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The Indiana Architect is the official publication of the Indiana Society of Architects, a chapter of the American Institute of Architects. It is published monthly in Indianapolis. Editorial and advertising offices are located at 5930 Gladden Drive, Indianapolis 20, Ind. Editorial and advertising policy for the Indiana Architect is governed by the Publications Committee, Indiana Society of Architects, whose members are Trace Christenson, Jr., 230 W. Washington St., South Bend; Ray Thompson, 2211 E. 52nd St., Indianapolis; Robert Schultz, 1015 Hudson Ave., South Bend; Henry Meier, 5636 Marilyn Rd., Indianapolis; Ray Ogle, 10824 Ruckle, Indianapolis; Herb Thompson, 3105 Ashland Ave., Indianapolis, and Herman Roll, 762 DeQuincy St., Indianapolis. The Indiana Architect is edited by Joe Ledlie, 5930 Gladden Drive, Indianapolis 20, Ind.

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 Publication Committee.

COVER CARTOON BY IVAN OSORIO, Fourth Year Architectural Student at University of Notre Dame, from Managua, Nicaragua, Central America.
Indiana Society Set To Host Great Lakes Regional Conference

The Indiana Society of Architects, host this year to the Great Lakes District Regional Conference of the American Institute of Architects, extends an invitation to all architects and their associates to attend the annual meetings scheduled for Thursday through Saturday, April 17-19, at the University of Notre Dame, South Bend, Indiana.

Headquarters for the three-day sessions will be the Morris Inn on the Notre Dame University campus. Theme of the conference will be "Urban Planning and the Architect."

Awaiting those who attend will be a stimulating program, interesting and educational exhibits, and nationally known professionals in architecture, planning, engineering, and city development who are scheduled to speak. There is a special "Ice Breaker" planned for those who come early on Thursday, and specially conducted tours of the picturesque Notre Dame and St. Mary's campuses will be available after the conference is concluded on Saturday.

Complete program for the three days is as follows:

**Thursday, April 17**

5:00 P.M.—Registration

6:00 P.M.—Regional Public Relations Committee Dinner. Morris Inn

7:00 P.M.—Regional Public Relations Committee Meeting

Elmer J. Mason, A.I.A., Chairman, Presiding

8:00 P.M.—Band Concert. Notre Dame Drill Hall

9:00 P.M.—Informal Ice Breaker. Mahogany Room, Morris Inn (Everyone Invited)

**Friday, April 18**

9:00 A.M.—Registration Continues

9:00 A.M.—Exhibits: Architectural Forum Exhibit, O'Shaughnessy Hall Galleries Student Exhibit, Architecture Building

9:00 A.M.—Ladies' Coffee Klatsch

10:00 A.M.—Business Session—Bergman S. Letzler, A.I.A., Regional Director, Presiding

Reports from Regional Committee Chairmen

Reports from Washington

New Business

12:00 Noon—Ladies' Luncheon: Lincoln Highway Inn, Mishawaka (Bus leaves from Morris Inn at Noon)

1:00 P.M.—Luncheon. The Morris Inn

Frederick E. Wigen, A.I.A., President, Michigan Society of Architects, presiding.

2:00 P.M.—Address: Dr. Henry D. Hinton, "The Nuclear Age and City Planning," Notre Dame Nuclear Physicist

2:30 P.M.—Ladies' Program and Tour of St. Mary's College

3:00 P.M.—Public Relations Work Shop

Elmer J. Mason, A.I.A., Chairman, Presiding

5:30 P.M.—Cocktails. The Morris Inn

6:30 P.M.—Banquet. Frank Montana, A.I.A., President, Indiana Society of Architects, Presiding

Introducing: A.I.A. President and Mrs. Chatelain; other National A.I.A. Officers; Mr. Paul Ricciuti, President, National Association of Students of Architecture

**Saturday, April 19**

6:00 A.M.—5:00 P.M.—Golf for Men—University of Notre Dame Golf Course

8:00 A.M.—Informal Breakfast. Morris Inn

Bergman S. Letzler, A.I.A., Presiding

Chapter and State Association Officers, Regional Committee Chairmen

9:00 A.M.—Ladies' Coffee Klatsch

9:00 A.M.—5:00 P.M.—Exhibits (Continuing)

9:00-10:15 A.M.—Seminar Session I

10:45 A.M.—Seminar Session II

Theme for Seminars: "Urban Design and Planning"

Moderator: Charles J. Marr, F.A.I.A., President, Architects Society of Ohio

**Panel Members**

Israel Stollman, Associate Professor, Head, Program in City and Regional Planning, School of Architecture and Landscape Architecture, The Ohio State University, Columbus, Ohio

Ira J. Bach, Commissioner, Department of City Planning, Chicago

George W. Barton, Engineering Consultant, Traffic Institute, Evanston, Ill.


