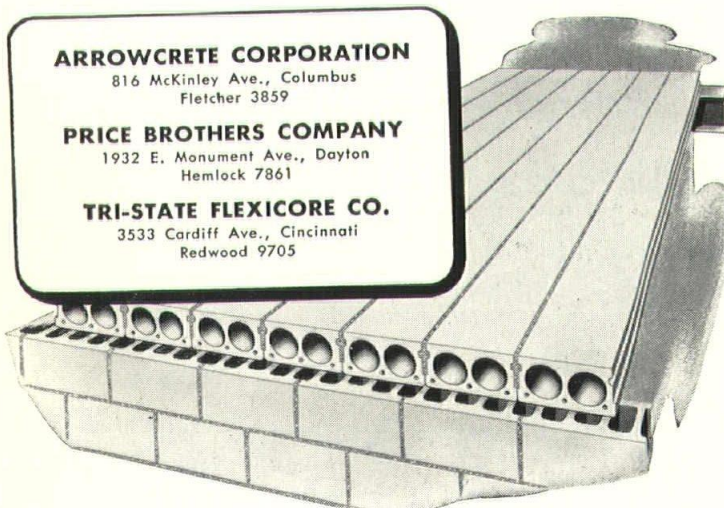


Precast Slabs Save 25% On Floor and Roof Cost

This Columbus motel reported Flexicore floor and roof construction cost 25% less than poured construction. Precast unit also eliminated ceiling plaster, because painting finished their smooth underside as attractive, guestroom ceilings. Cores of standard, hollowcast slabs served as hot air ducts and utility raceways to further reduce job costs.

Long Spans Increase Floor Space

Fire-resistant Flexicore slabs give you long, clear spans and uninterrupted floor space. Units are precast to load specifications in inch variations of length up to 22'6" or 26'8" depending on cross-section. For full information, write any of the three Ohio manufacturers listed below.



ARROWCRETE CORPORATION

816 McKinley Ave., Columbus
Fletcher 3859

PRICE BROTHERS COMPANY

1932 E. Monument Ave., Dayton
Hemlock 7861

TRI-STATE FLEXICORE CO.

3533 Cardiff Ave., Cincinnati
Redwood 9705

Catalog in Sweet's Architectural

flexicore[®] PRECAST CONCRETE
FLOOR & ROOF SYSTEMS

OUR PRESIDENT'S MESSAGE

In the May issue of the Journal of the American Institute of Architects, opposite page 238 there is a spread by "House Beautiful" in which it features—"An Interview with Dr. Farnsworth."

I suggest that you get your May issue of "House Beautiful" and read the article by Joseph A. Barry on the "Battle Between Good and Bad Modern."



ROLLIN L. ROSSER

Whether you agree with him or not you must acknowledge that here at last is a realistic discussion of some of the fetishes of the present day architecture. We are told again by the cult that pure rationalism and functionalism are sufficient in themselves so I am especially pleased to find someone saying that there is more to modern architecture than pure function. Sentiment apparently is not outmoded and there now seems to be a growing desire for enrichment in all the phases of present day living. The profession of architecture is the practice of human living and to be a good architect today is to have an understanding of the strength and frailties of man and to try to create for him structures that are economical to have, beautiful to look at and satisfying to live in. Good modern design is reasonable and intelligent—as well as beautiful. The challenge to us today is to make the useful things more beautiful without destroying their usefulness. We should not be too eager to join the Bow Wows wherein we might build walls of glass with windows of brick nor should we stick too religiously to the past without knowing or understanding why.

A couple of years ago a third cousin of mine moved into the farm house a short distance down the road and my wife and I dropped in soon after to pay a call. Mrs. Henders was preparing a ham for boiling and before placing it in the pot she cut off the bulge of lean meat that protruded from the side. She carried this slice to the garage can, dropped it in and slammed the lid.

"What's the idea?" I asked.

She didn't understand.

"Throwing away good meat—"

"Why, that's the throw-away slice" said Mrs. Henders.

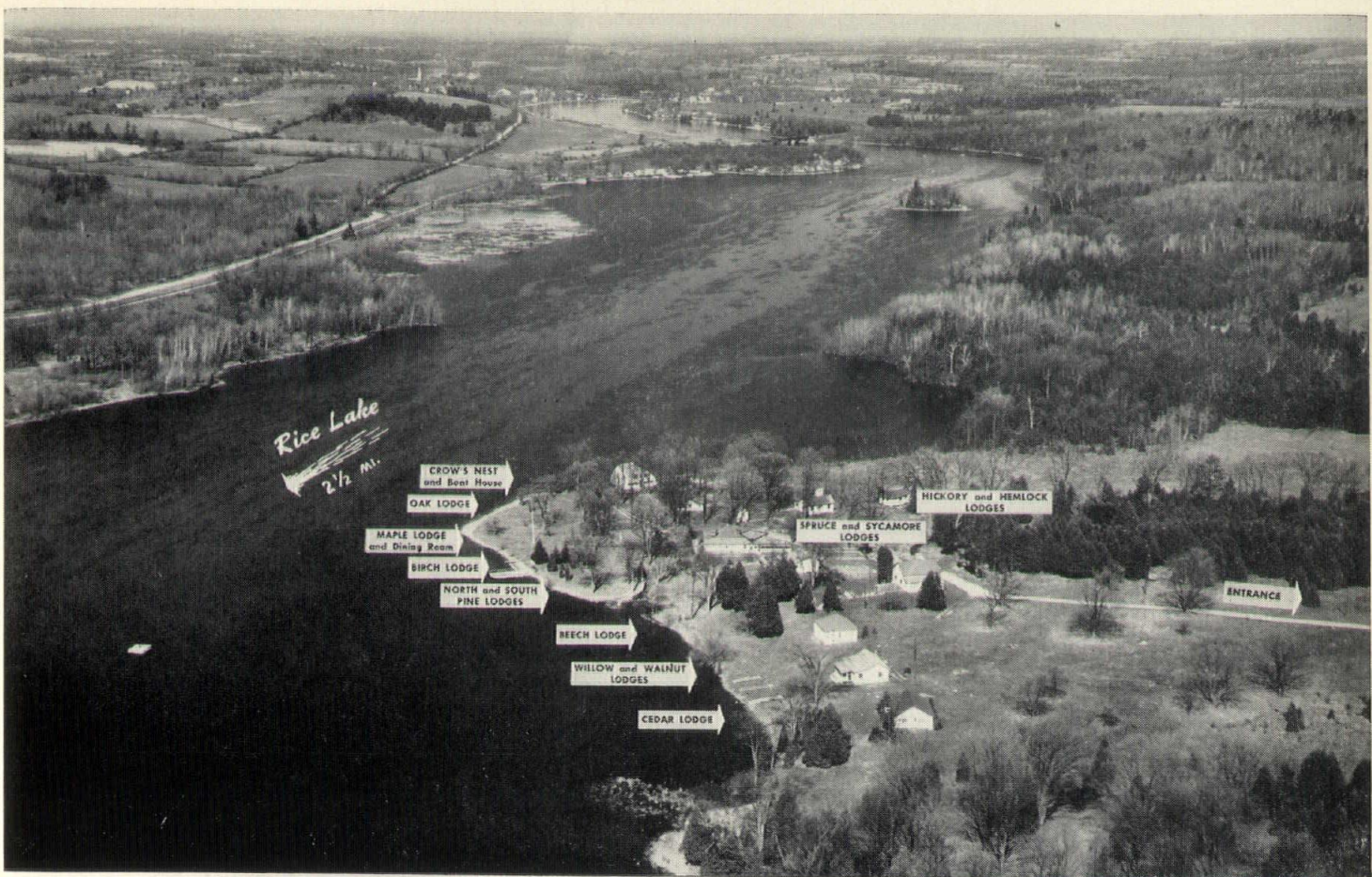
That had me bothered because I knew she thought I was awful dumb not to know about the throw-away slice. I checked with other women but they had never heard of it so I went back to Mrs. Henders to learn where she had picked up this wasteful practice. She really blew up and it took her 5 minutes to calm down. Her mother had told her.

Some months later I questioned her mother. "You crazy man," she said. "What a silly question! Would you spoil a whole ham by leaving the throw-away slice on? Of course, I take it off. It's not fit."

By now I was really bothered so I called my cousin Hett, Mrs. Hender's grandmother, and asked her to tell me about the throw-away slice. "What about it? she snaps. "You mean to boil a ham? Sure, you cut off . . ."

I knew that her mother, my Great Aunt Lib was dead but my great grandmother at ninety-nine was still living with a daughter up in Darke County and I figured this was the last chance.

(Continued on page 22)



For Your Canadian Vacation . . . Beautiful TRENTWOOD

Less than 400 Miles from Cleveland is One of Canada's Finest Vacation Spots

PRIVATE LODGES WITH MEALS—\$45.00 PER WEEK, CHILDREN UNDER 10, HALF PRICE

FISHING IS EXCELLENT • THERE IS A 10% REDUCTION IN RATE PRIOR TO JUNE 27th AND AFTER SEPT. 5th.

Trentwood is a vacation resort, owned and operated by Americans, designed and equipped to give American vacationers to Canada the conveniences and comforts to which they are accustomed, amid the surroundings of beautiful Canadian scenery.

With a half-mile of frontage on the beautiful, broad Trent river, about two and a half miles from Rice Lake, with 200 acres of beautifully wooded, hilly grounds, Trentwood offers an ideal spot for rest, recreation and FISHING.

