



Abba Hillel Silver Collection Digitization Project

Featuring collections from the Western Reserve Historical Society and
The Jacob Rader Marcus Center of the American Jewish Archives

MS-4787: Abba Hillel Silver Papers, 1902-1989.

Series I: General Correspondence, 1914-1969, undated.

Sub-series A: Alphabetical, 1914-1965, undated.

Reel
77

Box
27

Folder
1680

University Circle, Cleveland, Development Program, 1957-1958.

UNIVERSITY CIRCLE DEVELOPMENT FOUNDATION
10900 Euclid Ave. Cleveland 6, Ohio

SW 1-1050

August 7, 1958

Mr. Abe M. Luntz
The Temple
East 105th and Ansel Road
Cleveland 6, Ohio

Dear Mr. Luntz;

Enclosed is the list of University Circle Advisory Board members, the five trustees and the presidents of Case, Western Reserve, University Hospitals and the Foundation.

I think your idea of having a luncheon and a tour through the Temple for this group is outstanding.

If I can help you in any way with arrangements, please feel free to call.

Sincerely,

Neil J. Carothers
President

NJC:ms
enclosure

UNIVERSITY CIRCLE

AUGUST
1958



ADVISORY BOARD HEARS OF PLAN PROGRESS

The Advisory Board of the University Circle Development Foundation held its initial meeting on July 30 at WRU's Freiburger Library. The group includes a leading representative from the board of each member institution.

The advisors were welcomed by UCDF Chairman Leward C. Wykoff; heard an analysis of the area's master plan by Dr. John S. Millis, president of Reserve University; and were given a detailed accounting of progress made toward putting the plan into effect, in a report from Foundation President Neil J. Carothers.

The function of the group, Wykoff said, is acting as a source of advice for the Foundation's board of trustees; acting as liaison officials between the Foundation board and the boards of all member institutions; and naming candidates for two of the five trusteeships on the Foundation board.

Included in Carothers' review of projects accomplished or underway were: acceptance of Foundation membership by 25 institutions, including the Cultural Gardens; encouragement of a new institution in the area, a Lithuanian Choral Society (story on page 2); gaining City cooperation in locating a new police station at 107th and Chester, and in planning more extensive street lighting in the Circle, north of Euclid; plans for improved police protection in the area; plans for moving ahead on the lowering of Euclid Avenue, and the construction of the plaza; discussions with several institutions that might wish to re-locate in University Circle; a review of more than \$10 million of construction currently in progress by member institutions; plans for improved parking facilities; and a review of the Foundation's financial progress to date.



ART, NATURAL HISTORY MUSEUMS DRAW RECORD CROWDS

Superb new buildings and University Circle's lovely setting have proved to be a formula for unprecedented success in pleasing Clevelanders and out-of-town visitors. The box score from two of the newest and most handsome buildings:

The Cleveland Museum of Art has welcomed 361,691 visitors in less than five months after its early March re-opening. The museum's highest previous attendance record was 604,810 for the full year of 1956.

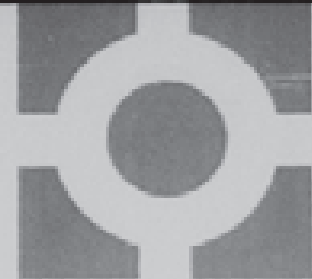
The Museum of Natural History, the first museum of its kind to use nature exhibits to tell a connected and coherent story of the development of the earth and its people, drew more than 50,000 persons in its first eight weeks. Attendance on several days has gone over 2,000.

Staffs at both institutions are delighted, as are their throngs of visitors.



*Some toil, some play —
summer scene in the Circle*





UNIVERSITY CIRCLE

is issued by the University Circle Development Foundation. Your comments and suggestions will be welcome. Send them to the foundation at 10900 Euclid Avenue. Phone: SW 1-1050



NEW VOICES IN THE CIRCLE

A Famous Choral Society Moves Into New Quarters

A trip that began on a note of terror 18 years ago in Lithuania recently ended happily in University Circle.

The voyagers were members of what is now the Lithuanian National Art Ensemble Curlionis, an association that has acquired new quarters at 10908 Magnolia Drive.

The members, banded together in 1940 as a group devoted to the festive folk music of their native land, were forced to flee for their lives that same year as the Red Army overran the country, arrested leaders and deported them to Siberia.

Reestablished briefly in Vienna in 1944, the group managed to survive and flee again to Germany. The close of the war permitted a resurgence of the Ensemble's musical activities. They proceeded to give more than 300 concerts in Western Europe, appearing in the concert halls of Vienna, Berlin, Stuttgart, Munich, Bayreuth, Frankfurt and Hamburg where they were enthusiastically received by American, Swiss, French and German music critics.

In the fall of 1949, through the generosity of many sponsoring friends, members of the Ensemble were able to leave Europe and come to Cleveland. Here they settled down to the business of becoming citizens, finding jobs, establishing homes and raising families.

The Ensemble, which during its lifetime has varied in number from 50 to 80 members, has continued and thrived in Cleveland, retaining its basic purpose and charac-

ter. As older charter members marry and leave, replacements come forward from a new generation no less enthusiastic in singing the folk songs and performing the dances of the land of their parents.

The Lithuanian National Art Ensemble Curlionis, now chartered as a non-profit organization, has given and participated in concerts in Pittsburgh, Detroit, Philadelphia, Chicago, New York and Toronto, Can., as well as in Cleveland, performing to a cumulative audience now estimated at over a million.

Founder and director Alfonsas Mikubskis, whose expert training and guidance has won critical acclaim for the Ensemble, is a graduate of the Lithuanian Conservatory of Music at Kaunas, and is former conductor of the Lithuanian Philharmonic Orchestra and Lithuanian Opera in Vilnius. Conductor Mikubskis cautiously estimates that the 40-man and 40-girl choruses, performing separately or together as the Ensemble are as good a group as he has directed.

The Magnolia Drive quarters will serve many purposes for the Ensemble. There are rehearsal rooms where students can improve their techniques on the woodwind and stringed instruments used in concerts; larger rooms and an outdoor garden area permit group rehearsals and smaller recitals.

After 18 years of uncertainty the future of the Lithuanian National Art Ensemble Curlionis, at last, seems assured.



FIRST WITH SYMBOL

A new sign identifying the Maternal Health Association's headquarters at 2027 Cornell Rd. was put up late in July—and was the first in the area to carry the new symbol showing affiliation with 24 other institutions in plans for University Circle's future.

Mrs. Rubin Pynet, marriage counselor, and Mrs. E. H. Robinet, staff nurse, survey what is hoped to be the precursor of numerous other signs in the Circle.

LOST: 273 beds

This newsletter became a full-fledged publication last issue with the publishing of its first obvious typographical error. We spoke of Mt. Sinai Hospital's "1-story addition," and of course it is a 10-story, 303-bed addition. We are pleased to correct our nine-story, 273-bed error.

**"Remarkable and beautiful . . ."
"a wealth of resources . . ."
say architects of University Circle
and its plan**

The national convention of the American Institute of Architects met in Cleveland in July, and many were the words of admiration and approval the delegates gave to University Circle and its studied approach to the future.

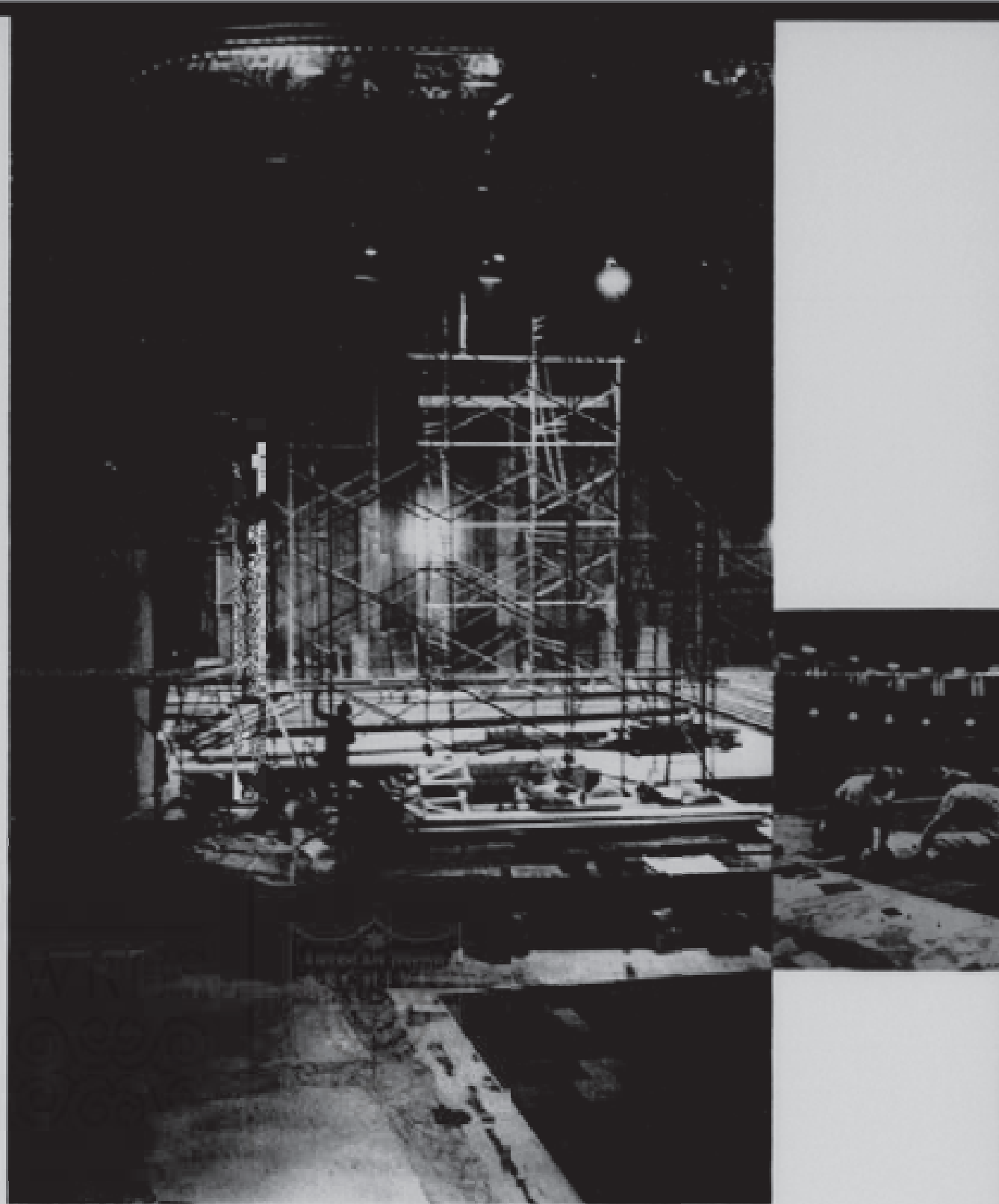
Said the Journal of the AIA in its lead article:

"The University Circle with its campus clutter, its medical Vatican, University Hospitals, its cultural and religious institutions, is the most complete educational and cultural center in America—and a complete mess of haphazard growth. However, a remarkable and beautiful 20 year planning program by Adams, Howard and Greeley gives evidence in the model on exhibition that the Circle may well become a commendable visual symbol of its vital role."

Also published at the time of the convention was a booklet called "A Guide to Cleveland Architecture." In a section on the Circle, it says "University Circle, Cleveland's cultural, educational and medical center, offers a striking lesson in city planning. There, on 488 acres, thirty-four important institutions have a wealth of resources. Occasionally they suggest a cultural center—the noblest symbol of the modern metropolis. But more often these riches are obscured and diminished because no functional and esthetic plan sustains the community.

"The existing configuration testifies to poorly planned growth. . .

"Previous plans have brought frustration to their authors and supporters. The new one realistically develops visual amenity within a network of harmoniously related activities. Moreover, it required the cooperation of the major institutions which accepted the plan. From that cooperation will mature even greater coordination among vigorous institutions, each directed towards specific, complementary tasks. Given that, Clevelanders will build a better University Circle."



MUSICAL EXCITEMENT: NEW SOUND FOR SEVERANCE

Like youngsters going through the agonizing weeks before Christmas, Cleveland music lovers are waiting with rising feelings of anticipation for the new sound of Severance Hall.

It promises to be worth waiting for. The distinguished hall, long respected for the clarity with which it projects orchestral music into the audience, is to gain a brilliance of sound that Cleveland has never heard before.

For weeks the inside of the hall has been torn up. Carpets that soaked up high frequency sounds have been removed, and replaced with handsome blue vinyl tile. The massive plush curtain, another music-deadener, is gone, its place taken by an acoustically pure curtain. The entire old orchestra

shell—built as though for dramatics, rather than concerts, according to orchestra manager A. Beverly Barksdale—has been dismantled and carted away. The new shell is framed with steel, faced with maple, and filled to a height of nine feet with sand to give an absolutely solid reflector for the music.

The new sound will be based on detailed study of the hall by Heinrich Keilholz, internationally-known acoustics expert who has consulted on improving sound quality at the "Met," at the N. Y. Philharmonic's hall, and at Chicago's Orchestra Hall.

The big date, when you can hear what has happened—October 9, at 8:30 in the evening, when George Szell lifts his baton and the orchestra's 41st season begins.

Interesting Places to Visit in University Circle

Note—August events are primarily exhibitions, open during regular institution hours. Our calendar of events, listed by specific dates, will be resumed next month.

Cleveland Museum of Natural History

Display of artifacts of various American Indian Tribes and the Eskimo, including headdresses, clothing, toys and ceremonial equipment. Exhibit continues through August. Open Tuesday through Saturday, 9 to 5 pm (Wednesday open to 9 pm); Sunday 1 to 5:30 pm.

The Garden Center of Greater Cleveland

Enjoy the Roof Garden, which features an Italian Pool surrounded by ivy and statuary; an Old World herb garden; a White Garden; a Wishing Well Garden and a Modern Garden with fountain and lily pools.

Fine Arts Garden

Summer perennials and the early flowering annuals will be in bloom.

Cleveland Museum of Art

Through August 10:

Exhibition of selected drawings and photographs of architecture in the Cleveland area during the past five years. The exhibit includes work by newly elected members to the College of Fellows of the A.I.A.; buildings selected for A.I.A. National Honor Awards; Fine Arts, Craft, and other awards. Open Sunday 1 to 6 pm; Tuesday through Saturday, 9 to 5 pm (Wednesday open to 10 pm). The Tea Room is closed during August.

Also Through August 10:

An exhibit of 35 bronzes by Aristide Maillol, organized by the Musée d'Art Moderne in Paris in cooperation with Maillol's heirs, and cir-

culated in America by Paul Rosenberg and Company. Life-sized pieces will be displayed in the Museum's sculpture court. The exhibit also includes several half-sized pieces, studies for monuments and smaller sculptures.

Through September 30:

An exhibition of 385 photographs of Cartier-Bresson, France's most distinguished documentary photographer. The pictures, which cover the years from 1929-1956, portray the drama of human life on a world-wide scale. The collection opened at the Louvre in Paris and has been shown in several European cities. It is being circulated in America by the American Federation of Arts and is sponsored by the French Cultural Services. Continues through Sept. 30.

Cleveland Institute of Art

Student Art Exhibit. Continues to Sept. 1. Summer hours: Monday through Friday, 9 to 4:30 pm.

Western Reserve Historical Society

Display of original song sheets of the Civil War. This exhibit includes selections from over one thousand pieces of sheet music and twelve large portfolios of broadside songs representing favorites of both the Union and Confederate soldiers. Continues through August in the Library building.

The Society's series of Genealogical lectures continues on August 27 at 2 pm with "The Organization of Genealogical Notes."

Evening hours: On Wednesday evenings the Art Museum is open until 10 pm, and The Natural History Museum until 9 pm.

UNIVERSITY CIRCLE



Rabbi Abba Hillel Silver
The Temple
East 105th St. at Ansel Road
Cleveland 6, Ohio

Non-Profit Org.
U. S. POSTAGE
PAID
Cleveland, Ohio
Permit No. 4494



UNIVERSITY CIRCLE DEVELOPMENT FOUNDATION

10900 EUCLID AVENUE • CLEVELAND 6, OHIO • TELEPHONE: 5Weethriar 1-7696

To: Person in charge of public relations at University Circle Institutions

On May 20, at a meeting of University Circle public relations staff members, a number of points were reviewed; they are summarized here for the interest of those who could not attend.

1. A symbol has been devised to identify projects and printed matter associated with University Circle and the development program. A photoprint of the symbol, in three different forms, is enclosed. Any of the three styles may be copied from this print and used by institutions that are members of the Foundation. The symbol is reproduced in large size to ensure its sharpness when copied; it is expected that on printed matter it will ordinarily be used in much smaller size. (It was designed to be legible even in sizes as small as 1/4").

Member institutions are encouraged to use the symbol in several ways, including the following:

On stationery, along with wording such as, In Cleveland's University Circle Area or, Charter Member, University Circle Development Foundation.

As part of the masthead of institution publications, with a similar explanatory phrase; and on invitations, programs and other printed matter.

On construction signs identifying new buildings, with wording such as University Circle Development Plan.

The symbol may be used in any color. The Foundation will be glad to answer any questions relating to its use, but hopes it will be displayed wherever it seems a good idea to emphasize an institution's location in University Circle or its affiliation with 24 other institutions in the further development of the area.

2. A plan for a system of directional signs, which would carry posters for coming events of general interest within the Circle area, as well as indicating how any institutions may be reached, is under development. Several designs for the signs were shown to the group attending the meeting, and considerable interest was shown in the idea. In connection with this planning, it would be helpful to know what the normal flow of posters is from area institutions. A return card is enclosed, on which we hope you will indicate whether your institution occasionally does or might prepare posters (not 8-1/2" x 11" mailing pieces, but cardboard posters of striking design, with minimum wording) and would be interested in having them displayed on a network of perhaps 20 or 30 signs throughout the area.

3. The newsletter named "University Circle," which is mailed to trustees of all member institutions and to institution heads and public relations directors, as well as to a list of newspaper, radio and television reporters, was discussed. Three specific points were made, as follows:

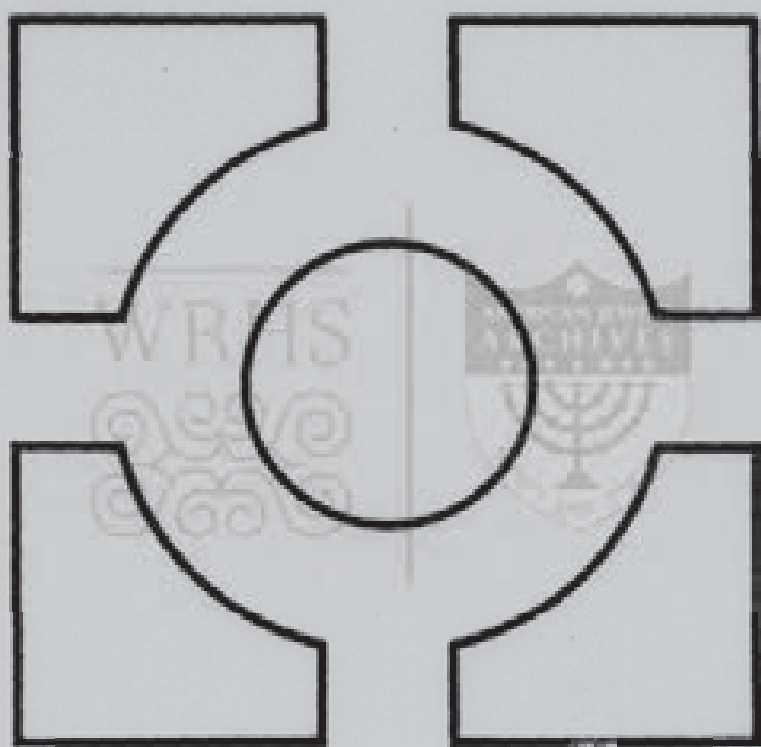
- a. Institutions were encouraged to display copies of the newsletter on bulletin boards, and to have them available at information desks, in order to promote an awareness of the many places of interest in the area. The Foundation will be glad to provide any reasonable quantity of each issue of the letter for such purposes, on request.
- b. An offer to mail copies of the letter to full lists of institution members, students or friends, at cost, was made. Case Institute plans to have the letter mailed to its complete faculty and staff, beginning next fall. Costs for this service, (based for illustration's sake on a quantity of 200 copies) are \$15 for addressograph plates, and a subsequent printing and postage cost of \$11 per issue.
- c. Material invited for possible use in the newsletter includes, in addition to forthcoming events that can be listed in the calendar, the following:
 - news releases on new developments at any institution.
 - copies of, or quotations from, articles of an intellectual, artistic, educational or otherwise generally interesting nature written or published by member institutions or their staff members.
 - pictorially interesting photographs of life in University Circle.

Material of this kind will be welcome, and should be sent to Edward Howard & Company, 1430 Union Commerce Building, Cleveland 14, Ohio.

Other materials available to member institutions in connection with explaining or writing about the plan include:

- reprints of an article and map carried by The Cleveland magazine, describing the plan in broad outline.
- maps showing the location of institutions in the area, and the relative location of the area in Cleveland.
- a narrative description of the area's history and the plan for its future.

Copies of these materials, together with a print of the symbol, are enclosed for those who did not attend the meeting.



THIS SIDE OF CARD IS FOR ADDRESS



University Circle Development Foundation
10900 Euclid Avenue
Cleveland 6, Ohio

How many posters do you prepare in the course
of a normal year. _____

Average size _____

If you do not prepare posters, might you be interested
in doing so if good University Circle distribution were
obtainable? _____

Are you willing to display posters of other area
institutions (providing they are interesting &
attractive) at some place or places in your own
institutions? _____ How many _____

your institution

your name

CLEVELAND'S UNIVERSITY CIRCLE AREA

University Circle is an area of nearly 500 acres that includes the great majority of Cleveland's cultural and higher educational institutions. Among these are a university and an institute of technology, an outstanding medical school, several hospitals, excellent schools of music and art, one of the country's finest art museums, a concert hall that houses a world-renowned symphony, a natural history museum, a widely used historical library and museum, churches of several denominations, and approximately fifteen other institutions and organizations of an educational, cultural or medical character.

The University Circle complex took shape slowly, starting in the 1880s. New institutions were gradually gathered into the area, and with occasional interruptions by wars and the depression of the '30s, the building of new facilities has been extensive and constant. There has been particular vigor shown by the area since the end of World War II.

This concentration of publicly-oriented institutions is unique, so far as we know. No other major city in this country or abroad appears to have gathered such a high proportion of its similar facilities into a single area.

University Circle came into being because of a belief on the part of leading citizens of this community that there were distinct advantages

to be gained from having such institutions close together -- rather than allowing them to spring up wherever they might. These advantages have been of great benefit to the Cleveland area. They include the obvious ones of convenience to the public in making use of the various institutions, the availability of specialists in many fields as teachers in the institutions, the opportunity for students to take courses at institutions other than their own, and multiple use of costly facilities ranging from museum collections to steam heating plants. The benefits also include something more basic -- the opportunity for a stimulating cross-flow of knowledge between various disciplines, and for promoting new knowledge based on the inter-action of several specialties. This opportunity has been productive, to cite one case of many, in the development of a highly successful Law-Medicine Center which was made possible by the close proximity of a law school, a medical school, and the county coroner's headquarters and laboratories.

RELATIONSHIP TO THE COMMUNITY

Functionally, University Circle is the educational center (in the fullest sense of the term education) for an area of some two million persons. It provides cultural enjoyment and intellectual leadership for the greater Cleveland area. For a much wider area it provides the kinds of facilities and knowledge that are only available in major medical-educational centers; this area reaches east to Erie, Pa.; west to Toledo; and south to Columbus.

Cleveland, like other large cities, has experienced increasing problems of interior metropolitan decay, and University Circle has not been free from them. Many of its original buildings are no longer efficient. The circulation and parking problems created by the flow into

University Circle of some 20,000 persons a day -- and the flow through the area of many additional thousands of cars -- have grown worse with the years. The very existence of so many institutions in a single area has brought a hodge-podge of land usages and property acquisition policies.

As University Circle faced a boom in the use of its facilities after World War II, and began building to meet enlarged requirements, leaders of some of the area's major institutions began concerning themselves with the long-term future of the area. They were encouraged and stimulated in this effort by the City's important Planning Commission, which underscored several significant facts, including these:

1. University Circle forms the eastern anchor for the city of Cleveland -- which is essentially a single axis, east-west oriented metropolis. The city's downtown center, four miles away, forms the western anchor, and is currently the subject of a major planning effort. A stable, sound condition in University Circle, combined with a strong downtown center, would give the city an invaluable base for metropolitan planning between the two, as well as in surrounding areas.

2. Residential areas on two sides of University Circle, and a commercial center on another side, are showing signs of incipient decay. A clearance and new housing development of substantial size is now in process in one of these residential areas; a coherent and successful program for future development in the Circle area would be an additional powerful stabilizing influence for these immediately adjacent neighborhoods.

3. Projections of a 600,000-person growth in city population by 1977 (present population is about 1,600,000) -- together with increasing leisure time for most present residents -- indicated a vast future need for

facilities such as those in University Circle. The institutions, city planners pointed out, should be moving to meet the need. The city itself was ready to do all it could to help, spurred on by the opinion of the mayor that the city must spend liberally for leisure-time facilities, or would find itself spending more than the amount these would require for crime and delinquency prevention and correction.

With this background, the University Circle institutions began to develop a plan for the area's future. After an exploratory period of several years, they retained in 1956 the Boston planning firm of Adams, Howard & Greeley to study the area and its environment, investigate the growth that would be required, and prepare a plan for accomplishing the growth most effectively. The planning firm devoted itself to research in the area for six months, and during the following year worked out a plan, in close cooperation with the city planning commission and with the individual institutions.