A.I.A. Names Journalism Award Winners for 1957

Lilian Jackson Braun of the Detroit Free Press and Philip Seikman of Fortune are winners of twin $500 first prizes in the American Institute of Architects' 5th Annual Journalistic Award Competition. Mrs. Braun, Living Section Editor of the Detroit paper, and her special A.I.A. Centennial Section published October 27, 1957, won first in the newspaper class. This is the fourth year Free Press entry has received a top prize in the A.I.A.'s competition and two of the previous awards were for work by Mrs. Braun.

Seikman's first award, in the magazine category, is for an article on the Connecticut Life Insurance Company's new building published in Fortune, September 1957, under the title "A Dramatic New Office Building."


Honorable mentions go to Ann Holmes of the Houston Chronicle for "How Often Architecture Art?" published December 27, 1957; and to Dan MacMasters of the Los Angeles Examiner, whose featured article "What we really think about Modern," appeared in the paper's Pictorial Living section, November 17, 1957.

Serving on the jury of awards were Stephen G. Thompson, news editor of Architectural Forum; Grinnel W. Locke, A.I.A., editor of the Baltimore A.I.A. Chapter publication, and Robert R. Denny of J. H. Kaufman & Associates, P.R. counsel for A.I.A.

The $1,500 annual awards program was established in 1953 to recognize and encourage writing that will further public understanding of architecture and the architect.

Carl W. Forsythe, City Attorney, Okemos, Mich.

Calvin S. Hamilton, Executive Director, Metropolitan Planning Department, Marion County (Indianapolis), Ind.

James A. McCarthy, Professor of Structural Engineering, Notre Dame

Albert B. McColloch, Architect and Planner, Louisville, Ky.

Arthur Rubloff, President, Development Corporation of America, Chicago and New York

Lawrence D. Sheridan, Metropolitan Planners, Inc., Indianapolis, Ind.

1:15 P.M.—Informal Luncheon. Morris Inn

2:30 P.M.—Campus Tours (Notre Dame and St. Mary's)
The President Speaks . . .

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

Welcome to the University of Notre Dame Campus and the Great Lakes regional conference of The American Institute of Architects!
Throughout the year Notre Dame is host to many academic and professional organizations. We are particularly pleased to have members of the A.I.A. visit our campus since it is the home of the only architecture school in the state of Indiana.
We hope you will inspect the Notre Dame architecture department and become acquainted with its faculty members. You are cordially invited, too, to visit our many University buildings. They range from our 87-year-old Gothic church to two residence halls and a dining hall dedicated last Fall.
Most of all, we hope that your stay at Notre Dame will be pleasant and that your conference will be professionally profitable.

I.S.A. Calendar of Coming Events

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PRIL, 1958
Education, Experience Not Enough For Ideal Architect-Client Relationship

Architects Should Not Rest on Laurels, Must Help Create Public Understanding

By FRAN E. SCHROEDER, Chairman, Public Relations Committee, Indiana Society of Architects

Have you backed off and taken a good look at yourself lately? If convention is still running true to form you haven't even thought about that bit of advice for a long time. Architects especially, being among the most capable and responsible public servants, have a lot of serious looking about to do.

Unless you meditate long enough and hard enough and make a good examination of how well your professional performances have been directed for the express benefit of Mr. John Public, the individual, you will miss the point of such a retreat.

It takes more, much more, than a pedestal, a size ten halo and a list of commissions to be a successful architect. That is if you have a sincere desire as a dedicated architect, to benefit your community, the people. Every time you give service to an individual you too are immeasurably benefiting your profession. Let us not be so naive to think the architectural profession is beyond reproach.

Are you one entrenched in belief that your profession is growing ever more substantive and indispensible? In some avenues of endeavor this progress cannot be denied. But beyond that you can dispense with the rose colored glasses and look squarely at the facts.

