The bold, clean lines of Rapuwood are shown in the new Pleasant Twp. High School at Whiteland. Use of 40,000 square feet of Rapidex in roof deck and ceilings resulted in substantially lower building costs. Architect: W. Erb, Connersville.

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The opinions expressed in the Indiana Architect written by various members of the Indiana Society of Architects or persons who are not members of the I.S.A. do not necessarily reflect the opinion of the Society unless specifically stated.—The Publications Committee.
National Recreation Assn. Offers Advice to City, Urban Planners

By DAVID LANGKAMMER
Great Lakes District Representative, National Recreation Association

Recreation is fast becoming one of the chief enterprises of America. Today, with most Americans having more leisure time than working time, recreation is assuming a staggering importance, not only to our health and happiness, but to our economy. Recreation is fast becoming one of the chief enterprises of America. Today, with most Americans having more leisure time than working time, recreation is assuming a staggering importance, not only to our health and happiness, but to our economy.

Indiana, with its 16 state parks, 14 state forests, 4 game preserves, 13 fish hatcheries, and many other tourist sites, is in a position to take full advantage of the new era of leisure. The National Recreation Association, with its more than 50 years of experience in the recreation field, stands ready to help the state of Indiana realize its potential in any way it can. Many Indiana localities are already familiar with the NRA, as a number have been with the NRA since it began, such as the cities of Indianapolis and Fort Wayne. Today, a total of 51 Indiana communities are registered for service. In addition, last year 660 requests from 136 different Indiana communities received special information and assistance. To get the fullest cooperation possible from the National Recreation Association, it might be well for all Hoosiers to get a full view of the services offered by the Association.

The National Recreation Association has long understood the need for recreation as an essential part of living. Founded in 1906 with Theodore Roosevelt as honorary president, the Association is a non-profit and non-political organization which relies for support on voluntary contributions from the general public. It is the only nationwide organization that provides information and on-the-spot help for recreation as a whole—music, drama, the arts, as well as sports, outdoor activities, crafts; and all phases—program, facilities, administrating and planning, experiments and research, philosophy, public support. The purpose of the Association is to help all the people—regardless of age, sex, race, creed or economic status—make the best use of their expanding leisure time for healthful, satisfying, and creative living.

The National Recreation Association provides many services. Field service to communities is given on request to aid community governments and recreation groups, both public and private, to organize, maintain and extend recreation programs. Highly trained NRA specialists are sent to handle particular programs, such as:

1. Training courses for both volunteers and professionals, new and experienced. Usually jointly sponsored by one or more local agencies. Provides both basic training and new techniques.

2. Planning services, which helps communities study individual recreation needs, both immediate and long range; develops plans for facilities, budget, personnel, organization and administration.

3. Minority groups service to communities makes available national experience to improve recreation facilities for all community groups.

4. Help for localities with special problems arising from needs of women and girls.

5. Service to state and federal agencies which are concerned with recreation as part of their total program.

Program Service prepares and distributes a wide variety of booklets, pamphlets, articles containing program suggestions and techniques; conducts local institutes and workshops; makes available latest thinking in recreation programs of all sorts.

Consultation and Correspondence provides service and information on all phases of recreation.

Publication and Bulletin prepares and distributes free or at cost booklets, books, and pamphlets to provide basic information, reports of surveys, up-to-date developments.

Recreation Book Center provides a guide to recreation literature and offers a convenient order service to enable local groups to build their own recreation libraries. More than 850 books of 125 publishers are available through this service.

Recreation Library is probably the most comprehensive collection of recreation material in the U.S. In includes thousands of pamphlets, research reports, mimeographed material not collected elsewhere, as well as books, periodicals, manuals. Branch libraries maintained in Los Angeles and in Toledo.

Recreation Magazine provides for members of the Association current information plus the thinking of leaders in the field.

Personnel Service conducts salary studies, job description studies, works to raise standards, seeks candidates for specific local jobs.