A PLAN FOR UNIVERSITY CIRCLE'S FUTURE

In essence, the plan takes a long-range view, rather than suggesting a short-term sporadic improvement effort. It does not propose a program of improvements that would otherwise not have been thought of; it is specifically and deliberately an effort to anticipate the size and nature of the changes that may normally be expected in the area in the next 20 years, and propose how they can be organized for the greatest benefit of the area and the city as a whole.

The plan outlines how the expected future growth in the area can be coordinated to --

- create a functional pattern of land use in the area, emphasizing the opportunities for a growing cross-flow of knowledge among the institutions;
- alleviate the area's problems of pedestrian traffic and automobile traffic and parking;
- develop the area's natural beauty, and influence building appearance and density so that the area will be, in the planners' phrase, "a delight to be in."

When the plan was complete, it was presented to the governing boards of Case Institute of Technology, University Hospitals and Western Reserve University -- the institutions whose multi-building operations created the most complex planning problems. The boards were asked to approve the plan, in terms of a document titled "Implications of Acceptance." These implications specified that in approving the plan, each board would be committing its institution to following the recommended pattern of land use; to a unified program of land acquisition; to a unified approach to government agencies on matters affecting the area; to common use of parking facilities; to the submission of proposed building plans to a central reviewing board; and to other stipulations that would make the plan workable.

All three institutions approved the plan on this basis. The plan was subsequently presented to 23 other area institutions, who were asked to approve it on the same terms.

Although the boards of some of these institutions meet only infrequently, by late in February, 1958, nineteen institutions had committed themselves to following the plan.

Soon after its completion, the plan was presented to the City Council of Cleveland in a special session of the council, and it was

proposed that the plan be reviewed by the city and incorporated as part of Cleveland's "General Plan and Workable Program for the Prevention of Blight." Since the plan had been developed with regular and detailed City Planning Commission consultation, its general conformation to city aims was insured.

Early in March, 1958, the City Council was given a detailed report from ten major departments of the city government, showing important matters to be borne in mind as the plan is put into effect. The general comment, by Chief City Planner George Wallace and City Planner Theodore Hall, was this: "Anyone who studies the University Circle Report, and who recognizes the impact that this educational, cultural and medical center has already had on the community, cannot but agree that the Report presents a broad, well-considered, and imaginative plan that can lead to the best future development of the whole area. It deserves full public support in its objectives."

INITIAL STEPS TO PUT THE PLAN INTO EFFECT

Immediately after presentation of the plan to Cleveland City Council, articles of incorporation were filed in Ohio for a non-profit corporation named the University Circle Development Foundation, to direct and administer the central functions of the plan. The Foundation was promptly granted tax-exempt status by the Internal Revenue Service, and its initial operations were quickly underwritten by several private gifts totalling about \$200,000. Under the leadership of five trustees, the Foundation invited 26 University Circle area institutions to membership, chose Neil J. Carothers as President, and began its functions. These include:

1. The encouragement of cooperative action among the institutions in the area. This would include assistance in developing combined approaches to common problems, and the promotion of new programs that make fuller use

of the area's great diversity of facilities and knowledge. It would also include efforts to help the people of the community think of and make use of University Circle as a cultural center, offering more than any individual institution by itself.

2. The acquisition of land and other real properties required for orderly and most economical growth of the institutions.

3. The conduct of meetings and negotiations necessary to bring about the recommended pattern of land use.

4. The design and construction of common use facilities including a pedestrian plaza spanning Euclid Avenue, a faculty and staff center to bring together members of all institutions, central parking structures and fringe parking areas.

5. Review of proposals for new buildings, including their architecture, position and size in relation to surrounding structures, existing and planned.

6. Handling of dealings and negotiations with governmental agencies, and the continued adaptation of the plan to area needs as seen by official bodies. This function is expected to include negotiations for necessary zoning changes, city transit re-routings, and street relocations and construction, among others.

7. Exercising a practical philosophical force for the best development of the area by encouraging new institutions to locate in University Circle when their presence would add to the strength of the educational-cultural function, and discouraging those institutions or enterprises that may seek out the area for reasons of private gain or profit without benefit to the public function of the area. The planners point out in their

report that a number of large former private homes in the area will serve as excellent "incubators" for small or newly-formed institutions of desirable character. The area affords some land that could accommodate buildings of new institutions; in addition, immediately adjacent neighborhoods offer a low density of population and reasonable land values, so that the area can be expanded without unusual difficulty. This fact was used by the planners in laying out directions of growth for all major institutions; at the end of 20 years, even though the presently defined University Circle area may be built to maximum desired density, each of these institutions will have a broad area toward which to look for further growth room as it may be required.

8. Keeping adequate photographic and written records, and copies of important documents and other source material, to aid in demonstrating to other cities the lessons that have been and will be learned in developing University Circle. We will be glad to help pass along the knowledge that can be transferred from University Circle to other areas, with direct applicability to them, including:

a. Experience with the values and the problems that result when institutions are deliberately clustered together. In most cases, institutions in a city do not seem to cluster, left to their own devices. The gathering, if it is to happen, probably must be encouraged. With the knowledge of the benefits to be gained, other communities may be stimulated to cluster institutions -- in the way Cleveland has for the past 70 years.

b. The problems and opportunities involved in coordinating a cluster of institutions. From our own experience the opportunities are

great, but so are the problems, which can become so serious and complex that the benefits may be lost unless the coordination of the cluster, internally and with respect to the community around it, is intelligently carried out.

9. Continued planning. It is recognized in University Circle that trained and skillful planners must be retained to adapt the plan to changing conditions. As the institutions recognized the need for professional guidance in blocking out the major area plan, so they recognize that non-professional adjustments of it, made without adequate understanding of their long-range implications, could rapidly weaken the plan's value.

10. Acquisition of funds necessary for the Foundation's activities.

OUTLOOK FOR THE PLAN'S SUCCESS

The Greater Cleveland area has a rather remarkable record for recognizing valuable civic undertakings and supporting them over an extended period of time. The past history of the University Circle institutions gives a good example of this characteristic; since 1920, they have been given and have invested approximately \$120 million in new buildings, landscaping and equipment.

Other signs of an unusual dedication to civic ventures in Cleveland are the city's origination of the Community Chest plan (and the continued raising by the Chest of more money per person in the community than is the case in any other large city in the country); the origination of the Metro studies toward area-wide solution of metropolitan governmental problems (which is the leading effort of its kind in the country); the

first undertaking of Urban Renewal as an organized program, at the urging of the unique, industry-backed Cleveland Development Foundation; and the origination of the community trust (The Cleveland Foundation is presently the nation's most successful and highly endowed trust of this kind).

It is significant to note that the large group of civic-minded citizens that worked for and to a large extent underwrote each of those efforts has enthusiastically been working for the University Circle plan since it first began to take form. The character of this support augurs well for the plan's success.

So does the fact that the plan's achievement is not as important as the plan's being followed. The plan looks forward 20 years, but there is no magic in this particular number. The essential thing is that the plan be explained, understood, and followed as the area and its institutions grow. We believe it will be followed if it is given intelligent and compelling leadership, and if it brings new benefits and new accomplishments at a reasonable pace.

The major obstacle to a reasonable pace of achievement will very likely be the burden of increasing civic needs that Cleveland (like other large cities) can be expected to feel in the years ahead. Although current tax levels in the area are low by usual standards, heavy demands for community capital surely lie ahead as our population grows. This obstacle makes prompt undertaking of the Foundation's work all the more important; delay in carrying the University Circle plan forward can only increase its eventual cost. We believe that a program for meeting so basic a need in society must be spurred forward, and must be made as attractive as possible to all the community, to encourage a strong measure of support.

UNIVERSITY CIRCLE

MARCH
1958



William M.
Miliken:
opens a superb
new museum.
See page 3.

FOUNDATION TO CENTRALIZE PLAN EFFORT

Immediately after the announcement of plans for University Circle's future, the University Circle Development Foundation was incorporated. It will be the central body responsible for helping the plan take effect.

Within a few days the Foundation's initial operations had been underwritten by private gifts totalling some \$200,000.

Governmental recognition of the plan's importance to the community was indicated by the promptness of the Internal Revenue Service's ruling that the Foundation would be tax-exempt. This key ruling—often requiring a process of some months—was granted within a matter of days after the application was filed.

The Foundation will be directed by five trustees, with rotating terms of five years' service. The initial board is composed of:

continued on page 2



ARMINGTON



SCHMITT



TREUHART



CAROTHERS



CONGDON



WYKOFF

ORGANIZATION TAKES SHAPE TO PUT UNIVERSITY CIRCLE PLAN INTO EFFECT

19 institution boards agree on program aims

Governing boards of 19 institutions in University Circle have considered the master plan for the area's next twenty years, and have voted to follow it. Approval by other area institutions is expected in coming weeks as their boards meet to consider the plan.

The significance of the growing list is underscored by these two facts:

—The plan is not a "package" that will succeed or fail. Based on realistic appraisals of growth that can be expected in the area over a 20-year period, it charts a method for organizing the growth for the best interests of all. Approval of the plan does not mean a commitment to grow; it means a commitment to follow the plan in whatever growth does occur.

—While City understanding of and agreement with the plan is of great importance, the plan is basically a joint agreement among institutions in the area. Their approval puts the plan into action.

Already signed up as members are Alta House, Benjamin Rose Institute, Case Institute of Technology, Cleveland Hearing and Speech Center, Cleveland Institute of Art, Cleveland Institute of Music, Cleveland Medical Library Assn., Cleveland Museum of Art, Cleveland Music School Settlement, Cleveland Public Library, Maternal Health Assn., Mount Sinai Hospital, Mount Zion Congregational Church, The Musical Arts Assn., Ohio College of Chiropractic, Society of Friends, The Temple, University Hospitals and Western Reserve University.

Institutions that have been invited to membership in the Foundation, but have not yet acted on the plan or still have it under

study, include Church of the Covenant, Cleveland Area Heart Society, Cleveland Museum of Natural History, Epworth-Euclid Methodist Church, Garden Center of Greater Cleveland, Holy Rosary Catholic Church and Western Reserve Historical Society.

Mindful of the fact that laudable aims often go astray if they are too vague, the University Circle Planning Committee urged that acceptance of the plan by the various institutions be made as specific as possible. This recommendation led to a document entitled "Implications of Acceptance," which was presented to each board of trustees. According to its terms, acceptance of membership amounted to an agreement that each member institution would

—follow the recommended pattern of land use

—acquire new land through a centralized agency

—deal with government agencies on a unified basis in matters affecting the area

—take a unified approach to the parking problem, with as much joint usage of parking facilities as is possible

—present all building plans to a central review board for recommendations and comment

—take other measures to help the plan progress.

With approval of the plan on this basis already voted by a majority of the area's institutions, the effort to begin achieving the benefits outlined in the plan would seem to be off to a solid and realistic start.

continued from page 1

RAYMOND Q. ARMINGTON, General Manager of the Euclid Division of General Motors Corporation. Among many other civic and charitable positions, Mr. Armington is a trustee of Western Reserve University and a trustee of the Cleveland Better Business Bureau.

SIDNEY B. CONGDON, Chairman of the Board of Directors of The National City Bank of Cleveland. Mr. Congdon is Chairman of the Board of St. Luke's Hospital Association, a trustee of Case Institute of Technology and a director of Perfection Stove Company and Midland Steel Products Company.

RALPH S. SCHMITT, Vice President and Secretary of The Cleveland Twist Drill Company. Mr. Schmitt is engaged in a variety of public service work and is a trustee of the Cleveland Museum of Art, the Cleveland Musical Arts Association and the Cleveland Institute of Music.

WILLIAM C. TREUHAFT, President, Tremco Manufacturing Company. Mr. Treuhaff's many public service positions include the presidency of the Cleveland Institute of Music, membership on the Mount Sinai Hospital Planning Commission and membership on the Advisory Council of the Cleveland Museum of Art.

LEWARD C. WYKOFF (Chairman of the Foundation's board), a partner in the Cleveland law firm of Arter, Hadden, Wykoff & VanDuzer. Mr. Wykoff is a trustee of University Hospitals and a member of the Executive, Financial and Planning and Building Committees of that organization.

Administration of the Foundation's activities will be headed by a director; during the period until this appointment is made, the top executive will be Neil C. Carothers, with the title of Executive Secretary. A vice president of the Albert M. Higley Company, Carothers has been authorized by his company to spend about half his time on Foundation affairs. "I wish that were all it took," he says smilingly, elbow-deep in work.

Public reaction to the original announcement of University Circle plans, as mirrored in comment printed in leading newspapers, was overwhelmingly enthusiastic. Here are some typical comments:

PLAIN DEALER:

When you examine inquisitively the University Circle area's streets, the buildings of Western Reserve University, Case Tech, the hospitals, the religious centers, the museums and other cultural centers, you realize the tremendous assets they are to Cleveland.

And not just for those who receive their direct benefits. For if you wander from those learned streets into certain fringing areas and see the physical decline there apparent, you realize forcefully how University Circle institutions have served as an anchor through stimulating attractive new buildings and setting high standards of maintenance.

In this background the master plan for University Circle's expansion over a 20-year period, announced yesterday, appears a solid piece of work compounded of solid study of present realities and intelligent dreams for the future. "The whole community wants the University Circle development," said Ernest J. Bohn, planning commission chairman. "We should give it top priority."

NEW YORK TIMES:

An outstanding feature is a proposal to lower Euclid Avenue, from Severance Hall to Abington Road, and bridge it with a 1,000-foot-wide plaza to connect institutions north and south of Euclid.

CLEVELAND NEWS—Paul Myhre:

Good to see Clevelanders thinking—and acting—this way. This concentration of the arts and sciences holds exciting promise of being one of the finest centers in the nation.

Natural format and geographical placement for this gigantic development are ex-

cellent and testify to the ability of Cleveland planners to blend beauty and practical purpose in their designs. There is no reason that this long-range creation cannot be achieved as another way of showcasing Cleveland's multiple and increasing assets.

Sidney Andorn:

The University Circle project, a completely co-ordinated and integrated plan carefully worked out, self-sustaining and self-populated. This plan was geared for success before ever it was presented.

ARCHITECTURAL FORUM:

Under an ambitious privately sponsored program, Cleveland's east side University Circle district will be developed over the next 20 years into one of the nation's outstanding coordinated medical, collegiate, and cultural centers.

CLEVELAND PRESS:

Translating them (the University Circle plans) into achievement offers a tremendous challenge and a tremendous opportunity to the institutions in the University Circle area, to the city of Cleveland, and to all Greater Clevelanders, who also have a tremendous stake in the future growth and prosperity of Cleveland itself.

FROM CITY HALL:

"Marvelous step in the right direction," said Council President Jack Russell. "Great day for all of Cleveland," said Harry T. Marshall, minority leader. "An inspiration to spark similar planning for the downtown area," said Joseph Flannery, councilman who heads the Heart of Cleveland Committee. "The city administration will do everything it legally can to cooperate in development of this vast improvement," said Mayor Celebrezze.

Concentration on University Circle's future has emphasized again the remarkable thing that has happened here. Over three generations, a striking cultural center has been formed. The challenge now is simple and compelling: make it better as it grows.



Photographer Herb Rebman made this crisp aerial photo of University Circle early this winter.

NEW CLEVELAND MUSEUM OF ART BRINGS THOUSANDS TO CIRCLE

With the opening of its new \$9,000,000 wing on March 5, The Cleveland Museum of Art took its place as one of the great museums of the world.

No other Museum in the western world has a more beautiful setting. The Museum's collections have long ranked with the best. Its future development has been reasonably secured by the recent \$20,000,000 bequest of Leonard C. Hanna, Jr.

The new physical plant more than doubles the Museum's original size, and provides space long demanded by the Museum's growing collections and educational activities. Connections with the original building have been made at the west-end and north-center galleries. From these points of contact the new addition is U-shaped, surrounding a beautiful sculpture court.

Unadorned walls in classical proportion maintain the dignity of the original building. Two contrasting tones of granite compose the exterior walls of the wing—a dark red from Minnesota for the base and a warm light gray from Maine for the upper portion.

A beautiful dining room opens onto the outdoor sculpture court where dogwood, rhododendrons, heather, honeylocust, southern waxmyrtle and magnolias will soon be blooming. A graceful fountain pool, visible through the glass curtain wall, is a feature of the court as is the terrace, where luncheons will be served when the weather is pleasant.

Gallery space in the new wing is devoted to Oriental, Near Eastern and Classical art, decorative art, textiles and arts of the Americas. Particularly striking is the gallery containing the French Decorative Arts and the Oriental gallery for Chinese paintings and sculpture with its walls of celadon green.

The special exhibition galleries are also located in the new wing. Covering 5000

square feet, they can be modified by partitions, curtains and cases to accommodate various sizes of objects in settings which can be changed in color, texture and mood to suit the character of the exhibition. The plastic terrazzo floor is designed to reduce "museum fatigue." This will possibly be the most flexible and functional exhibition area known anywhere at the present time.

The Leonard C. Hanna, Jr. Collection of paintings, prints, drawings and other objects recently given to the Museum will be shown in the special exhibition galleries at the opening. The paintings he bequeathed to the Museum bring into first rank, in terms of number and quality, the Museum's collection of French paintings of the period from about 1850 to 1920.

The gallery level of the original building will for the most part house the permanent painting exhibitions. The galleries have been completely redecorated and warm rich colors cover the walls adding dimension and giving new beauty to long familiar objects.

The mosaic pavement and classical furniture remain in the interior garden court, but the central fountain has been removed. An ingenious pattern of earthenware containers for plants gives flexibility and a much less formal arrangement.

A basic philosophy in the entire concept of the new wing was that natural light should be used as much as possible except in the case of prints, drawings and textiles which are subject to damage or fading from natural light. To avoid the great cost of skylights the architects devised a system of clerestory lighting which will permit easy maintenance. The light pouring through perpendicular windows into large mixing chambers is transmitted to the galleries below by lay-lights which form the gallery ceilings. The light mixing chamber



is equipped with fluorescent and incandescent lights to supplement daylight on dark days. Flood and spotlights can be placed from supports over any lay-light panel to allow special lighting effects on certain objects in the galleries. The lay-light glass was especially developed by the Corning Glass Company for maximum diffusion with minimum light loss.

The Museum carries on a continuous program of art education. For youth it is designed to encourage interest and discover special talent. Approximately 70,000 school children are brought to the Museum yearly by their teachers as part of their regular work while another forty thousand are given instruction in their schools by Museum staff.



UNIVERSITY CIRCLE

is a new publication, issued by the University Circle Development Foundation. Your comments and suggestions will be welcome. Send them to the foundation at 10900 Euclid Avenue.

Part of the model that Adams, Howard & Greeley made to illustrate what the Circle can be in 1977. You can see it now at Freiburger Library.

CALENDAR OF EVENTS

Fri., March 7, 8:15 PM, Art Museum lecture, *New Treasures In A New Setting*, by William M. Miliken.

Sat., March 8, 1:30 PM, Art Museum: *Heidi and Peter*, a color film taken in the Swiss Alps, based on Johanna Spyri's book. For young people.

2:00 PM, Case-Wayne University-WRU fencing meet, Emerson gym.

Sun., March 9, 3:00 PM, Historical Society: *Anywhere You Go, Don't Forget Your Camera!*—by the Canton Camera Club.

3:00 PM and 4:00 PM, Art Museum Gallery Talk: *The New Museum Galleries* by Marguerite Munger.

5:15 PM, Art Museum: Walter Blodgett, organ recital.

7:30 PM, Haydn's *The Creation* sung by the choir at the Church of the Covenant.

Tue., March 11, 8:30 PM, WRU Players at Eldred Theater on the campus present *Time for the Harvest*, a Brazilian drama by Jorge Andreze. Performances nightly through Saturday, March 15.

Wed., March 12, 2:00 PM, Historical Society: *Public Vital Records*. (Genealogical Workshop lecture series)

8:00 PM, Art Museum: Art Films program, including *From Doric to Gothic*.

8:30 PM, Cleveland Institute of Music offers a program by Marie Simmelink Kraft, mezzo-soprano, with Marianne Matousek Mastics, assisting artist.

Thurs., March 13, 8:30 PM, Cleveland Orchestra 18th Program, with pianist Rudolf Serkin.

Fri., March 14, 9:00 AM, Interstate wrestling tournament in Emerson gym, with 29 college and university teams participating. Continues on Saturday, March 15.

8:15 PM, Art Museum: Chamber music by the Eastman String Quartet.

Sat., March 15, 1:30 PM, Art Museum: Japanese color film, *The Phantom Horse*, about a young boy and his affection for a race horse—for young people.

8:30 PM, Cleveland Orchestra 18th Program, with Rudolf Serkin.

Sun., March 16, 3:00 PM, Cleveland Institute of Art will open its Student Independent Show, exhibiting work done by students outside of classroom. Show continues through April 5, open to the public weekdays, 9 to 5; Saturday mornings 9 to 12; Tuesday and Wednesday 7 to 9:30 pm.

3:00 PM, Historical Society: *Toledo's Tops in Pictorial Color for 1957* by the Toledo Camera Club, Roy J. Martin, commentator.

3:00 PM and 4:00 PM, Art Museum: *The New Museum Galleries*, gallery talk by Dorothy VanLozen.

5:15 PM, Art Museum: Walter Blodgett, organ recital.

Mon., March 17, 8:30 PM, McBride Lecture Series: Walter Reuther, guest speaker, main auditorium of Severance Hall.

Wed., March 19, 2:00 PM, Historical Society: *Church Records*. (Genealogical Workshop lecture series)

8:15 PM, Art Museum: Walter Blodgett, Organ Recital.

Thurs., March 20, 8:30 PM, Historical Society: *Collecting Lincolniana* by Anthony L. Marsh.

8:30 PM, Cleveland Orchestra 19th Program, with violinist Josef Gingold.

Fri., March 21, 8:00 PM, Intramural Athletic Festival, Emerson gym.
8:15 PM, Art Museum: *Visits with French Masters*, a talk by John Rewald of New York, based on his friendships with many French painters.

Sat., March 22, 1:30 PM, Art Museum: *Program of UPA Cartoons*, including *Captains Outrageous* and *Christopher Crumpet*, for young people.

8:30 PM, Cleveland Orchestra 19th Program, with Josef Gingold.

Sun., March 23, 3:00 PM, Historical Society: *Kingswood Center, Mansfield, Ohio*, by the Richland Camera Club of Mansfield.

3:00 PM and 4:00 PM, Art Museum: *The New Museum Galleries*, gallery talk by Nancy Serage.

4:00 PM, Cleveland Orchestra and Chorus present a Twilight Concert in Severance Hall with David Arben, violinist.

5:15 PM, Art Museum: Walter Blodgett, organ recital.

Wed., March 26, 2:00 PM, Historical Society: *Use of a Genealogical Library*. (Genealogical Workshop lecture series)

8:15 PM, Art Museum: *New Angles on Impressionism and Post-Impressionism* lecture by Jerome Mellquist of Paris.

Thurs., March 27, 8:00 PM, WRU lecture, *Motions of the Earth*, by Dr. Henry F. Donner. Observations made through the 10½ inch university telescope, weather permitting. Room 22, 2029 Adelbert Road. Reservations necessary; call CEdar 1-7700 extension 335.

8:30 PM, Cleveland Orchestra 20th Program, with pianist Rudolf Firkušny.

Fri., March 28, 8:15 PM, Garden Center of Greater Cleveland presents *Pictorial Italy*, lecture with color films, by Mrs. Eugene R. Miles, at the Art Museum.

Sat., March 29, 1:30 PM, Art Museum: Films for young people, *Treasure of Ostend* and *White Mane*, (a French film about a boy and his horse) which has won seven international awards.

8:30 PM, Cleveland Orchestra 20th Program, with Rudolf Firkušny.

Sun., March 30, 3:00 PM, Art Museum: *The New Museum Galleries*, gallery talk by Charlotte Bates.

3:45 PM, Art Museum: Portuguese Country Houses, a lecture by Carlos de Azavedo of the Lisbon Museum of Contemporary Art in Portugal.

UNIVERSITY CIRCLE



● Rabbi Abba Hillel Silver
The Temple
East 105th St. at Ansel Road
Cleveland 6, Ohio

Section 34.66 P. L. & R.
U. S. POSTAGE
Permit No. 4494
PAID
Cleveland, Ohio

University Circle Expansion to Aid Surrounding Areas

By ROBERT BORDNER

The 175-million-dollar expansion of University Circle will help surrounding neighborhoods solve their problems of overcrowding, decay and change.

Glenville, the community to the north, Hough, the deteriorating area to the west, Alta up Mayfield Rd. hill moving into transition, all need the stabilizing and improving influence that will spread from University Circle's efforts.

This was the broad theme of John T. Howard's 90-page report after two years as head consultant for the planners and architects laying out the plan for the future of the East Side cultural center. "University Circle, despite its unique character, is not an entity itself, but is part and parcel of its surroundings," Howard said in his official report today.

Facilities Poor

"Community facilities are sorely lacking. No elementary school lies within University Circle. There is no organized play space. No community building or community center of any kind is in the project district.

"While Glenville is now in good condition, it evidences danger signs which require cooperative attack. Overcrowding is increasing. Schools are overcrowded, too, running on double shifts. Conservation is essential. More recreation space is absolutely necessary."

He recommended a new playground immediately in the Magnolia Dr. area for Western Reserve expansion.

"The Hough area needs far more than mere conservation. Twenty-five per cent of the residential structures are deteriorating; 6% are dilapidated. Recent in-migration has been considerable. Schools are overcrowded. Recreation facilities are desperately needed. Crime is on the increase."

Urges Cooperation

He urged University Circle cooperation in carrying out the community plan now in preparation for the Hough Area. He suggested that some of the 35 million dollars' worth of new apartments needed to house staff, faculty and married students for the University Circle institutions, be built in the adjoining parts of Hough Area.