The cedar-scented air is fresh and invigorating. The fishing is good, with an abundance of large and small mouth bass, wall eyes, muscallonge and smaller fish. The waters are safe for fishing, not being subject to rough, quick storms as are the waters of the average Canadian Lake. For recreation there are two night-lighted shuffleboard courts, a badminton court, horseshoe court, a nine hole putting course, archery range, target range for air pistols, excellent swimming that is safe for children, boating, hiking, etc. Golfers are welcomed at two excellent country clubs at Cobourg and Peterborough. Wide, shady lawns, amply provided with lawn chairs, are ideal for relaxation. Trentwood is a perfect spot for families with children.

Thirteen private lodges are equipped with every modern convenience including hot and cold water, flush toilets and showers and the beds are equipped with inner-spring mattresses to provide the utmost sleeping comfort. Four are equipped for housekeeping. Trentwood has every

facility for the comfort and entertainment of all guests, large and small, and provides an ideal spot for the vacation-minded American who wants the fresh, clean, invigorating air, the beautiful wooded hills and waters of Canada without sacrificing the modern comforts to which he is accustomed. There are private lodges to suit every requirement of from two to eight-person groups. Full hotel service is provided in the making of beds, cleaning, etc., bedding, linens, towels, etc. are furnished so that guests have nothing to interfere with their pleasure.

Maple Lodge is the recreation center with facilities for dancing, music, games and a library for the guest's pleasure. In Maple, also, is the dining room, open for breakfast from 7:30 to 9:30, for luncheon from 12:00 till 2:00 and for dinner from 5:00 till 6:30. The Snack Bar, also in Maple Lodge, is open from 2:00 to 5:00 and from 6:30 till 10:00 for the service of sandwiches, beverages, ice cream, candy, cigarettes, etc. Food is of the finest, well prepared and attractively served.

Guests at TRENTWOOD are the type of people you will enjoy meeting and associating with. The atmosphere is friendly and informal. Many lasting friendships have been made at Trentwood.

Eight conveniently placed docks provide space for easy access to boats. The boats are the finest we can obtain and are kept safe and seaworthy. Outboard motors may be rented if desired. Fuel for outboards is available for those who bring their own, as is bait. Power cruisers are available for fishing parties or pleasure trips.

Write Cleveland Office
or
PHONE EX. 1-8700
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Illustrated Folder & Rates

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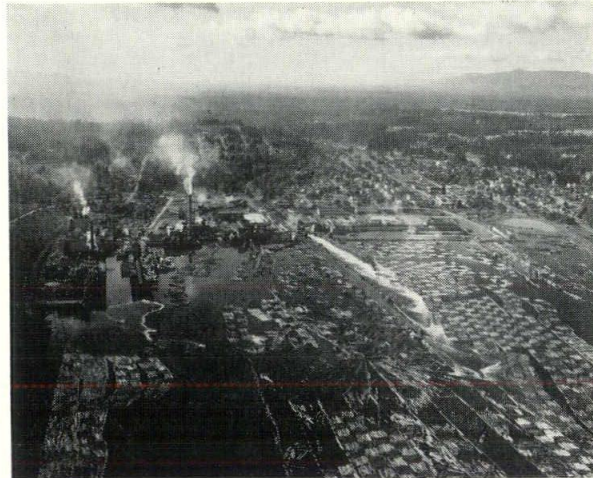
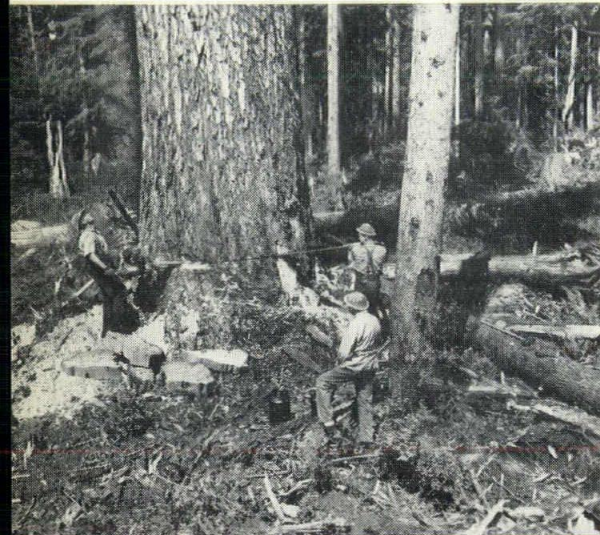
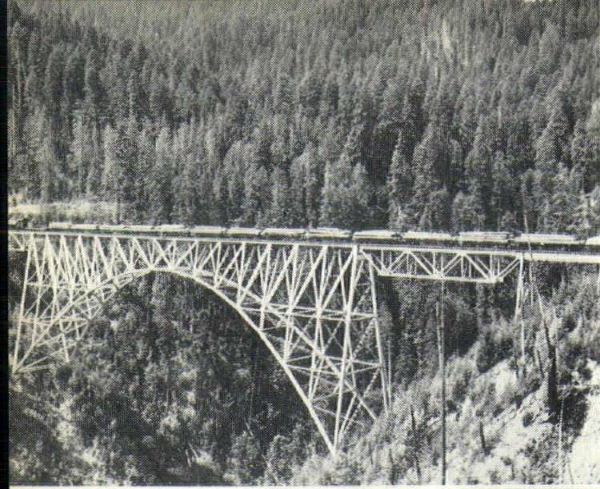
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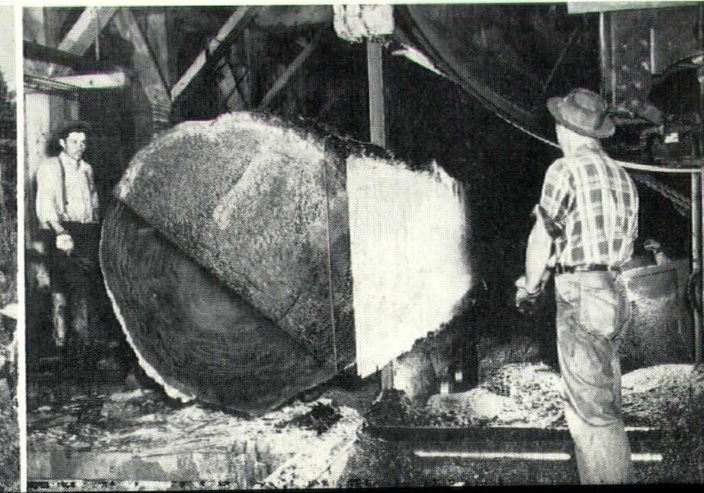
CLEVELAND OFFICE
6523 EUCLID AVENUE
CLEVELAND 3, OHIO
Phone EXpress 1-8700

A Seattle "H

Only in one place in this world, our great Pacific Northwest, is it possible to enjoy a trip such as has been arranged for Monday, June 15, during the National A.I.A. Convention in Seattle. This is a trip to one of the Simpson Logging Co's operations which will show the visiting architects how wood, the basic material of building, is handled in today's modern and efficient manner. Chicago packers have long boasted that they utilize every part of a pig, including its squeal. The modern lumberman today shows very little waste in his



● The most thrilling climber's day is to top out of a space plume dives to escape out the sway of trees. Trees often sway 60 feet when these moments threaten. He relies on his safety into the thick branches. Mel Hoffman, one who will appear at Shelton on June