Research Service conducts studies of current recreation needs and practices; maintains a national clearing house for all recreational research; compiles special reports such as the Recreation and Park Yearbook, a comprehensive inventory of recreation developments and facilities.

Staff Services to the National Recreation Congress and District Conferences make it possible to hold national and regional meetings to inspire and inform lay leaders and professional workers from all parts of the country.

Hospital Recreation Service is pioneering in the establishment of pilot projects, recruitment and training of personnel, research and counseling in this new and increasingly needed field of recreation.

As the NRA field representatives for Indiana, it is our responsibility to give on-the-spot service to cities and towns which want to provide more adequate public recreation and park service for their citizens. Along with this field service to individual communities we try to help build public support of adequate recreation programs and help solve financial, administrative and other problems by actual cooperation with local and state administrators. We participate in the program of the Indiana Governor's Recreation Conference, the Indiana Park and Recreation Association and act as special consultant to the Divisions of Indiana and Purdue Universities which specialize in the training of recreation administrators. In this latter role, we offer tested training and experience in the field of recreation to the school authorities so that practicable curricula can be used, so that students can learn the problems facing recreation in America today. Also, through the NRA Personal Service, we will help in the placement of qualified recreation graduates for communities which need such leadership.

Like the NRA field representatives for other territories, we can make available the space (Continued on Page 14)
Indiana Society Outlines Proper Method In Selection of Architect

Prospective Client Urged to Thoroughly Inspect Architect's Completed Buildings, Talk to Owners

Now how does one go about selecting an architect? An architect is selected just as any other professional man is. Make inquiries. When you feel that you have found one able to perform the service you require, go and talk with him. Inspect the buildings he has designed, or photographs of them if inspection is not feasible. Talk to the owners of these buildings. Talk to those who live in them or use them. Talk to the builders who constructed them and to the people who financed them.

As soon as you are satisfied yourself that he is able to look after your interests in the many matters that will arise in your building operations, engage him directly for an agreed fee.

When a public board or committee is charged with the selection, they may wish to interview several competent architects before making their selection. They may wish to ask each to furnish information as to experience, buildings designed and other pertinent matters. There is no reason why they should not do this, and from these interviews, the inspection of buildings designed, and inquiries as to competence, the committee should be able to make a fair and satisfactory selection.

No service, either oral, written, or graphic, shall be requested, or furnished without assurance of adequate compensation. It is contrary to fair practice to make and/or defer payments for services contingent upon the fruition of a project.

Architects should not be expected, either by individual owners or by members of a building committee, to prepare sketches of a building before being retained to design it.

This practice is comparable to asking a lawyer to make a complete brief of your case before being retained as counsel. Or it is comparable to asking a doctor to diagnose your ailment, and prescribe for its relief, without any agreement on your part that he will be paid for his services.

A client about to engage in a building project is not acting in his best interest if he solicits, accepts or considers, gratuitous sketches of his proposed project. Sketches under such conditions generally are hastily prepared as attractive pictures, with little or no real study of the project or its ultimate cost, and do not reflect the competence of the architect to render satisfactory services.

An architect may propose to a possible client the service which he is able to perform but shall not, except under unusual circumstances, offer this service without compensation and then only to an established client.

Sometimes the prospective client cannot, or does not, desire to select his architect directly. In that event, he may use an architectural competition, in which case the selection of the winning design is made by a competition jury. When this method is used, the client should proceed under the rules for architectural competitions as established by the architectural profession. While this method is necessarily more expensive, it does provide for a recommendation from persons highly qualified to make a selection.—The Executive Board, Indiana Society of Architects.

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The President Speaks . . .

By FRANK MONTANA, President
Indiana Society of Architects, A.I.A.

On February 13, after the Executive Board Meeting and at the invitation of Ed Pierre, I attended one of the Civic Design Committee's planning sessions at the Marion County Planning Commission's offices in the City Hall Building. George C. Wright, Ed Pierre, Evans Woollen III, and Tom Dorste were there. It was indeed interesting to see the amount of work and time that has been given and the results thus far. I do hope that the thoughts and ideas expressed will some day materialize and thereby transform the heart of Indianapolis.