"Alta, a homogeneous Italian neighborhood for most of its existence, is beginning to change," the report said. "Narrow streets, one of which is Mayfield Rd., have heavy and dangerous traffic. The Murray Hill and Holy Rosary schools are overcrowded. It will be to University Circle's interest to help and to encourage planning and housing rehabilitation."

The report urged immediate expansion of the playground at Murray Hill School

and construction of walk-to-work apartments especially for staffs and workers at University Hospitals.

Howard, former Cleveland plan director, issued the report in the name of Adams, Howard & Greeley (Boston planning consultants), and Anderson, Beckwith & Haible (Boston architects), whose staffs he has supervised in their two years of research and planning here.

Mrs. William G. Mather financed most of the study with aid from Western Reserve University, Case Tech and University Hospitals.

The project has been under auspices of University Circle Conference Committee, made up of representatives of each of the 34 institutions now on

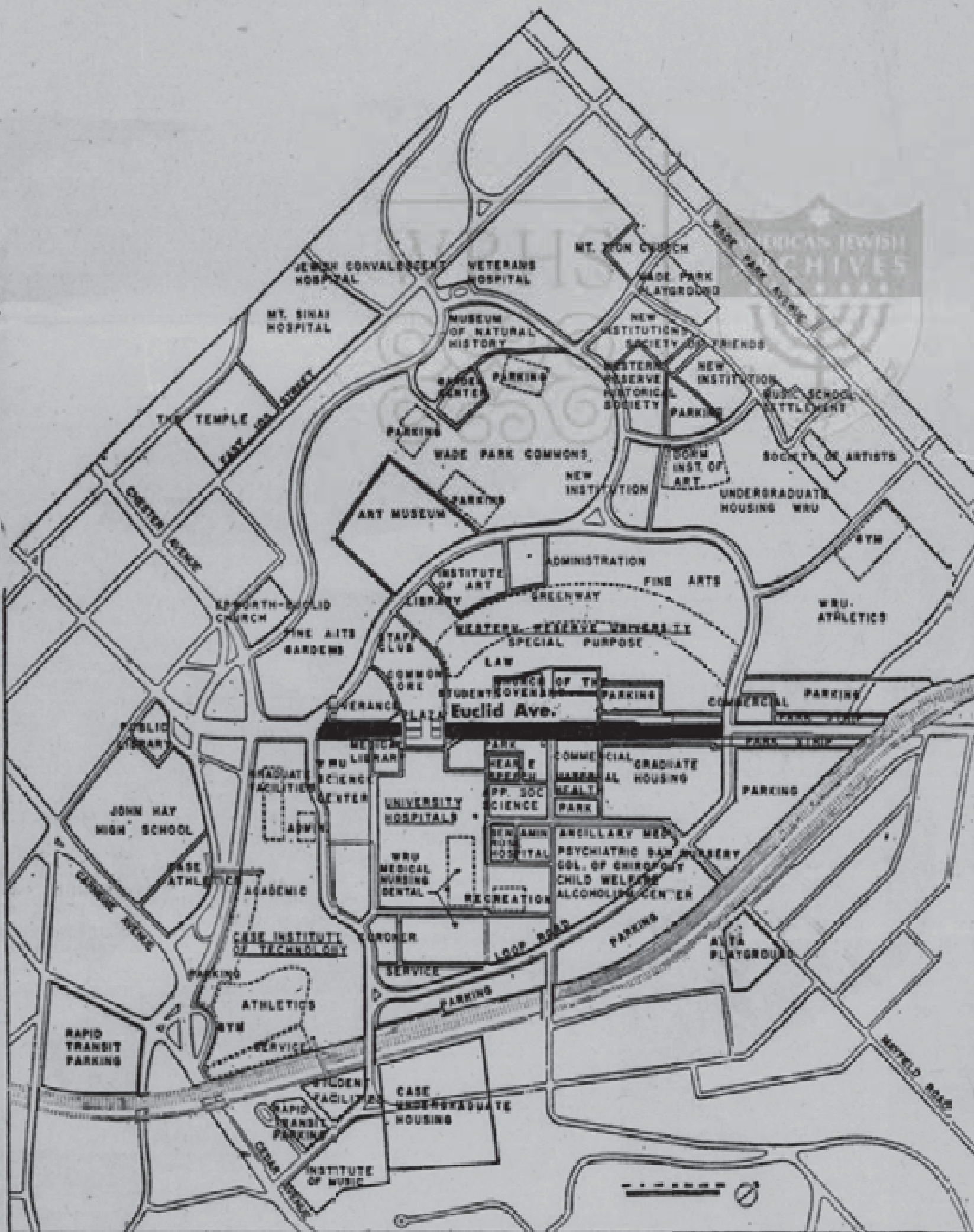
the 488-acre site.

Direction has been through the University Circle Planning Committee. T. Keith Glennan, president of Case, John S. Mills, president of Reserve, and John C. Virden, chairman of the Hospitals, are the committee. Edgar H. Gustafson is executive director.

With a big model of the finished project, Glennan, Mills and Howard explained the program to councilmen at City Hall at 3:30 p. m. today. Mayor Celebrezze's cabinet and administration leaders, City Plan Commission, Fine Arts Committee, Heart of Cleveland Development Committee, Board of Zoning Appeals members were all invited.



PLAZAS over Euclid Ave. and around a clubhouse with restaurants, book stores, meeting places overlooking Wade Park Lagoon are features of the University Circle expansion plan.



LAND ALLOCATION for the 175-million-dollar redevelopment of the 34 institutions in cultural center at University Circle. The area has been expanded to include Mt. Sinai Hospital and the Temple group west of E. 105th St. It takes over to Fairhill

Rd., for parking. Case, especially its undergraduate dormitories, and the Institute of Music expand south in the Murray Hill Rd. area. Alta area is included for housing. Medical Center activities take the area to beyond a relocated Mayfield Rd. Euclid Ave. is to be depressed from Severance Hall to E. 116th St.

University Circle Plan Is Revealed

By PAUL LILLEY

The 175-million-dollar master plan for redevelopment and expansion of the University Circle group of cultural, scientific and medical institutions was made public today.

Ten years in the dream stage and two years in the active planning stage, it calls for the investment of 140 million dollars by the institutions, 30 million dollars in self-liquidating dormitories and apartments, and five million dollars by the city for modernizing the streets and utilities in the area.

It is a 20-year program.

First stage is a three-year job of acquiring a large part of the 15 million dollars' worth of land needed, a start on revamping the street system, and construction of the first 35 million dollars' worth of new buildings by the institutions, all by late 1960.

Second stage is a seven-year job calling for \$32,500,000 more in new buildings by the institutions by 1967.

Third stage is a 10-year completion phase in which the institutions will build \$42,500,000 more in buildings by 1977.

Outstanding features of the plan which contemplates taking over 338 acres of the 488 total in the triangle bounded by E. 105th St., Wade Park Ave., and the bluff south of Murray Hill Rd. include:

Depressing Euclid Ave. to depth of five feet from Severance Hall to E. 116th St.

Construction of a broad, landscaped pedestrian plaza over the top of Euclid Ave., with parking on the lower level.

A plaza deck overlooking Wade Park Lagoon and surrounding a clubhouse with restaurants, meeting rooms, bookstores, exhibition space for common use by staffs and students of all institutions.

Underground Parking

More underground parking at the East Blvd. level under the lagoon deck which will extend from Severance Hall to the new I. F. Freiburger Library.

Four-lane loop drive entirely around the central academic-medical cluster composed of Western Reserve University, Case Tech and University Hospitals.

Shuttle bus loop from CTS Rapid Transit station, Euclid

Circle program will aid Hough and Glenville areas. —See Page 23.

Sketches from official plan show University Circle's "new look." — See Pages 22 and 23.

Ave. bus lines and the huge new fringe parking lots serving all the institutions.

Shift of Western Reserve north across Euclid Ave. to new facilities to accommodate double present enrollment.

Expansion of Case eastward to Adelbert Rd., westward to beyond Stearns Rd., and south along the east side of Cedar Glen for its new student housing and 33% more students.

Expansion of University Hospitals eastward.

Expansion of Mt. Sinai Hospital westward.

Build Efficiency Suites

Construction of efficiency-suite apartments for faculty, graduate students and married students in surrounding Hough, Glenville, Alta, and Cleveland Heights neighborhoods, student dormitories in the area itself.

New playgrounds at Murray Hill School and along Magnolia Dr.

New lake back of the Art Museum in a specially-developed park around which to group new cultural institutions.

Last May 7 The Press reported first details of the University Circle redevelopment plan. The official plan—described in today's Press was shown to officials at City Hall at 3:30 this afternoon.

WEATHER
Cloudy. Light rain to-
day. High 74, low 60.

CLEVELAND PLAIN DEALER

GREATER
CLEVELAND
FINAL

116TH YEAR—NO. 289

Second-Class Mail Privileges
Authorized at Cleveland, Ohio

CLEVELAND, WEDNESDAY MORNING, OCTOBER 16, 1957

1801 Superior Ave. N. E.
Main 1-4500

50 PAGES

SEVEN CENTS

REDS HAIL EGYPT'S SYRIA MOVE

Circle Plan to Cost City Only 5 Million

Mammoth 20-Year Project Will Put Span Over Euclid

By MURRAY SEEGER

Cleveland taxpayers would have to spend only five million dollars to make possible the University Circle development plan, T. Keith Glennan, president of Case Institute of Technology, estimated yesterday.

The city's investment, spread over 20 years, would go mostly into new and relocated roads, Glennan told members of seven City Council committees and other guests at a City Hall meeting called to announce the plan.

For the public's five million dollars, Cleveland would get the \$175-million cultural center as described by John T. Howard, former Cleveland planning director hired as consultant by the University Circle Development Committee.



Model of University Circle project, seen looking west from Euclid and E. 115th, shows plaza (B) over Euclid Avenue east of Severance Hall (A). Mayfield Road would be closed at Euclid Avenue opposite Hotel Commodore (C). Mayfield Road traffic would move on new drive circling Western Reserve and Case campuses.

(More Photos on Picture Page)

Circle Plan Gets Its Start Today

By EUGENE SEGAL

The \$175,000,000 program for development of the University Circle area moves into the action stage today.

Articles of incorporation will be filed in Columbus for the University Circle Development Foundation. It is to be authorized to acquire property and direct a centralized program of planning and development for all the 34 cultural, educational, medical and religious institutions in the area.

Three foundation trustees have been named. These are Sidney Congdon, chairman of National City Bank; Raymond Q. Armstrong, vice president and general manager of Euclid Division of General Motors; and Leonard C. Wyckoff, partner in the law firm of Arter, Hadden, Wyckoff & Van Duzer. They will elect two additional trustees.

The University Circle plan, projecting dramatic improvements in three stages over the next 20 years, was presented to City Council committees yesterday afternoon at City Hall.

One of its most spectacular features is a proposal to lower Euclid Avenue from Severance Hall to Abington Road and bridge it with a 1,000-foot-wide plaza to connect institutions to the south of Euclid Avenue with those existing and to be built to the north.

(Continued on Page 13, Column 4)

the law firm of Arter, Hadden, Wyckoff & Van Duzer. They will elect two additional trustees.

The University Circle plan, projecting dramatic improvements in three stages over the next 20 years, was presented to City Council committees yesterday afternoon at City Hall.

One of its most spectacular features is a proposal to lower Euclid Avenue from Severance Hall to Abington Road and bridge it with a 1,000-foot-wide plaza to connect institutions to the south of Euclid Avenue with those existing and to be built to the north.

(Continued on Page 13, Column 4)

Marie Wilson to Fight for Baby

Real Mother Changes Mind on Adoption

HOLLYWOOD, Calif., Oct. 15 (INS)—Film and television comedienne Marie Wilson and a 21-year-old unwed mother, locked in tearful combat today over custody of an infant girl adopted by the star.

At stake in the battle were the youngster, Christine, 3½ months, and the already broken hearts of the two women, one of whom claims the child by right of birth, and the other by right of affection and association.

The until now behind-the-scenes tug-of-war over the baby broke into the open today when the child's true mother, a student at the University of California at Los Angeles, made a formal demand for the return of her baby.

Miss Wilson and her husband, television producer Bob Fallon, grimly vowed to "fight" to retain the youngster.

News of the impending battle was the first disclosure that the Fallons had adopted a second child. They have a 2-year-old adopted son, Gregson.

Christine has been living with the comedienne and her husband since a few days after she was born at St. John's Hospital in nearby Santa Monica last June 23.

"We paid the mother a monthly sum during part of her pregnancy and paid all medical and doctors' expenses at the time of the birth," Miss Wilson wept when she learned that she and her husband had been served with a writ ordering them to produce the baby in Superior Court next Monday.

"Papers were signed that we could have the baby," she said.

Her mother, who denied that her pregnancy was the result of a "campus romance," admitted that she had indicated to the Fallons that she would permit them to adopt the baby, ing.



Marie Wilson and Christy

3 Suburbs' Sewage Plan Meets Snag

The sewage plant agreement between Rocky River, Bay Village and Fairview Park hit a new snag in Columbus yesterday.

The plant agreement was termed "unsatisfactory" by the Water Pollution Control Board, which continued its hearings on water pollution violations against the three Cleveland suburbs.

The snag was a phrase in the contract that says the 16-million-gallon project is for "primary treatment" of sewage.

This would include aeration and mechanical settling, but not chemical treatment.

"We can't go along with this," said F. H. Waring, chief engineer of the state health department and a pollution board consulting engineer. "In a 33-year contract we'd need chlorination and other treatments too."

Barton Holl, board member from Logan, who said Cuyahoga County Common Pleas Judge William K. Thomas had fashioned a "shotgun marriage" (Continued on Page 8, Column 3)

Tribe Survival Here Is Seen as Key in Greenberg Decision

By GORDON COBBLEDICK

Plain Dealer Sports Editor

It has been charged that the owners of the Cleveland Indians want and intend to transfer the franchise and the team to another city, probably Minneapolis and probably at the conclusion of the 1958 season.

Through their board chairman, William R. Daley, they have denied it emphatically. It is expected that they will implement their denial today by removing Greenberg as general manager.

Stated in the simplest possible terms, it has come to this:

If Greenberg is reappointed, it will mean that the owners do indeed intend to seek greener pastures elsewhere.

If he is fired, or persuaded to resign, it will mean that they hope to continue to do business in Cleveland.

It is believed that a majority of the 13 directors will vote against his retention at a special board meeting in Daley's office in the Terminal Tower this afternoon.

Among the members of that majority are some who think Greenberg has done an acceptable job in his eight seasons as administrator of the Indians. Some would apply the adjective "outstanding" to his performance. Some would term (Continued on Page 25, Column 4)

Out of This World Drink

COPENHAGEN, Oct. 15 (AP)—Danish barmen are saluting the Soviet sputnik with a new cocktail named sputnik. (Sputnik is the Danish word for booze).

Contents: ¼ vodka, ¼ dry vermouth, a dash of Pernod.

(Continued on Page 7, Column 3)

In Today's Plain Dealer

Appearing on the inside pages of the Cleveland Plain Dealer, Wednesday, Oct. 16, 1957

Greater Cleveland

Port of Cleveland export trade up 22%. Page 2

New law on jury selection causes stir at trial here. Page 4

East Slider who wed Chinese girl is subject of 'Look' story. Page 4

Both Cleveland and State of Ohio give North Olmsted headaches. Page 5

American Motors unveils Ambassador V-8 line to replace Nash and Hudson. Page 7

Price boost brings flood of milk to city dealers. Page 7

Really boom of 40s "all gone." loan league is told. Page 11

CWA's claim to \$120,000 in back wages is disputed by Ohio Bell. Page 11

Hough Council urged to seek urban renewal status. Page 12

Aviation programs to be marked here Oct. 29. Page 13

CTS revenue dips sharpest since riding slump began Sept. 1. Page 20

Disciples of Christ vote subsidies for churches in racially changing neighborhoods. Page 21

City lacks stop-gap alternative if court bans lake-front dump burning. Page 24

Ohio U.S. to seek negotiated sale of Diamond Magnesium plant near Painesville. Page 3

Lorain Ford plant to make 1958 models, official says. Page 10

Milak tips keep police on jump; believe accused killer still hides in city. Page 20

APPEAL TO EUROPEAN SOCIALISTS

Landing of Troops
Termed Aid for Periled Ally

LONDON, Oct. 15 (AP)—Soviet Russia gave its blessing tonight to the landing of Egyptian troops in Syria. And it sought to capitalize politically on world concern over the Middle East crisis.

Communist party boss Nikita Khrushchev made a bid to enlist west European Socialist parties into a popular front with the Communists, warning that they are in serious danger of being dragged into war. But the non-Communist Socialist reaction was cold.

Deputy Premier A. I. Mikoyan put the stamp of approval on President Nasser's movement of some Egyptian troops—described by a Cairo military spokesman as armor-equipped infantry and artillery units—to leftist-ruled, Soviet-supplied Syria.

"It's a good thing," Mikoyan told newsmen at an Afghan embassy reception in Moscow. "They are brother nations and it's a case of one brother coming to the assistance of another brother who feels himself in difficulties."

Some confusion was evident in the Arab sphere.

While Syria's acting Foreign Minister Khalil Mallas was telling 70 foreign diplomats in Damascus that Turkey intends to "launch a premeditated action against Syria," an Egyptian embassy spokesman in Ankara, Turkey, said: "Israel is the only country which might attack Syria."

Saud Denies Rumor

A Damascus newspaper reported Saudi Arabia is sending troops to Syria to join the Egyptian contingent. Visiting in Beirut, Saudi Arabia's King Saud denied it.

The Egyptian embassy spokesman in Ankara was Press Attache Abdul Settah Mahmoud. Asked about reports that the Egyptian soldiers were taking positions on the Turkish border, he said: "The Egyptian army is in a state of readiness." (Continued on Page 7, Column 3)

Big Chest for 1957 Is 22.9% Full

Contributions in Drive Stand at \$2,300,000

Filling the Chest

Goal\$3,608,000
Pledged2,300,000
Still needed1,308,000
Days to goEight

By ALVIN BEAN

The Community Chest yesterday reached 22.9% of its record 1957 goal.

By late last night the contribution figure stood at \$2,300,000, almost all of it coming from big Division A.

The division—representing corporate, professional and executive givers—held its first report meeting of the year at the Mid-Day Club at noon.

Its 31 team captains reported gifts totaling \$2,172,083 at that time, with the figure increasing as auditors worked into the early hours of today.

The day's returns, however, left little doubt whether this year's drive for a whopping \$3,608,000 would result in victory on Oct. 24.

Comparisons Hard

There was no marked optimism at Chest headquarters.

No marked pessimism.

Campaign Chairman Gale R. pointed out that comparisons with last year's successful campaign were hard to make.

The first Division A report filed in 1956 showed only \$4,944 in cash and pledges, (Continued on Page 5, Column 4)

Building Falls; 11 Die

ALCUTTA, India, Oct. 15 (AP)—Eleven persons were killed when a 200-year-old building collapsed here early today.

Robbers Want Answers From Teamsters Here

By ANTHONY J. DISANTIS

The Senate rackets investigating committee wants information from Teamsters union locals on phases of their operations. These include election officers and convention delegates and finances.

Questionnaires from the Senate committee have been requested by Teamsters locals.

The document is six pages long and contains about 200 questions.

Similar questionnaires have been sent, it is believed, to the union's locals all over the country by the Senate committee.

The investigation into the union's alleged racketeering charges is being handled by the Senate committee.

William Presser, president of the International Union of Marine Workers, said the questionnaires had been turned over to the union's lawyers for study.

He is waiting for advice from attorneys on what to do regarding the information.

Presser said the Senate committee has been accused by the union of "disclosure of confidential sources."

The Cleveland delegation voted solidly for James R. Hoffa at the union's recent convention. He was elected president by an overwhelming margin despite a request by the AFL-CIO that he be removed from office because of alleged racket connections.

Hoffa and other Teamsters leaders have been accused by the Senate committee as the result of disclosures by witnesses at the committee's hearings and by the AFL-CIO. Misuse of large sums of union funds and associating with "a rogue's gallery of hoodlums" are charged.

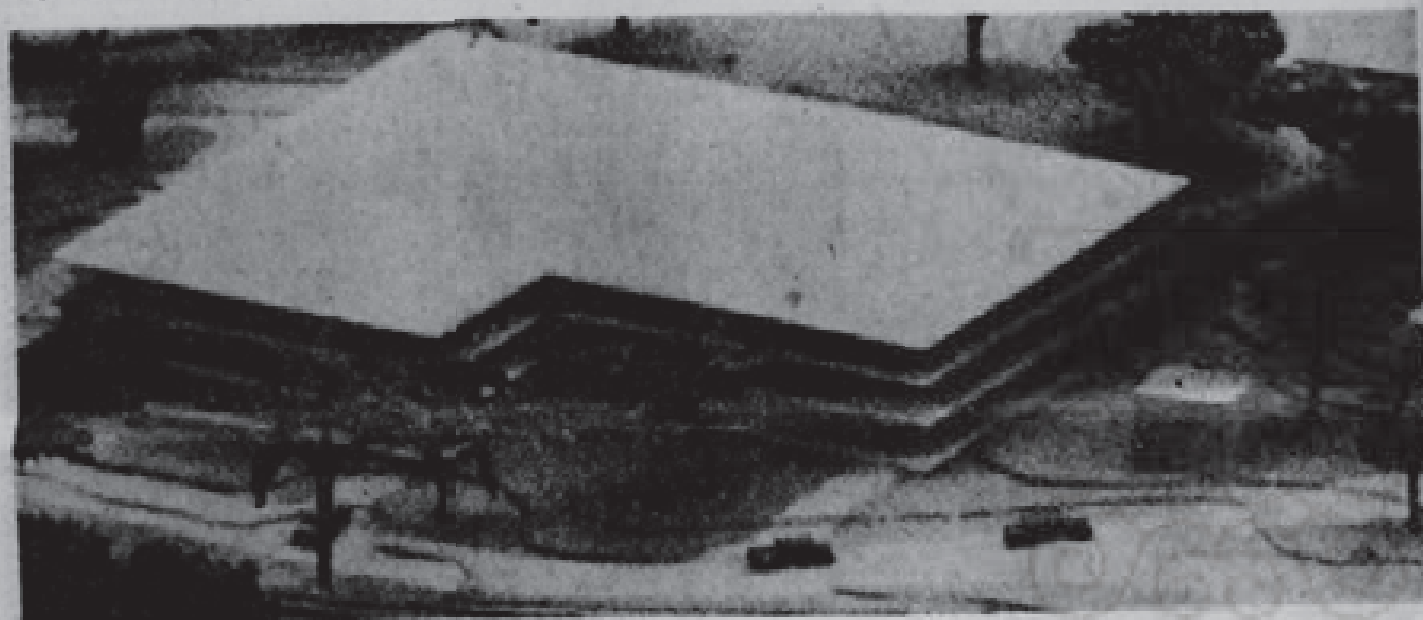


Looking toward the Heights from E. 105th Street and Magnolia Drive. Leisure-time area, in foreground, includes Wade Park and cultural institutions. Liberal arts area lies between leisure-time area and Euclid. Science, technology and medicine area in background.



Looking toward Severance Hall from Adelbert and Murray Hill Roads. After relocation of Adelbert Road, the entire Case campus would lie southwest of Adelbert. WRU science center buildings would be northeast of Adelbert.

University Circle Plan Models



The University Circle area would have underground garages and multideck structures such as this, plus fringe surface lots.

Circle Plans Backed by Mrs. Mather

She's 'Elated' by Quick Results

Mrs. William G. Mather, who has long cared what happens to Cleveland, made possible the tremendous planning job expected eventually to convert University Circle into one of the most magnificent educational, cultural and medical centers in the world.

It was her gift, augmented by contributions from Western Reserve University, Case Institute of Technology and University Hospitals, that paid the planners for their 18 months of work.

The planners were Adams, Howard & Greeley of Boston. The Boston firm of Anderson, Beckwith & Haile were consulting architects.

Mrs. Mather yesterday was elated with what her gift had accomplished.

Hopes Translated

"It is amazing to me," she said, "that so many hopes have been so quickly translated into a plan which is carefully put together to meet practical needs."

The heads of the three major institutions, in cooperation with the planners and other institutions of the area, have formulated a dynamic program not only to expand facilities but to create new beauty.

"May the same spirit of en-



Sidney Congdon



R. Q. Armstrong



L. C. Wykoff

These are the trustees of the newly created University Circle Development Foundation.

ergy continue with the backing of Cleveland and its people, who will be the ultimate beneficiaries of the plan. It is a matter of caring enough for Cleveland and that makes us want to give generously in the spirit that the best is none too good for the city we call home."

Mrs. Mather, whose estate, Gwin, is at 12407 Lake Shore Boulevard, Bratenahl, has for many years been concerned with beautifying the city. Although she is identified with many cultural and welfare enterprises, her major interest has been in projects related to gardening and horticulture.

Let Park Project

She founded the Greater Cleveland Garden Center in 1930 and was its first president. Her interest in University Circle extends back to the 1920s.

when she was in the forefront of an effort that brought about beautification of Wade Park and the approaches to the Art Museum.

In 1932, in the great depression, she led in establishing gardens at the city's outskirts where jobless men and women could raise some of their own food. The yield in the first summer was valued at \$143,000 and benefited 40,000 persons.

Mrs. Mather is a patron of the opera and a member of the advisory council of the Art Museum. Her many activities have included social work at Rainbow Hospital for Crippled Children.

She is the widow of William G. Mather, industrial giant and one of the great Cleveland philanthropists of a past generation.

Sputnik Due Over City at 5:04 a. m.

Sputnik and its fellow traveler were to zip across Cleveland at 5:04 a. m. today—and the watchers and the photographers were on edge again.