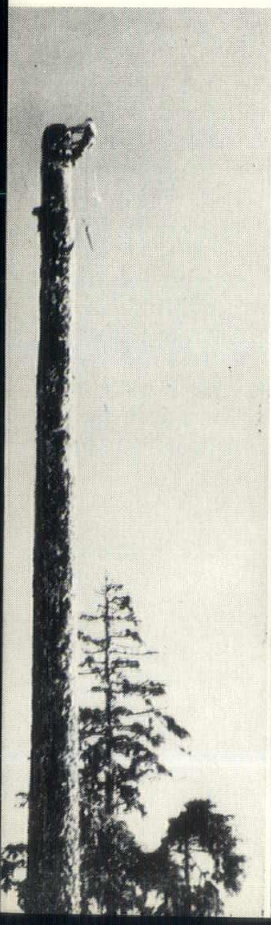
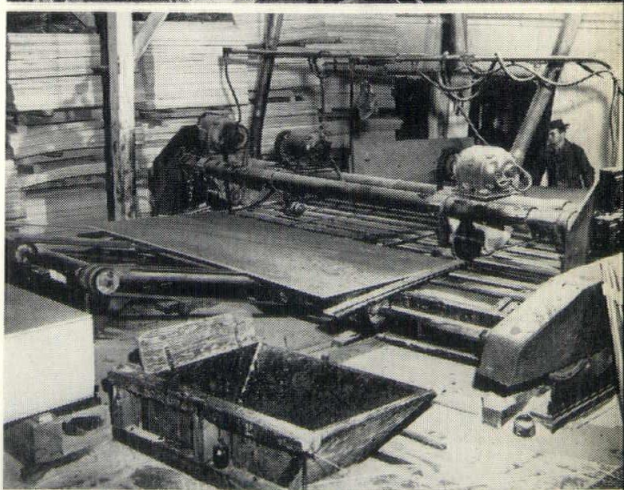
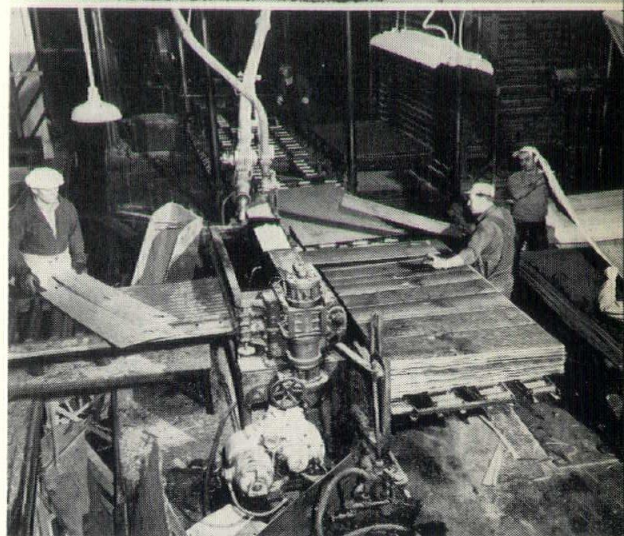
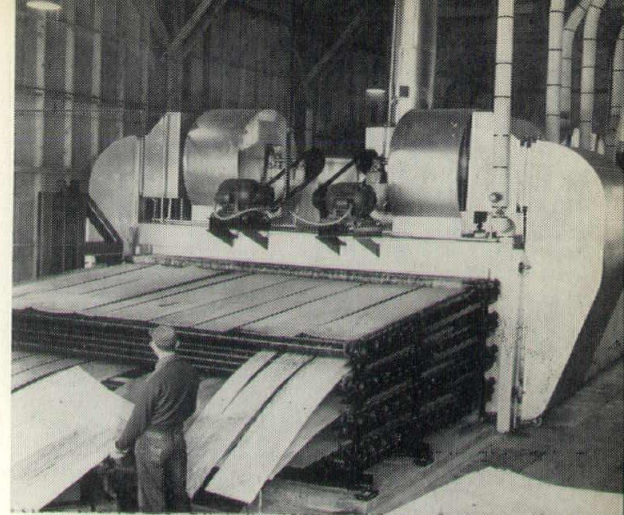
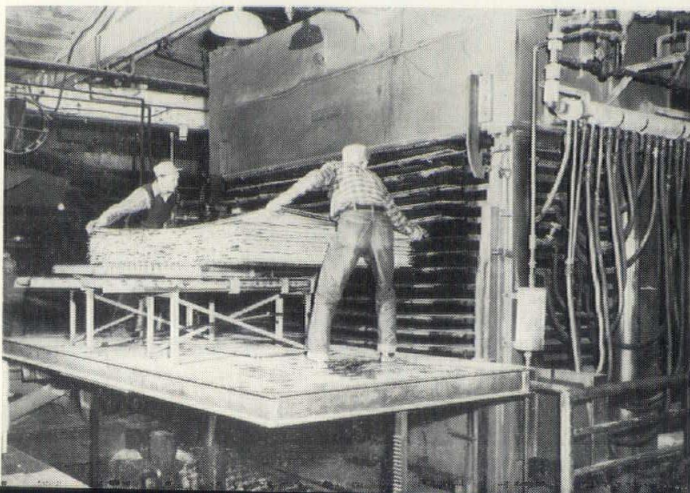
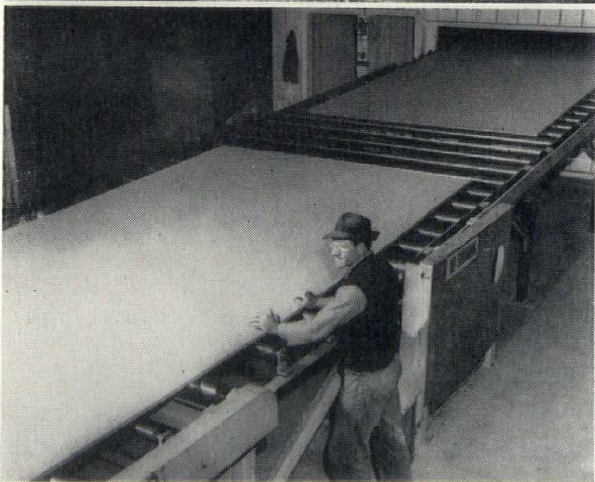
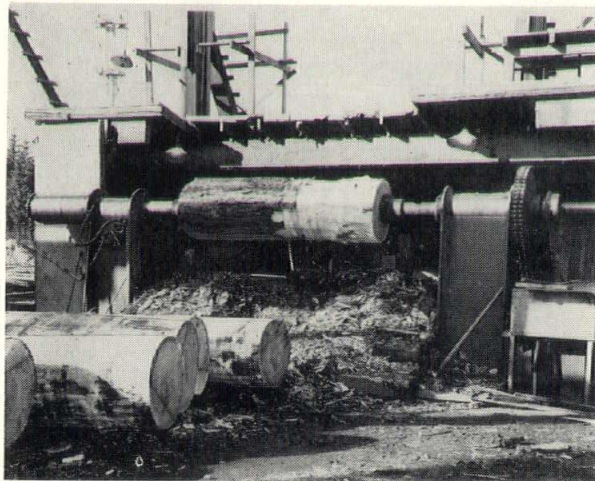
rs d'Oeuvre"

operation. The pictures on page 20 are shots of various scenes and operations in felling the trees and preparing them for transport to the mill. Pictures on page 21 show how every part of the tree is utilized for plywood, pulpwood, etc.

* * *

The Mid-West Acoustical & Supply Co. of Cleveland with warehouses and offices throughout Ohio are the Ohio distributors for Simpson Acoustical Tile as manufactured by the Simpson Logging Co., Seattle, Washington.

ment in a high-
he has cut the
While the great
he 'climber rides
ghty tree trunk.
and forth 50 to
alls, and during
man clings grim-
d digs his spurs
s highclimber is
on, Washington,
e logging show





This new Shaker Square office of The National City Bank of Cleveland was decorated by Irvin and Company, Inc., to provide maximum customer comfort and service. Special care was given to the lobby appointments. The counters and lower portion of the walls are paneled in pale oak with upper walls in sage green.

The National City Bank of Cleveland was founded in 1845 in a small building on West Superior Street. Today, eleven National City branches serve all parts of greater Cleveland.

107 Years Old and Still Growing

Irvin and Company, consulting with this bank's architects, Garfield, Harris, Robinson & Schafer, designed all interiors of their new branch bank on Shaker Square. Perhaps we can serve you in a similar capacity.

Irvin and Company also designed and had painted the mural showing the site of the original bank and pictures of early Cleveland, which decorate the lobby walls.



I
RVIN and
COMPANY
INCORPORATED
 INTERIOR DECORATIONS
Shaker Square

1953 MEDALS AND AWARDS

Washington, D. C.—The 1953 Medal Awards to be presented by the American Institute of Architects at its 85th Annual Convention in Seattle, Washington, June 15-16 were announced recently. The Gold Medal, highest professional honor which the Institute bestows will go to William Adams Delano, F.A.I.A. of New York City. Mr. Delano is widely known not only for his architectural achievements but also for his distinguished public service and notable contributions towards the elevation of the standards of the entire profession. A member of the firm of Delano and Aldrich since its formation in 1903, Delano's principle architectural works include the U. S. Embassy in Paris, the Japanese Embassy in Washington, D. C., the Union, Knickerbocker, Colony and Brook Clubs and India House in New York City, and a large number of city and country houses here and abroad.

The fine Arts Medal, highest honor in the fine arts other than architecture will be awarded to sculptor Donal Hord, N.A. Since 1930 Hord has lived and worked in San Diego, devoting himself to stone and wood sculpture.

His principal works are fountains at the civic center and Balboa Park in San Diego, and a large incised-relief facade at the Coronado High School, depicting the "Legend of California." Hord has exhibited at principal museums in the U. S. and abroad.

The Craftsmanship Medal, the highest honor the Institute can bestow for craftsmanship in metal, wood, glass, ceramics and allied arts, will be given to Emil Frei of St. Louis. Frei's work is in the field of liturgical art including stained glass windows and other church accessories.

The high degree of artistic achievement attained by Frei combines a fresh and contemporary feeling with a truly religious and devotional one. A notable example of his work is the huge sanctuary window in St. Ann's Church in Normandy, Missouri.

The Edward C. Kemper Award for outstanding contributions to the architectural profession or to the Institute will be given to Gerrit J. de Gelleke, F.A.I.A., of Milwaukee, Wisconsin. de Gelleke was chairman of the AIA Finance Committee from 1941-50 and largely due to his intelligent and devoted service in that capacity, the financial structure of the Institute is solid and strong.

Two Honorary Memberships are to be given for distinguished service to the profession to individuals not eligible for corporate membership in the Institute. These will be awarded to Gurdon M. Butler of Tucson, Arizona, Dean Emeritus of the University of Arizona's College of Engineering; and Frank Creedon, long-time Federal official who is currently Director of Installations for the Department of Defense.

OUR PRESIDENT'S MESSAGE

(Continued from page 18)

"Sure, she had heard of it. Her sister Libs' husband, Uncle Dave, was one of the finest hog raisers in Darke County and their hams were the biggest around those parts. When Lib got ready to boil one of the big hams she had to cut off part of the ham because she didn't have a kettle big enough."

Sincerely yours,

ROLLIN L. ROSSER

THE OHIO

Cleveland Westinghouse Appoints Filson

Jess W. Haynes, District Consumer Products Manager for Westinghouse Electric Supply Corp., Cleveland announced the appointment of George R. Filson as Manager of Consumer Products.



George Filson

Filson has been with the company for nine years in a sales executive capacity and brings to his new responsibilities a driving enthusiasm. He has a keen interest in the building market and will work closely with Donald R. Tucker, the Sales Promotion Manager, furthering Westinghouse services to the architect.

NEW ORNAMENTAL IRON FINISH

After research by trial and error, the Engineers of Tennessee Fabricating Company, America's foremost Ornamental Iron plant have developed a finish to be used in the place of ordinary paints and enamels for painting and decorating Ornamental Iron and other ferrous or non ferrous metals. TFC Ornamental Iron Finish has a synthetic plastic base especially formulated for the purpose of protecting Ornamental Iron from rust, mildew and other elements of nature. All climatic conditions were considered in the development. The finish may be applied on either new or old surfaces; it prevents rust from forming or spreading and eating into the metals and it is not necessary to remove the present finish on the Ironwork, as TFC Ornamental Iron Finish may be used over any type paint, enamel or laquer. TFC Ornamental Iron finish can be used in many instances where ordinary paints cannot. Dries to a beautiful luster and has a flowing quality to eliminate brush marks. It enables any amateur to do a finished job on the required sur-

face. TFC Ornamental Iron Finish dries hard in three hours and will permit multiple coats to be put on the surface in one day. In most cases a primer and one coat is all that is required for a lasting, durable finish. TFC Ornamental Iron Finish is packed in pint and quart cans.