Let us back off and have a look at history. Short of a generation ago will be enough to demonstrate the issue. It seems something beyond the desire of a man to solve an architectural problem for mankind came to the front . . . money. Now this will unquestionably raise a few hackles, for there will be those who consider "high on the hog" the pinnacle of success . . . regardless of the inevitable consequences their point of view might unknowingly mean to the future profession as a whole. Of course, building profitable business is a worthy endeavor and not the object of criticism here. However, was a fact that every architect in those days did consider a residence commission for an individual client an important part of his practice.

So then what happened? Architects or by one, found the percentage of take home pay on a residence job was losing out to more lucrative work. It became more difficult for the individual home owner, the backbone of the community, to find architects interested in his problem . . . his most important problem . . . the building of a home for his family.

That is when fundamental public relation for the profession, what little there was went pouf! That is when the practice of a (Continued on Next Page)
architecture, self accusing as it is, passed up 
an unregainable generation of recognition by 
not meeting its responsibility to the Home 
Owner. That is when the prospective home 
owner, without recourse, put the builder in 
the design market. Being slide rule experts 
you don't have to be told the magnitude of 
potential income this turn of events has 
taken from your till. Families have a way 
of growing and what course Father took in 
having his home planned so does his son 
do likewise, and his son behind him. The 
consequences of this chain reaction toward 
the profession are even more disastrous. For 
is it not the individual home owner who 
becomes the school trustee, the manufact­ urer, the merchant and leader in the com­ 
munity, who in some capacity directs the 
building of still larger and (that nasty word) 
lucrative projects? Where then will he go 
for design service. As the twig is bent so 
grows the tree. Direct to the consulting engi­ 
neer . . . the Contractor . . . yes, even 
the prefabor!

If one was inclined to charity he would 
deny that a comparatively few eager archi­ 
tects, not too many years ago, are greatly 
responsible for this dilemma. The fact re­ 
 mains, many of our present practitioners are 
still placemant contributing to this situa­ 
tion by thinking the responsibility for com­ 
municating good relations is not for their 
shoulders. They are still so intrigued with 
the cross-hatching on their drawings they 
ignore the very purpose of public relations in 
their existence. Public relations is not limit­
ed to a handshake now and then.

It is the practice of evaluating the pro­
profession's policies in terms of the public 
interest; identifying the profession's 
policies with the public interest; and com­
municating this state of identification to 
the individual public whose life and occu­
pation affect the practice of architecture . . . 
upon whom the profession's well-being depends.

Thank Providence, in spite of our dormant 
inhinations and short-comings, our chosen 
field of endeavor cannot be properly per­
formed except by the registered architect. 
He alone is trained specifically to do that 
job. In a broad sense, the architect functions 
as a doctor in prescribing for his com­ 
mmunity's environmental ills. As a laywer in in­
 terpreting the laws of both nature and man. 
As an artist in translating ideas into form 
and form into structure. As an engineer in 
understanding and dealing with the stresses 
and strains of matter. As a mechanic in 
guiding the laying of pipe or the application 
of mortor to a brick. As an investment coun­
selor in aiding his client to determine how 
to enjoy the most profitable use of his prop-

(Continued on Page 14)

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APRIL, 1958
Indianapolis Architects Play Key Role at 1958 Home Show

For the past seven years, the centerpiece house in the Indianapolis Home Show, April 11 through 20 at the State Fairgrounds Cattle Building, has been the winner of the show's international design competition. This year that winner, designed by Notre Dame students Noel Blank and David Billmeyer, will share the spotlight with a traditional house designed by architect Edward D. James.

Realizing the importance of coordination in the execution of a truly fine piece of modern architecture, a newly formed "design team" has controlled the construction, interior designing and landscaping of this house. The team is composed of Messrs. Blank and Billmeyer, representatives from the Indianapolis Section of the Indiana Society of Architects acting as coordinating architects, the Business Furniture Company doing interior design work, and the landscape architect, Fritz Loonsten. They have been working on the project since last fall.

The team has undertaken the work with the sincere desire to show modern architecture and art to the people of Indiana in as fine a representation as possible. "Style" is not an understanding terminology for the expression of modern architecture shown in this house. The architects have made a simple straightforward treatment of what modern architecture can be when a coordinated effort between architect, builder, interior designer and landscaper is carried forth.