Dr. James J. Nassau, director of the Warner & Swasey Observatory of Case Institute of Technology, said last night that he and his staff would again observe the Russian satellite, and the third stage rocket, this morning.

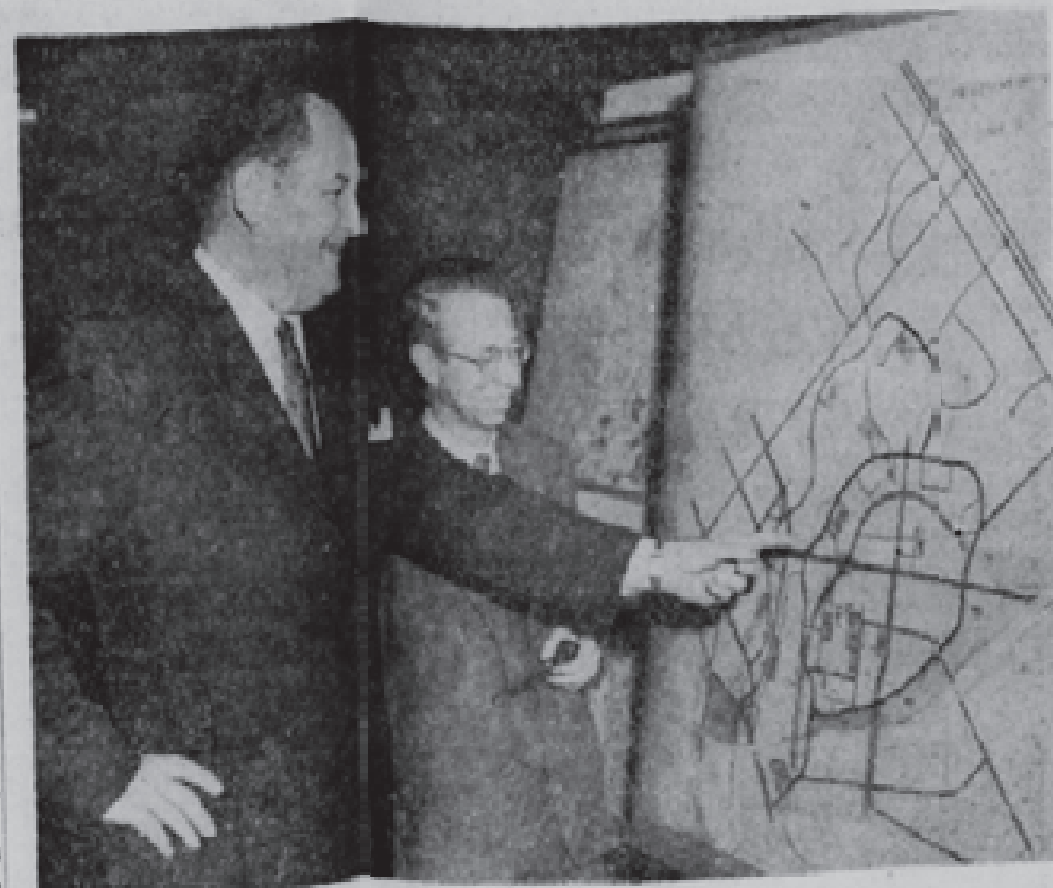
But forecasters at the United

States Weather Bureau said clouds would be "too thick" to see anything like the sputnik.

Dr. Nassau said he and his men hoped to use binoculars to see the satellite, which came over the city about this same time.

Yesterday, Dr. Nassau saw the third stage rocket for about five minutes, but it was fainter than the day before.

Mr. and Mrs. Fred Johnson Jr., who live near Alliance, said



Dr. T. Keith Glennan

John T. Howard

PLAIN DEALER STAFF PHOTO

The president of Case Institute of Technology examines the plans of Howard, former city planning director.

they saw the rocket at 5:05 out of the north, passed the a. m., according to the Associated Press. They said it came quickly faded in the southeast.

They said it looked like a "flat star" and was extremely bright.



Looking southwest from E. 118th Street and Wade Park Avenue. Proposed WRU athletic fields and gymnasium may be seen in left foreground. In center are proposed undergraduate dormitories. Liberal arts buildings fan out in an arc toward Severance Hall.



Council President Jack E. Russell

Councilman Joseph E. Flannery

Flannery, chairman of Councils planning committee, and Russell will play important roles in getting city approval of the University Circle plan.



Mrs. William G. Mather

Her contribution helped finance University Circle planning.

LAKE ERIE EMPIRE STORY

Wave of Prosperity Is Riding on Seaway

By AL OSTROW

Jacques Cartier scanned the western horizon from the summit of Mt. Royal, the 750-foot-high mass that gave Montreal its name.

The French explorer shook his head sadly at the swirling whirlpools of the Lachine Rapids and the more distant foam of the International Rapids.

Cartier's little ship couldn't navigate those rugged waters, so he turned back.

Ever since—the date then was Oct. 2, 1535—men have been trying to bring heavy ocean shipping into the Great Lakes and the heart of North America on the 2100-mile-long St. Lawrence River.

That dream was partly realized when a series of Canadian canals, begun more than a century ago and completed about 1904, permitted small ships to transit

the St. Lawrence River and sail through the Thousand Islands to Lake Ontario.

Began in 1829 and deepened in 1932, the Welland Canal permitted these ships to bypass Niagara Falls and enter Lake Erie.

In early summer of 1937, the first giant ocean freighter—more than 100 times the size of Cartier's frail craft—will enter the new billion-dollar St. Lawrence Seaway, and the Great Lakes will become the nation's "Fourth Seacoast."

The 27-foot-deep, man-made channel, replacing the present 14-foot locks, will permit all but a few of the world's biggest lines to carry cargoes and passengers from the Great Lakes to any port on the globe.

It could be the major factor in

Continued on Next Page



**Greater
Cleveland...
Land of
opportunity!**

It's been a real century of progress since Erie tracks were first laid into Cleveland back in 1856. These rails opened new fields of opportunity for Clevelanders—opportunities they and succeeding generations capitalized on to make Cleveland the important industrial, business and transportation center we know today.

Over these rails came oil to feed Cleveland refineries from the then new oil fields of Pennsylvania. They provided the first rail link between Cleveland ore docks and the steel centers of the Mahoning Valley. Throughout the years the Erie Railroad has helped open other new markets, and new sources of supply, to growing Cleveland industry—providing ever more efficient, more dependable mail service to points throughout the heart of Industrial America.

Based on its record—particularly in more recent years—we're certain Cleveland's continued growth is assured. At Erie's Headquarters here in Cleveland, the men and women of the Erie look forward to meeting the opportunities and challenges this growth will present to progressive-minded railroad people.



Erie Railroad

DEPENDABLE SERVICE FOR
THE HEART OF INDUSTRIAL AMERICA

Headquarters Office: Midland Bldg., Cleveland 15, Ohio

the port of
Cleveland's
Finest

Stevedoring-Terminal-Warehousing

Facilities

for all types of
Cargos: General •
Bulk • Steel • Heavy-lift.

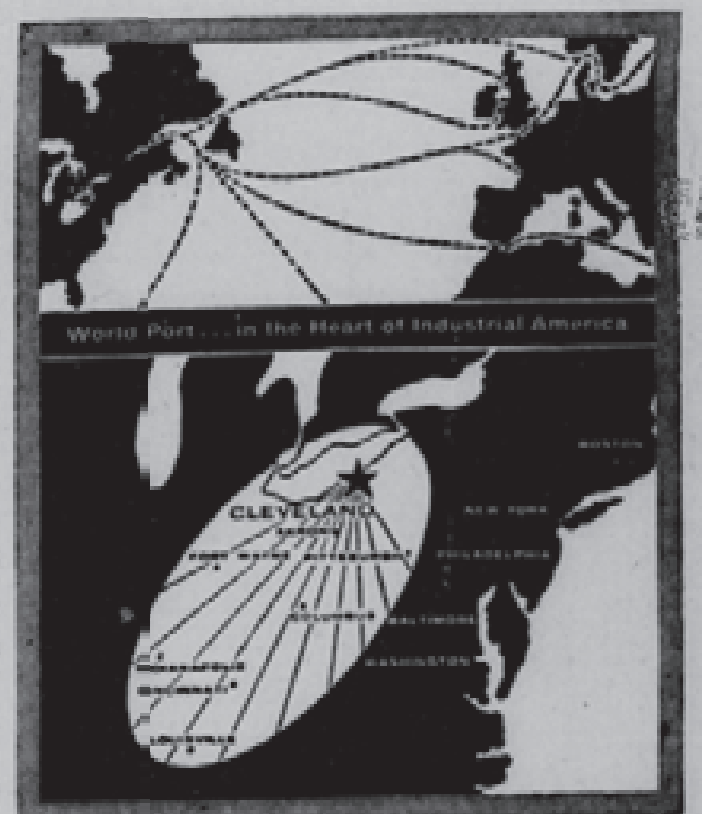
Write for brochure
"Faster — for Less
— through the
Port of Cleveland"



The Cleveland Stevedore Company



1000 PUBLIC SQUARE BUILDING
CLEVELAND 13, OHIO • PHONE MAIN 1-0264
CABLE ADDRESS: CLESTEV



SEAWAY: Big Ships to Bring Prosperity

Continued From Page 31

Greater Cleveland's and the Lake Erie Empire economic future.

No one can predict the shape of things to come with absolute accuracy, but a peek at the past may provide some guides to the future.

Let's turn the clock back to 1825, when completion of the Erie Canal from Albany to Buffalo gave the merchants and manufacturers of New York City a direct water route to the west.

Water transportation was cheaper than overland hauling. This competitive advantage gave New York the impetus that helped it become one of the world's greatest cities.

Cleveland was a village of about 600 people when Ohio farmers caught the canal fever. They demanded construction of waterways that would permit them to float barge-loads of wheat to Lake Erie, and then down the Erie Canal to Albany and New York markets.

Most Clevelanders were taken by surprise when their village was chosen as the terminus of a new Ohio Canal stretching across the Buckeye State to Portsmouth on the Ohio River.

At that time, sleepy little Cleveland was far behind Cincinnati, Chillicothe, Zanesville and Youngstown in population. Painesville, Warren, Sandusky and Lorain were places of equal or greater importance.

But the commercial boom of the Ohio Canal sent Cleveland ahead. The population increased about 10 times in the first eight years after the canal was completed.

Railroads were built—quickly relegating the Ohio Canal to disuse—to Cleveland because the city was already a flourishing trade center.

Then another man-made waterway—Sault Ste. Marie Canal, linking Lakes Superior and Huron—made Cleveland one of the best locations in the nation for what has become the city's basic industry—steel.

Steel Was Staff of Life

A steadily growing and seemingly endless procession of ore boats brought rust-colored cargoes from Lake Superior mines to feed the hungry furnaces of the Cuyahoga Valley. Molten steel, poured from Cleveland mills, became raw material for hundreds of fabricating plants and backbone of the city's economic life.

Even before its completion, the new St. Lawrence Seaway has already "saved" the Cleveland steel industry—or, at least, given it better assurance for the future.

Mesabi Ore Content Down

With the iron content of Mesabi ore gradually diminishing, the industry invested heavily in taconite processing plants and development of new mines in other parts of the world.

For a while the steel industry tended to place its major new facilities on the eastern seaboard. But more than one billion dollars was plunged into expansion and modernization of Great Lakes' steel mills after Congress and the Canadian Parliament voted to build the Seaway.

The Seaway will make it possible for huge ore boats to deliver the raw material of steel to Cleveland and other lake ports from Labrador and elsewhere as cheaply and conveniently as to any other points.

It will also provide cheaper transportation for finished steel and other products to world markets.

For Cleveland merchants and manufacturers, this could mean several billion additional customers.

Of course, Cleveland isn't the only city that hopes to ride the Seaway wave.

Chicago Is Great Rival

Some Chicago experts confidently predict that becoming an ocean port will make the Windy City "the capital of a continent" and the world's greatest metropolis.

Seaway fever has stirred ambitious dreams in Milwaukee, Detroit, Toledo, Buffalo, and even in such smaller communities as Ashtabula, Erie, Lorain, Ogdensburg and Oswego.

On the Canadian side, there is quiet confidence that Montreal, Kingston, Toronto, Hamilton, Windsor, Port

Seaway Facts:

The project is a combined operation of the U. S. St. Lawrence Seaway Development Corp., the Canadian St. Lawrence Seaway Authority, the New York State Power Authority and the Hydro-Electric Power Commission of Ontario.

U. S. Army engineers are building the International Rapids locks for the Seaway Development Corp.

In addition to providing a 27-foot-deep channel from the Atlantic Ocean to the Great Lakes, the project will create a vast hydro-electric power supply for New York and Ontario developing more than five million horsepower.

About 16,000 men are working to complete the construction in five years. The task includes excavating more than 100 million tons of earth, and pouring more than two million cubic yards of concrete.

The new Seaway will accommodate ships 10 times the size of the present 1100-ton "Vehers."

Arthur and other cities are in for dynamic growth and development.

History shows that the impact of a new waterway like the St. Lawrence Seaway doesn't strike like lightning but with a gradual, steadily mounting pressure. That was the story in Los Angeles, where Panama Canal shipping is credited with helping quadruple the city's population in a few decades.

Cites Factors in City's Fate

Waterborne commerce—usually the cheapest form of transportation for long-distance shipments—isn't the sole factor that determines a city's economic fate.

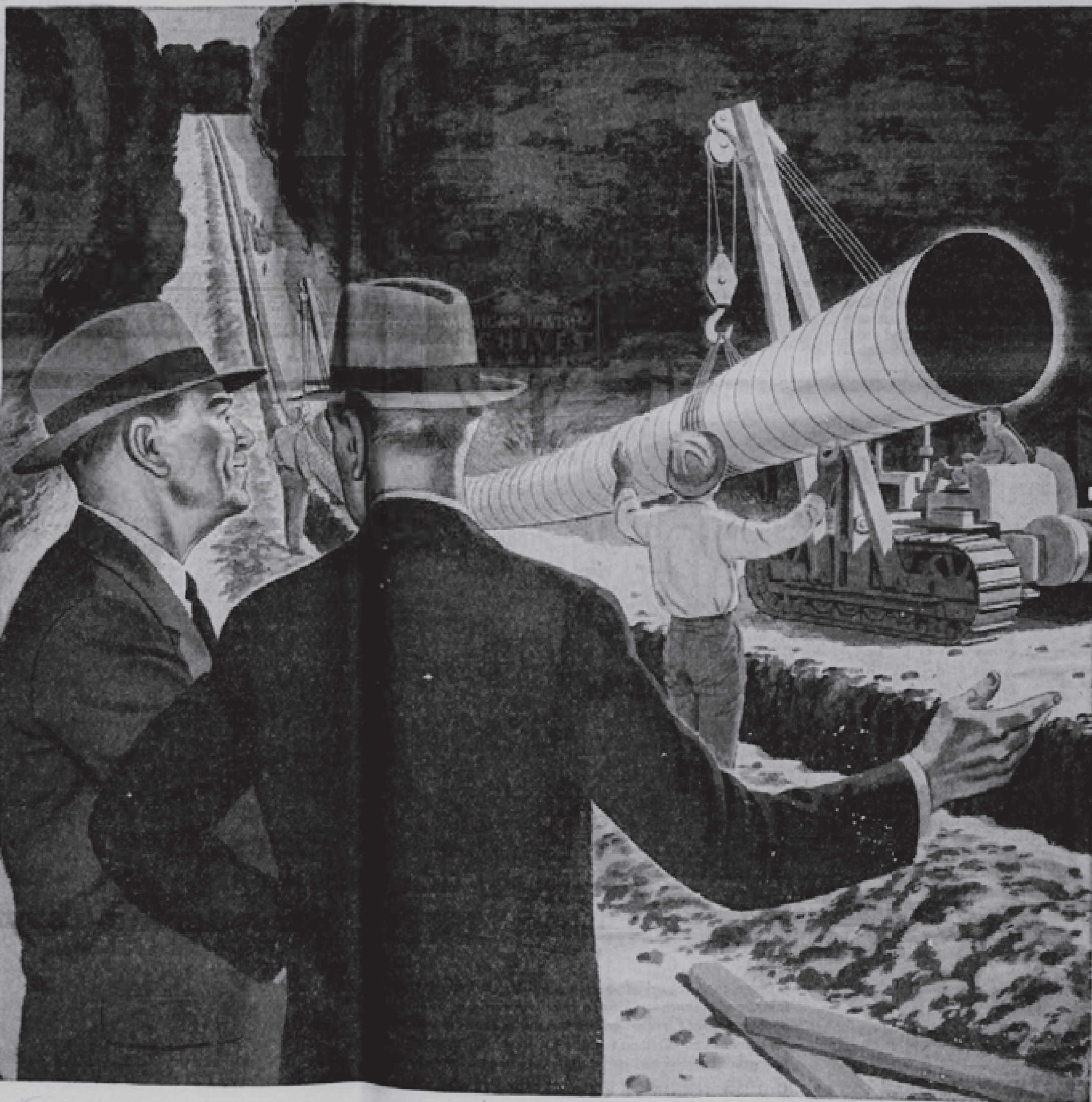
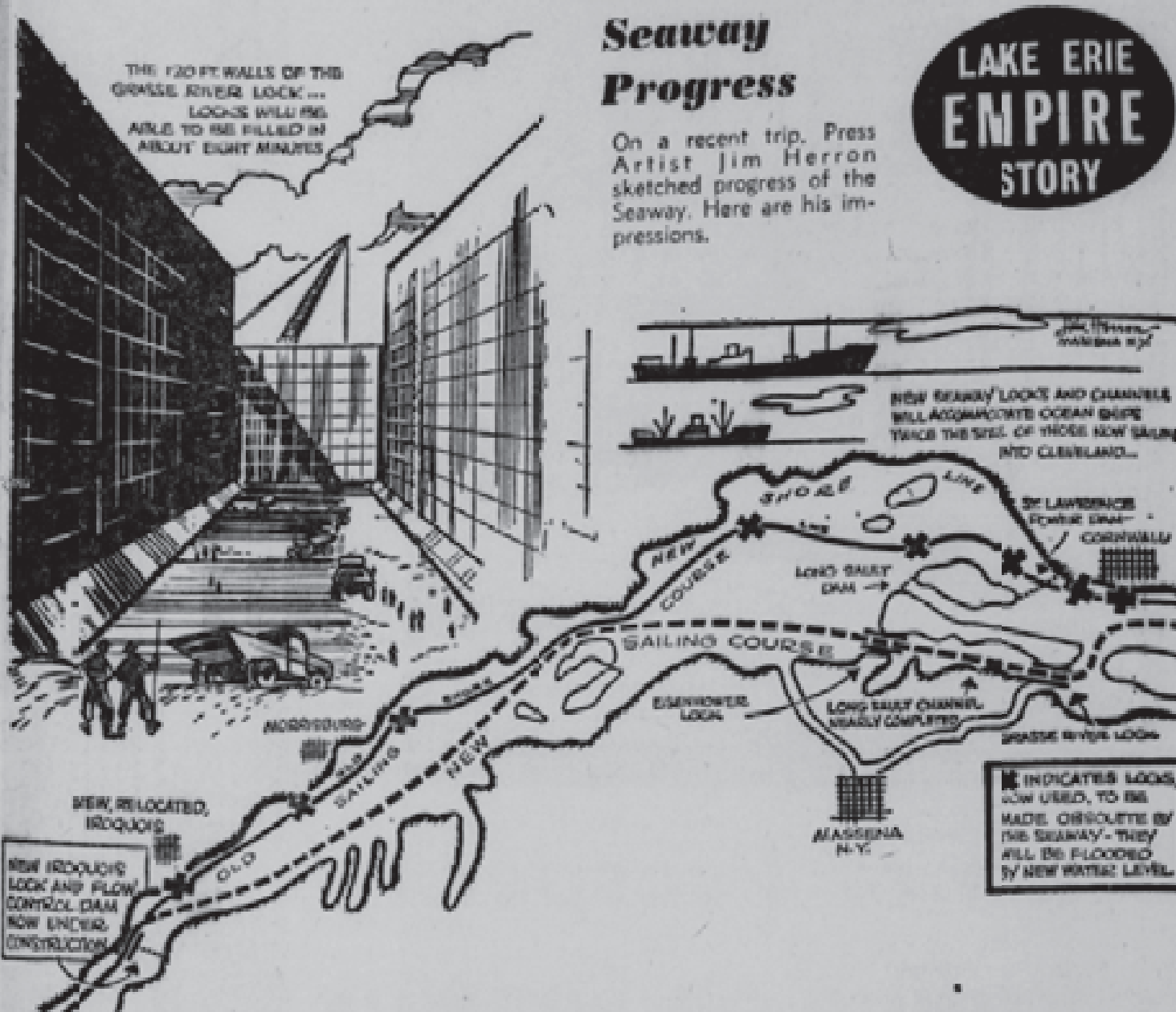
Adequate water supply, a good housing and cultural situation, land and air transportation facilities, including highways, railroads and airports, play important roles, too. Biggest factors are the people and their skills and willingness and ability to capitalize on opportunities.

Cleveland, already a major manufacturing, cultural, financial, medical, educational and scientific research center, is well prepared to profit from the opportunities heavy ocean shipping will bring to its lakefront.

Seaway Progress

On a recent trip, Press Artist Jim Herron sketched progress of the Seaway. Here are his impressions.

LAKE ERIE
EMPIRE
STORY



SEAWAY will see its share of huge oreboats like the George M. Humphrey (shown here) when it is opened. Great ocean ships will also ply the waterway.



SKETCH shows how traffic over Grasse River Lock will be uninterrupted while vessels pass through. Traffic is routed to bridge at bottom while bridge at top is blocked.

WE'RE BUILDING NOW FOR 1967

By 1967 East Ohio's customers are expected to need 115 billion cubic feet more gas, or 50 per cent more than they'll use this year.

That's a big order.

It's so big, in fact, that we're working ten years ahead so we'll be able to fill it.

Just to the south of Cleveland we're installing our thirteenth large-diameter gas supply line. It will be 112 miles long and will cost over \$12 million. This huge line will tie in with our suppliers' lines which pipe natural gas from as far away as Texas and Mexico.

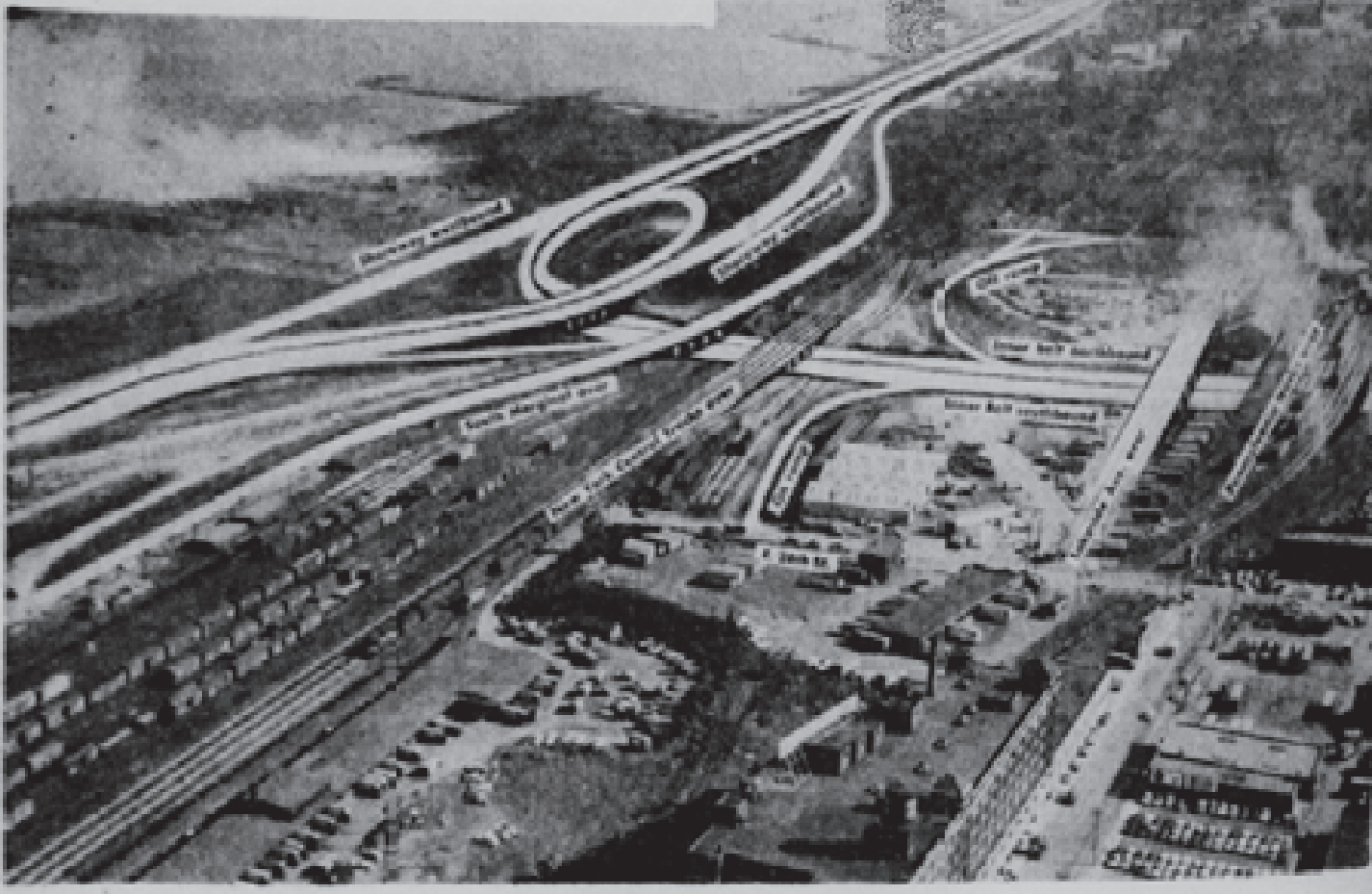
It is the second major transmission pipeline we've built in the last two years. And, in the next 10 years we expect to invest substantially over \$100 million adding more lines, compressor stations, and other equipment to our gas service system.