NEW VISTAS OPEN UP FOR ALUMINUM

Possibilities for countless new uses for aluminum have opened up with the recent introduction of a new process called D'orium by Miracle Finishes, Inc., 10 Water St., Brooklyn 1, New York.

D'orium, licensed to Miracle Finishes, Inc., exclusively in the United States by Coloral, S. A. of Switzerland, gives aluminum a gold finish which is

so realistic that it is almost impossible to detect the difference by eye alone between it and genuine gold. Six shades of gold can be achieved, as well as many other colors, all of which have a high lustre and are non-corrosive. The finish will not tarnish or discolor and since it is an integral part of the metal itself it can't chip, peel or crack.

Through D'orium, aluminum can now be used in hundreds of places which heretofore called for heavier or expensive metals. In addition, its cost is low enough to encourage wide use in many, many industries. No gold is used to obtain this lifetime finish.

Further information on D'orium can be obtained by writing to Miracle Finishes, Inc., 10 Water St., Brooklyn 1, N. Y.

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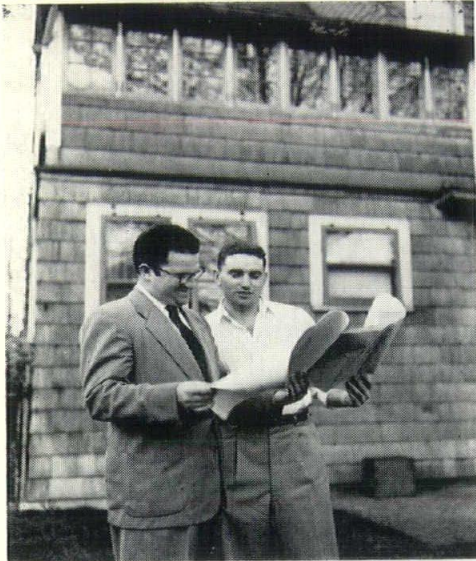
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Remodeling—A Potential Market for Architects

(Continued from page 10)

rug sets off this "formal" side of our living room. A slatted wood bench became our coffee table because we found it easy to keep clean and shiny, and it presents little surface for the youngster to scratch up.

The far end of the room is the youngster's corner. We placed our TV set on a low bench, eye level for a two-year-old. We use no floor covering on this end, the cork takes the punishment. So as not to depart en-



We're now at work on another phase of remodeling. Mike Kane on the left and I are planning to turn our sleeping porch into a dressing room and enlarge the second floor.

tirely from our decorating plan we upholstered an armless chair in the couch fabric. That makes it easy for the little girl to climb on and off without getting caught on an extending arm. We built a dutch door between

the kitchen and living room so my wife can keep an eye on things while doing the dishes or cooking. Since the windows in the den face west, we've converted that room into a downstairs play room. The sun blazes into the room and our five-month-old son amuses himself in his play pen by chasing shadows.

When we entertain the dutch door becomes our serving bar, a foam rubber cushion is thrown over the coffee table for additional seating space and we have a wide open room which seats about 15 people comfortably.

Little advantages such as this came as a result of pre-planning. We had had no experience in house living and called upon an architect to supply it.

Our bedrooms reflect this same pre-planning. They are clean and simple, making maximum use of space.

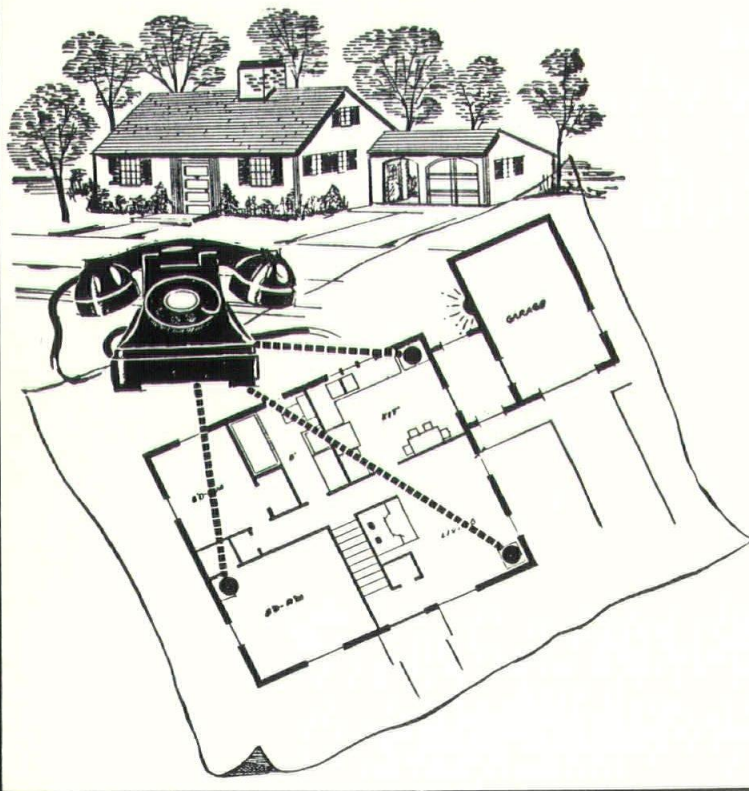
We have now completed what I call "Phase I" of our remodeling program. We have converted a good old house into a modern livable dwelling, reflecting our taste and personality.

Michael Kane and I have now begun "Phase II," that is the revamping of the service sections of our house. Our kitchen is as modern as they come, thanks to George Duge, Cleveland distributor, of Youngstown Kitchens who helped us with that phase. We now plan extensive remodeling of the second floor bathroom and sleeping porch. I plan to convert the sleeping porch into a dressing room and at the same time enlarge our bathroom to handle a growing family.

I've consulted an architect. I've had outstanding results with our first few projects, and I won't quit when I know I'm ahead.

Editor's Note: This is the final installment of the series on "Remodeling—a Potential Market for the Architect." These have been simply and truly related by Mr. David Skylar of Cleveland. About finished with his remodeling, he can speak with authority on what an architect has meant to him.

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Editorial from Chicago Chapter of A. I. A.

For the second time since its organization, the Architects' Association of Illinois is going before the State legislature with a revised architectural act. The provisions of this act are the result of endless discussions and many compromises. Almost certainly other revisions will be made by the legislature itself, either on their own or as a result of pressures brought to bear by other interested groups. Many of these groups are politically far more powerful than our numerically weak profession. Whether the final result will genuinely serve the interests of the people of the State and whether we have been wise in our conclusions only time will tell.

I have often felt that most of the disagreement within the profession about the proper terms of the architectural act arises from a lack of understanding of the present status of the profession and a lack of vision of our future. Some day, some one better qualified than the writer will study the historic development of the building industry and project the potential of the architectural profession. Until such a qualified study has been produced, however, it would seem to me worthwhile to encourage continuing discussion by stating one man's opinion.

Just within the past generation we have seen rapid shifts and revolutionary changes. For our grandfathers and, yes, even some of our fathers, the practice of architecture was relatively simple. Perhaps half of the architect's time was devoted to architectural design in its purest sense. The palette of available materials was limited. The functional demands upon his structure were limited. Heating consisted largely of the placement of radiators. Air conditioning was unknown. Acoustic design was

considered important only in buildings of highly specialized use.

Not too much was expected of the architect in the way of coordinating the functional, structural and mechanical complexities with which we now deal. In those days the general contractor was genuinely a key figure in the industry. The majority of the work was actually done on his own payroll. He assumed engineering and coordinating responsibilities that he rarely assumes today.

What happens now? As in other fields, the construction industry has been splintered by specialization. On the one hand, every phase of construction has been taken over by sub-contracting specialists. Left to the general contractor is little more than the general conditions, coordination and expediting. On the other hand, some of the functions of the general contractor have perforce been shouldered by the architect. Such is the complexity of modern building that the most careful study and integration must take place in the planning phase. Little can be left to expedient change or adjustment in the field. The architect has to expand his competence. Such an expanding responsibility has produced a new kind of architectural organization composed of all the many disciplines which must be coordinated to result in construction adequate to our ever rising performance standards. Thus, like it or not, the architect for his very survival has had to grow in stature in the building industry.

Those architects who can read the signs of the times have recognized the opportunities and acted to seize them. Their interest includes more than the design and supervision of the construction of buildings. They are concerned with the total environment within which

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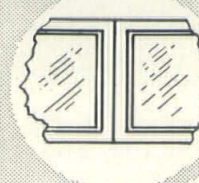
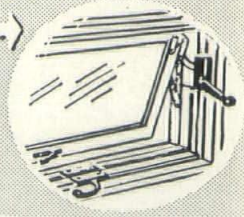
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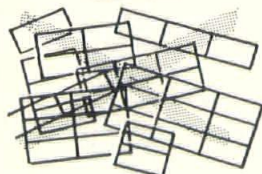
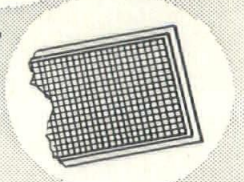
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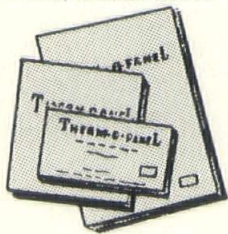


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these buildings must exist, physical, social and economic. They assist the owner in exploring need and writing programs. They are conscious of their responsibilities to society. Their planning includes the whole community, city, and region. Their area of concern is limited only by their capacity and vision.