The men who are willingly giving of their time certainly may fit the following description taken from "A Testament" by Frank Lloyd Wright, published by Horizon Press. I quote—"The Artist-Architect will be a man inspired by love of the nature of Nature, knowing that man is not made for architecture: Architecture is made for man. He will see the practice of architecture never as a business but always religiously as basic to the welfare and culture of humanity as, at its best, it ever has been. And we must recognize the creative architect as poet and interpreter of life. We have only to consider what he has done and where he has been in every true culture of all time to see how important this son of culture is to our future as a nation. By way of growing art chiefly comes the culture that fertilizes society by fructifying the individual and enabling men to call their lives their own. This enrichment of life is the cause of architecture, as I see it."

Our generation of architects will produce an architecture worthy of note, full of character, expressive of our time. In spite of this age of prefabricated curtain walls, our architecture must have a character worthy of its name; it must, not be a mere assemblage of stock pattern number "x" repeated "x" number of times without the personality of the architect who has given so much and who is dangerously beginning to lose because he is permitting the public to associate him with the non-architects who merely assemble wood materials in a manner not worthy of the name of architecture. Architects must be recognized as architects by their work and architecture as architecture by its poetic quality.

New Yorker Wins Annual Home Show Competition

A New York free lance architectural renderer named Helmut Jacoby is the winner of the 1958 Indianapolis Home Show architectural competition. Jacoby's house design was chosen from nearly 300 entries in the annual competition. It will be considered as the centerpiece house in next year's Home Show.

Other competition winners are as follows: Victor H. Bisharat, Pasadena, Calif., second; and William Heijn, San Francisco, Calif., third. Both are draftsmen. Heijn collaborated with Eleanor Karp, of Mill Valley, Calif.

Honorable mention awards went to C. D. Alexander, Duluth, Minn.; Donald S. Carlson, Wauwatosa, Wis.; William A. Gould, Shaker Heights, O.; David Lewis Paulson, Boulder Colo.; Leonard A. Peterson, Skokie, Ill.; and Robert L. Wulf, of Neward, Del. All winning designs will be on display at the Home Show which will be held April 11-20 at the State Fairgrounds, Indianapolis.

Leon Chatelain Jr., president of the American Institute of Architects, headed a panel of judges which included architects Donah Clark and E. D. Pierre, both of Indianapolis, O. C. Winters, a builder, and Walter S. Veon, a realtor, also of Indianapolis. Richard C. Lennox, an Indianapolis architect, served as an advisor for the competition.
I.S.A. Fêtes National President

I.S.A. President Frank Montana, South Bend, standing, greets A.I.A. President Leon Chatelain Jr., right, at cocktail-buffet reception in Columbia Club. Mrs. Chatelain, left, and Mrs. Montana look on.

Ed James, Indianapolis, left, I.S.A. Treasurer, and Dick Lennox, Indianapolis, chat informally with Chatelain, center.

Above are part of happy throng of nearly 100 Indiana architects and wives who turned out to greet the national president. Left to right: Ray Thompson, Mrs. Thompson, Donald Clark, Harry Cooler, Mrs. Cooler, Mrs. David Meeker, David Meeker, Mrs. Art Broecker, and Art Broecker, all of Indianapolis.

Ewing H. Miller II, Terre Haute, standing, left, and Bob Schultz, South Bend, standing, right, also extend greetings to Mr. and Mrs. Chatelain.
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DEPT. 1-5

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Architect and Client Both Benefit From Good Ethics

By HARRY E. COOLER, Chairman,
Professional Practice Committee, Indiana Society of Architects

Through the American complex of modern living comes the necessity of good creative architecture. These accomplishments have best been achieved by the architect. The knowledge of construction methods and ways of economy are paramount in his creative mind as a means to an end in each of his endeavors. But for the architect to apply himself to today's way of life, he must offer his services on a professional basis.