The presentation of this year's house will also try to correct misrepresentation made in past years. The house is definitely not designed for the average family and is not meant to fulfill the needs of every viewer. Moreover, it is meant to show how professional planning and detailing can meet the specific need of a special family and to explain why modern architecture has become the accepted belief in other parts of our country.

The original competition problem called for a house for an elderly couple with space for a daughter and her family that spent occasional weekends there with her parents. The multi-use area at the west end of the house can easily be converted into two semi-private bedrooms with separate storage and bath facilities. For normal use, the areas open into a large extended living area and provide space for television viewing and reading.

The grandparents have their everyday activity areas grouped around the very conveniently arranged General Electric kitchen. Opening from the kitchen is the laundry and sewing area which is immediately adjacent to the work shop.

Herman Miller furniture is being used throughout the house by the Business Furniture Company. Their representative on the design team, Miss Sallie Wilkens, developed the color treatment, selection of fabrics, and the arrangement of furniture throughout the house. The interior treatment is of advanced design and features such Miller pieces as the coconut chair, Eames formed plywood swivel chair with leather padding, and the modular seating group.

The structural system for the house is post, beam and plank. Wood post members eight feet on center support 35-foot long laminated wood beams which carry the wood deck roof.
above. The underside of the wood deck forms the finish ceiling throughout the house and is stained with penetrating white stain to eliminate any further maintenance. The exposed beams are stained a dark brown. Remaining materials such as redwood siding, brick walks and foyer, vinyl tile flooring, etc., were selected on the basis of practicality, texture and color.

The traditional, or Period Home, which is also on display at this year's Home Show, is the result of numerous requests made by last year's Home Show visitors. The office of Edward D. James, Indianapolis architect, was chosen to design the home because of Mr. James' interest, background, and feeling for early American architecture. Supervising the project was Roll McLaughlin, head designer and co-ordinator for Mr. James.

Intention of the design was to depict the fullest flavor of colonial days so richly expressed in the area of Maryland's Eastern shore during the 18th Century. The house itself will express the atmosphere of the homes built during the early 18th century with a facade of simple dignity. Later, during the political and social development of Maryland, as the families of wealth increased, homes became more elegant and sophisticated. By the same token, in contrast to the exterior, the rooms within will show evidence of later refinements. The use of high ceilings, wood cornices, fine raised paneling and wainscotting, a circular staircase, and the warmth of stately old fire places, will typify the best quality and craftsmanship of the period.

The house will have an old, and a new kitchen or family room, as referred to today. The primitive section with its brick floor, large fireplace and hewn beams, makes an interesting contrast to the new kitchen using the same floor and plank paneling, but with all modern built-in conveniences.

At one end of the living room will be a small informal plank paneled reading alcove. The foyer will feature a gracious winding stairway leading to three bedrooms and two baths on the second floor. A dade paneled library adjoins the foyer, and is adjacent to a third bathroom, suggesting that some day, the library may be used as a 4th bedroom.

The Master Bedroom will feature a small fireplace surrounded by wood paneling. Finished floors in all rooms except kitchen, family room, and baths, are ramrod wood plank. All rooms are of generous size and livable. Circulation throughout the house is unrestrict ed and presents an excellent pattern of traffic for visitors during the show, as well as in every day use. Like many of the more gracious homes of Maryland, this house is designed for entertaining formally or in a very informal manner as desired. There is great flexibility in the plan, affording the owner unlimited opportunity to establish individuality.

Landscaping and garden area will reflect the character and atmosphere of the home. Planting will be of a more formal nature. Brick walks will lead around the house and through the garden to a small garden house located at the rear of the yard, adding a finishing touch to the setting.

There will be no garage constructed for the actual home show, but plans call for a garage designed to represent the old carriage houses of the time.
A.I.A. Opposes Highway Billboards Before U.S. Senate Subcommittee

(Editors Note: Following is the statement of Leon Chatelain Jr., president of the American Institute of Architects, on the subject of Billboard Control on the Interstate Highway System before the Subcommittee on Roads of the Senate Public Works Committee March 10, 1958.)

My name is Leon Chatelain, Jr. I am a practicing architect with offices at 1632 K Street, N.W., Washington, D.C. I am president of The American Institute of Architects and appear here today as its representative.