Obviously, service on the scale described above vastly exceeds the capacity of any individual. We see, therefore, the growth of large organizations containing people trained in specialties not previously associated directly with architecture.

Will this trend continue? The answer I believe is "yes" and on an ever increasing scale. The importance of such collateral fields as economics, planning, mechanical engineering, etc., begins to require recognition at the highest organizational level.

Where we architects have failed to so organize and have failed to provide the calibre and completeness of service that our society demands, others have stepped in to fill the vacuum. It is thus that we see entering the construction industry the Package Operator. Many of them are former broker-contractors who have become dissatisfied with a secondary role in the building industry.

It distresses us to see such groups disturbing the placid waters of architecture. We resent the intrusion. We see the dangers to owners who buy the "package." Nevertheless, such organizations will continue to exist and prosper so long as there is demand for their services. They will not go away if we close our eyes or look the other way. Nor, in my opinion, is it politically or even legally possible nor morally right to legislate them out of existence. We still live in a free enterprise economy. If we believe in it we must accept the fact of compe-

tion and win our position through merit and good salesmanship.

The sooner we recognize the weakness of the law as a crutch for our profession, the sooner we will develop and rely upon our own strength to survive and win. Package Operators are beatable. A well qualified and hard hitting architectural and engineering organization can design better and can produce lower costs. Sometimes we can even outsell. We will not, however, win friends or achieve the status we seek by running to the legislature for protection.

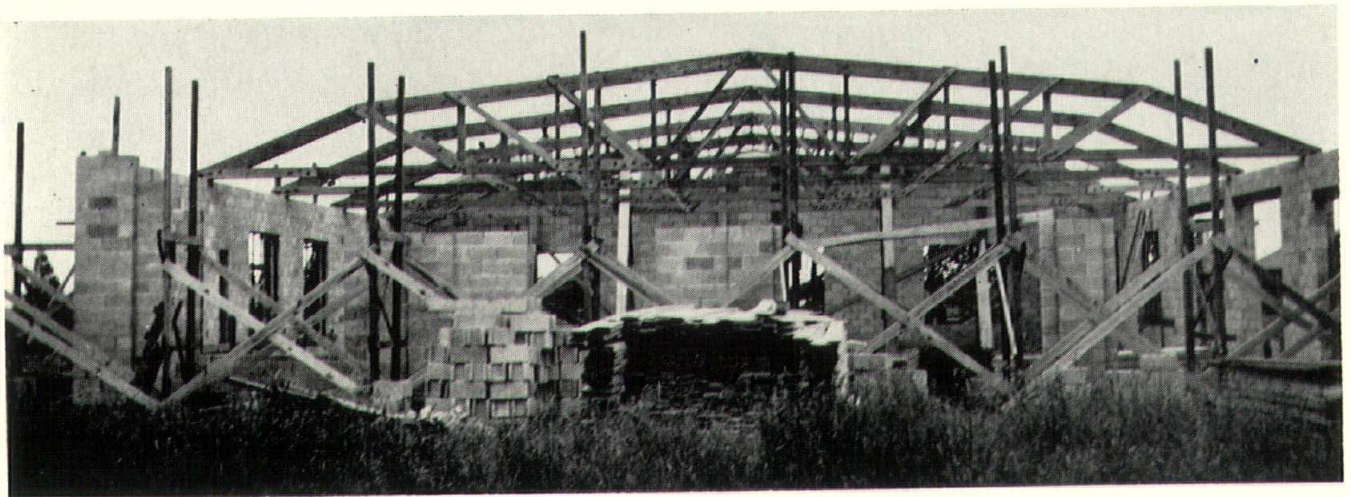
In conclusion, I would say "yes" let us have a strong law but let it not be defensive. Let it be such that our profession may grow and assume the greatest stature and breadth of interest of which it is capable. In attacking others, let us not boomerang limitations upon ourselves.

In the final analysis, our profession will prosper or wither to the extent that we prove ourselves and compete successfully within a free enterprise economy. We need have no concern for the future of architecture if we (1) do all in our power to improve the calibre of our professional services, (2) carry our full burden as responsible citizens, (3) through a vigorous public relations program sell ourselves *on performance*.

Philip Will, Jr., F.A.I.A.
President, Chicago Chapter

WHO — Architects Society of Ohio
WHAT — 1953 State Convention
WHEN — October 14-15-16
WHERE — Pick-Ohio Hotel — Youngstown

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ARCHITECTURE IN THE NEWS

The public will be hearing more about architecture in 1953—from the men who design the homes, schools and other buildings we use, the registered architects in the United States, by a program to help architects become more articulate now being launched by the A.I.A. Glenn Stanton, Oregon architect and president of the A.I.A., announces that a contract has been signed with Ketchum, Inc., Pittsburgh public relations firm, to help the organization carry out its program. The consultants prepared a three-year program which Institute officials recently approved.

Not many people have a clear notion of how ideas get into building, the architects have been told. They hope to make people as familiar with the job the architect does as they now are with refrigerators, oil heating or the neighborhood lumber yard.

The architects say a better understanding of when and how to put them to work is necessary if they are to do as good a job in homes, commercial and industrial buildings as they now do on schools, hospitals and churches.

They point out, for example, that it doesn't cost any more to engage architects when a building project is first thought of. When an architect comes on the job in the beginning, he can advise on the choice of a site, and help shape the general description of the building he will later design. This extra service means real savings of time and money, and a more satisfactory job all around.

The national public relations program will commence by furnishing information about architects and the services they render. It will put the accent on the architect himself by emphasizing that the best publicity is a job well done. The program will urge architects to make

the most of their numerous contacts with the public and throughout the building world.

The program is another step following up the recently completed mid-century survey of the architectural profession, financed by the Carnegie Corporation. An independent commission, headed by the distinguished educator, Edwin S. Burdell, president of Cooper Union, New York City, recently surveyed the rapidly growing architectural profession and found it fundamentally sound. The survey pointed to numerous desirable improvements in architectural education and state registration procedures. These are gradually being translated by the American Institute of Architects into specific steps in its comprehensive national program.

GROCCERS LOSING FIGHT TO CHANGE SHOPPING HOURS OF HOUSEWIVES

The supermarkets are losing their years-long battle to persuade housewives to do more of their food shopping earlier in the week and avoid the week-end rush.

With the spread of the 40-hour week, the Thursday-Friday-Saturday grocery shopping spree seems here to stay-along with its problems: the jammed parking lots and checkout counters, the frayed tempers, the woes of keeping the shelves stocked and of juggling employee schedules to keep an adequate staff on hand for the big days without being overstaffed the rest of the time.

Many big food stores now do as much as one-third or more of their total week's business on Friday (on Saturday in the South)—and as little as 5% on Monday.

Most storekeepers concede that their price trimming and other inducements to encourage shopping in the early days of the week have had only limited success. They are reluctantly accepting the situation, and even

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abetting it by offering their most attractive "specials" in the Thursday to Saturday period.

But they're still scouting around for a way to solve their own employee work-week problems.

In scattered sections some stores have tried closing altogether on Monday—a practice which seems to have a real foothold only in New England. But industry authorities here say they can see no indication of a rising trend toward Monday closings.

Much more prevalent is a tendency among supermarkets to try staying open at night to increase their overall volume and draw some of the rush business away from the week-ends.

The Supermarket Institute sees this trend increasing in many sections. Its latest report on evening and Sunday openings said 93% of its members were remaining open at least one night after 6 o'clock, as against only 75% two years ago.

Not all trade authorities agree that more night openings are becoming a permanent pattern, however.

An official of a big food chain reported that after several months of keeping its stores open every night in a populous Ohio area, the company found the business volume failed to compensate for the higher costs. It's going back to straight daytime hours.

—*Buffalo Evening News*

How Other Cities Solve Their Traffic Problems

Parking facilities for customers have a dollar-and-cents value to retailers comparable to returns yielded by such investments as show windows, air-conditioning and other inducements offered customers by up-and-coming stores.

That is the gist of an analytical article by Frank E. Cox in the August issue of *Building*, a magazine devoted

to building management.

Mr. Cox is a sales research and business development analyst. Yet one need not be an expert in that field to arrive at the conclusion that midtown businessmen in our larger Eastern cities have been all but blind to the handwriting on the curb.

They are being deluged by the automotive age, as their congested streets testify.

Barring the disruptions of war, it is safe to predict (as traffic experts have warned for years) that the volume of trucks and private cars on city streets will increase. The businessman hopes that the anticipated increase will be reflected in his volume of business.

But it cannot and will not increase after the saturation point is reached. During holiday shopping rushes that point has been passed, and more and more persons without driving distance of central shopping areas do not relish the prospect of driving downtown, to be caught in traffic jams and compelled to cruise around until they can find a curbside parking space, or a lot where they do not have to wait in line.

The parking and traffic problems are inseparable. Curbside parking is for few early birds, or a few fortunate ones who happen by as some other car is pulling away from the curb. Curbside parking narrows all main thoroughfares and specially the already narrow side streets in main business districts by some 20 feet.

Actually the choking effect on traffic is worse than that, since brief double parking of cars discharging or waiting for passengers, or trucks loading or unloading, often narrows streets to a single-lane bottleneck.