It is recognized that the American way has created each man, each architect, to be equal . . . The architectural profession has set out to define this equality in black and white in order that each architect will know on what professional basis he is being judged.

The national architectural professional organization, The American Institute of Architects, has set out, and defined, a set of Standards of Professional Practice for the Architect. These obligations have been outlined in A.I.A. Document, No. 330. This has become the known Code of Ethics on which the Architect bases his practice. It is with these ethics of professional practice that the American Institute of Architects, the Indiana Society of Architects, a chapter of the A.I.A., has selected committees within, the architectural firms, and last and most important, the individual architect himself—all establish the equality in practice for the architect . . .

This equality through ethics is so very important to assure the client of obtaining the services of the right architect for the project in question. It establishes an equal schedule of fees, equal relationships between the architect and client, equal standards of practice, equal laws under which the architect must work, equal standards of personal conduct, equal responsibilities to the client and the community, and certainly equal responsibilities to fellow architects and to the architectural profession itself. It should be noticed at this point that the one major factor, not yet established, has been excluded from the above equals—that being the architect's ability. This is the one and only real judgment that you, the client, must decide on. The proper selection of an architect should be based on this one factor alone or the client stands to lose the best of architectural services and accomplishments.

Cut fees and incomplete services of the architect are two of the deadliest ways to destroy an otherwise well planned, well designed building. Here, the building and its users suffer. Usually, cut fees reflect on the ability and efforts of the architect or if suggested by the prospective client, the unfamiliarity of the true value of good architectural services. Incomplete services of the architect is like buying a new car without wheels. The outside might by shiny and bright with a powerful engine inside, but you will have trouble with your progress and arriving at a destination . . . Consider the architect on the same basis as the surgeon before he operates. You rarely are concerned with fee and definitely not of incomplete service. Also the lawyer in the same way. You select these men on their professional ability.

Here now is the architect . . . a man with an intangible personal service . . . creating his ideas and recording them on paper . . . like a lawyer or a doctor. The important difference is that the architect's services end up with a tangible, three dimensional object, which remains before the public's eye. Here, the public becomes judge . . . on this, the architect's practice and his ethics stand.

One erroneous situation in which a client effects the integrity and ethics of any architect, is the request for free sketches for one reason or another. Usually it is for promotion of a project. A lot of time is spent by the architect to arrive at this presented sketch, and by the way, many committees or lay-people "hang their hat" on this presentation. A lawyer is not requested to present a brief, nor a doctor to submit a diagnosis before his services are retained! Why then, it is ethically fair and considerate of a prospective client to request sketches of an architect?

The client should remember one important factor: "He is retaining an architect for his personal service, and not buying a set of drawings." . . . The drawings and specifications are only an aid to construction and belong to the architect, just as the files do to a lawyer or doctor. These documents are the architect's "physical tools" from which buildings are born. For this reason, as previously mentioned, the architect should be selected on his ability.

The higher the client's respect for the ethics of an architect, the better the architect becomes . . . The better the architect, the better the ability, the better the service . . . the better the service, the better the building . . . the better the building, the better the client!

So you see . . . you, the client, can only do yourself good by respecting the judgment and integrity of the architect as he does you.

The architect, with respect to advertising, must be discrete in handling this situation. The profession does not sanction paid advertisement, nor use of self-laudatory publicity. The common practices of advertising, such as postcards, lettered pencils or other items, ads in newspapers or magazine, are not recognized by the architectural profession. The only ways the architect may use his name or firm's name are in such ways as his sign on his various projects, letterheads, personal cards, his published work in newspapers, magazine, etc., on in a display of architectural work that is recognized by the A.I.A. or Indiana Society of Architects. Any misuse of these methods of advertising leads to the possibility that the architect will face penalties as decided by the A.I.A.