The American Institute of Architects is the national organization of the architectural profession in the United States. Its 127 chapters and 11 state organizations are located in every state and in certain U.S. possessions. With a membership of 13,000 registered architects, the Institute represents the majority of practicing architects in the nation.

"Just a year ago I presented a statement to this Subcommittee putting the American Institute of Architects on record as firmly opposed to any outdoor advertising whatsoever adjacent to Federal, state or local highways. I expressed the strong support of the Institute for the bill, then under consideration, to control billboard advertising introduced by Senators Neuberger and Gore, which, unfortunately was voted down in committee.

"Our policy on this vital issue has not changed. On the contrary, our interest, enthusiasm and activity in behalf of such legislation has accelerated rapidly. Many A.I.A. chapters, in all parts of the country, have passed resolutions urging Federal action to prevent the Interstate System from becoming a dangerous and unsightly billboard alley. Letters from members pour in to my office urging that all possible efforts be made to keep the American countryside, which belongs to all Americans, from being desecrated and destroyed.

"Rather than taking the time of this Subcommittee to repeat all the points I made last year, I refer you to the record of that hearing. Nor will I dwell on many of the numerous compelling reasons for Federal action to which we subscribe. Able witnesses appearing before you today are bringing them to your attention.

"I therefore will limit myself to a very brief statement in behalf of our organization which, for over a century, has actively concerned itself not only with improving our architectural standards but with improving the general environment in which we all live. We regard the control of billboards adjacent to the highway system as a necessary step towards providing the wholesome, beautiful environment to which our people are entitled. Unless the indiscriminate mushrooming growth of signs and billboards is stopped, the benefits of this vast public roads program, subsidized by all the taxpayers of America, will be wasted. Property values will be irreparably damaged and instead of contributing to a more wholesome environment for this and future generations, we will be responsible for the creation of vast new belts of interstate slums.

"We architects look at a well-designed, efficient highway much as we would a building. Primarily, of course, both the highway and the building serve a distinct function—the one to provide transportation, the other to provide shelter. But the true function of everything we build must also include aesthetic considerations—proportion, design, appearance and value. The buildings and roads we design and build are, whether we desire it or not, monuments by which future generations will judge us.

"We believe it would be nothing short of criminal irresponsibility to allow the esthetic destruction of one more acre of our land at a time when virtually every community in the United States is seeking ways to control the spreading urban blight.

"For these and many other reasons, we urge the Congress to take action. We must have effective control of outdoor advertising along our highways to maintain not only the beauty of our land, but our national pride and self-respect."

Residential Building Up In Indianapolis Area

January future contracts for the residential building category in the metropolitan Indianapolis area amounted to $2,946,000, an increase of 74 per cent compared to January 1957, according to the F. W. Dodge Corporation.

The metropolitan area consists of Marion county.

Building contracts in the non-residential construction category in January amounted to $4,862,000, down 75 per cent compared to January 1957.

January total building contracts, residential plus non-residential, totaled $7,808,000, down 64 per cent compared to the like 1957 month. Heavy engineering construction contracts are not included in the total building figure.)
The roof of the multi-purpose building, above, consists of seven 60-ft.-long barrels, each with a 32-ft. chord and 23-ft. radius. Photo below shows the type of covered walks (pre-cast concrete bents) used on the campus. The architect was Maloney & Whitney, Yakima, Wash. The structural engineer was Worthington & Skilling, Seattle. The contractor was Wall, Bartram & Sanford, Wood Village, Troutdale, Oregon.

CONCRETE SHELL ROOFS
answer school’s need for unobstructed floor areas

The Ellensburg High School, Ellensburg, Wash., demonstrates the versatility of concrete shell roofs for educational structures. Large unobstructed floor areas were required for three types of buildings: the gymnasium, the shop building and a multi-purpose building. Concrete barrel shell roofs were chosen for all three.

Shell roof construction provided the unobstructed floor area required. It was economical to build and opened unusual design opportunities to the architects.

More and more architects and engineers are turning to concrete shell roofs for structures requiring open floor areas. Roofs with spans up to 300 feet and more can be built without any interior columns. In addition to school buildings such as shown here, concrete shell roofs are ideal for auditoriums, exhibition pavilions, hangars, field houses, train sheds, repair shops for large equipment, garages and warehouses.

Concrete shell roofs offer additional advantages of low maintenance cost, long life, low insurance rates and low-annual-cost service. Send for free illustrated booklets. Its distribution limited to the U.S. and Canada.