To provide space for the vehicles taken off the streets requires parking lots or multiple-tier garages, maintained as now, by one store, or co-operatively by two or more

(Continued on page 29)

Mr. Architect: Never underestimate the power of a woman—

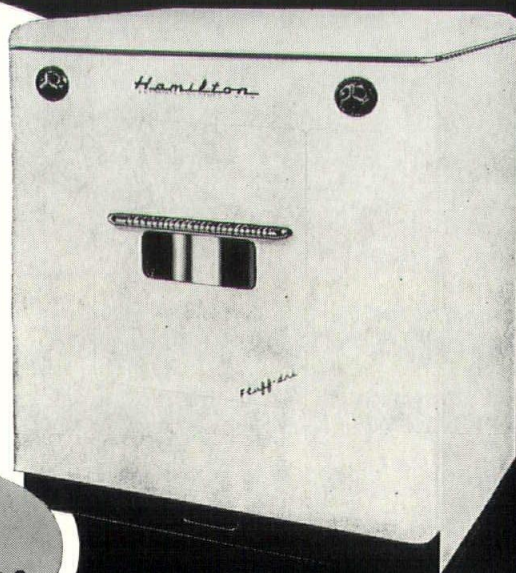
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TO SAY GOODBYE AND GODSPEED

By ED STAPLEFORD

Friday evening, May 15 a farewell dinner was given to retiring Dean Francis R. Bacon of the School of Architecture of Western Reserve University by the School's Alumni Association at the Wade Park Manor.

Dean Bacon retires June 30 and then becomes professor emeritus. He is the first and only dean of the school. In his tenure some 200 graduates have launched their careers.

Bacon was born April 18, 1888, in Haddonfield, N. J., near Philadelphia. He comes from a long line of Quakers. He attended Quaker schools and was graduated with an architectural degree from the University of Pennsylvania in 1911. Later he took a master's degree there and joined the faculty.

He came to Cleveland in 1923 at the instance of the Cleveland chapter of the American Institute of Architects and established a school of architecture that was incorporated as a school at Western Reserve University in 1929.

Architects Irwin M. Lauffer, president of the Alumni Association, with Howard Cain, chairman of the dinner committee, handled this "long to be remembered" event with the able assistance of the master of ceremonies—architect J. Trevor Guy.

There were over 100 alumni of the college and their wives. Most delightful to hear was the Dean of Cleveland Architects, Abram Garfield, tell of the early days of the college.

Architect John C. Bonebrake, Treasurer of Cleveland Chapter A.I.A., read a beautiful resolution presented to Dean Bacon and with it a purse of sizeable proportion, showing the respect and love of the students the Dean had guided through the vicissitudes of the profession of Architecture.

But the evening was not all serious. Architect Ray Febo from Akron had a most interesting skit entitled "This Is Your Life." To the Dean and Mrs. Bacon he gave the Dean's life as his students saw it. The names and classes of all the 200 graduates came in their turn. "Talk about turning back the clock!"

Well, Ray surely did it and to the accompaniment of three good musicians—J. Tevor Guy with his trombone, Kozell now a senior in the college, with his accordion, and the clarinet so well handled by a friend of J. Trevor Guy.

For the finish all joined in "The Charettee Song" written by Alex Oley, while a student, sung to the tune of "the song of the Whippenpoof."

"To have lived—to have made friends—to have helped—is the reward."

TRAFFIC PROBLEMS

(Continued from page 28)

stores in an area within minimum walking distance.

Mr. Cox tells us that in Oakland, Calif., merchants and landlords organized the Downtown Parking Association which leased and bought parking lots, where customers could park free of charge for the first hour.

Some cities have established assessment districts, in which storekeepers and office buildings are taxed to provide revenue for the purchase and operation of parking lots or garages used by their customers. In others, stores have been built in a hollow square around spacious parking areas.

Any one or a combination of these projects can solve a city's steadily worsening midtown parking problems, and retain business patronage which (with no other place to go) will otherwise be compelled to gravitate elsewhere.

Richmond (Va.) Times-Dispatch

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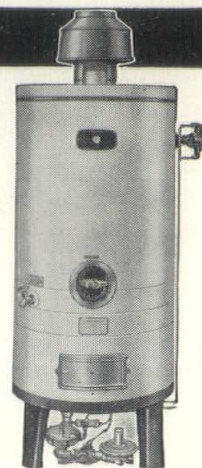
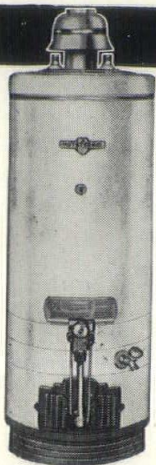
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A.I.A. 85th ANNUAL CONVENTION

The 1953 Convention, the 85th, will be in Seattle, Washington, from June 15-19, 1953.

The program is now thoroughly organized, under the Chairmanship of the Director of the Northwest District, Jim Smith. The theme is "A New Country—A New Architecture."

The first day plans present a Logging Camp Tour—from cutting down a big tree, through the saw mill, right down to the plywood, as it comes out of the mill.

Three technical seminars are planned:

"Wood—The Forest"

"Wood—Processing"

"Wood—Construction Uses"

The programs are arranged in collaboration with the

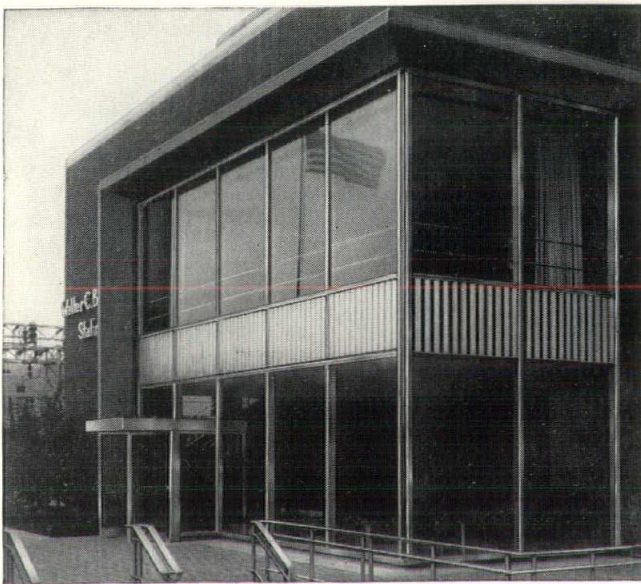
West Coast Lumbermen's Association and the National Lumber Manufacturers' Association.

Two business sessions are planned, and the membership will receive an agenda previous to the Convention, covering the subjects to be discussed. There will be sessions on Chapter Problems, Student Forum, Chapter Affairs, Chapter Officers, and Chapter Editors. The fun, entertainment and fellowship affairs will include the President's Reception, at the famous Rainier Club, Dinner Cabaret Party, and the Annual Dinner, with its colorful fellowship presentation program, and a nationally known speaker.

Convention headquarters will be the Olympic Hotel. Since the Olympic has only 300 rooms available, you are urged to make your reservations immediately upon receipt of the reservation forms.

The Convention Committee has arranged a very interesting program for the ladies, and lounge facilities will be provided for the ladies and the Teen-Agers.

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HONOR AWARDS JURY ANNOUNCED

Washington, D. C.—The American Institute of Architects recently announced its Honor Awards jury for the Fifth Annual Exhibition of Outstanding American Architecture, which will be an important feature of the 85th Convention of the A.I.A., June 15-19 in Seattle, Washington.

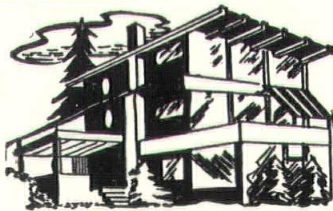
The jury will be composed of four architects and four non-architects, the latter chosen to judge buildings in their special fields of work. Architect members of the jury are:

H. Abbott Lawrence, A.I.A., Portland, Oregon; Lawrence G. Waldron, A.I.A., Seattle, Washington; Rollin H. Boles, A.I.A., Portland, Oregon; Arthur P. Herman, A.I.A., Head of the School of Architecture, University of Washington, Seattle, Washington.

The non-architects and the categories of work which they will judge are:

Charles H. Gordon, Vice President, Seattle First National Bank (industrial buildings); V. O. Stringfellow, Secretary, the National Association of Home Builders (development housing); Frederick M. Hunter, Honorary Chancellor of the Oregon State System of Higher Education, Eugene, Oregon (institutional buildings); Walter L. Doty, Editor, Sunset Magazine, Menlo Park, California (residential).

The judging will take place Sunday, June 14 (the day before the convention opens) at the Department of Architecture Building, the University of Washington, Seattle. During convention week, the winning design will be displayed in the foyer to the Spanish Ballroom at the Olympic Hotel, headquarters for the convention.



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A FAMILIAR FACE ON TV

While watching the TV recently, my attention was attracted to a familiar face and a more familiar name. Mr. van Rooten has been a registered architect in Ohio since 1932.

In answer to a letter of inquiry we received the following reply:

Dear Mr. Kempton:

You were right, I am the Luis van Rooten you saw on the Ed Sullivan Show some weeks ago, and I hope you will forgive me for letting so much time go by before acknowledging your very kind letter.

I first came to Ohio in 1927 from the University of Penna., to work for Small & Rowley, Inc. — later with Phillip L. Small & Associates, and finally with C. B. Rowley & Associates, Inc. In 1932, when a draughtman's life was definitely not a happy one, I took advantage of my professional contacts to do some work with The Chagrin Falls Little Theatre, and later the Cleveland Playhouse.



LUIS van ROOTEN

This led to radio work on programs broadcast by Stations WTAM and WGAR. I managed in this way to stay afloat until 1934 when I went to Washington as an Assistant Architect for the Treasury Department. Here I was a member of Rudolph Stanley-Brown's group, producing among others the 105th Street Post Office Building for Cleveland.

At the end of my Washington assignment I went to New York and providentially became a member of a Stock Company at Station WNEW. Then, six months as a Program Director with the Muzak Wired Radio experiment in Lakewood, Ohio—and finally during 1936 I was Special Assistant in Charge of Oral and Radio Information for the WPA in Ohio—working out of Columbus.