It is with your cooperation, Mr. Client, that the Indiana Society of Architects, through its committee organizations, is actively trying to stamp out mal-practice and maintain the ethics of the architectural profession by upholding the policies of the American Institute of Architects. In this way, all individual clients, schools boards and trustees, church groups, building committees, and other public officials, can be best assured that the architecture in their community will be an asset through sound, clean planning by the best architects with the highest standards of practice.
F. W. Dodge Corp. Releases Annual Construction Reports

Ten office building contracts in Manhattan accounted for 10 per cent of all the commercial building contracts in the United States last year, according to an annual review of F. W. Dodge Corporation construction statistics.

The review, written by Dodge vice-president and economist George Cline Smith, also brought out these facts, among others:

California was by far the leading state in total construction contracts.

Building costs tended to level off during 1957.

The first and second halves of 1957 presented distinctly different construction patterns, with housing, which had been weak in the first half, showing definite signs of a pick-up in the second, and non-residential and heavy engineering contracts weakening after a strong first half.

Contracts for manufacturing buildings were weak most of the year, giving advance indication of the downturn that showed up later in business spending for new plant and equipment.

School contracts went up to a new high point, but did not increase as much as had been anticipated. Highway contracts showed a similar pattern.

Future construction contracts in December in Indiana amounted to $34,299,000, or 31 per cent below December 1956, the Dodge Corporation reports.

Contracts by the major construction in December compared to the like 1956 month showed: non-residential at $15,082,000, down 44 per cent; residential at $12,933,001, up seven per cent; and heavy engineering at $6,284,000, up 40 per cent.

Construction contracts in 1957 in Indiana totalled $790,306,000, nine per cent ahead of the 1956 total.

For the year as a whole, residential building contracts amounted to $301,330,000, three per cent ahead of 1956; non-residential building, at $342,189,009, was down two per cent; and heavy engineering, at $146,787,030, was up substantially.

December contracts for construction for the residential building category in the metropolitan Indianapolis area totaled $3,348,000, or five per cent ahead of 1956; non-residential, at $85,773,003, up 20 per cent; and heavy engineering, at $342,189,009, down two per cent.

The metropolitan area consists of Marion county.

Contracts in the non-residential building category in December amounted to $3,043,000, down 38 per cent compared to December 1956.

December total building contracts, residential plus non-residential, amounted to $6,391,000, down 24 per cent compared to the like 1956 month. (Heavy engineering construction contracts are not included in the total building figure.)

Building contracts for the 12 months of 1957 compared to the similar 1956 period showed: non-residential at $85,773,000, up 20 per cent; residential at $70,841,000, down nine per cent; and total building, residential plus non-residential, at $156,614,000, up five per cent.

A.I.A. to Rent or Sell Educational Movies

The first two in a series of semi-animated movie shorts on architectural subjects have been completed by The American Institute of Architects as public relations aids for chapters and state societies.

"What's a House?" the first of these 15-minute cartoon films, traces the evolution of the American house from the "carpenter classic" to the residence of the future. By acquainting the audience with some of the problems of site planning, orientation and building technology the film indirectly points up the essential role of the architect in residential design.

"A School for Johnny" addresses itself to the problem of filling the increasing need for schools without overstraining community resources. The film relates some of the primary factors the school architect must consider in designing for today's education and attempts to clarify some misconception about comparative costs and economy in school design.

Both films are done in simple Disney-like cartoons and charts on a minimum budget. Both include color photographs by outstanding architectural photographers. The film may be either purchased or rented from A.I.A. The purchase price is $85 per film.

Future films in the series will deal with churches and business buildings. Intended primarily as discussion aids for adult and youth groups, the films are also suitable for television use.

Indiana outranks 46 other states in percentage of employees engaged in durable goods manufacture, or 81 per cent over the U.S. average.

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If you'd like to know more about Ironbound's ability to "stay young" and why it should be included in your plans for school and industrial floors, contact us.