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Building Contracts Down Ten Percent From 1957

Contracts for future construction in the United States in February totaled $1,953,422,-000, a ten per cent decrease from February 1957, F. W. Dodge Corporation reported today. This marked the second consecutive month in which contracts registered a 10 per cent decline.

Dollar volume of contracts in the residential category amounted to $727,202,000, down 17 per cent from the like month of a year ago. The number of one and two-family housing units was down sharply, but apartment units again registered an increase, this time two per cent. The number of dwelling units of all types totaled 59,172, a drop of 14 per cent compared to February 1957.

Contracts in the non-residential category in February totaled $750,819,000, a decrease of eight per cent. The decline was due primarily to decreases in contracts for manufacturing and commercial buildings; hospitals also showed a sharp decrease. However, contracts for educational and science buildings were up two per cent.

Heavy engineering contracts in February totaled $475,321,000, a gain of two per cent above the like 1957 month. A gain of 29 per cent was reported in public works, but utility contracts dropped 38 per cent.

Increases in contracts for streets and highways and sewerage systems accounted for the public works gain; utilities were down because of decreases in contracts for water supply systems, airports, and "other" utilities construction.

The cumulative total of contracts for the first two months of 1958 amounted to $4,013,416,000, down 10 per cent from the like period of 1957. Cumulative total contracts in the major construction categories showed: non-residential at $1,507,111,000, down 13 per cent; residential at $1,501,212,000, down 11 per cent; and heavy engineering at $1,005,093,000, down three per cent compared to the like 1957 period.

New Catalogue Offered By Prescolite Mfg. Co.

A new catalogue from Prescolite Manufacturing Company, highlighting the new "Preslock" series, has just come off the press. The "Preslock" principle locks the inner frame firmly in position, but releases at a touch of the finger or with pressure from the relamping pole. The outer frame may be installed permanently, and painted to match the ceiling finish. A spring loaded inner frame and glass are readily removable for maintenance.

The catalogue is available from Prescolite, Berkeley, Calif., or from Prescolite distributors and representatives.
The Indiana Society of Architects

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For full details, see Sweet's Architectural File • Write for "7-K Series" sales bulletins
DEPT. 1-5

Best Universal Lock Co., Inc.
10 N. Senate Ave., Indianapolis 4, Indiana
Fran Schroeder Firm Wins Distinctive Design Award

The Indianapolis architectural firm of Fran E. Schroeder and Associates has been awarded the Distinctive Design Award at the final judging of the Catholic Property Administration's Fourth Annual 1958 Professional Architectural Competition. The citation was given for their design of the St. Pius X School at 71st and Sarto Drive in Indianapolis.

The competition was open to all notable catholic school and church buildings in the United States and Canada. This award represents the first time an Indiana Architect has been so honored.

The award-winning design was displayed at the National Catholic Educational Association Convention which just closed in Philadelphia.

Mr. Schroeder is a member of the Indiana Society of Architects, A.I.A.

The Indiana Constitution's Bill of Rights contains 37 sections; the U. S. Bill of Rights contains 10 sections.

Education, Experience Not Enough (Continued from Page 7)

As a businessman in understanding the intricacies of financing and the comparative values of real estate, as well as the efficient operation of his own practice. And most important, the competent architect is a free and unprejudiced protector of his client's interest, a professional advisor who is not obliged to any commercial interest.

Are, then, these attributes of our distinct profession not for the benefit of the public individual who want and need our professional service in his home building program? You say you are not interested in serving the public in their home building problem? You say you can't make a profit on residential service? Look behind you, Mister. There can and must be a way for you to render this service to your community. There is more than one way to spell—compensation.

Your Society will present an exhibit at the Indianapolis Home Show April 11 to 20, designed to tell the public what he wants to know ... "The Architects Service in a Home Building Program—or, How the Architect Benefits the Potential Home Owner." This instrument of public relations viewed by the largest and most potent assembly of Mr. John Publics gathered in the State of Indiana, who are interested in their own building problems, is one tangible example how you, each one of you, can participate in this program. How well we respond remains to be seen. Remember this ... We must create public understanding of the architect as a professional person of both esthetic and economic worth to our community, the people ... and on their level!

This is no small task, but as a measure of your responsibility, the welfare of the profession demands that it be done.
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