By steadily expanding our facilities and relying on authoritative forecasts of long range growth, we have been able to anticipate and plan for the gas needs of Cleveland's dynamic industrial community.

That's why we're building now to serve a greater Cleveland in the years to come.

THE EAST OHIO GAS COMPANY

Inner Belt Freeway interchange at East Shoreway is symbolical of the changes to come on the roads of the Lake Erie Empire. Networks of fast freeways throughout the area will help speed passenger and commercial vehicles to their destinations.



As the years go by...

**YOU'LL BE GLAD
YOUR SAVINGS EARN MORE**

Time is kind to the thrifty. You get more out of life when you get the most for your money. An insured account at Union Savings gives you the most interest—the most peace of mind. Your savings are guarded by 66 years of safety and 66 million dollars in assets.



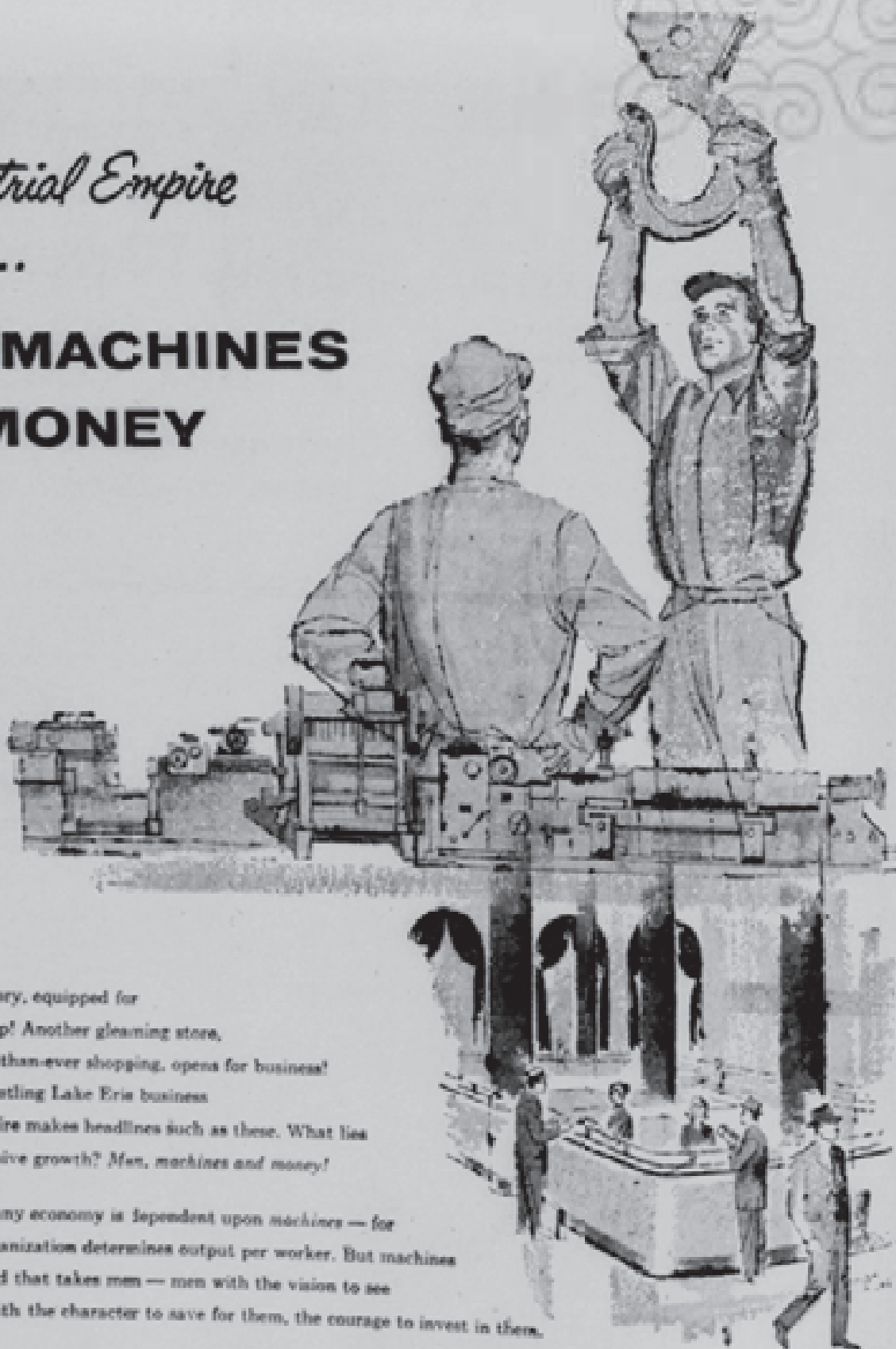
UNION SAVINGS 3 1/2%

Three convenient offices:
PUBLIC SQUARE—
232 Superior Avenue, N.E.
*Open Saturdays

SOUTH EUCLID—
Corner Mayfield and Green Roads
SOUTHGATE—
Corner Northfield and Libby Roads

Enjoy **MEET THE PRESS**
sponsored by **UNION SAVINGS**.
Sundays 6 PM, KYW-TV, Channel 3

*An Industrial Empire
built by...*
**MEN, MACHINES
and MONEY**



Another giant factory, equipped for automation, goes up! Another gleaming store, designed for easier-than-ever shopping, opens for business! Every week the bustling Lake Erie business and industrial empire makes headlines such as these. What lies behind this impressive growth? Men, machines and money!

The prosperity of any economy is dependent upon machines — for the degree of mechanization determines output per worker. But machines require money. And that takes men — men with the vision to see opportunities — with the character to save for them, the courage to invest in them.

A financial institution, such as Society National Bank, performs a two-fold role in this process. It aids both in the accumulation of capital, and in its wise investment. The trained, experienced men of Society National work with large and small companies alike in serving their financial requirements, and helping them build their businesses — businesses which, with every passing year, are making Greater Cleveland one of the most important industrial and business centers in America.

**Society NATIONAL BANK
OF CLEVELAND**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



SYMBOL OF QUALITY

Quality in a manufactured product includes such things as: material, styling, engineering, durability and workmanship.

With life insurance too, various factors enter into quality. For example: liberal contracts, flexible income options, fair treatment of policyholders, financial strength, plus the knowledge and judgment of the company's representatives in fitting life insurance to the needs of the individual or a business concern.

For 111 years Connecticut Mutual has been noted for quality life insurance—and in recent years with the advent of pensions and business life insurance these quality features are even more important.

High quality, plus sound advice and counsel, have enabled the Cleveland agency to register a growth of over 100% in the last seven years.

We invite you to bring your life insurance and pension problems to this agency, specialists in fitting the many forms of life insurance and pensions to business and personal needs.

HARRY H. KAIL, General Agent
NAMES OF AGENTS

David L. Caulkins	W. Robert O'Brien
Robert S. Caulkins	Walter F. Parsell
Stanley S. Friedman	Herbert A. Pope
Nathan I. Gordon, C.L.U.	James D. Rosenbaum
Bernard Gottesman	Sidney B. Rosenbaum
George F. Jackson	Allen P. Thomas
Edward T. Kirtz	Kenneth G. Virtue

Philip H. Worman, Jr.

Frederic R. Breidenbach — Agency Assistant
Paul L. Field, C.L.U. — Agency Assistant

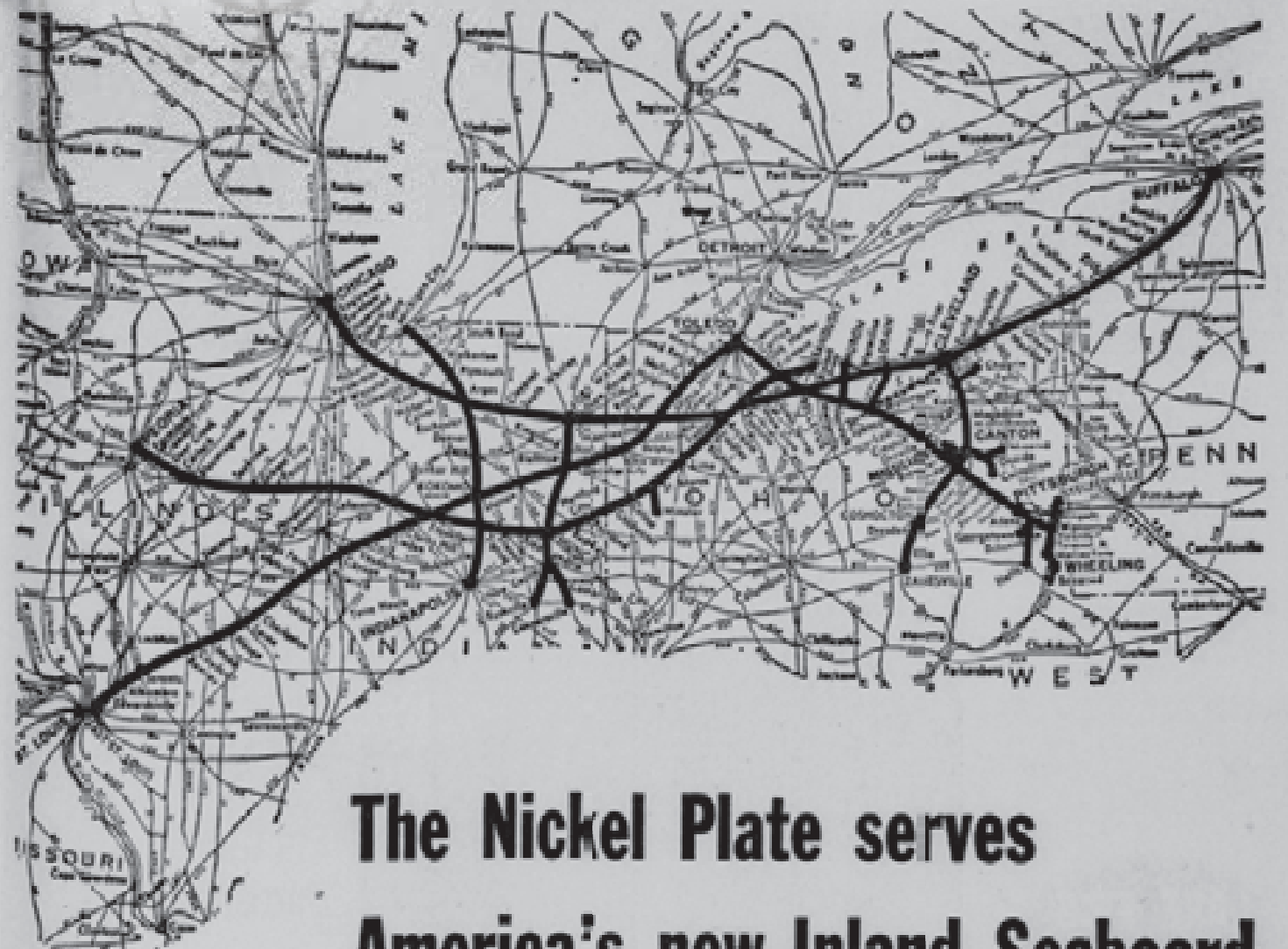
Henry B. Fields — Agency Assistant
Mary Outtersson — Office Manager

The Connecticut Mutual
LIFE INSURANCE COMPANY, HARTFORD

510-17 Leader Building

Cleveland 14, Ohio

Tower 1-6100



**The Nickel Plate serves
America's new Inland Seaboard**

The Nickel Plate Road is ideally situated to serve many of the raw material sources, the manufacturing areas and the expanding tide of trade that will flow through many port cities of the Lake Erie Empire.

Along our more than 2,100 miles of main line are choice sites for new plants . . . whatever features or combination you may be seeking . . . proximity to materials, markets, water and labor supply . . .

the Nickel Plate Industrial Development Department will be glad to help you find it.

These choice plant sites, served by High-Speed Nickel Plate freight service, offer unmatched opportunities for plant expansion in the Lake Erie Empire. We can supply additional information promptly and in confidence. Just call or write M. H. Markworth, Nickel Plate Road, Terminal Tower, Cleveland 1, Ohio.

Speed your freight...

ship Nickel Plate

The New York, Chicago and St. Louis Railroad Company
General Offices, Terminal Tower, Cleveland 1, Ohio





NEW BRIDGE OVER ROCKY RIVER, connecting Clifton Blvd. in Lakewood into Lake Rd. in Rocky River, as proposed by County, State and Federal engineers, would look like this viewed from the air.

Construction has also been approved by Rocky River, but Lakewood's opposition to its path through Clifton Park residential section, has delayed start of work to date. The bridge would eliminate one of the county's major traffic bottlenecks.

ROADS: The Empire's Lifelines

By ROBERT BORENER

Cleveland's \$500,000,000 freeway system is going to bloom all over the place in the next five years and greatly improve public and commercial transportation in the Lake Erie Empire.

Massive amounts of new federal money have furnished the impetus.

In 20 years—ever since the Main Avenue Bridge was started—Cleveland has built only two pieces of freeway. Main one is the Shoreway from West Blvd. to E. 140th St. The other is a dangling section of Willow Freeway, largely out in Garfield and Newburgh Heights, connected to nothing.

Those pieces were built under the old cost-sharing formula: 50% federal, 25% state and 25% local. Money on all levels was so limited Cleveland could get only about \$5,000,000 worth of freeway work a year. It looked hopeless to tackle a \$500,000,000 job on that basis.

Federal Funds Spur Roads

Now the new federal program for construction of the Interstate Highway System in 10 years begins to bring construction at the rate of nearly \$50,000,000 a year here. That's 10 times faster than yesterday.

And the new cost-sharing formula of 90% federal, 5% state and 5% city brings a dollar's worth of freeway for every local nickel.

As a result, things are really moving now.

The \$75,000,000 Inner Belt—key to the whole system—is under construction and will be done in three years.

The \$40,000,000 extension of Shoreway-Lakeland to the

Lake County line—the much awaited Lakeland Freeway—will start next year and be open two years later—all the way to Boston.

The \$30,000,000 Medina Freeway, from Belt Bridge to Outer Belt South (near Brookpark Rd.) comes next and should be in use in less than five years—all the way to Cincinnati.

Willow Completion Eyed

At the same time the Medina Freeway is being built, Willow Freeway will be completed, from the Inner Belt to the Ohio Turnpike at Richfield and on to Massillon-Canton.

While this is going on, Cleveland will pick up a \$30,000,000 Outer Belt East "extra dividend" from way down its priority schedule when the North-South Thruway is finished in 1960.

In the first five years, Inner Belt and three spokes will be finished. These are Lakeland (U. S. 20), Medina (U. S. 42) and Willow (U. S. 21). In addition, Outer Belt East will be completed.

That leaves two spokes—Northwest Freeway from Inner Belt to cross Rocky River near Hillard Rd. (U. S. 20), and Bedford Freeway (Ohio Rt. 14). Outer Belt South, near Brookpark and McCracken Rds. (Ohio Rt. 17) will close in the main skeleton.

Attention will then turn to filling in the gaps with freeways like Airport, Heights and Lee which are not now in the Interstate Highway System.

Money—the only thing that could do it—has the freeway system moving now.



OHIO TURNPIKE is sample of design that is going into Ohio roads at the present time. More and more huge freeway systems will be built throughout the nation in the future.

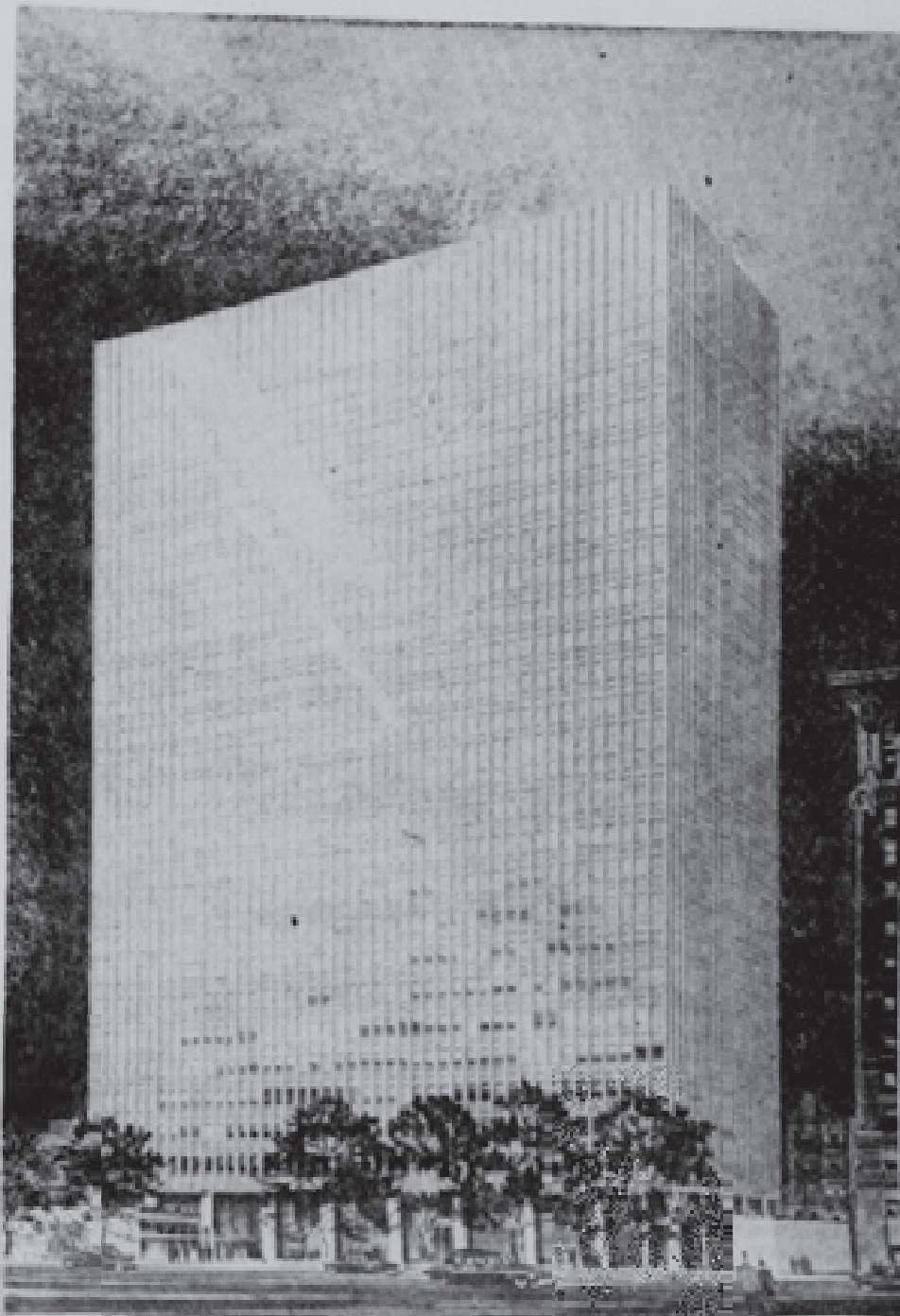
LAKE ERIE EMPIRE STORY



WILLOW FREEWAY cloverleaf shows complex traffic problems that must be solved in the design of superhighways.

ANOTHER concrete example OF OUR WORK...

The distinguished Illuminating Building, 55 Public Sq., is a monument to the finest and most modern construction techniques. Pavarini Construction Co., Inc. is proud to have played an important part in the erection of this newest landmark on the Cleveland skyline.



AMERICAN JEWISH ARCHIVES

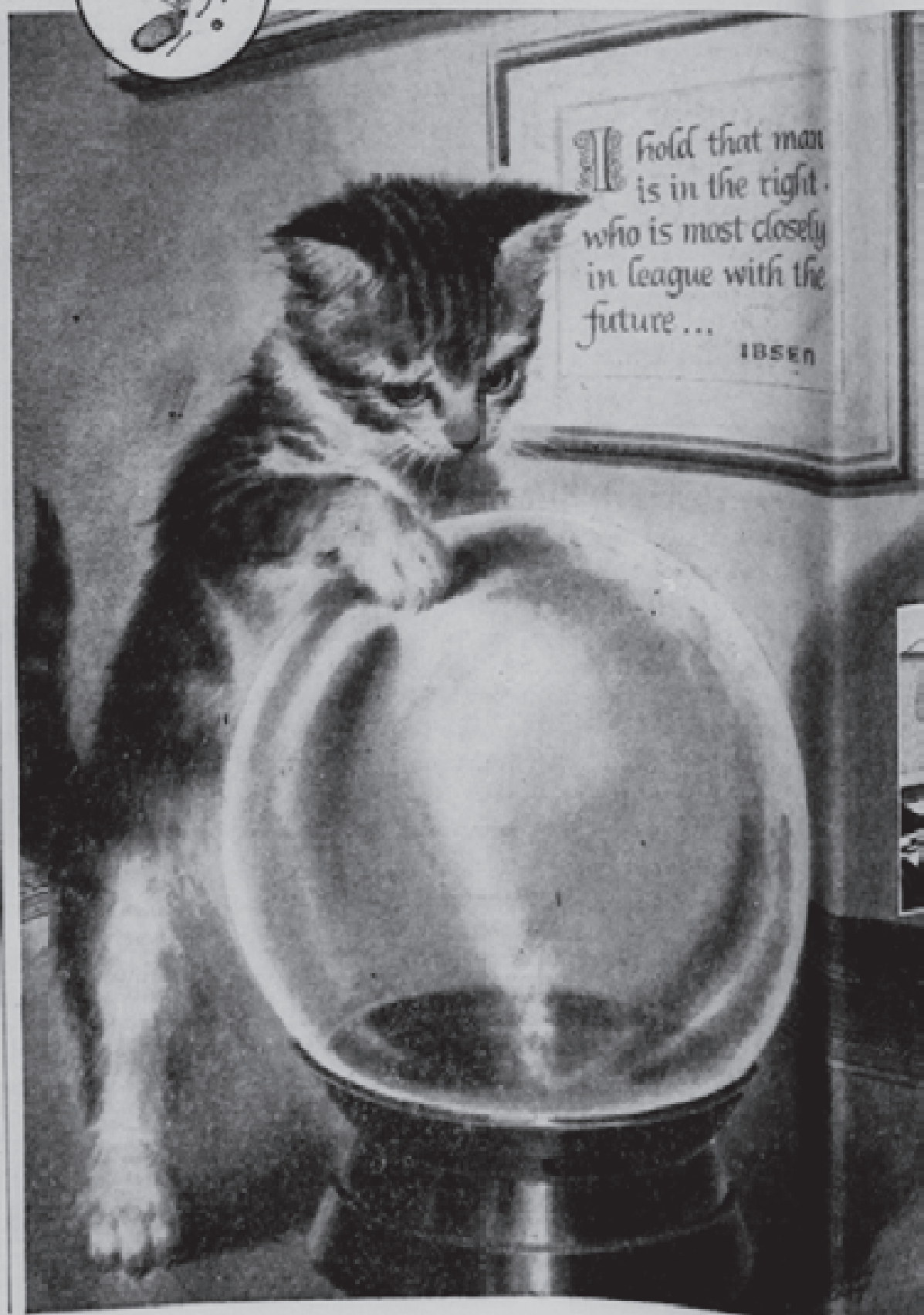
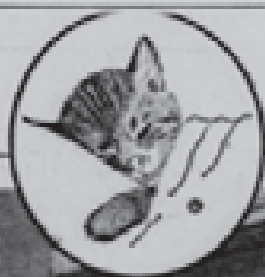
PAVARINI CONSTRUCTION CO., INC.

Concrete Construction

801 SECOND AVENUE, NEW YORK 17, NEW YORK

WHAT MAKES CHESSIE'S RAILROAD GROW?

One of a series telling what Chesapeake and Ohio is doing to make this a bigger, better railroad.



Chessie's crystal ball

Everybody is interested in looking into the future. In the modern business world it is not only a matter of interest, but an economic necessity.

Long-range planning is particularly important to Chesapeake and Ohio. You don't build piers, yards, and bridges overnight. You can't pick up cars and locomotives at the hardware store. These things have to be planned and ordered years in advance.

For example, the increasing volume of coal exported through the port of Newport News has been possible because plans and decisions were made more than two years ago to enlarge C & O's coal handling facilities there. This year, more than 23,000,000 tons of export coal

will move through this port, establishing an all-time record.

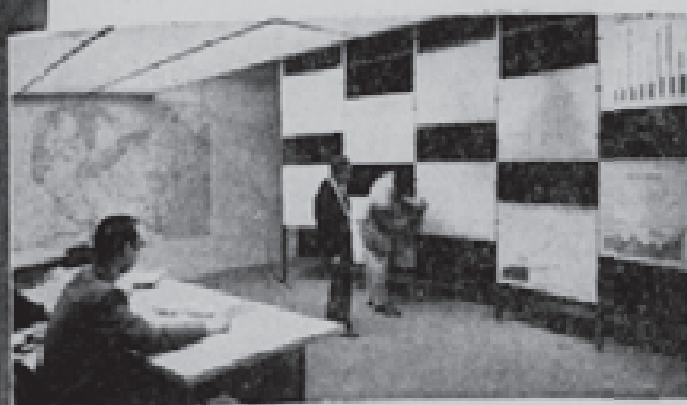
Another shipping record is in prospect this year at Toledo where Great Lakes vessels will load about 17,000,000 tons at Chesapeake and Ohio's three coal piers. Keeping "in league with the future", C & O has just started another huge pier there to handle the growing lake coal movement.

When the charts first pointed to an upward trend in ore imports, C & O blueprinted a bulk cargo pier with an eight million ton annual capacity. This new facility at Newport News has just begun operation.