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I.S.A. Calendar of Coming Events

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A.I.A. Names Jury
For Memorial Award

The American Institute of Architects today announced the names of five distinguished architects to serve as the Jury for the 1958 R. S. Reynolds Memorial Award for the best use of aluminum in architecture.

The Reynolds Award—which consists of a $25,000 honorary payment plus an emblem—is international in character. Therefore jurors have been selected by the A.I.A. Board of Directors from both the U. S. and abroad.

Named to the Reynolds Award Jury were: Richard J. Neutra of Los Angeles, Calif.; Arthur Loomis Harmon of New York, N. Y.; J. Roy Carroll of Philadelphia, Pa.; Richard M. Bennett of Chicago, Ill.; Pier Luigi Nervi of Rome, Italy.

The Jury will meet in Washington May 5 and 6 to consider nominations for the 1958 Award. The Chairman, selected by the Jury, will announce the recipient of the Award within a week after judging is completed.

The Award will then be presented at the American Institute of Architects' Annual Convention to be held in Cleveland, O., July 7-11.

The Reynolds Memorial Award is conferred annually on an architect who is judged to have made the most significant contribution to the use of aluminum, either esthetically or structurally, in the building field.

The American Institute of Architects administers the nominations, Jury selection and all other aspects of the Award.

Edward D. James Office Wins Award for Church Design

Edward D. James & Associates, Indianapolis, are winners of an honorable mention award from the Church Architectural Guild of America for the design of the St. Mark's Methodist Church of Bloomington.

The award was made at the recent 18th National Conference of Church Architecture held in Detroit. The Bloomington church is of contemporary architecture.

Mr. James is treasurer of the Indiana Society of Architects, a chapter of the American Institute of Architects.

Committee Requests Names Of Likely Officer Candidates

James M. Turner, Hammond, I.S.A. past president and chairman of the Nominating Committee, has requested suggestions from I.S.A. members for likely candidates the Society's upcoming annual elections. "We don't want to overlook any capable, dedicated men who would do a good job in serving the Society," Turner said.
Blumcraft Adds Wood To Aluminum Railings

By adding wood to aluminum a new concept in aluminum railing design has been conceived by Blumcraft of Pittsburgh. The result has been a combination of wood's warmth and elegance and aluminum's structural strength. Blumcraft has called the new product Post Style No. 170.

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

Metal Decking Corporation Unveils New Products

A new metal roofing product was unveiled this week with the introduction of Galvadek, a ribbed galvanized roof deck sheet fastened by a patented metal clip, by the Metal Decking Corporation, Indianapolis, Ind.

According to Robert Brown, the firm's president, Galvadek eliminates the need for painting and cuts erection costs because it combines light weight with great structural strength. Galvadek is fastened to standard galvanized sub-purlins with a galvanized clip. Continuous beam action is provided when sub-purlins span three or more structural purlins.

Galvadek is available with one inch ribs in 28-gage sheets, 10 feet one inch in length. Coverage to the weather is 23 inches. Additional information is available at the Metal Decking Corporation offices, Architects and Builders Building, 333 N. Pennsylvania St., Indianapolis, Ind.

Indiana is considered the "mother of vice-presidents." Nine Hoosiers have been nominated for that office; four were elected: Schuyler Colfax, 1868; Thomas A. Hendricks, 1884; Charles W. Fairbanks, 1934; and Thomas R. Marshall, 1912 and 1916.

Federal Pacific Offer Housepower Calculator

"How Good Is Your Electric Wiring," a handy calculator that architects can use to determine home electrical requirements, is available from Federal Pacific Electric Company.

Designed to provide an easy method to calculate "housepower," this two-color folder was prepared by Federal Pacific as a contribution to the industry-wide effort to promote adequate home wiring.

The calculator consists of a check-list by means of which the architect can total, room by room, the amount of wattage required for a home's electrical services. From this, comparisons can be made with National Electric Code recommendations to determine if service entrance equipment, the number of branch circuits, and size of wire used is adequate.