In January of 1937 I was faced with the decision of hitting the "Big Time" or going back to the T-square and triangle. I chose to gamble on the first, since even at that time architecture had not too well recovered. Fortune smiled and I have since appeared on over 6,000 network broadcasts—two Broadway plays—about 50 television shows—and 18 motion pictures.

My most recent pictures are—"City Across the River," "The Champion," "Detective Story," "My Favorite Spy," and "The Story of Lydia Bailey." My activities at the moment, however, are pretty well divided between radio and television.

My interest in architecture has not lessened in spite of my very busy life as an actor. I try to keep abreast of everything that is going on in the building world, and I have done quite a bit of remodeling and decorating work. I maintain contact with Carl Rowley and Meade Spencer in Cleveland, and former classmates in Philadelphia and New York. Who knows, some day grease paint will no longer serve to cover my mistakes and I'll have to depend on English Ivy again.

Thank you very much for your interest; may I take this opportunity to send greetings to my many friends and acquaintances in Ohio.

LUIS van ROOTEN

ARCHITECT

ANNOUNCE THEME AND COMMITTEES FOR A.S.O. STATE CONVENTION

William Boyd Huff, immediate past president of the Architects Society of Ohio and General Chairman of the 1953 State Convention in Youngstown, announces preliminary plans for the assembly have been completed following a recent meeting of the convention executive committee. General theme will follow that of many other organizations this year in highlighting the Sesqui-centennial celebration of the State of Ohio. Featured at the convention will be Architectural Exhibits prepared by the six state chapters of the American Institute of Architects displaying historic architectural buildings in their respective areas.

With the Eastern Ohio Chapter acting as host for the meeting, H. Walter Damon of Youngstown will serve as Co-chairman of the Convention and head of the Executive Committee, composed of Trefon Sagadencky, Chapter President, Frank F. Smith, Sr., Chapter Vice-president, and Huff. In scheduling the meeting program, the committee has cut down on the number of events this year in order that more time can be allowed for inspection of the historic exhibits and building materials displays, increased time for organization meetings, and more opportunity for an informal exchange of information among the delegates. With the various seminars held the past few years making for too little free time, it was felt by the committee that those attending should be given some relief in activities by omitting them this year.

Dates for the convention will be October 14-15-16 and the Pick-Ohio Hotel will be the official headquarters;

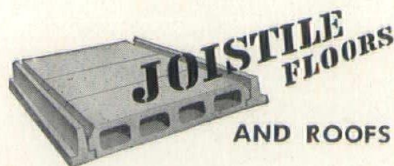
(Continued on page 33)

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NAHRB ENDORSES OPEN-END MORTGAGE

Leaders of the N.A.H.B. are 100% in favor of the open-end mortgage plan as a real benefit to the home owner and homebuilder as well as the whole economy.

Adoption of the plan would make funds for needed maintenance and repair of homes immediately available to the owner and also stimulate a sizeable home-expansion market, Richard G. Hughes, the newly elected first vice-president of the NAHB, writes in "House and Home" on developments in the modernization of mortgage credit.

A major merchant builder himself in the Panhandle of Texas, Mr. Hughes also sees real sales appeal in the open-end mortgage plan, since the builder who sells a flexible mortgage at the same time he sells his house can point out to the home buyer that the open-end clause provides a ready means of getting additional financing any time he needs it.

"We have been greatly concerned at the lack of proper maintenance and repair of the nation's structurally sound housing," Mr. Hughes writes. "In owner-occupied units this can properly be attributed to the fact that the owner does not have immediately available funds with which to do the necessary repairs and maintenance which he knows should be done.

"The open-end mortgage would make the needed maintenance fund available to the owner and so contribute to the accomplishment of the objective: to preserve and extend the life of the U. S. housing inventory.

"Almost everybody knows the many advantages the open-end mortgage plan offers, the most important of which are these:

"1. It would permit the home owner to get quick, low-cost credit at any time during the term of his mortgage for the proper maintenance and repair of his house.

"2. It would allow him to expand his home—add an additional room (which may be necessitated by the addition of children), add a garage or fix a basement up as a recreation room.

"3. It would permit him to add home comforts such as air conditioning, which is now available at reasonable prices for the low-cost house.

"4. It would allow him to make all these improvements without overloading himself with short-term, high-rate credit—debts that might impair his ability to meet his normal monthly bills and the payments on his original mortgage, and so might jeopardize the entire equity he has in his house."

Referring to the possible repeat business that the open-end mortgage would permit, and even stimulate, Mr. Hughes noted that approximately four million of the seven million homes built since World War II had only two bedrooms, and that a major portion of those houses were sold to young couples whose families were expanding rapidly.

"Thus, there is now a great need for the third and fourth bedrooms," he writes. "If the merchant builder had originally provided the buyer with the proper type of open-end mortgage, he certainly should be able to sell that buyer on the idea of letting him add those additional rooms."

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ANNOUNCE THEME AND COMMITTEES FOR A.S.O. STATE CONVENTION

(Continued from page 31)

Damon announces. Joseph Morbito will head the important Sesquicentennial Architectural Exhibits Committee with Robert Beatty, Edward H. Kraus, L. J. Moter and Frank Smith, Jr., assisting.

Other committee appointments include: Program—George Foulks, Geves G. Kenny, Richard E. Lawrence, John H. Samuels, J. Arthur Scott, J. David Wilson; Registration and Reception—P. Arthur D'Orazio, chairman, Donald L. Bostwick, Donald C. F. Miller, Richard N. Zuber; Tours and Transportation—Arsene A. Rousseau, chairman, G. Donald Schade; Hotels, Luncheons and Banquet—Clarence Kissinger, chairman, Ralph G. Dix, Jr., E. Vance Florence, Harry J. O'Brien, Arthur F. Siddells; Building Materials Exhibit—Morris W. Scheibel, chairman, Walter H. Frost, Harold H. Hunter, M. I. Konarski, Charles F. Steiner, Jr.; Publicity—Burt V. Stevens, chairman, Edwin F. Bliss, E. W. Dykes, Charles J. Firestone, Charles J. Marr, Arsene A. Rousseau.

The Ladies Program will be planned by Mrs. H. Valter Damon and Mrs. Frank F. Smith, Sr. of Youngstown as co-chairmen and Mrs. W. B. Huff and Mrs. Treon Sagadencky assisting.

REFRIGERATION EQUIPMENT CATALOG

A new refrigeration catalog for Architects has just been released by The C. Schmidt Co. of Cincinnati, Ohio. Complete specifications and prices are given for all types of refrigeration equipment used in the modern commercial kitchen. Included are the walk-in, reach-in, normal and low temperature refrigerators. Also mortuary refrigerators and storage refrigerators for flake and cube ice.

A free copy will be sent to architects who request it on their letterhead. Address requests to The C. Schmidt Company, 1712 John Street, Cincinnati 14, Ohio.

WHO — Architects Society of Ohio
WHAT — 1953 State Convention
WHEN — October 14-15-16
WHERE — Pick-Ohio Hotel — Youngstown

RELATIONSHIP OF ARCHITECT WITH CLIENT

(Continued from page 14)

concern themselves with the matter of fees which architects receive, for they represent only a very small portion of the total cost. As a matter of fact, I do know that in most every instance the fee of a good architect is entirely absorbed in competitive bidding, as represented between the high and low bids. Moreover, well-prepared drawings and specifications are tangible evidence of cost reduction, as most everyone knows. The schedule of recommended minimum fees as set forth in the Society's brochure "Organizing to Build," is graduated as follows:

For Dollar Cost of Project, \$100,000, 7%.
 For Dollar Cost of Project, \$250,000, 6.75%.
 For Dollar Cost of Project, \$500,000, 6.5%.
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These fees have been evaluated on the basis of more than seventy-five years of experience regarding fees on the part of The American Institute of Architects. The fee which an architect charges should be in conformity with this schedule. This schedule of fees includes the architect's supervision, but not continual superintendence, as is obtained through the employment of a clerk-of-the-works. Such clerk-of-the-works is selected by the owner and the architect, and his services are paid for by the owner separate and apart from the architect's fee.

I realize that there are some members of the profession in Michigan who suggest to their owners a lower fee than that contained within the schedule, but I add a word of caution here. Through years of experience it has been determined that architects cannot perform the services prescribed by the profession for a lesser fee than that mentioned without loss or damage to themselves, an inferior job to the owner, and a discredit to the profession as a whole. The difference in fees, then, must come from one of the following sources:

- (1) A building of inferior design and construction.
- (2) Dishonesty on the part of the architect, resulting in kick-backs from contractors or sub-contractors.
- (3) Lack of interpretation of improper and poorly prepared drawings and specifications, resulting in exaggerated extras on the contract.

The American Institute of Architects and the Michigan Society of Architects instantly condemns any member of the profession who receives a kick-back from any source. The profession likewise condemns improper drawings and specifications. We also condemn any practitioner who resorts to such high-handed methods.

I have never known of an instance where an architect has been selected on the basis of his experience and competency that a good building did not result, and that the owner was not very much satisfied with the services which the architect rendered.

Immediately after the architect has been selected, the contract between the owner and architect should be executed. Such a contract is one of printed form, which prescribes fully the architect's services and the method of payment on his fee. Upon the execution of the contract, the owner then should discuss with the architect all the phases of planning, design and construction of the proposed building, and thereafter the architect is required to submit preliminary sketches as his conception and interpretation of the owner's ideas. I have found that a conscientious architect will do more than his contract prescribes for, after all, he is interested not only in carrying out to execution the owner's ideas, but in building a reputation for himself. He cannot afford to be guilty of gross error and negligence.