By charting trends in the great industries it serves—automobiles, chemical, steel, construction, glass, paper, coal and many others—Chesapeake and Ohio anticipates their needs and provides them with the freight cars, locomotives, signal systems, tracks and yard facilities needed for the best in transportation service.

It is this same habit of thinking ahead that made C & O the first railroad to install a large scale electronic computer system. First with a system-wide, all-teleprinter Car Location Information Center—CLIC for short. First with the electronic hot box detector.

Thinking in tune with the future is one of the things that keeps Chessie's railroad growing and going.

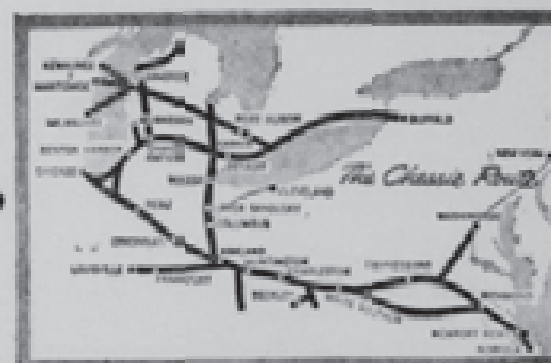


This chart room in C & O's headquarters, called the "financial weather bureau," records daily, weekly, monthly and yearly accomplishments and projects future trends for management planning.

Would you like a Chessie portfolio of pictures—Chessie, Chessie's family, and Peaks, Chessie's Old Man? Write to:

Chesapeake and Ohio Railway

3819 TERMINAL TOWER, CLEVELAND 1, OHIO



Commerce Is on the Move

By JULIAN GRIFFIN

Transportation ranks next to labor and material cost for any industrial concern.

This makes Cleveland's unexcelled transportation facilities important factors in the best location, the place where major railways, highways, airways and waterways meet.

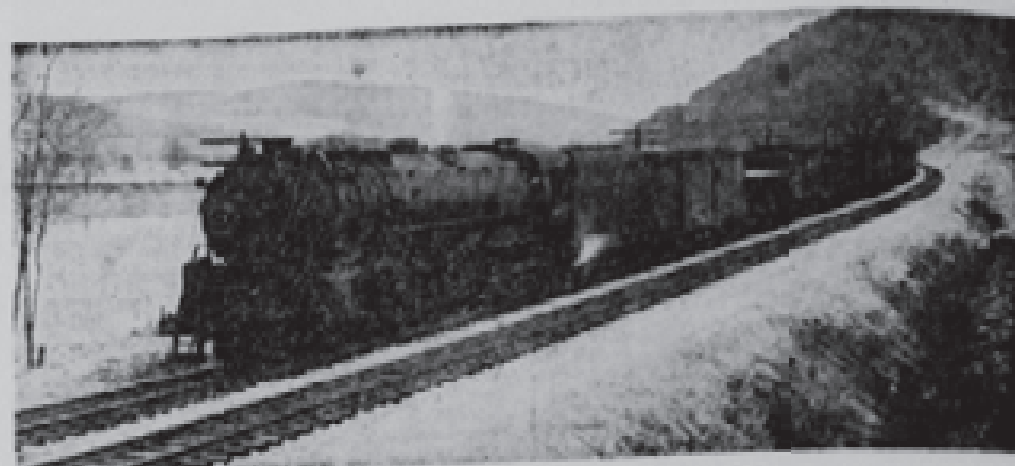
Railroads—now and far into the future the backbone of the country's transportation—offer Cleveland direct trunk-line service by five great lines, the New York Central, Pennsylvania, Nickel Plate, Erie and Baltimore & Ohio. In addition, the Chesapeake & Ohio maintains its headquarters here.

A total of 60 railroads, operating all over the country,

trains, operating on time and a high frequency, will end their runs on the outskirts of the great centers of population, unimpeded as they now are by urban yard congestion.

"From there trucks will complete the distribution process thus putting the

truck back where economics makes it, the short haul. "Our nation's passenger service," Young added, "now losing \$750,000,000 a year, will be limited to main-line operation between population centers of high density . . . and will pay its way like any other American business."



LAKE ERIE EMPIRE STORY

have offices and at least one full-time representative here.

Terminal switching arrangements here provide, in terms of freight rates, that a plant located on any one railroad is equivalent to a location on all lines.

Serve Area Well

Cleveland is also well served by trucks, fanning out to turnpikes and express highways; air passenger and freight lines, plus Great Lakes shipping which even now is extending its vision to world horizons via the St. Lawrence Seaway.

Some 125 common carrier truck lines now serve Cleveland, many of them with headquarters and terminals located here.

The bulk carriers of lake transportation make Cleveland the meeting ground for iron ore, coal and limestone, a happy circumstance that has led to the tremendous industrial growth in this area.

More recent developments are the pipelines that bring gas, petroleum products and soon coal into the metropolitan district.

Railroads serving Cleveland have strengthened their executive organizations in this city. The presidents of the Erie, Nickel Plate and C & O operate out of here.

Reorganize Setups

In addition, the Pennsylvania and New York Central have reorganized, with regional setups that place Cleveland in charge of a regional manager who has complete authority for running the roads in this area.

Looking to the future, the passenger business, long a losing proposition, is chief headache of the railroads; that and government regulations which place railroads in unfavorable competitive position.

But in the freight department they are keeping pace with the electronics age.

The New York Central has established a research and experimental laboratory in Cleveland that is working magic with the atom and electronics. Centralized traffic control and automatic freight classification yards are cutting costs and speeding service.

Robert R. Young, chairman of the Central, recently was asked to prepare a 20-year prediction for the railroad industry. It was buried in a time capsule in New York, to be opened in 1979.

Tells of Future

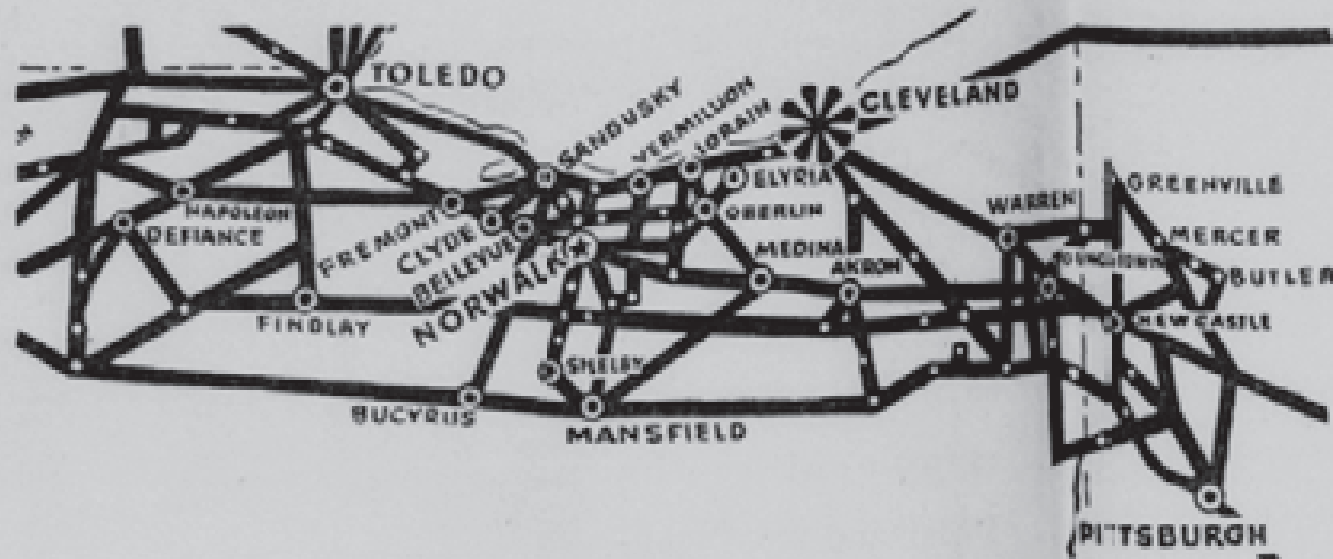
"All railroads," Young wrote, "and the New York Central, specifically, will be greatly changed, but their basic character as mass producers of transportation will be vastly intensified."

"Our high-speed freight



PIPELINES like these are another means of transporting fuels great distances.

NORWALK TRUCK LINES INC.



SERVING THE INDUSTRIAL HEART OF AMERICA

NORWALK IS A MODERN HIGHWAY COMMON CARRIER—WITH 58 MODERN TERMINALS AND 4500 PEOPLE TRAINED IN THE TRANSPORT SERVICE REQUIREMENTS OF HUNDREDS OF SHIPPERS IN TOWNS AND CITIES OVER THOUSANDS OF MILES OF OUR MOST FLEXIBLE ARTERIES OF COMMERCE

NORWALK TRUCK LINES, Inc.

Home Office Norwalk, Ohio

Telephone 2-4321

Satisfy Your Customers with
NORWALK TRUCK LINE service

CLEVELAND and the LAKE ERIE EMPIRE CUSTOMERS EXPECT A MODERN BUSINESS TO BE AIR CONDITIONED

Install G-E Packaged Air Conditioners—Pay As You Profit

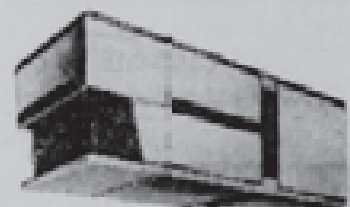
Call ON. 1-7600

Everybody takes it for granted that a modern business will have air conditioning during hot weather! If you haven't yet gotten around to it, there's no need to delay any longer. General Electric Packaged Air Conditioners make it possible for every business to enjoy air conditioning. There's no heavy initial outlay—no complicated installation headaches—and you can pay as you profit.

No space problems either. We'll tailor to suit your requirements—and your budget. Matter of fact, you can take up to 3 years per unit to pay, after small down payment. And each unit carries General Electric's famous 5-year warranty—your protection against service and repair bills. So don't delay—call us today about your G-E Packaged Air Conditioners.

GENERAL ELECTRIC

CEILING-MOUNTED OR FLOOR-MOUNTED UNITS



G-E Ceiling-mounted Units (which also may be shelf-mounted) take no floor space whatsoever. Air-cooled models (use no water) in 3 and 5 ton capacities; water-cooled in 3, 5 and 7½ ton capacities.



G-E Floor-mounted Units are compact and attractive—may be placed in space or away from zones being served. Capacities: 3, 5, 7½, 10 and 15 tons.

THE BAIRD-FOERST CORPORATION

WHOLESALE DISTRIBUTORS
3201 STATE ROAD • CLEVELAND 29, OHIO
SALES: ON. 1-7600 • SERVICE: PL. 1-4243

YOUR FIRST LOOK AT CLEVELAND'S NEWEST NEW OFFICE BUILDING

SUPERIOR AVENUE
AT EAST 9TH STREET

21-story
air-conditioned
office building
with adjoining
8-story garage



Architect: Emery Roth & Sons, New York City

BUILT BY TISHMAN! New from the ground up—this soon-to-be completed office building offers fine companies the latest contributions to function and beauty. Continuous glass on the street facades assures maximum daylight and flexibility of office layouts.

FEATURING! Ample permanent and transient parking facilities . . . complete air conditioning thermostatically controlled . . . high-speed electronic signal-controlled elevators . . . recessed fluorescent lighting fixtures . . . acoustical hung ceilings.

CONVENIENT! This choice location is near all transportation facilities, banking institutions, important hotels and restaurants, department stores.

OCCUPANCY SCHEDULED FOR FALL 1953

For details and preliminary office layout service, contact: Renting and Managing Agent

OSTENDORF-MORRIS CO.

Public Square Building—Tower 1-7500

TISHMAN REALTY AND CONSTRUCTION CO., INC. (Owners and builders since 1898) • 460 Park Avenue • New York 22, N. Y.

TRANSIT: Speeds Into the Future

By BILL BARRETT, Transit Writer
Greater speed, greater comfort, greater convenience.

These are the foundations upon which the transit system of the future is to be built.

There is talk of "dream buses," moving into downtown Cleveland on freeways still to be built.

There are more exotic plans, talked of in terms still broad and general of transit innovations both bold and colorful—of "speedwalks," the moving conveyor belts that carry pedestrians, of monorail trains set up on stilts over downtown streets.

There is stubborn talk of a subway—"some day, somehow"—with the body of the last plan not yet cold from its death in the spring.

Hyde Believes in Subway

The talk and the plans come from various sources—from the Cleveland Transit System itself, committed finally to rail-express service, from Metro forces seeking possible merger of the community's transit services, from the Regional Planning Commission.

CTS Chief Donald C. Hyde sees the subway as the first phase of the emergence of the transit system of the future.

"I have complete confidence that the subway will be built some day," he says. "The sad thing is that it will cost so much more than it would have had we started it this year."

With the downtown spotlight swing-



Better Buses Coming?

ing north to the exciting possibilities along the lakefront, Hyde believes that there will be a review of past subway planning that would possibly lead to a spur under E. Ninth St. to and from this developing gateway area.

The Outcalt Plan for Mall development cites as "absolutely vital" to the success of the plan a conveyor-belt speedwalk to and from the area.

Planners Start Area Survey

A survey of the area's future transit needs and the possibilities of present and future facilities to meet these needs has been started by the Regional Planning Commission.

Staff members are paying close attention to the possible expansion of railroad commuter service to suburban neighborhoods, to the routing of Rapid Transit tracks down the middle of freeways still on the drawing boards.

Purchase of the extra right-of-way that would be needed to accommodate rail would have to be made by the taxpayers.

There is not enough money in CTS coffers—and probably never will be—to finance any further stretching of the Rapid than the project now under way to bring the line out to Lorain Ave.

"All of our funds are being earmarked for new buses and garages," says Hyde. "There just isn't enough for anything else."

Wants Community Funds

"And what, after all, is the harm of community contribution to transit improvement along the same lines as tax money going for improved highway facilities? Any major downtown development must go hand in hand with improving public transit to make that area more accessible to the people who work and buy there."

Hyde predicts that public and private street transportation traffic is going to slow down drastically going into and out of downtown in the years ahead. Popularity of the Rapid will increase, he believes.

The buses that Greater Clevelanders will ride in the future will be fancier and safer by far than anything on the streets today.

In addition to more window space, softer seats and easier riding, these coaches of the future will have motors that won't cough blue clouds of choking exhaust fumes into the streets.

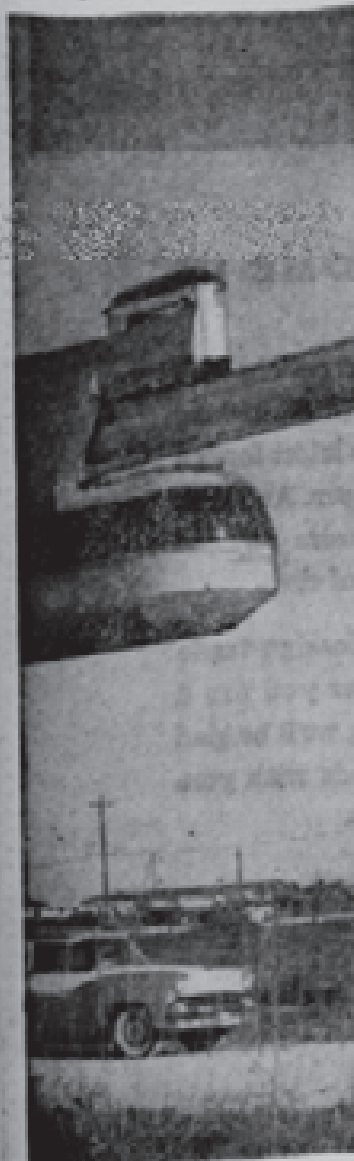
LAKE ERIE EMPIRE STORY

A Look at Tomorrow

The super-bus of the future won't look much like the model above. A better, safer vehicle it'll be challenged by the Rapid, still expanding, and such systems as the elevated Monorail which many cities are considering for future transit use.



Rapid — Here Today



Monorail — Tomorrow?



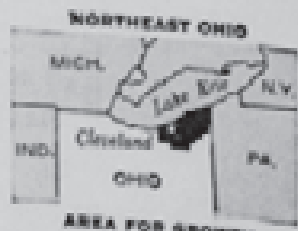
OPPORTUNITIES are growing in the best location in the nation!

Opening of the St. Lawrence Seaway will put many big new opportunities within easy reach of Northeastern Ohio businesses.

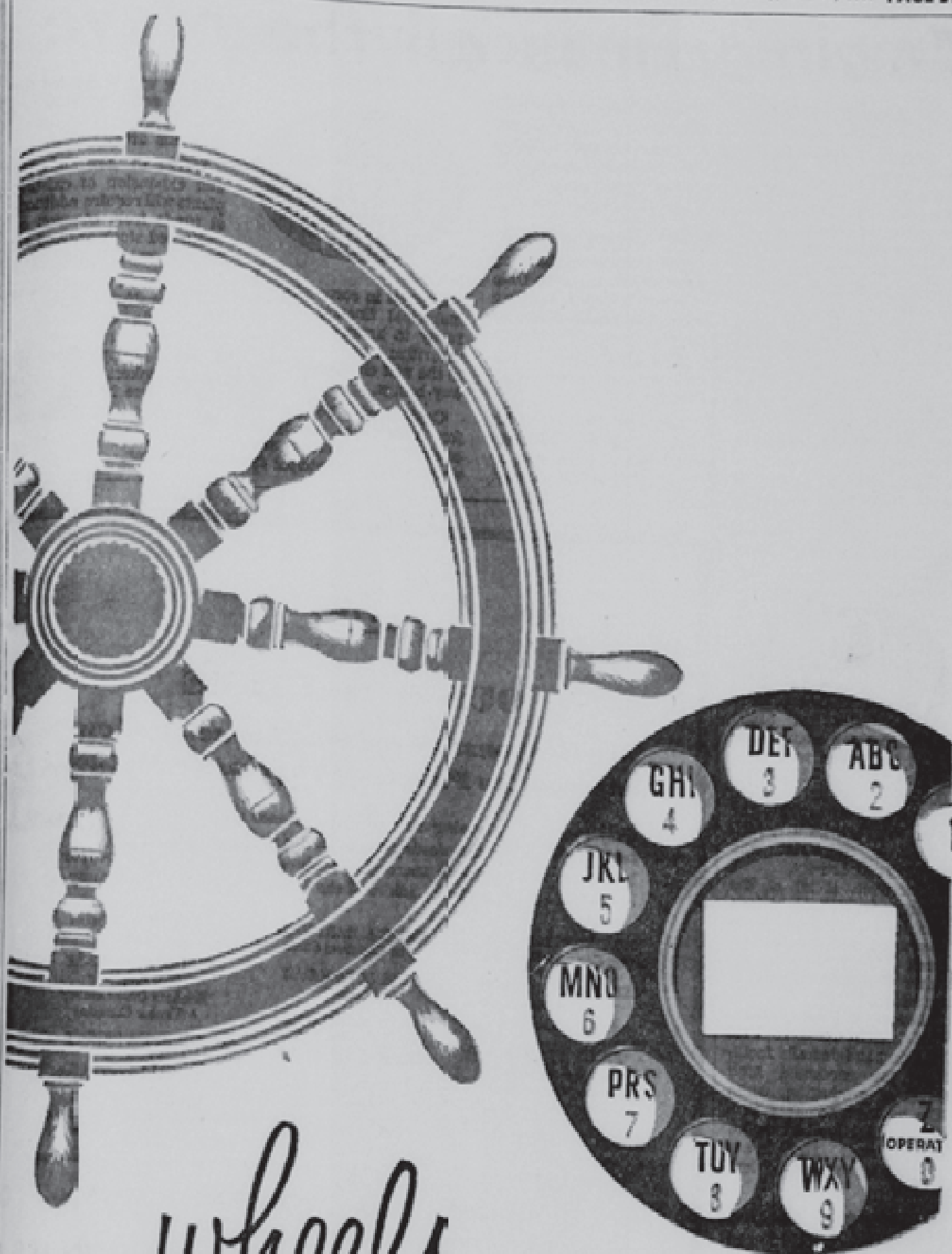
For the first time, industry will have the advantages of a "heartland" location—in the midst of America's greatest markets and resources—combined with low-cost ocean shipping to and from anywhere in the world.

The Seaway will allow 90% of the world's merchant vessels to sail direct to docks in Northeast Ohio. Bulk materials from foreign sources will be brought direct to plants in the area without costly transshipping. Companies located here will also be able to export products direct to world markets at lower cost. Seaway shipping costs are expected to be up to 50% less than present rail-water routes to foreign markets and material sources.

For detailed information about business growth potential in the Best Location in the Nation, write Richard L. DeChant, Manager, Development Department, Cleveland Electric Illuminating Company, 85 Public Square, Cleveland, Ohio. Or phone CHerry 1-4200 collect.



THE CLEVELAND ELECTRIC ILLUMINATING COMPANY



wheels of progress!

They're turning at an exciting tempo in a future world port . . . CLEVELAND.

Industry here is exciting. People here are excited about it. They want to talk to each other and to the world.

And they do!

The dial wheels of Cleveland's two-thirds of a million phones spin to the tune of 3,500,000 local calls a day . . . plus 150,000 long distance calls. Cleveland's lusty appetite for fast communications has challenged and will continue to challenge Ohio Bell planners.

For Cleveland is the center of the industrial heart of America.

Stretched around it for 500 miles on three sides are two-thirds of America's manufacturing plants and 58% of her people . . . earning 79% of the country's payroll.

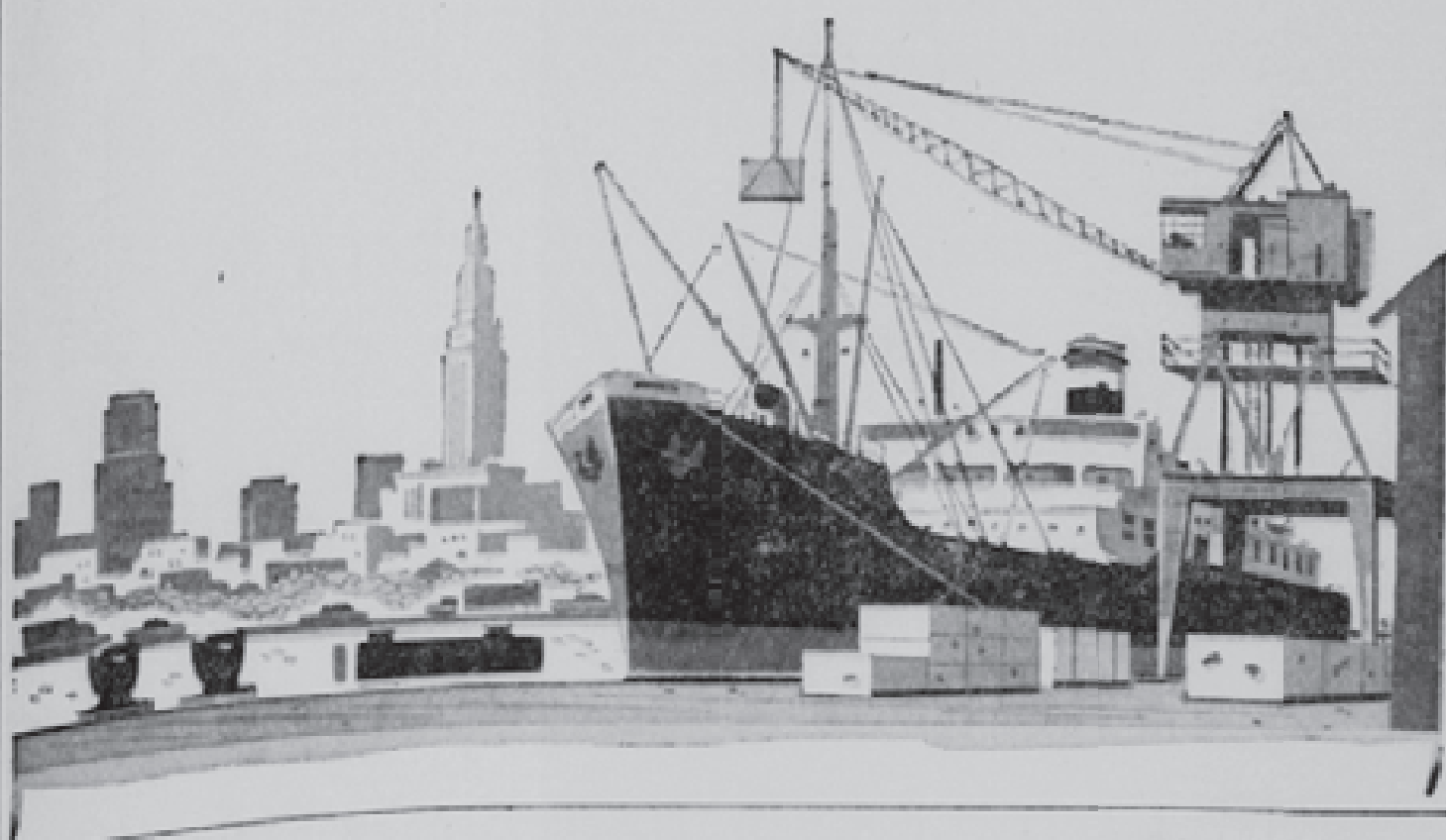
This is the city we serve . . . hub of a fabulous area with millions of people and billions of dollars.

Yet . . . any night, for less than a dollar you can telephone any person in this 500 mile radius . . . and during the day your telephone dollar reaches two-thirds of this vast market. The latest in communications . . . direct distance dialing . . . puts many cities in this area in reach of your dial finger.

All because Ohio Bell planned and, yes, dreamed of the future . . . invested hugely in equipment and research . . . always looked ahead and saw progress.

And when the first deepwater ships nose into Cleveland's harbor, our planners will still be looking ahead . . . still predicting that the best is yet to be.

the OHIO BELL telephone company



"Folks at Work"—Every Thursday in The Press.