"How Good Is Your Electric Wiring" is expected to have wide application because of increasing use by home owners of electrical equipment, like air conditioners, home clothes dryers, and electric ranges.

Copies may be obtained from authorized electrical distributors, or by writing Federal Pacific Electric Co., 50 Paris St., Newark, N. J.

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

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

Architects desiring a copy of the new 1953 catalogue M-58 may write to Blumcraft of Pittsburgh, 460 Melwood St., Pittsburgh 13, Pa.

Personal income in Indiana in 1955 totalled $2,201,000,000 for a per capita income of $1,894. This compares with an $1,847 national wage average.

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N.R.A. Advises (Continued from Page 4)

cial Survey and Planning Service, which will make sure that recreation areas and buildings are functionally planned to serve local recreation needs in the most economical and effective manner. This service is of particular importance today when the problem of encroachment is so serious.

State and federal highways, housing developments, parking lots, and shopping centers are eating into our recreation land. Only one city in four meets the standard of one acre per hundred population. With our population growth, the situation is bad indeed. This is true in Indiana as well as in the other states of the country. Not only is it vital that we make the best possible use of what recreation areas we have today (and the Survey and Planning Service is expert in this matter) but we must acquire new areas for the recreation of future generations. In all its literature and public messages, the NRA is drawing particular attention to this issue. All of us at the NRA feel strong about encroachment and will do all we can to aid any community with this problem.

It should be pointed out that it is good business for city and state officials to see that recreation areas are available for their citizens. Never before has business made so sure of good recreational facilities before locating a plant in any region. Today, the lack of such things as a golf course, a park or forest preserve, can place a town at a disadvantage. For instance, Lawrenceburg, Tennessee, was searching for industry for years. In 1954, they put in a golf course—and snared a new plant soon after!

Recreation is good for the merchants, too. Americans spend 25 billion dollars a year for travel, 46 million dollars on hunting and 42 million dollars on fishing. Golf clubs spent 100 million dollars last year to maintain courses, grounds and equipment. Real estate authorities would be interested to know that the value of these clubhouses and equipment was more than one billion!

These statistics (and there are so many more) are just additional proof that recreation is a major influence in our country today.

We have deliberately gone into considerable detail giving the services of the National Recreation Association so that you will know the many facilities available to you and your community. By knowing more about the Association, it is felt you will be able to better the kind of help your community may need. If you would like more information about the NRA, just write the Correspondence and Consultation Service, National Recreation Association, 8 West Eight Street, New York 11, New York. If you would like more information on recreation needs in Indiana, or if you have particular local problems, write either to headquarters or to 223 Davis Building, 151 Michigan Street, Toledo, Ohio.

Because it believes everyone should have the opportunity for healthful and happy recreation and because it knows these recreation opportunities make for economically sound communities, the National Recreation Association, with its staff of 110, is ready to help with whatever problems your community may have.

Indiana ranks fifth in the nation in dollar volume of construction contracts for industrial building. Indiana's total for 1956 was $1,759,000,000, or 6.5 per cent of the U.S. total.
During the past three generations, a great transition has taken place in architectural metal work as we have moved into the age of the light metals. But even the achievement of the most modern expression of this age—the curtain wall—owes a debt to the earlier artisans of the forge.

We, at FLOUR CITY, recognize the rich heritage left us by the art blacksmiths. Over the years, their experience and knowledge of the plastic possibilities of metals has been inherited by our new generation. Our metal fabricators of today, now aided by modern machinery, fit and assemble curtain walls for multi-story buildings with the same care and skill that has distinguished our products for the past sixty-five years.

FLOUR CITY was one of the first fabricators of curtain walls. For us, it was not a change of direction, but rather another step forward in the use of our human and material resources.

Obviously, the architect with an imaginative and creative design must rely upon skilled and experienced fabricators to assist him in advancing the frontiers of architecture.

We, of course, cannot predict what the walls of tomorrow will be, but we can and do assure you... if those walls are made of metal, the finest will be fabricated by FLOUR CITY.
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