In these days of high construction costs, the architect has an added responsibility, that of seeing to it that the owner secures as much as possible for the amount of funds which are available. A good architect will not permit the error of producing a set of drawings for a building costing twice as much as intended. He will proceed carefully and will produce for the owner a building conforming as nearly as is possible to the amount for which funds are available. I am certain that good architects forewarn owners of the fluctuating rising costs.

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in our present day economy, and more often than not it is customary to include in the specifications a series of alternate proposals, tending toward a reduction of cost in the event that base bids run beyond funds. Usually in circumstances such as this the owner obtains most of his desires through sacrificing some of the better things or luxuries which he had hoped to obtain.

The matter of taking bids is one of vital importance. In public work no one may be excluded from bidding. Many times incompetent builders submit bids on public work, and many qualify on the basis of bid and performance bonds. Bidders of bad reputation sometimes secure these contracts, and the difficulties of the architect begin. I know of instances where this type of builder has succeeded in deviating from the intent of the drawings and specifications, even with the architect's supervision, so that the owner suffered by reason of a not-too-well constructed building. Inferior materials and workmanship are the result.

The architect is the mediator between the owner and the contractor. He must be fair, and in a great majority of instances it will be found, if he is left to his own discretion, that his judgment is correct. Too often many owners, because of their lack of construction experience, discern what they believe to be a defect or something constructed differently from what they believed it might; despite the fact that the situation has been explained to them many times by the architect during the various conferences.

An architect himself must be a master craftsman. It is his obligation to know the intricacies of approximately one hundred and twenty-five trades which confront him daily. He knows, or at least should know, how materials are put together, to the end that the owner will have a forthright execution of his ideas and design.

Like yourselves, architects are human beings and they do make mistakes just as you, for no one is perfect. Yet with a complete understanding in the very beginning of the services which an architect is to perform, and with the help and counsel of the owner, together with a good builder, only can good buildings result. Architects are interested in building better buildings for all America.

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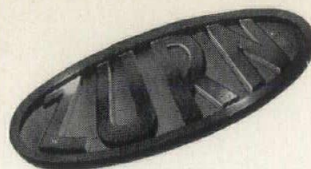
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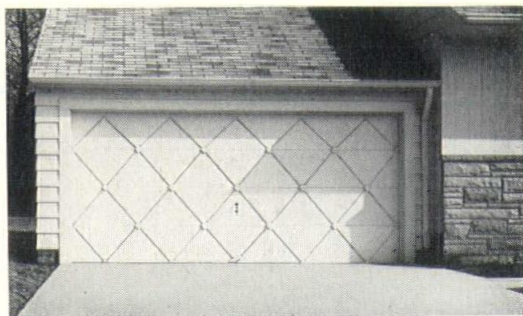


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Tenants Demand "Guaranteed Weather" in New Apartments

Apartment house tenants want guaranteed weather these days with the result that air conditioning has become the biggest new idea in apartment building.

Apartment investors everywhere are facing up to the fact that tomorrow's apartments may have to air conditioned to compete with the lower costs and rents of yesterday's buildings—for the same reason investor today would not dare put up an office without air conditioning.

So report the editors of *The Architectural Forum* in the current issue of the professional magazine in a comprehensive article reviewing the merits of small room coolers (fan-coil unit air conditioning) versus giant compressors (conduit air conditioning).

"Apartment air conditioning has made the most headway along the East Coast from New York to Florida and across the South to Texas," *The Forum* says. "But increasing activity is reported almost everywhere.

"For instance, three big, fully air conditioned apartment houses were recently built in Pittsburgh; other have risen in Roanoke, Indianapolis and Wichita. Still others are planned for St. Louis and Chicago... as many as 500 air-conditioned apartment structures ranging from walk-ups to 26-story skyscrapers have gone up since the war.

"The rising demand for apartment air conditioning is perhaps best illus-

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trated by what is happening at New York City's Manhattan House. To hold down costs, central cooling was not provided. But realizing that some of their well-heeled tenants might want air conditioning, N. Y. Life spent \$60,000 for extra wiring and outlets so tenants could install a room cooler.

"However, in last summer's steaming heat, tenants swamped N. Y. Life with requests for still more wiring and outlets. At last count 247 of the 580 tenants had room coolers—a total of 400 cooling units. Some apartments have three or four units apiece and new coolers are constantly appearing in windows."

The Forum reports two big houses have just gone up on New York's East Side with central cooling systems, that Philadelphia's high rent market has been cracked by air conditioning, and that practically all of Washington's elevator apartments have been air conditioned since the war.

Because air conditioning is insurance against future obsolescence—especially in the high rent bracket and high temperature belt—the Federal Housing Authority favors central cooling, calls it a "very desirable plus factor," according to the magazine, noting that FHA will usually underwrite the first cost for apartment air conditioning.

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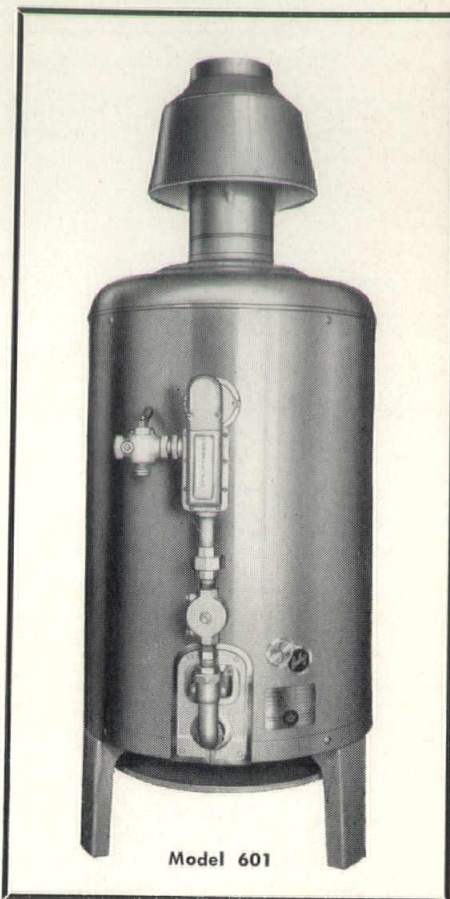
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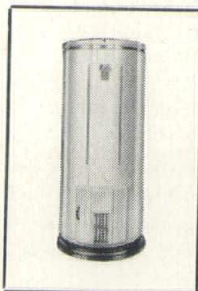


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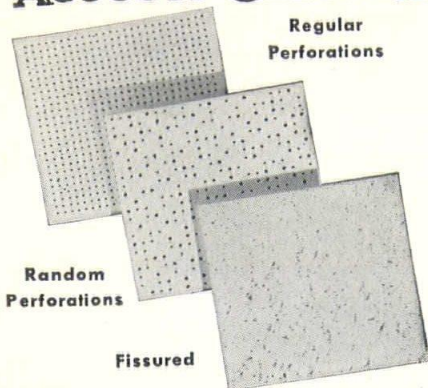
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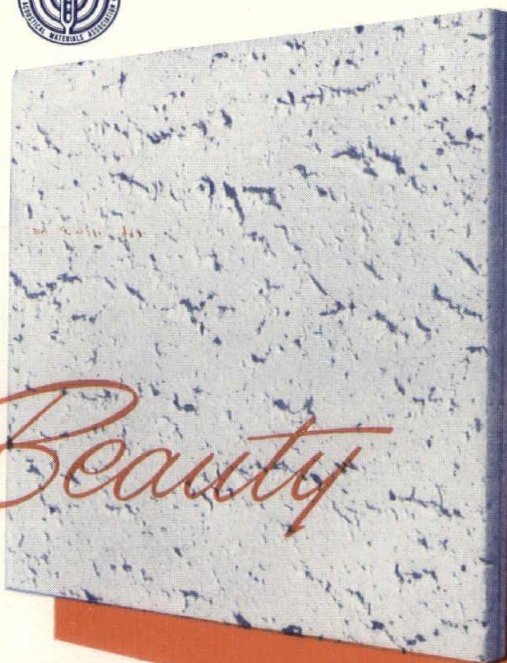
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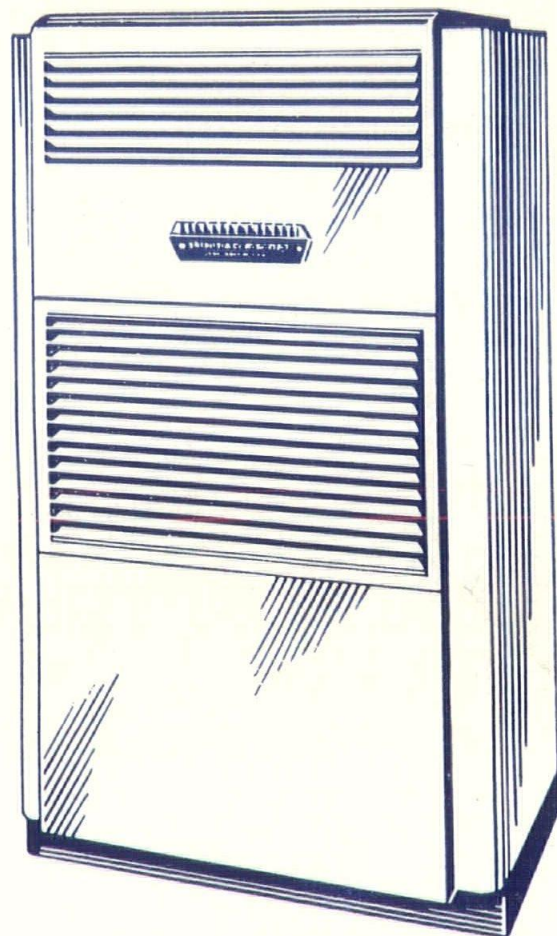
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