Empire's Financially Sound

By ROBERT SELTZER
Financial Editor

Great in industry, human resources, raw material and water, the Lake Erie Empire and Ohio hold promise of even greater growth and prosperity.

Lake Erie has had a tremendous pull upon industry in Ohio and, with the opening of the St. Lawrence Seaway, should exert an even greater force.

One of the hidden resources of the Lake Erie Empire of northern Ohio is its great financial strength.

The Lake Erie Empire is well supplied with every type of financial institution and organization, ranging from the smallest credit union to some of the largest banks in the nation. Each serves a definite economic need.

It is estimated that demand deposits of all banks in the Cleveland metropolitan area currently represent the equivalent of \$1000 for each man, woman and child in the community.

These nearly \$2,000,000,000 of deposits are the area's working capital—the financial lubricant which expedites industrial and commercial activity.

Moreover, if all of the savings deposits at savings and loan institutions were combined with commercial bank savings deposits, another \$2,000,000,000 would be added.

Few cities, large or small, can match these figures. The demand deposits facilitate the continued high level of production, while the savings accounts promote a high level of capital expenditures for new plants, highways and homes.

Provides Boost for Area

It is this combination of vast financial resources that is giving momentum to the economic growth and prosperity of the Lake Erie Empire.

Life insurance investments also play an important role in Ohio and the Lake Erie Empire.

Life insurance in force in Ohio at end of 1956 was \$26,100,000,000. In the Lake Erie Empire, it was nearly \$9,500,000,000.

These companies lend billions to government, business and industry through bonds, debentures and mortgages, and invest in stocks and real estate.

Await Opening of Seaway

The investment banking fraternity in northern Ohio—some 50 firms including about 15 branch offices of large New York companies—have participated in tremendous distributions in recent years.

They are awaiting with interest the developments which will be generated by the opening of the Seaway.

LAKE ERIE EMPIRE STORY

Experts in corporate and municipal finance will be ready to arrange and sell securities needed to assist in the vast changes the Seaway brings.

Capital will be needed for new docks, dredging equipment, roadways and water supply. Municipal fi-

nancing will be needed for schools and other facilities as more workers are drawn into this area.

Influx of new industry and expansion of existing plants will require additional funds from common or preferred stock or bond offerings, or all three.

Cleveland's major banks are intensifying their foreign trade operations as they prepare for bigger business in imports and exports. Bankers here expect the increase in trade to be gradual.

Opportunity is knocking on our door.



OUR DIRECTORS

are Responsible for the Character of our
Conservative Policies, Progressive Methods

Only years of seasoning and wide experience can develop a board suitable to guide the destiny of a financial institution. These well-known, experienced and successful business and professional people are in close touch with the affairs of the Company and the Community.

HON. EDW. BLYTHIN
Judge Common Pleas Court

*LEONARD H. CHURCH
Technical Director
Hill and Knowlton

*PHILIP FRANKEL
Attorney-at-Law and
Secretary-Treasurer of
Superior Foundry, Inc.

*WM. GREENBAUM
President and Treasurer
The Acme Foundry Corp.

*DR. C. L. HARTSOCK
The Cleveland Clinic

MISS LOTA KELLY
Retired

H. W. MARCUSON
President
Marcuson Builders, Inc.

ALEXANDER MINTZ
President

WM. R. PRINGLE
Secretary
The East Ohio Gas Co.

RAY M. SHIMMON
Realtor

*GEORGE W. TEARE
Vice President
Northern Ohio Lumber
& Timber Company

RODNEY UPRIGHT
President
Upright Insurance, Inc.

*CARL F. WITKE
Dean of the Graduate School
Western Reserve University
*Member Advisory Board of Directors

CURRENT 3 1/2% RATE

Member of the Federal Savings and Loan Insurance Corporation
a Permanent Agency of the United States Government

SHAKER SAVINGS

310 Superior Avenue

16800 Kinsman Road

13109 Shaker Square

For **85** Years

WILSON MARINE

TRANSIT COMPANY

has served the
STEEL INDUSTRY

in the

Lake Erie Empire

• • And the oldest independent Great Lakes fleet, founded in 1872 by Captain Thomas Wilson, will be equipped to provide ALL BULK CARGO SERVICES which will be made possible by the new . . .

St. Lawrence Seaway

• • Westriver Ore Transports Ltd., Canadian affiliate of Wilson Marine Transit, shall soon take delivery of the world's largest dry cargo carrier designed especially for both deep sea and Great Lakes service. And a sister ship has been ordered for delivery in 1959!

WILSON MARINE TRANSIT COMPANY

AMERICAN JEWISH
ARCHIVES

CLEVELAND 13, OHIO



LET NATIONAL CITY HELP YOUR SHIP COME IN

It's time to stop dreaming of "when my ship comes in" because soon the St. Lawrence Seaway will make that dream a reality.

When your ship does come in—literally—you can count on National City to be on hand to help you. You'll be doing a greater volume of foreign trade and National City is the bank you can rely on to handle import and export transactions promptly and carefully.

We've had years of experience in the foreign trade field. We're the largest national bank

in Ohio. We have direct wire connections with all foreign trade banks in the U. S., making it possible to advise you of the latest foreign trade developments as they happen. And your foreign trade transactions receive personal executive attention, regardless of size.

May we help you with your foreign trade banking problems? Whether you are a National City depositor or not, we'll be glad to discuss your banking needs with you. There's no obligation, of course.

THE NATIONAL CITY BANK OF CLEVELAND

623 EUCLID AVENUE • CLEVELAND 1, OHIO
MEMBER FEDERAL RESERVE SYSTEM

PITTSBURGH

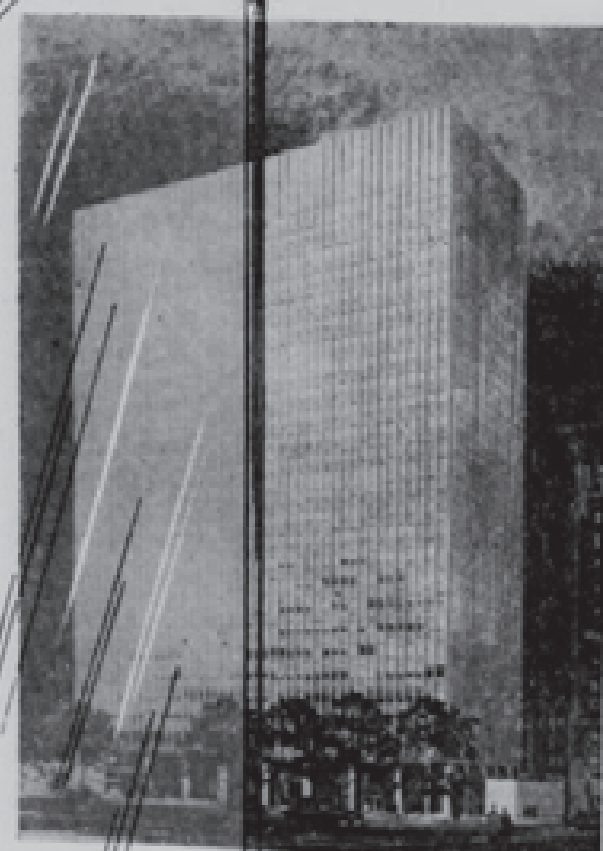
PLATE GLASS

COMPANY

is proud to be the glass
supplier to progress
in Cleveland

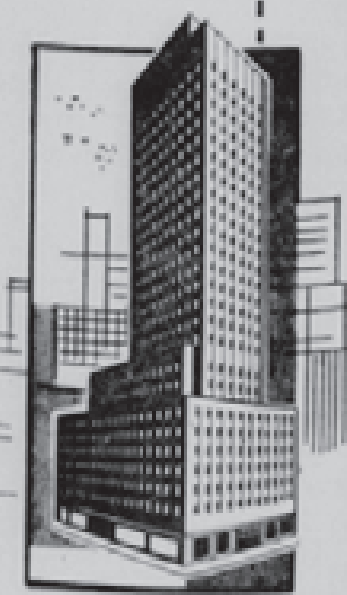
PITTSBURGH PLATE GLASS IS PART OF—

- The Illuminating Building
- The Cleveland Hopkins Airport Buildings
- The Cleveland Art Institute
- National Carbon & Carbide Co.
- The May Co. University Heights



and more to come

- UAW Building 13800 St. Clair
- Match & Merryweather Machinery Co.
- E. F. Hauserman Co.
- Newton D. Baker Hall (Western Reserve University)
- The Cleveland Press Building
- Clague Road Filtration Plant for City of Cleveland



PITTSBURGH PLATE GLASS COMPANY

3849 HAMILTON AVE. • Telephone UTah 1-1700

SCIENCE: Mr. A Flexes Muscles

By DAVID DIETZ

Scripps-Howard Science Editor

Within 10 years, Greater Cleveland and northeastern Ohio will be using electricity generated with the aid of atomic energy. Sooner than that, in all probability, the first ship powered by atomic energy will tie up in Cleveland's harbor.

Atomic energy is destined to play an ever-increasing role in the expansion of the Lake Erie Empire.

Francis K. McCune, vice president and general manager of the atomic products division of General Electric, estimates that by 1975 the United States will have a population of 200 million and the demand for electricity will have reached the two-trillion kilowatt-hour mark.

Sees Atom Plant Here by 1967

The Lake Erie Empire is certain to share in both. In 10 years Cleveland will be on its way to becoming what sociologists now call a "megapolis," a huge integrated area in which one municipality merges into another. It will stretch from Ashtabula to Sandusky.

As both population and industry grow, the need for electricity will skyrocket.

There is good reason to think that the area's first atomic power plant will be built before 1967.

This does not mean that conventional power plants are on their way out, here or anywhere else in the nation.

However, the U. S. Atomic Energy Commission estimates that atomic power plants will represent 25% of the nation's electric generating capacity by 1975.

The nation's first atomic power plant at Shippingport, Pa., not far from Pittsburgh, will be in operation before the end of the year. It is being built by Westinghouse for the Duquesne Light Co., but was largely financed by the Atomic Energy Commission.

GE Is Building Near Chicago

General Electric is building a larger atomic power plant for the Commonwealth Edison Co. at a site 47 miles from Chicago. It will be known as the Dresden Generating Station and is scheduled to be completed by 1960.

Great Britain's first atomic power plant, located at Calder Hall in Cumberland, is already in operation. It was formally opened by Queen Elizabeth Oct. 17, 1956.

It is the first of four identical plants which the British propose to build.

The program set up by Britain calls for a total of 12 atomic power plants in the next nine years.

When I was in London this July, Sir John Cockcroft, director of the British Atomic Energy Research Establishment, told me that he anticipated a 100% increase in the efficiency of nuclear reactors in the next 10 years.

This would mean that electricity generated in atomic power plants would compete economically with plants using coal, not only in Britain but the United States as well.

The success of the U. S. Navy's atomic

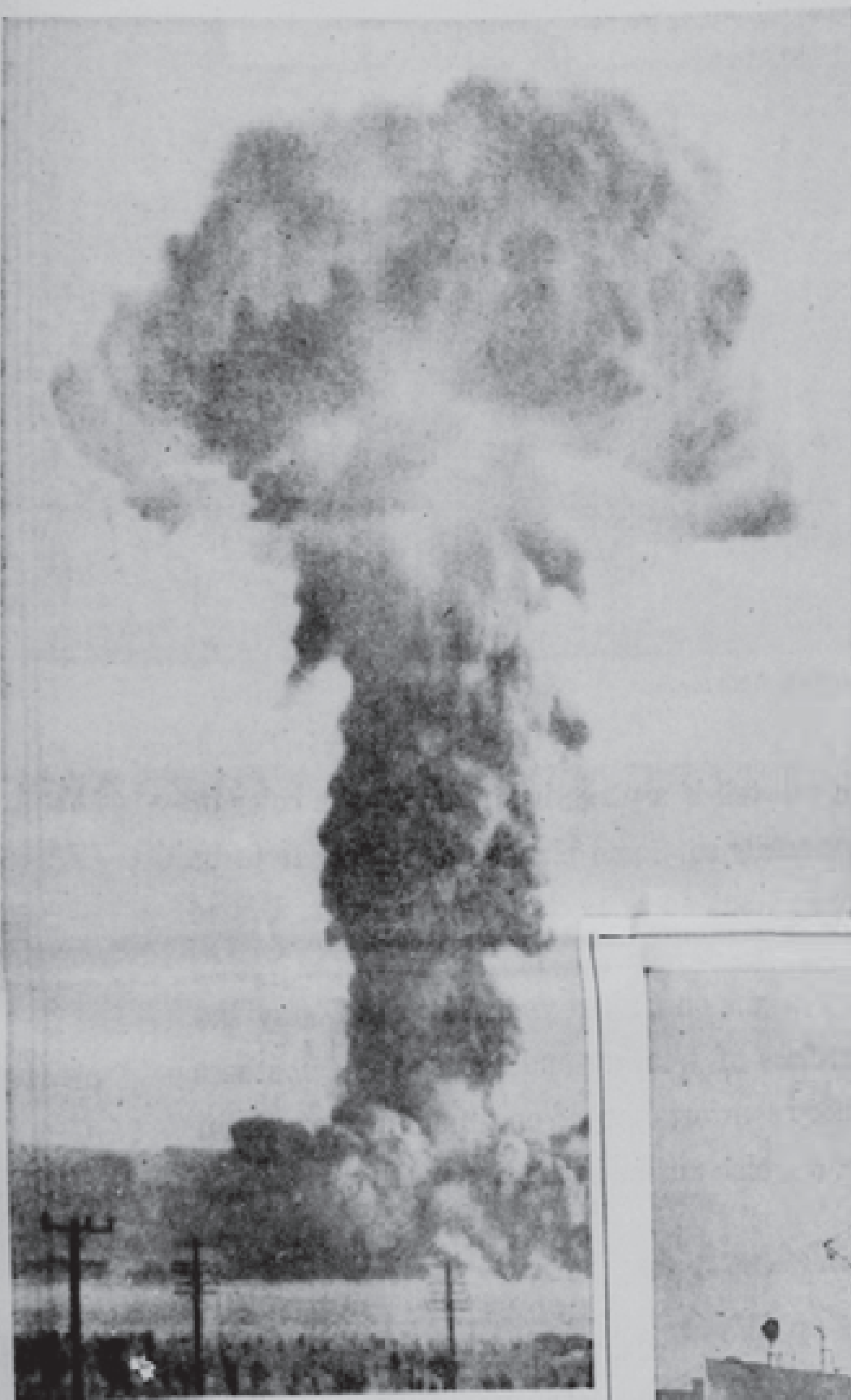
submarines has made it certain that nuclear power plants can be used to operate merchant ships.

The nation's first atomic-powered surface ship is scheduled to be completed in 1960.

Meanwhile, the U. S. Atomic Energy Commission and the Maritime Administration have invited American industry to submit proposals for the development of another type of reactor suitable for merchant ships, namely a gas-cooled reactor.

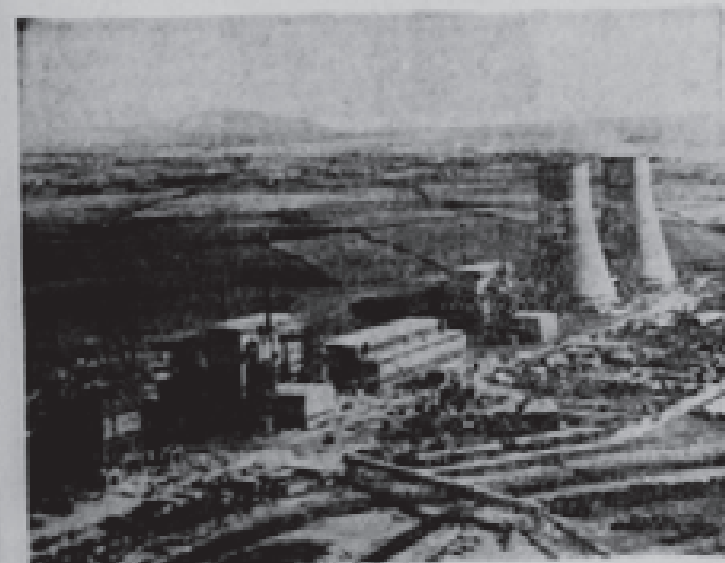
Long-range studies completed for these two government agencies by General Motors, Sperry Rand, and General Dynamics, have indicated the feasibility of this type of reactor for ship propulsion.

FROM THIS:



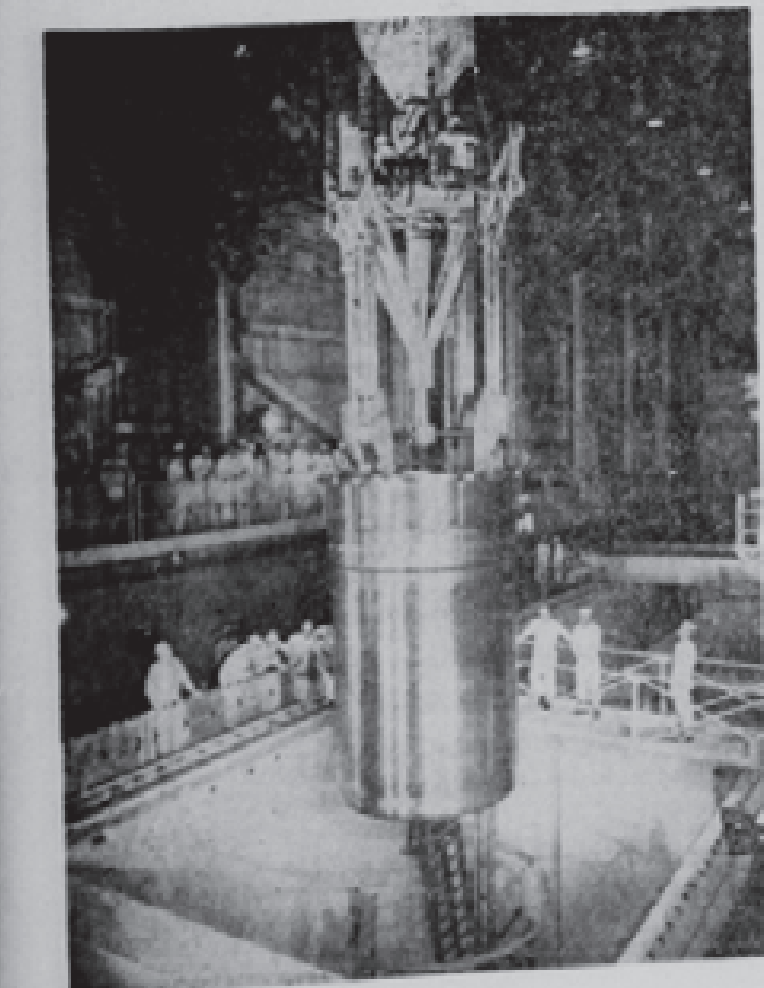
TO THIS:

Britain's First A-Power Plant, Running Since 1956



AND THIS:

Nuclear Core of U. S.'s First A-Power Plant at Shippingport, Pa.



Nuclear Blast in the Desert

13,900 FAMILIES

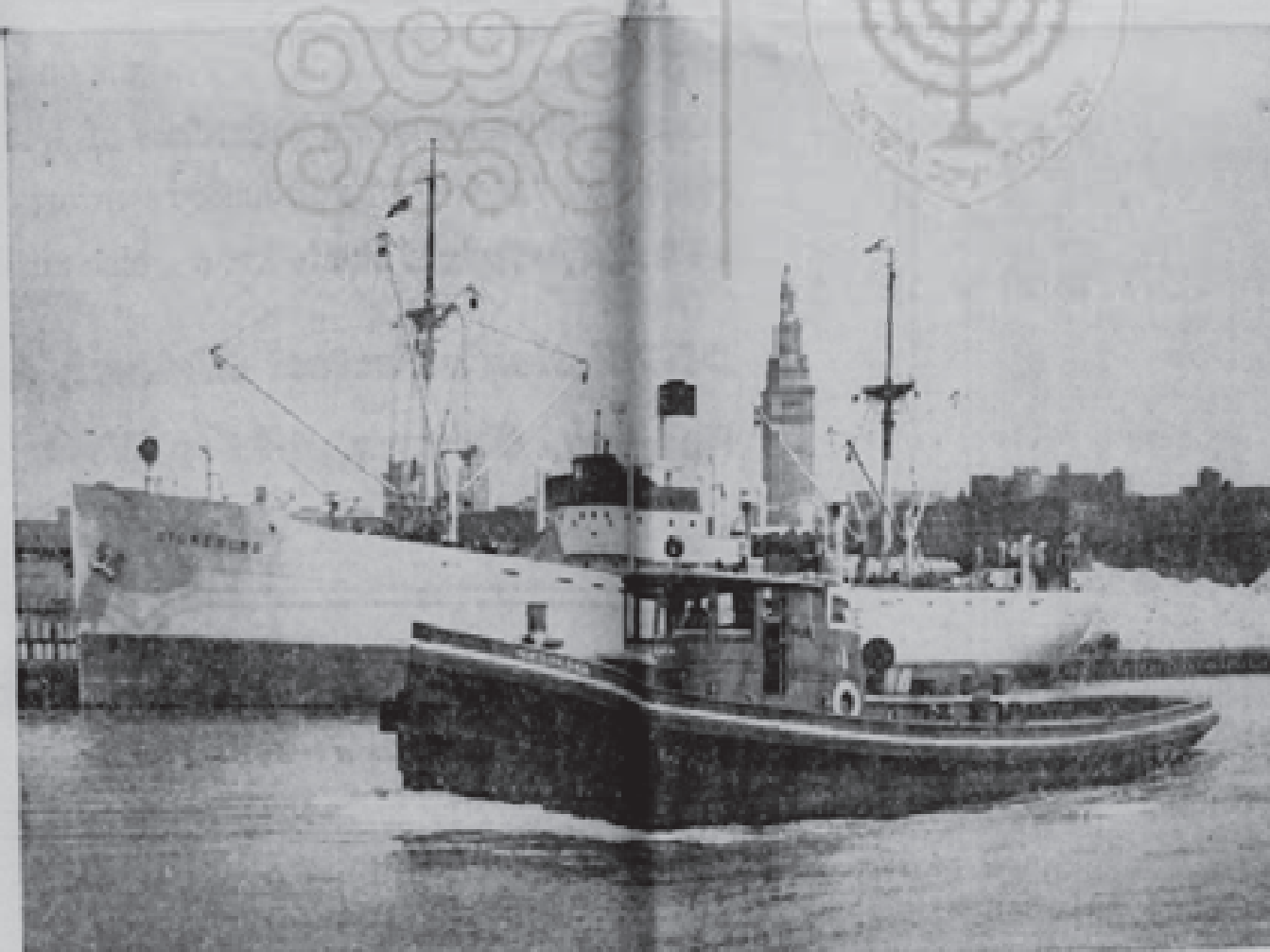
bought or built in Greater Cleveland with Women's Federal Home Loans

Helping to build the Lake Erie Empire has been one of the most praiseworthy accomplishments of Women's Federal for the past 22 years. Assisting 13,900 families to attain home ownership in "the best location in the nation" has been our daily pleasure and constant privilege.

Women's Federal Savings
AND LOAN ASSOCIATION OF CLEVELAND

Men Office: 350 Summit Avenue from the Public Library
Branch Office: 2261 Lakeside Center Road at Girard

3 1/2% ANTICIPATED RATE



A POWERFUL RECEPTION

As the Lake Erie Empire looks seaward, powerful, modern tugs of The Great Lakes Towing Company are serving as the "reception committee" for the ships that are bringing prosperity to its shores.

Since 1899, harbor tugs in every Ohio lake port have carried the white "G" that has become a symbol of good towing service everywhere on the Great Lakes. These tugs are a strong link between the waterways of the world and the factories and homes of the area.

Typical are the five new diesel-electric tugs serving the busy Port of Cleveland, Radio dispatched, manned by experienced and efficient crews, these tugs work around the clock assisting large ships in and out of the harbor and to and from the docks, piers, and freight terminals within its boundaries.

Bulk freighters, self-unloaders, and tankers of the Great Lakes and general cargo vessels from foreign ports, are carrying millions of tons of iron ore, coal, limestone, grain, petroleum products, sand, lumber, automobiles and many items of general cargo, in and out of the Lake Erie Empire ports.

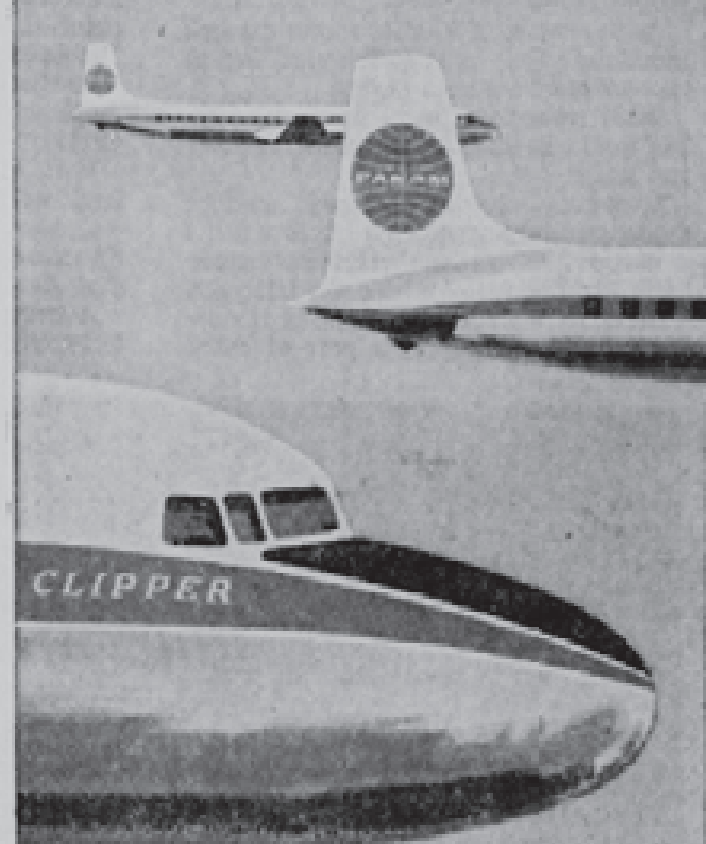
As in Cleveland, The Great Lakes Towing Company's tugs are assisting in the movement of this great variety of cargoes and vessels in every Lake Erie Empire port. Sixteen of The Great Lakes Towing Company's fifty-three tugs are now operating in these ports, and its shipyard in Cleveland is busy building new tugs which are adding power and prestige to this unique fleet.



The Great Lakes Towing Company
CLEVELAND 13, OHIO

SERVICE IN TWENTY-ONE GREAT LAKES PORTS

Speed Queens of the Atlantic



PAN AM'S "SUPER-7" CLIPPERS* to Europe

TRANSATLANTIC SPEED RECORDS HELD BY PAN AM

New York-Shannon	Dec. 14, 1956	7 hrs. 43 min.
New York-Frankfurt	Dec. 11, 1956	8 hrs. 4 min.
Detroit-Shannon	Nov. 28, 1956	8 hrs. 45 min.
New York-Paris	Jan. 30, 1957	8 hrs. 50 min.
New York-Lisbon	June 7, 1957	9 hrs. 16 min.
Shannon-New York	April 9, 1956	9 hrs. 37 min.
New York-Brussels	Dec. 25, 1955	9 hrs. 39 min.
Chicago-Shannon	Oct. 23, 1956	9 hrs. 51 min.
London-New York	Mar. 5, 1957	10 hrs. 19 min.
Shannon-Detroit	Mar. 3, 1957	10 hrs. 50 min.
Lisbon-New York	Jan. 4, 1957	11 hrs. 1 min.
Paris-New York	Mar. 20, 1956	11 hrs. 18 min.
New York-Vienna	Jan. 27, 1957	11 hrs. 36 min.
Shannon-Chicago	Sept. 26, 1956	12 hrs. 5 min.
Frankfurt-New York	Mar. 29, 1956	13 hrs. 15 min.
Rome-New York	Mar. 28, 1956	16 hrs. 56 min.

Call your Travel Agent or
10-1-1250
Ticket Office: 1-17 Euclid Avenue

RECORDS HELD BY PAN AM

PAN AMERICAN

WORLD'S MOST EXPERIENCED AIRLINE

First On the Atlantic
First On the Pacific
First In Latin America
First 'Round the World'

WORLD ABOVE: Future in the Air

By CHARLES TRACY, Aviation Editor

The opportunity to become an international gateway to the world is knocking at Cleveland's door.

It's a chance to win equal place with every major coastal city in the United States.

It's a chance to ride long-range airliners to victory in a race for world prominence now being staged by Great Lakes cities besides some in the Lake Erie Empire.

Cleveland's new status as a Seaway city, coupled with the air transport industry's latest developments, creates the opportunity.

The next big frontier for major expansion of airline routes is over north polar regions. And foreign lines already have blazed the way.

Pioneered Polar Flights

On Oct. 1 Trans World Airlines started the first U. S. service across the frozen north linking California and European capitals by 19-hour, non-stop flights.

TWA uses new Lockheed Jetstream airliners of the Constellation type. Put into service in June, they are capable of making the longest non-stop flights of any plane in the air.

Powered by conventional engines, they will fly up to 7000 miles northeast across Canada, Hudson Bay and Greenland to London, Paris and Rome.

As the northern frontier routes expand, Cleveland gains value as the most logical take-off point for such flights.

Trips from here to all European capitals would be shorter, therefore, cheaper and faster.

Long-range aircraft, improved weather reporting, storm radar and improvements in northern navigation systems have made these flights possible within the last year.

Cleveland's air terminal, one of the nation's finest, already is a port of entry

complete with an international section staffed full time by customs and immigration officials.

Airport Extension Is Set

Plans for extending the airport's principle runway to 10,000 feet—suitable for the biggest, heaviest jet or propeller planes — are already drawn. Land on which 4000 feet of concrete will be poured is owned by the city.

An extension of this type would cost about \$2,000,000, which could be split with the Federal Government.

What about New York, Chicago and Detroit in air transport's future here?

Air traffic at New York becomes heavier every year and is creating a huge bottleneck for aircraft that must fly in the New York area. Jet plane traffic is prohibited on New York City's airports.

Chicago is so saturated with traffic that airlines are scheming to avoid it whenever possible. A new trend is to use Cleveland as the gateway to the West.

Detroit Lags Far Behind

Detroit has had inadequate airport facilities for so long it is not expected to catch up for many years despite its location and current efforts to make Wayne Major Airport into its air terminal. It does not have the mainline East-West traffic that serves Cleveland.

Even greater distance savings are possible when using Cleveland as the starting point to Far Eastern cities like Tokyo, Manila and Saigon.

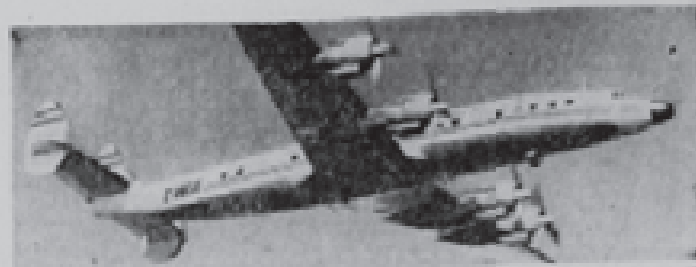
Northwest Airlines has received permanent authority to fly the northern great circle route to Tokyo from Seattle.

Both Northwest and TWA serve Cleveland with first-class reservations, sales and operations' facilities. Both could easily expand here, given the incentive and Civil Aeronautics Board authority to do so.

A tremendously increased common interest in business between Cleveland and

foreign cities will result from the Seaway opening in 1959, creating a great need for

speedy transportation of passengers and mail to foreign ports.



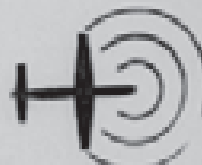
This is radar. It gives you a smoother ride, more on-time arrivals when you fly United—the Radar Line.



Captain L. Baird would like to point out something to you.

"Some travelers believe you can tell if a plane has radar by the color or shape of its nose. This isn't necessarily so. Some planes might appear to be fitted for the installations of radar, but do not actually have radar. United is in the development of airliner radar and now operates the world's largest radar-equipped fleet. This means on United your pilot can 'X-ray' the sky up to 150 miles ahead regardless of weather and choose the smoothest course to get you to your destination comfortably and on time. For that reason we thought you might like to know which airline is the Radar Line."

DC-7, Nation's Fastest Airliner, to New York, Chicago, all the West

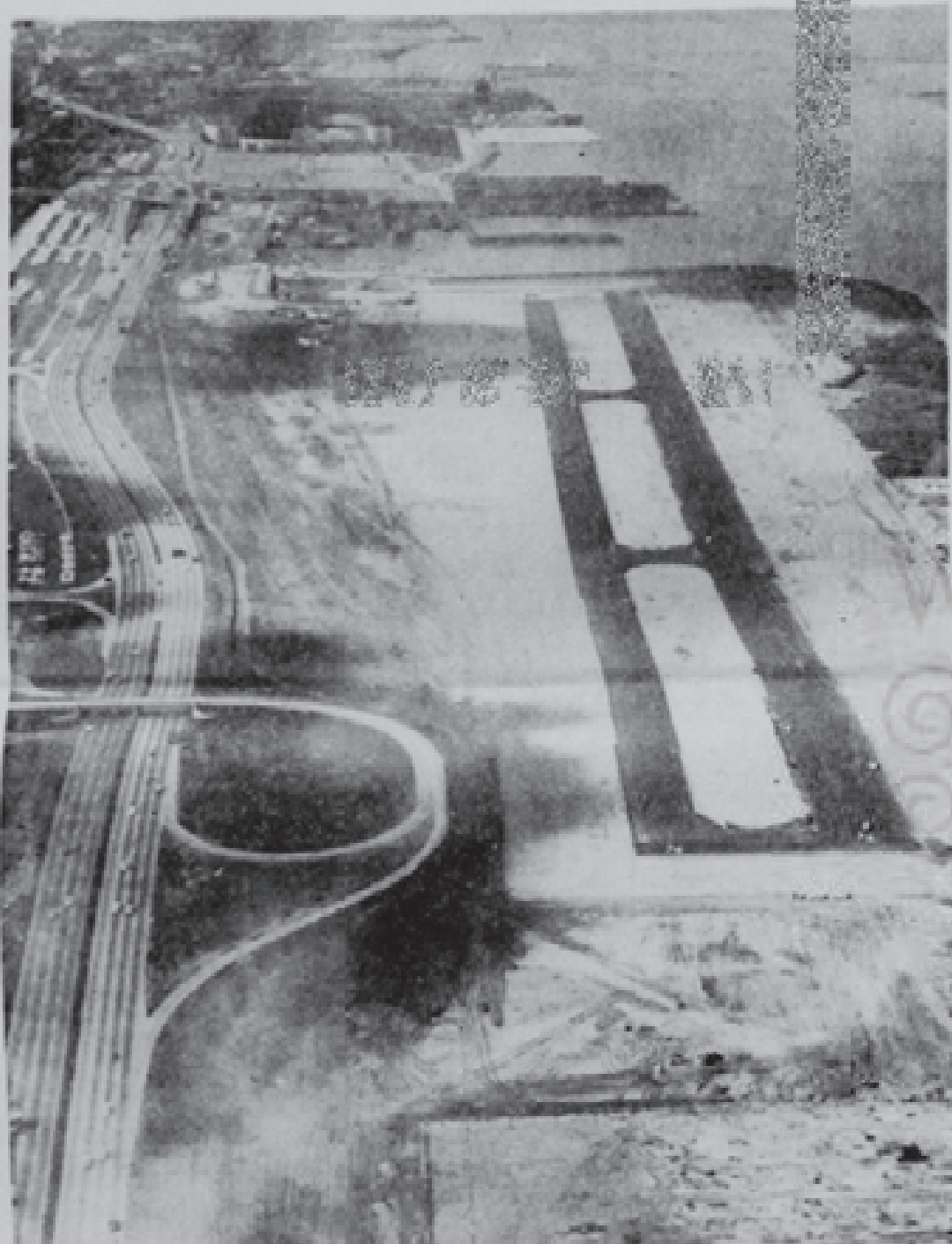


WORLD'S LARGEST RADAR FLEET

CALL TOWER 1-4100 or your travel agent



© 1951, 1952, UNITED AIR LINES, INC.



LAKEFRONT AIRPORT RUNWAY and taxiway (left) will be open for business Nov. 1. It is expected to triple airport's traffic to 250 planes a day. Filling is being extended (foreground) to allow 5000-ft. runway. Short-haul airlines and many business executives are planning to use the airport, the finest landing area anywhere.

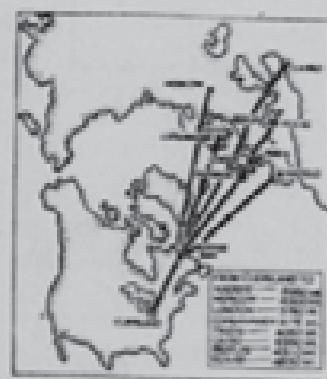
OSTENDORF-MORRIS COMPANY

REAL ESTATE

is proud to participate in the growth of Northern Ohio.

Some of the major new landmarks where our specialized services have contributed are shown below—

LAKE ERIE EMPIRE STORY



NEXT BIG FRONTIER for air transport industry is a network of air routes across the roof of the world. Shortest distances to most key cities are possible on flights from Cleveland. Two airlines serving Cleveland already are operating in the northern area from West Coast cities.

1—Universal Sales Cement Company—land acquisition program for industrial use.

2—Cleveland's Manufacturing Mills, Inc.—development and construction of Cleveland's largest planned industrial park.

3—Fulton Fabrics Corporation—site analysis and acquisition for research center and office building.

4—Veterans' Hospital—value analysis.

5—Huntington Building—development, site acquisition, rental and maintenance of Cleveland's first major downtown office building in 25 years.

6—Gardner Valley Homes—site appraisal and maintenance of Cleveland's first community-planned industrial housing project.

7—Seawater-Ninth Building—rental and management of Cleveland's newest modern downtown office building.

8—Gardner Valley View Housing Development—land acquisition of over 500 parcels for slum clearance program.

9—Perry House Parking—analysis, development and maintenance of downtown's largest privately owned and operated parking facility.

10—Citicorp Corporation—building acquisition for research center.

11—Nuclear Center—site acquisition for proposed nuclear research center.

12—Merrill Electric—analysis and land acquisition for a modern industrial plant.

13—Chem. Sales and Supply—site analysis and acquisition for industrial plant and for interim office and warehouse.

14—Whitcomb Products Company—analysis and acquisition of government facility for private enterprise.

Ostendorf-Morris Company

33 Public Square—TO. 1-7200

Industrial & Commercial Sales & Leases

Real Estate Consulting

Brokerage—Mortgage Loans

Appraisals—Management



Limber lady, Paige Palmer, is morning standby on Cleveland video, with her longtime exercise show on WEWS. Pictures of Paige and Linn Sheldon are by Don Ferris, official at Channel 5 for nearly 10 years.

VIDEO: Lake Erie Empire Rich, but the Rivalry Is Fierce

By JIM FRANKEL, TV-Radio Editor

The Lake Erie television empire is rich, powerful and neurotic.

After 10 glorious years of growth it should be healthy and contented. All three Cleveland channels are accessible to at least 1,200,000 families. All are earning their stockholders satisfactory sums.

But the present mood is one of containment rather than contentment. Like a successful invading army, the three stations in the Lake Erie Empire have come, are being seen and have conquered—veni, video, vici.

But the mopping-up operations are complex and fraught with all kinds of competitive problems. With riches have come ulcers.

A Fourth TV Station?

For instance, there are those who feel that Cleveland needs a fourth TV station. They see that most cities of Cleveland's size—Detroit, Milwaukee, Washington, San Francisco—have four and even five stations on the Channel 2 to 13 band.

They see that in Cleveland, the 10th national market, KYW-TV, WEWS and WJW-TV divide the spoils of audience and advertising in three healthy parts. Especially since each is attached to one of the three major networks.

However, there is some area of doubt whether a fourth station without benefit of network allegiance would have the facilities to improve the quality of TV coverage in Cleveland. Opponents of a fourth channel point out that non-network stations devote unusual attention to old movies.

At any rate, all three stations here have registered opposition to a fourth channel.

Although the competition between the three stations is fierce, the rivalry does not exhibit itself in the all-important service area of local programming.

Except for programs such as the WEWS-WRU Telecourse, WEWS's One O'Clock Club or WJW-TV's children's show, Kid Bits, regular Cleveland-originated programs are devoted mainly to news, sports and weather shows.

For a metropolitan area this size, the meagerness of local programming is something that Cleveland video can not boast about.

By contrast, Cincinnati—half Cleveland's size—also has three TV stations. Cincinnati is renowned for its success in local programming, including several hours daily of its own color programs. Cleveland produces not one blob of color.

See Less Revenue for All

Cleveland's stations argue that economically a fourth station would mean less revenue for all stations in this market. Under such circumstances even less can be done to promote local programs, they say.

Recently, the stations have felt a tightening of advertisers' dollars. If this tendency should increase, proponents of a fourth station will have little to cheer about.

Then, of course, there's pay TV. But that is another story—and one that is not for Cleveland to decide at this stage of the campaign.



Whimsical gent, Linn Sheldon, is veteran Cleveland performer, first as Uncle Leslie the Clown and now as Barnaby, the Popeye cartoon man, on KYW-TV. Linn has seen service on all three Cleveland stations.

LAKE ERIE EMPIRE STORY

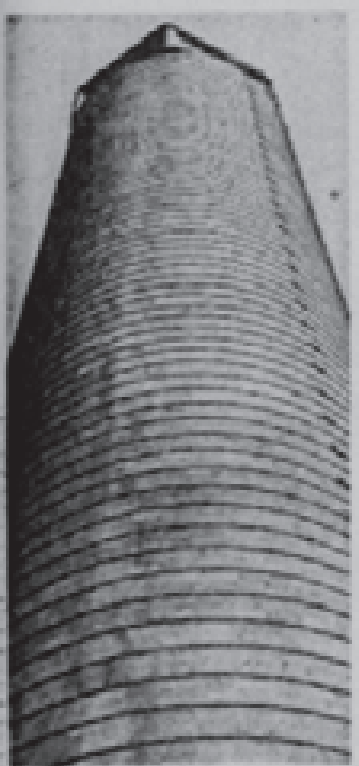
Behind the Picture

Television is not only performers but technicians, studios, new communication techniques—the varied talents of many people in a still new and exciting medium, one that holds great promise for the future, not only in entertainment but education.

It takes



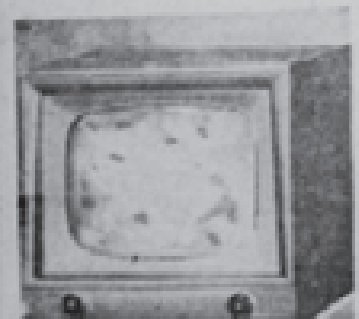
cameras



and transmitters



and people



to send pictures to your home



Cleveland... New Gateway to the World

Cleveland, a long-established Great Lakes port that has already attracted world shipping, is destined to become, with the completion of the new and greater Seaway, an even more strategic gateway for Cleveland and for its thriving industrial neighbors to the South.

Already Austin clients, with farsighted planning have taken advantage of the new Seaway potential. One of these is the National Sugar Refinery Company's new Distribution Center on the Cuyahoga River with direct dockside connections to the Atlantic and another, The Cleveland Press, now building at the Lake Front, where they can receive much of their paper supply via the water route. Both of these projects are of Austin design and construction.

Many companies in the Cleveland area as well as scores of firms in other parts of the country may also find new and important advantages with a new plant or warehouse located with "an eye to the Seaway". To help such firms Austin offers several avenues of approach:

Rock-Bottom Operating Costs—With Austin's engineering and economic approach, an impartial analysis is made which results in a basic design that streamlines operations, provides maximum flexibility, versatile material handling, less building maintenance and substantially reduced operating costs all along the line.

Plant Location Studies—In addition, the most strategic location can be obtained through an Austin Plant Location Study which is (A) impartial, (B) broad in scope, (C) time-saving, (D) conclusive, and (E) strictly confidential.

The Austin Method of Undivided Responsibility, combines and coordinates design, engineering and construction under a single contract to avoid complications for Owners and to save them time and money.

If you are considering a new plant or warehouse on the Seaway or elsewhere, the Austin engineering-economic approach may provide just the kind of long-range strategy that your business needs.

Austin Design and Construction Services:

- Complete New Plants
- Branch Plants
- Warehouses and Distribution Centers

Austin Engineering and Economic Studies:

- Analysis of Existing Facilities
- Merchandising, Warehousing and Distribution
- Material Handling
- Plant Layout
- Plant Location



THE AUSTIN COMPANY  **DESIGNERS, ENGINEERS AND BUILDERS**
CLEVELAND 16112 Euclid Ave. • Glenville 7-5400

New York • Boston • Philadelphia • Washington • Atlanta • Pittsburgh • Detroit • Indianapolis • Chicago • St. Louis
Houston • Los Angeles • Oakland • Portland • Seattle • The Austin Company Limited, Toronto • Companhia Austin, Sao Paulo, Brazil

Regardless of the plant location problem, the best viewpoint is the impartial one!

Then There Were Times Men Paused —And the Spirit of the City Was Born

By ALFRED E. BENESCH

Ralph Waldo Emerson said that "an institution is but the lengthened shadow of a man." By the same token it may be said that Cleveland is but the lengthened shadow of a man.

And that man is Tom L. Johnson, who, though gone almost half a century, has not been forgotten.

The remarkable civic spirit which he engendered has left an indelible impress upon our community. His innate sense of social justice has caused all Clevelanders — industrialist and workingman, Protestant, Jew and Catholic, native born and immigrant — to look upon the common welfare as of paramount importance.



Tom L. Johnson
The Guiding Spirit

For the pioneers of the Western Reserve built wisely, laying stress not on the material but on religion, education and community spirit.

That is why present-day Clevelanders are inheritors of a great tradition of cooperation born of the efforts of such families as the Mathers, the Balmers, the Handys, the Nortons, the Wades, the Hoyts, the Paynes and the Rockefellers.

It is a tradition symbolized by the early establishment of the Chamber of Commerce, our public school system, Western Reserve University, Wade, Gordon and Rockefeller Parks.

The Art Museum, Natural History Museum, Health Museum and Western Reserve Historical Society are distinctive insignia of the cultural development to which not only native Clevelanders but many nationality groups have liberally contributed.

Wide Network of Services

Our institutions of philanthropy and charity, hospitals, orphanages, child welfare organizations, homes for handicapped children and family-service associations enjoy national reputation.

George W. Crite, Carl A. Hamann, William E. Lower, Frank E. Bunts and Harvey Cushing have bequeathed a great heritage to the medical profession.

Rufus P. Ranney and John H. Clarke are liberally associated with all that is eminent in the legal profession. E. W. Scripps, Liberty E. Helden, Edwin Cowles and Robert F. Paine set the pattern and precedent in the field of honest and forthright journalism.

It is because the city has encouraged and fostered intense civic spirit that Cleveland can boast of its Cultural Gardens, Play House, Karamu House, Symphony Orchestra, Children's and Pop Concerts, Mall, public and parochial schools and churches.

Cites Power of the Ballot

Its voters have invariably been able to sift the wheat from the chaff in the matter of candidates and issues. It has boasted of tolerance, charity and good will and met remarkable success with its Community Chest.

Happily, Cleveland has been a clean city rarely beset by graft. It has been able to commandeer the services of capable officials, many of whom serve at personal sacrifice.

Happily, too, Cleveland has been freed from the shackles of political bossism and of influence peddlers. The "city on a hill," envisioned by Tom L. Johnson, still looms large on the horizon, thanks to the vigilance of a

Veteran School Board member Alfred E. Benesch has probably won more civic honors than any Clevelanders around. He has been instrumental in the city's cultural, spiritual and business growth; at times he is its most devoted advocate, at others its severest critic. Now 78 and one of Cleveland's most beloved "elder statesmen," he has written for The Press a resume of the influences that have had impact upon our way of life.

Citizens League and an intelligent and alert electorate. Cleveland has fortunately succeeded in building close relationship between its institutions of learning and the community.

This makes it possible our ability to transcend artificial barriers to learning established by outworn educational curricula and to give every citizen opportunities for individual growth.

And in this accomplishment, the John Huntington Polytechnic Institute, John Carroll University and Penn College are playing an increasingly important role.

If the present can be regarded as an omen of the future, Cleveland's prospects are bright indeed.



University Circle is the cultural heart of the city. Newly proposed pedestrian plaza and exhibition hall across Euclid Ave. has been sketched (top, center) on this aerial photograph taken by Press Photographer Glenn Zahn.

The more we pass the buck, the less the buck will be worth!

Fighting inflation is everybody's job ...

The economists call it "inflation."

But whatever it is... whatever its causes... it stares you in the face every day in the form of rising prices.

Everybody agrees we are in a state of inflation today, but too many say it can't be stopped. Or they pass the buck, and say fighting inflation is a job for the other fellow.

Inflation *can* be stopped and *must* be stopped. We believe it's a job for *all of us*, whether as housewives, workers, employers, savers or taxpayers.

There are three important actions all of us as individuals can take:

1. First of all, we can buy wisely, and get our money's worth for everything we buy. When we buy wisely, we ease the strain on the family budget.

2. We can save more. Not only will our savings give us greater peace of mind and family security, but these savings will provide the capital

this nation urgently needs to keep our economy growing.

3. We can see to it that our government spends our tax money wisely — whether it's the government in our home town, our state or federal government. Remember it's *our* money that government spends, and if we keep on asking for more government spending, we'll keep on paying.

By doing these three things, all of us can help check inflation and keep prices from rising still higher.

Why the life insurance companies are bringing you this message

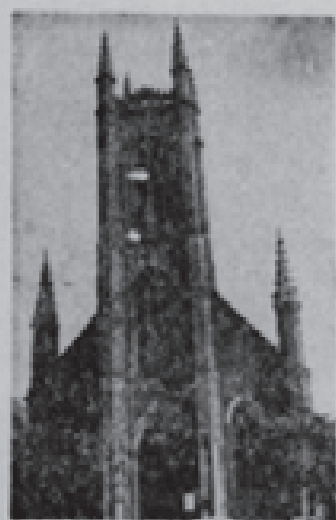
106 million policyholders have made life insurance America's most widely used form of thrift. In the interest of these policyholders—in the interest of all of us—the life insurance companies feel that they have a duty to help preserve the purchasing power of the dollar.

Institute of Life Insurance

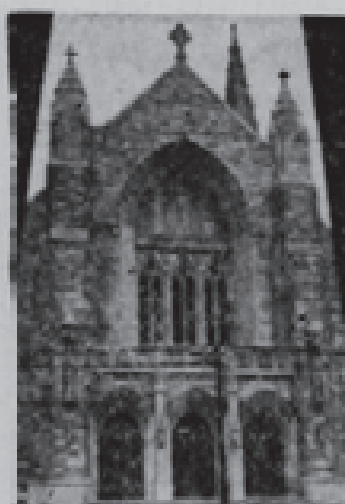
Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

LAKE ERIE
EMPIRE
STORY

From Men's Labors
—Spiritual Good



St. John Episcopal Church, at W. 25th St. and Church Ave.



St. John Cathedral, at E. Ninth St. and Superior Ave.



The Temple, at Ansel Rd. and E. 105th St.